



### **Case study: Holy Cow Yoga**

Holy Cow Yoga is a brand new business which opened in August 2017 in Chesterfield. Classes are held Monday to Sunday and the organisation anticipates that nine jobs will be created over the next 12 months. As part of the preparations for opening, Holy Cow Yoga approached DBC Training for recruitment support. DBC provided advice, guidance and recruitment, banking and accounts advice and guidance. Holy Cow Yoga has already recruited its first member of staff and is currently recruiting further posts.

Holy Cow Yoga was also supported to access additional financial incentives to support the recruitment of its staff. Taran Boynton, Creative Director of Yoga, said, “I’ve learnt so much setting up a new business. The advice and support I received from DBC Training was invaluable and helped me save time, avoid problems and invest in IT for Holy Cow through the incentives for new staff. I look forward to working with DBC Training for apprenticeship recruitment in the near future.”



This project is part-funded by the European Social Fund as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England.