

# sound asleep club



Unwind your mind before bed

March 2021

## Sleep in numbers


around **£30bn** annual cost of lost sleep to the UK<sup>1</sup>

**200,000** working days lost in UK every year to insufficient sleep<sup>1</sup>

**1 in every 3** people in the UK are affected by insomnia<sup>3</sup>

**Better sleep** is the biggest single contributor to living better<sup>6</sup>

We naturally feel tired at two different times of the day:

**2pm**  **2am**

Working **night shifts** has about a **25-30% higher risk of injury** than working day shifts<sup>7</sup>

**3.2 million** night workers in the UK<sup>5</sup>

And **1 in 9** workers who work night shifts<sup>5</sup>

**Health risks:**

**<6** Adults who sleep fewer than **6 hours** a night have a **13% higher mortality risk** than adults who sleep at least 7 hrs<sup>1</sup>

**<7** Adults who sleep less than **7 hours** a day are **30% more likely to be obese** than those who sleep for 9 hours or more<sup>4</sup>

Adults **need** between **7 & 9** hours of sleep a night<sup>2</sup>

**1/3** We spend about **1/3 of our lives sleeping**

1 RAND Europe • 2 NHS Livewell • 3 NHS Choices • 4 One You • 5 TUC • 6 Sainsbury's Living Well Index • 7 IOSH

## Sleep in numbers

It's well known there's a close relationship between sleep and mental health. Living with a mental health problem can affect how well you sleep, and poor sleep can have a negative impact on your mental health.

**The sound asleep club is on a mission to help people unwind their mind before bed by offering a bespoke range of holistic live & on-demand bedtime classes.**

All our classes are designed to create an engaging, calming and supportive community experience for people at the end of the day.

Each class is led by our team of wellbeing practitioners, sleep teacher and musicians including Sleep Sound Spas, Breathwork, Sleepy Yoga, Mindfulness Classical Music and more.

All members have access to our on-demand video library which is updates weekly.

We aim to provide people with the opportunity to find a holistic practice that works for them, all from the comfort of their own home.





## Our holistic practices to help unwind the mind before bed

**Sleep Sound Spa** - A practice that takes you on a deep sonic sound meditative journey, slowing the brainwaves, inducing a dreamlike state and helping you drift off to sleep.

**Breathwork** - A practice where you consciously slow down breathing to influence your mental, emotional or physical state, helping you to relax and recharge.

**Sleepy Yoga & Gong** - A practice that includes body poses that helps you relax, relieve stress and induce deep relaxation, followed by a relaxing gong bath.

**Mindfulness** - A practice that brings your awareness into the present moment both mentally and physically, helping to relieve stress, reduce chronic pain and improve sleep.

**More classes planned for 2021 including:** Qi Gong, classical music and mindfulness, yoga to relax and stretch the body, hypnosis, crystal singing bowls, journaling and more.



## How does a Sleep Sound Spa work?

You are taken on a deep sonic meditative journey, while you lie down in the comfort of your own home with your eyes closed. You're guided on a visual meditation to help you slow down your thinking and breathing. You will then experience various instruments known for their vibratory healing frequencies. You are free to relax and drift off where the sound takes you.

The gong slows the brainwaves, inducing a dreamlike state and opens us up to take an inner journey where our sense of time disappears and we are left to simply 'be' and vibrate with the gong.

## The benefits of a Sleep Sound Spa

- Improvement in quality of sleep
- Feeling relaxed and rejuvenated
- Increased focus and feeling present
- Reduced stress and a better ability to cope with stressful situations
- Enhanced creativity and problem solving

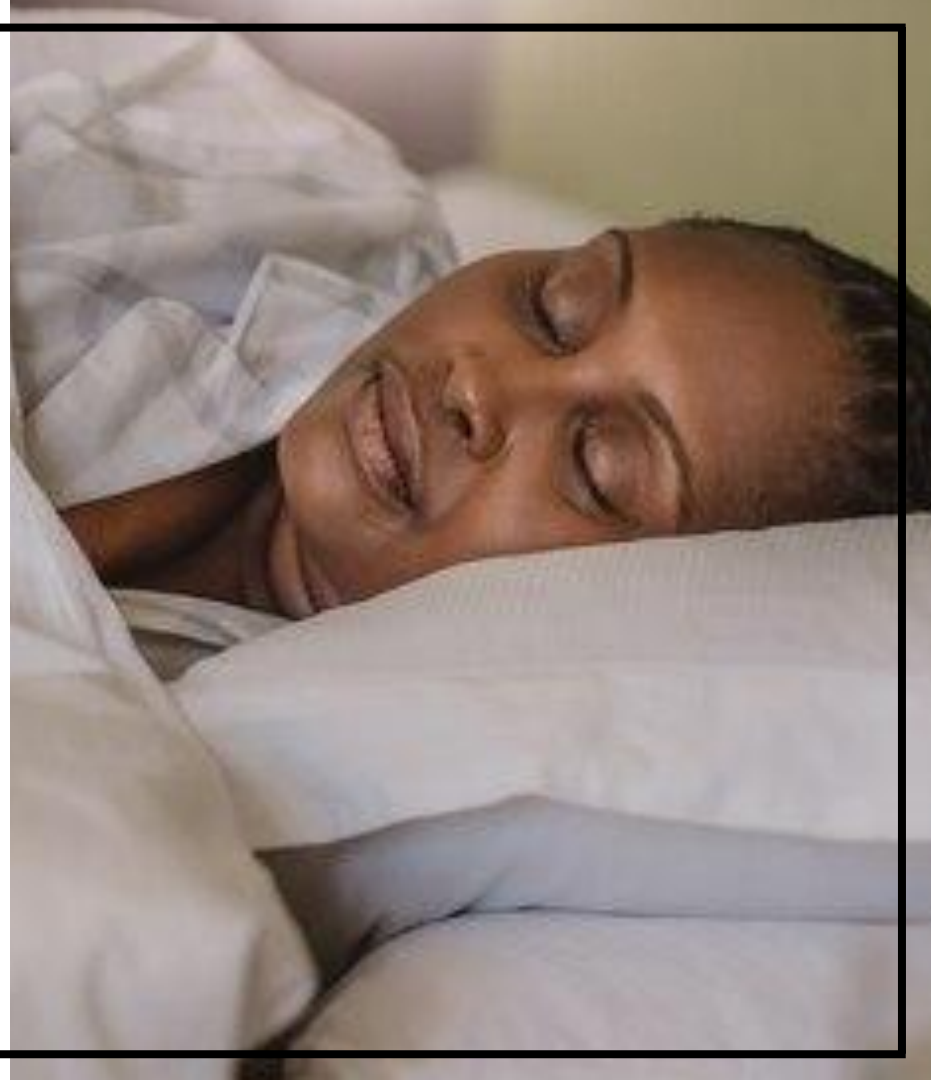




## **Our Experience**

We have extensive experience in the wellbeing and health sector, this includes:

- Over 16 years experience of designing healthcare services and innovations
- Training and practicing in the holistic health space for 5 years
- Launching The Chiltern Sound Spa; an a holistic wellbeing events enterprise working with businesses and communities to help people's mental health and wellbeing
- Running weekly virtual Sleep Sound Spas to support NHS staff, frontline key workers and the communities to be able to deal with the anxieties and stresses that Covid-19 presented.
- Now launching SoundAsleep, a virtual wellbeing club running live wellbeing and sleep events with a wide range of teachers and sleep experts



*“Thank you for offering this to key workers, encouraging people to schedule time out to meditate, there couldn't be a better thing to do” - Sarah (NHS doctor)*

*“The Sound Spas are a welcomed midweek break from stress and anxiety. The quality of my sleep really is refreshing and helps me to get through the rest of the week. It's a sensory sensation for your mind and the guided meditation really helps you to switch off and relax so you can really tune into the sounds thereafter” - Natalie*

*“I love, love, loved the Sound Spa last night, it was such a fantastic way to fall asleep” - Caroline*

*“I wanted to send you a huge thank you for my first sound bath. It was amazing...I fell asleep in the middle and the next day all the tension I'd been holding in my right shoulder had gone! Thank you thank you” - Rebekah*

*I hadn't ever considered a Sound Spa, but like many others, I suffer from the usual struggles of feeling stressed and tired, so felt it was worth a go. It's been a revelation! Taking time for myself to relax and focus has been great, and I find the sounds extremely relaxing. - Jules*

*I really enjoyed the session last night. I was concerned that the online experience may be lacking in the powerful resonance of a live session, but the gongs in particular still managed to give a feeling of vibration within the body. As well as the gongs, I particularly liked the wave sounds at the beginning, as I find the sound of waves very soothing. - Janet*

*It was very restful and helpful to distract the mind from the current situation and feel more secure and a great aid to sleep. I really enjoyed the animal meeting part as well. - Emily*

## What people say

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**Partners we've worked with**

We have worked with a wide range of different organisation to provide wellbeing workshops and membership to the sound asleep club





## Contact

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