



**Coventry Sports  
Foundation**  
More than just sport!



Coventry Sports Foundation

# TRUSTEE RECRUITMENT PACK



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# OVERVIEW OF THE OPPORTUNITY

Welcome to Coventry Sports Foundation and thank you for your interest in the role as a Trustee of Coventry Sports Foundation.

Coventry Sports Foundation (CSF) operates Centre AT7, the Alan Higgs Centre, Xcel Leisure Centre, the Wave Waterpark, Mana Spa and Moat House Leisure Centre. In parallel, CSF runs a varied and wide range of events, activities, education and outreach programmes, both in its facilities and out in the community.

A unique aspect of CSF's delivery is through its Community Development function, where a wide range of activities are programmed and delivered completely outside of any of the leisure centres, in community and neighbourhood locations.

CSF is the founding partner of Coventry City Council's initiative 'Go CV'. The scheme was developed by CSF before being handed to Coventry City Council to embed within Coventry. The Go CV membership is a free scheme for

Coventry residents, where residents benefit from offers and discounts on events, activities and attractions including free entry to discounted fitness membership at all CSF facilities and discounted entry to the Wave Waterpark. There are even greater savings at the Foundations' venues for those who qualify for Go CV+.

CSF is a charitable Trust governed by a Board of Trustees. CSF is able to attract significant funding and also relies on its commercial activities to deliver its charitable objectives. Coventry is a diverse, youthful and modern city which is re-imagining the role that it can play in bringing people together – especially within the context of the current global challenges and the impact that such challenges have on people, communities and societies.



Play the video



# WHO ARE WE LOOKING FOR?

CSF is seeking to appoint up to three Trustees to join the Board to work closely with the existing Trustees and Senior Leadership Team to support the development and delivery of its strategic objectives.

Coventry is one of the most diverse cities in the UK and CSF wants to reflect that within the Board. In addition to bringing specific sector expertise, CSF values the benefits of a breadth of life experiences, cultural and social knowledge and would therefore particularly welcome applications from candidates with backgrounds currently under-represented on the Board (Black Asian and Ethnically Diverse and LGBTQIA+ communities, women, younger people, deaf, disabled and/or neurodivergent people).

CSF is looking for knowledgeable, informed and confident individuals. Previous Board experience is not necessary. CSF is committed to supporting first time Board members in building governance confidence. CSF welcomes candidates with a passion for Coventry and its people with a focus on individuals with experience in any of the following areas:

- **Safeguarding**
- **Community Development**
- **Training, Education and Career Development**
- **Inclusivity and Diversity**
- **Mental Health and Wellbeing**
- **Finance**





In this application pack you will find background on CSF; a description of the role; and information on how to apply.

CSF is actively working to address the representational imbalance at Board level. We recognise and understand the value that having a representatively diverse Board and organisation brings to our work. In order for us to authentically tell, represent and share the many stories, experiences and voices in our city we need to have a diversity of lived experience reflected within the organisation. The Board is looking to grow both in order to strengthen the skills and experience it brings to CSF but also to be more representative of the diversity in this vibrant city.

We are keen to receive your application and look forward to learning more about how you can support CSF and its team to achieve its long-term plans within the city.

If you would like an informal conversation and the Chief Executive will be available to give further insight and context. Please refer to the 'Application Process' section.

*Thank you for showing an interest in this role and we look forward to receiving your application.*

# COVENTRY SPORTS FOUNDATION

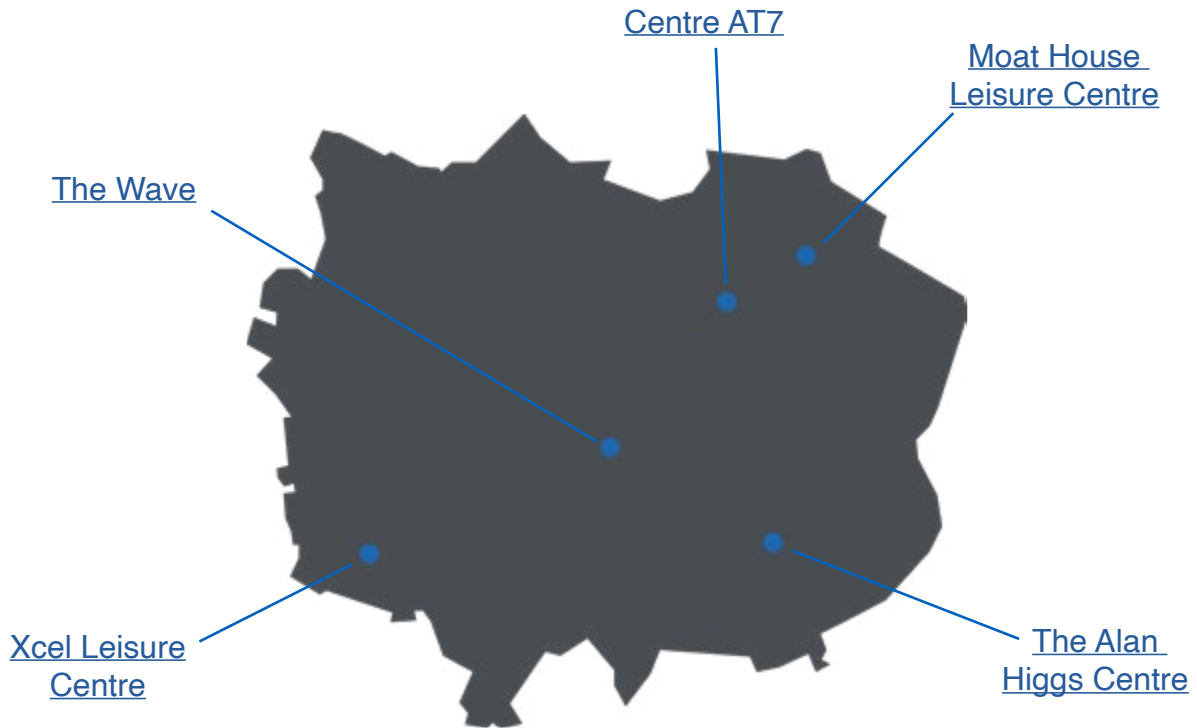
## **Mission Statement:**

Provide a wide range of sporting, recreational, educational and social activities to under-represented and disadvantaged community groups and individuals within Coventry.

CSF represents an operational merger between two formerly independent Trusts in Coventry - Centre AT7 Trust Ltd, which targeted inner city deprivation in the north east of the city from its sports centre base Centre AT7; and the Midland Sports Centre for the Disabled Trust Ltd, which provided sporting services and opportunities to disabled participants around Coventry. In 2008, the Xcel Leisure Centre replaced the Midland Sports Centre and continues to provide high-quality sports and leisure facilities for the local community.

In 2004, CSF also assumed the management of the Alan Higgs Centre on Allard Way, under contract with the Alan Higgs Centre Trust who had funded the construction of the sports and leisure centre in an effort to reach communities within another important area of regeneration within the city. In 2019, CSF began managing the Wave, an award winning indoor waterpark, which attracts visitors from all over the UK. CSF currently employs 445 employees and reaches those in the north east of Coventry from Centre AT7 and Moat House Leisure Centre; in the south east of the city from the Alan Higgs Centre; in the south west of the city from the Xcel Leisure Centre; and city centre residents, university students, commuters from the Wave.





A unique aspect of CSF's delivery is through its Community Development function, where a wide range of activities are programmed and delivered completely outside of any of the leisure centres, in community and neighbourhood locations.

The aim of the Community Development Department is to reach people within their own community environments and address barriers to participation through breaking down inhibitions within familiar neighbourhood settings.

Whilst the Community Development Department has traditionally delivered sports development activities such as coaching programmes, outdoor adventure, holiday and after school sports sessions, it has also successfully launched a performing arts dimension that explores the connection between the arts and sports through activities such as dance, movement, drama and singing.

The range of provision currently undertaken by CSF includes:

- **Management of Community Sports and Leisure venues**
- **Educational Sporting Schemes**
- **Sports Coaching Programmes**
- **Performing Arts Programmes**
- **Youth Activities**
- **Youth Diversion Programmes**
- **Outdoor Adventure Activities**
- **Leisure Training Programmes**

Currently, the vast range of programmes that are delivered both within the leisure centres and the community locations means that CSF has in excess of 1.6 million usages per year.

In 2017, CSF began working with Culture Coventry Trust to support the Trust through a difficult financial period with Paul Breed becoming the CEO of Culture Coventry Trust as well as Coventry Sports Foundation.

In April 2021, CSF formally constituted the company CV Life. CV Life is owned by CSF and is focussed on having wider impact within the city.

CSF is working in partnership with Culture Coventry Trust and outwardly operate as CV Life.

The coming together of the organisations provides the opportunity for Coventry residents and visitors to have an improved experience of sport, culture and leisure within the city.

CV Life provides a vast leisure and cultural offer to all communities in Coventry and visitors to the city, offering everything from health and fitness suites to educational programmes, world-class museum collections and exhibitions.

Always aiming to make positive changes to Coventry, CV Life recognise the complex inequalities that lie within the city's communities. Following a place-based approach and offering tailored alternatives encourages all residents to take part in sport, leisure and cultural activities.

CV Life's city-wide locations enable the delivery of a varied programme of activity catered to the requirements of all Coventry residents.

CV Life is ever evolving and continuously looking for new ways to encourage people to be active and engaged in ways that suit them, their interests and needs.

### **Charitable Objective:**

The overall objective is to provide facilities for recreation, physical education or other leisure time occupation in or in connection with the City of Coventry.



# OPERATING AS CV LIFE

The Trustees of CSF have worked with the Trustees of Culture Coventry Trust over the last 12 - 18 months to define the basis of some innovative new ways of working that draws more attention and focus into the impact that the sporting and cultural ‘sectors’ can have upon the lives of people – at individual, household, neighbourhood and community levels.

Both CSF and Culture Coventry now operate ‘outwardly’ under the same identity of CV Life, with a place based purpose:

- To bring about meaningful and lasting quality of life improvements for the diverse communities of Coventry.
- To build the confidence, health, happiness and wellbeing of individuals, increasing pride in themselves, their community and their city.

Whilst the focus, health and wellbeing programming and outputs remain the responsibility of CSF, the operational delivery and place based impact working is driven by CV Life, through the building and development of holistic partnerships with other key organisations and agencies within the city.



# OUR ACTIVITIES

When the first lockdown began in 2020, CSF responded by working together with Coventry City Council under the project name 'Operation Shield' in order to support over 13,000 people in the city classed as Extremely Vulnerable.

CSF acted fast to create an essential service, showing great flexibility, innovation and determination to make sure that essential food, drink and medical supplies reached those who needed them. CSF took pride in putting the people of Coventry at the heart of everything, making sure that people were well and showing them that they are valued.

The achievements of Operation Shield were staggering - over 24,000 phone calls were made to vulnerable residents and over 120 food parcels

were delivered each day. Thousands of medical packages were delivered, and more than 200 home visits were made.

CSF and it's Board pride themselves on working in an unorthodox way and reacting quickly to any given situation. The experiences of Operation Shied have presented many more opportunities for both CSF and CCT to work collaboratively on several new community impact initiatives.

The Board of Trustees at CSF welcome innovation and new ideas from the staff and encourage creativity among staff.

The way that CSF gleans insight from communities is to work within the local communities themselves and hear from the people.



# THE ROLE OF A TRUSTEE

While day-to-day and operational management is delegated to the Chief Executive and Senior Leadership Team, the Board is ultimately responsible for the overarching Trust strategy, governance and overall direction.

## **Governance**

- Safeguarding colleagues, participants, and audience members from avoidable risks
- Avoiding putting yourself in a position where your duty to your charity conflicts with your personal interests or loyalty to any other person or body

## **Strategy**

- Accepting ultimate responsibility for directing the strategic affairs of CSF, and ensuring that it is solvent, well-run, and is achieving and delivering the charitable aims for which it has been established
- Contributing to the work of the Board, both by actively participating in Board discussions and decision making and more widely contributing to the Board's governance, performance management and development of strategy for CSF
- Having an existing experience or knowledge within the sector or having an intensifying interest in the sector

## **Compliance**

- Ensuring that CSF complies with charity law, and with the requirements of the Charity Commission as regulator; ensuring that the Trustees have collective input in the preparation of an annual Trustees' report and that this report and accounts are submitted to the Charity Commission on time
- Acting in CSF's best interests by deciding what will best enable the charity to carry out its constituted purposes

## Stakeholder Relationships

- Representing the organisation locally, regionally, and nationally - developing and maintaining excellent relationships with a range of key partners, funders, and stakeholders
- Ensuring that the resources secured from a range of partners in the public, private and charitable sectors are used efficiently and objectively Trustees are asked to demonstrate:
- Aptitude in strategic vision and good, independent judgement
- An ability to think creatively and innovatively
- A willingness to share best practice and expertise
- A willingness to work as part of a team and to take decisions for the objective advancement of the Charity
- An understanding of and commitment to Equality, Diversity and Inclusion
- Confidence as an effective communicator and decision maker able to lead discussion and focus on key issues
- An understanding of Coventry Sports Foundation's work and ambitions
- Sector specific knowledge or interest, specifically with the localised context

You must not act as a Trustee if you are disqualified under the Charities Act. The charity's Board currently consists of six non-executive Trustees, who have been appointed to bring specific skill and experience to the organisation.

CSF is particularly keen to recruit candidates who can be ambassadors for the city from backgrounds currently under-represented on the Board (Black Asian and Ethnically Diverse and LGBTQIA+ communities, women, younger people, deaf, disabled and/or neurodivergent people).

The Board is supported by CSF's Chief Executive, Paul Breed who is also Company Secretary and by Suki Sahota, as Corporate Programme Manager. Trustees meet at least quarterly in order to review and update strategy as well as overseeing performance and discharging the Board's responsibilities.

It is crucial that CSF has a truly diverse Board that represents and celebrates the growing diversity of the city - diversity in all of its broadest demographic senses.

We therefore welcome anyone who has a passion for Sport, Leisure, Wellbeing, Local Communities - Coventry and its people. You do not have to have previous Board experience or be located in Coventry to apply.

We are committed to developing our Board members in governance confidence with support from existing Board members, advisors and the executive team.

### Current Board Members:

**Alan Shaw** (Chair)

**Dave Moorcroft**

**Chris West**

**Charles Aylesford**

**Alistair McIntosh**

**Robert Wildman**

All Board members are unpaid for their services.

The Board of Trustees is responsible for the performance, achievement, and overall direction of CSF.

# APPLICATION PROCESS

CSF is committed to equal opportunities and will treat all applications fairly. Trustees will be supported in this process by the Chief Executive and also by CSF's Governance lead.

Interested candidates can arrange a preapplication conversation with the Chief Executive or Chair of the Board. Please email Suki Sahota at [sksahota@cvlife.co.uk](mailto:sksahota@cvlife.co.uk) to arrange.



To apply, please submit an up-to-date CV and a cover letter (maximum 2 pages) addressing your interest and suitability with reference to personal and sector based attributes and experience as outlined above.



Alternatively, candidates can submit a short (maximum three minutes) video or audio statement.



Candidates needing any assistance to complete their application should contact [sksahota@cvlife.co.uk](mailto:sksahota@cvlife.co.uk)

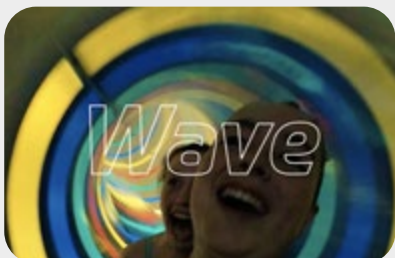


Please also complete the anonymous equal opportunities form available [here](#).

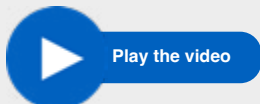
***Applications should be emailed to Suki Sahota at [sksahota@cvlife.co.uk](mailto:sksahota@cvlife.co.uk) before 12pm on Tuesday 3rd May 2022.***

Please contact [sksahota@cvlife.co.uk](mailto:sksahota@cvlife.co.uk) to discuss any access needs.

# DISCOVER MORE



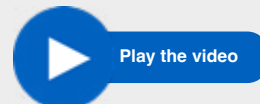
**The Wave Sky TV Advert**



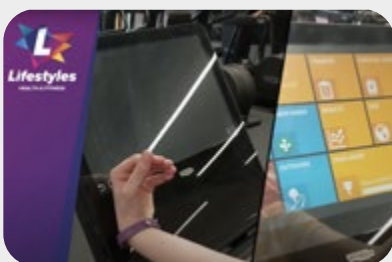
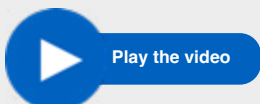
**Go Swim Friendships**



**Year In Review 2021**



**Recruitment**



**Lifestyles**



**Engage!**

