



# IMPACT REPORT 24/25





# CONTENTS

Welcome	3
The CV Life Way	4
Playing Our Part	5
Feel Good Figures	6
Building Confidence	8
Nuturing Wellbeing	10
Getting People Moving	12
Celebrating the City	14
Supporting Success	16
Loving What We Do	18
Working Towards A Greener Future	20
Investing In Coventry	22
Looking Forward	23
Thank you	24



# WELCOME

## Dave Moorcroft, Chair of CV Life

CV Life runs leisure and culture venues across the city of Coventry, but we aim to be more than just venues. We are a diverse organisation that spans various sectors, places and different ways of working. However, we are united through a clear, shared purpose of offering enriching experiences to the people of Coventry and working with local communities through partnerships to ensure that we bring added value to each other’s work – and therefore to people. It’s all about helping people live their best CV Life.

Whatever we do, no matter how big or small, we aim to live up to our promises. It’s the ‘magic’ touches that we make to increase happiness and fulfilment in the people around us - that’s what I’m most proud of. This report captures some of these ‘magic’ touches - a snapshot of our proudest achievements over the 2024/25 year, told through stories and a selection of data.

## Paul Breed, CEO of CV Life

Welcome to CV Life’s 2024-25 Impact Report. We are all living in uncertain times, facing a range of challenges. At CV Life, we believe that challenging times can be when some of the most exciting innovations surface out of the necessity to change. This is the approach that we adopt when facing up to sector-wide financial constraints. At a time when it might be tempting to prune back all areas of cost, our cross-sector teams have collaborated to create commercial streams of income and increase investment in key areas. We continue to invest in the provision of high quality and accessible facilities and community programmes for the people of Coventry and have worked in partnership – particularly with Coventry City Council and Sport England – to deliver significant capital projects that will improve our environmental impact.

I am one of those lucky people who loves coming to work each day. I work with a brilliant team that has the instinct and freedom to innovate and are always busy taking action to make people’s lives better. However, this year we have also made an intentional shift to especially emphasise the importance of insight, knowing it will increase the positive impact we have on lives. I’m proud to be sharing with you just a small selection of varied stories that bring to life the difference that CV Life has made on the lives of people and communities throughout the year of 2024/25.



Paul Breed (left) with Dave Moorcroft (right)



# THE CV LIFE WAY

The CV Life Way has been co-created with teams across CV Life and refines the original CV Life Mission, Vision and Values in a more succinct way. The Promises reflect the commitment we make to the city and the people, places, and partnerships we work with.

We promise to:



## PEOPLE

Offer enriching experiences and opportunities



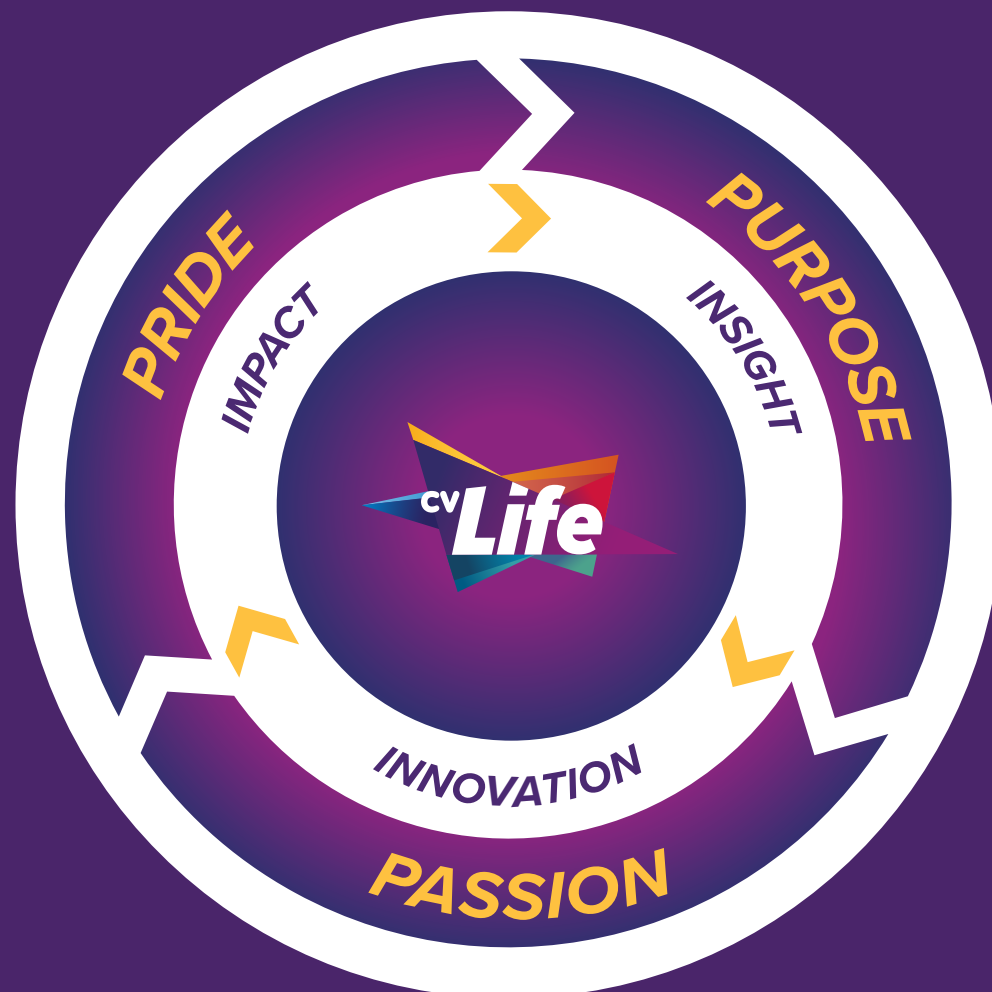
## PLACE

Invest in working with and for communities



## PARTNERSHIPS

Deliver through meaningful partnerships



# PLAYING OUR PART



We're proud to be playing our part in the city to help everyone live their best CV life. Throughout the 2024/25 year, we actively aligned our activities with key city-wide initiatives including the Marmot Partnership, One Coventry, and Child Friendly Cov.

We've built Marmot principles into our business plans, including a commitment to universal proportionalism, delivered through mechanisms like providing tiered pricing. This makes sure our services are accessible to all, targeting those who need them most.

All our venues are also part of the Child Friendly Cov Safe Spaces initiative. Each Safe Space provides essentials like phone chargers, food parcels, and access to support services for children and young people. 36 of our frontline staff have now been trained to equip them with the knowledge and skills needed to provide help and support.

We don't work in isolation. We're active in city forums and partnerships, sharing ideas and learning from others. Using local insight, we shape programmes that build confidence, nurture wellbeing, get people moving, and celebrate the city.

**Universal Proportionalism** is a core idea in the Marmot Principles. It means we make sure our services work for everyone and take extra steps to target groups that face the greatest inequalities.



Coventry Young Ambassadors at the Kids in Museums Takeover Day at Coventry Transport Museum

# FEEL GOOD FIGURES

Here’s a flavour of the impact we’re proud to have made – from the very biggest numbers to the smaller but equally impactful ones.



**10%**

increase in people  
committing to exercise



**3,200**

gifts given  
by Santa



**10,202**

views on Facebook  
and Instagram for a  
single Archives post  
about City Arcade



**130**

junior para swimmers  
competing at  
Alan Higgs Centre



**394**

miles travelled by  
Lady Godiva to  
grace the Palace  
of Versailles during  
the Olympics



**£900**

raised for Coventry  
Rape and Sexual  
Assault Centre during  
charity fitness day at  
the Wave



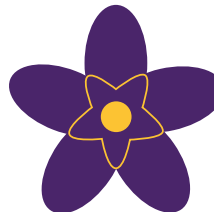
**1,307**

people met a  
Centurion at  
Lunt Festival  
2024



**272**

children played  
tag rugby at an  
Engage! festival



**146**

registered  
Dementia  
Friends  
(and rising!)



# BUILDING CONFIDENCE



Across Coventry, we've created a wide range of opportunities for children to get active, be creative, and feel proud of themselves. From PE lessons in schools to after-school, weekend and holiday activities, we're supporting children's development in a range of subjects and skills. For example, 837 primary children have developed values-based wellbeing through our Engage! programme, which uses sport to teach teamwork, respect, and resilience.

We also continue to strive to ensure our programmes are inclusive. We have tailored swimming lessons for disabled children and delivered Holiday Activities and Food (HAF) workshops for children who are eligible for free school meals. Our Home Education days have offered fun, accessible environments where children can learn, play, and explore.

Special events like our Roman Sports Day combine CV Life's unique offer of sports and culture to provide innovative education that inspires and engages students beyond the classroom.

Every session is a chance for children to grow in confidence, feel included, and discover what they're capable of.



**8,233**

child visits to  
early years  
sessions at  
cultural venues

**88%**

of parents feel  
more connected to  
their community  
after HAF

**93**

Coventry schools  
we work with  
in and out of  
CV Life venues

## YVETTE AND MICHAEL'S STORY

The number of home-educated children in Coventry has more than doubled since 2019<sup>1</sup>. Our museums offer welcoming, hands-on learning through Home Educator Days and newly developed 6-week courses at Coventry Transport Museum, helping children explore subjects like science and engineering in a relaxed, inspiring environment outside the classroom. These workshops were made possible by funding from the Science Museum Group's *Science in Your World* programme, helping us make learning dynamic and interactive.

Michael has always struggled with school and when he was in Year 5, his mental health declined significantly; he completely shut down, retreating to the sanctuary of his safe place. His mum, Yvette, took the difficult decision to remove him from school and educate him at home. On their first day of home education, she brought him to the first sustainability workshop, with Rob Bennett, a STEM facilitator and consultant who we were able to bring in thanks to the *Science in Your World* funding. The workshops have been a chance for Michael to develop his science and engineering skills whilst also building his confidence as an autistic person. Over the course of the workshops his mum and our facilitators have seen him change from being quiet and withdrawn to being happy and engaged with designing, problem solving, programming and building. Michael believed he was 'broken' but with the support of his mum and help from Rob, Michael is beginning to see himself as an inventor and an engineer.

For Yvette, there has also been a positive impact on her confidence and wellbeing: 'Michael is a different child and I feel confident that my decision to home-educate him was the right thing to do'. The quality of the teaching and access to specialist computing and programming equipment has given Michael the chance to learn new skills. The small group sizes and flexibility of the sessions allowed him to build confidence in a 'safe' environment, without the pressure of working in groups and being in noisy classrooms.

Michael has attended all of the Home Education courses so far at the Transport Museum and is looking forward to attending more workshops, especially those that involve engineering, speed, vehicles and computer programming.



Children enjoying a Home Education Day at Coventry Transport Museum

1. <https://www.coventrytelegraph.net/news/coventry-news/home-schooling-figures-revealed-coventry-31656769>



# NURTURING WELLBEING



Many people know that they feel better for doing some exercise or visiting an exhibition. The benefit of sports and physical activity on the nation's wellbeing has been valued at £42bn per year, more than three times the total NHS England spending on mental health in 2018<sup>1</sup>. Meanwhile, The Museums Association report that engaging with culture and heritage improves the health and wellbeing of UK adults to a value of £8bn<sup>2</sup> every year.

From Healthy Walks to Create and Craft Cafés, we've brought people together through movement, conversation, and creativity. Care-experienced young people explored self-expression through art with Amara, while oncology patients found calm with Rachel's team at Mana Spa. Reminiscence sessions have helped people with dementia connect with each other through museum objects that prompt memories. We also led specialist museum tours to help people practice English speaking skills and self-expression. Our Cosy Corners offered a safe space for people to stay warm and connect with others through the winter, while the Collecting Coventry Wellbeing Corner provided visitors with a beautiful space for quiet moments of reflection.

1. <https://www.sportengland.org/about-us/uniting-movement/why-moving-matters>

2. <https://www.museumsassociation.org/museums-journal/news/2025/01/cultural-engagement-brings-health-and-wellbeing-benefits-worth-8bn/>

**78**  
attendances  
at Create and  
Craft Café

**494**  
dementia-friendly  
opportunities to  
'reminisce' in the  
community



## A HOLISTIC APPROACH TO CANCER AND CARDIAC RECOVERY

We know that exercise is one of the factors that lowers your risk of cancer, but new research has found that it can improve survival rates too<sup>1</sup>. We also know that exercise can have a positive impact on emotional wellbeing<sup>2</sup>, which is especially important during a life-changing event like undergoing cancer treatment or recovering from a heart attack.

We've been putting this holistic approach to cancer rehabilitation and recovery into practice since 2021 when our cancer rehab programme started. Twenty years prior to that, the first cardiac patients received rehab through our sports centres following a heart attack, surgery, or diagnosis of heart disease. Lisa Boden, who runs the cardiac and cancer rehab sessions, has been with us every step of the way. When Lisa joined CV Life in 2001 and helped establish our rehabilitation offer, most rehabilitation sessions country-wide were carried out in hospitals but were beginning to be moved to community spaces. This has continued to be a priority for the NHS, especially with moving care from hospitals into communities being one of the three shifts of the NHS 10-year plan published in 2025<sup>3</sup>.

Exercising in group settings can also decrease the social isolation people may feel during cancer treatment or heart surgery recovery. Lisa makes sure to encourage conversation and connection during her rehab programme, which allows those who have been in the group for longer to encourage those who are new to keep coming to the sessions.

***'It's about confidence and helping people get on the road to recovery'***

Whilst many rehabilitation programmes are rigid, ours are 'people-oriented', with a strong focus on adapting for the needs of the individual, despite the group setting.

***'Why do we have to follow what everyone else does?  
Why can't it be bespoke?'***

We're looking forward to nurturing the wellbeing of more people on these programmes in the future.



**People enjoying tailored exercise classes with cancer and cardiac recovery in mind**

1. <https://news.cancerresearchuk.org/2025/06/01/structured-exercise-improves-colon-cancer-survival/>

2. <https://www.cancerresearchuk.org/about-cancer/causes-of-cancer/physical-activity-and-cancer/what-are-the-benefits-of-exercise>

3. <https://change.nhs.uk/en-GB/projects/three-shifts>

# GETTING PEOPLE MOVING



As well as running gyms and swimming pools across the city that can be accessed through our Lifestyles membership programme or pay as you go, we have been working with steering groups and community leaders to identify and remove barriers to physical activity and tailor access to make sure more people can get moving.

Our exercise classes are varied and suit the needs of the people who use them; from walking football and slow Zumba aimed at those looking for low-intensity social activities, to high energy music-based classes like 'clubbercise'.

Coventry Table Tennis Club's weekly community-led 'Bat and Chat' sessions at Xcel have continued to rise in popularity, helping people over 50 enjoy physical activity and social interaction. Our partnership with the NHS has continued with 279 people accessing our services through exercise referrals. Place-based programmes like Go Canley and Go Willenhall continue to increase physical activity through collaboration with community leaders and groups by deepening relationships, understanding and connection in those communities.

***"[My] client ... was honestly so overwhelmed with how helpful you were and the progress you made together. He faces significant mobility restrictions, so setting equipment up in the gym is obviously very challenging on his own, but he felt really valued and supported by you"***

Keir Young, Musculoskeletal Rheumatology Physiotherapist,  
University Hospitals Coventry and Warwickshire



**279**

exercise referrals  
from the NHS

**12,782**

school PE hours  
delivered by  
CV Life staff

**15,768**

Lifestyles members by  
March 2025

## BERYL AND EVE'S STORY

Coventry Moves was commissioned by Coventry City Council and funded through the Commonwealth Games Legacy Fund to get the city moving again following the COVID-19 pandemic. The programme is aimed at older people to support social connections, improve mental health, and encourage physical activity. The Coventry Moves project is aligned with the Marmot Principles of enabling people to have control over their lives and strengthen the role and impact of ill health prevention<sup>1</sup>.

Within our leisure centres, we established group exercise classes and activities that cater to older people, such as low-impact Zumba and walking netball. We partnered with National Governing Bodies to identify and train coaches from the community. Sporting Memories created opportunities to reminisce and connect with others about the city's sporting heritage.

In independent retirement living schemes, our Community Development Team listened to the needs and interests of the tenants, building relationships and trust. They started with conversations in corridors as people were scared to leave their rooms and then delivered a range of activities within the communal lounges to build confidence as Lockdown eased. Activities were intentionally varied and surprising to appeal to a wide range of tastes and abilities, including (chair-based) breakdancing, gardening, and trivia quizzes. Sustainability was embedded in the programme to help people gain autonomy to organise their own events. This means the tenants now organise boat trips and day trips to the beach. This programme taught us that anything goes if it gets people moving and socialising!

Over the course of the three years, tenants like Beryl, 88, and Eve, 92, have grown in confidence and increased their physical activity through attending CV Life's 'Thursday Club' at Marsh House in Walsgrave. After losing both her sisters during the pandemic, Beryl felt isolated and alone. That was until she started attending Thursday Club.

***"During lockdown, I lost my confidence. I was on my own. It was hard to come out and meet people again. But now, I enjoy taking part and I enjoy planning trips out because I love to get out."***

Beryl

For Eve, the project has also brought her closer to her family and local community after a partnership was established with the local primary school where Eve's children and grandchildren went, and now great-grandchildren attend. Eve and her neighbours were invited to join the school's sports day and foster cross-generational interactions, which research suggests can improve mental health and reduce social isolation<sup>2</sup>.



***"I loved it when Token came and did breakdancing – he got us all moving. Not on the floor like him – but in our seats."***

Eve

**Beryl (left) and Eve (right), tenants of Marsh House, who have been enjoying 'Thursday Club' with CV Life**

1. <https://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review>

2. <https://www.sciencedirect.com/science/article/pii/S1041610225003801>



# CELEBRATING THE CITY



We're proud of Coventry's past, present and future, and this is reflected in everything we do. The Lunt Roman Festival was attended by 1,307 people, connecting the people of Coventry with the city's ancient history. The industrial history of the Courthouse Green area of the city has been celebrated through a hyperlocal collection from the Herbert Art Gallery and Museum to Centre AT7. The 109-year-old Maudslay lorry, on display at the Coventry Transport Museum, featured in the Remembrance Day service, honouring both Coventry's motor and WWI legacy.

Following feedback from focus groups (see overleaf), we are making changes to our museum practice. While our Exhibitions team has displayed the diverse heritage of Coventry, the Collections team are committed to ensuring the Herbert's collection is representative of Coventry today through policies looking at what they add and remove. This has included rehoming 271 items and bringing in a rugby shirt from Coventry Corsairs, the city's first LGBTQ+ inclusive rugby team. We celebrated local and national talent when the Alan Higgs Centre hosted the British Junior Para Swimming Championships. We supported local creativity through micro commissions and empowered young voices during Kids in Museums Takeover Day. The People's Patch community allotment at the Alan Higgs Centre is growing local pride.

Each project connects Coventry's past, present, and future, celebrating people, places, and partnerships.



## LYDIA'S STORY

The Collecting Coventry exhibition at the Herbert Art Gallery and Museum celebrated the rich and diverse history of Coventry. The exhibition provided an opportunity to reflect on the city's past and to learn from its cultural heritage by openly addressing and engaging in transparent dialogue with the people of Coventry. The purpose of this co-creation and collaboration is to shape a more inclusive and representative museum and its collection, while empowering the people of Coventry and growing trust. This is in line with Arts Council England's investment principles on making sure art continues to be more diverse and adapted to the world around us.<sup>1</sup>

The exhibition was created in collaboration with the Learning and Engagement team and community partners to create community cases of objects that meant something to different groups in the city.

Community object cases:

- Coventry Men's Shed – men's mental health charity and community group
- Inini Initiative – charity that creates a safe space for ethnic minorities communities
- House of Emanuel I&I C.I.C. – community interest company that works with African and Caribbean communities

1. <https://www.artscouncil.org.uk/lets-create/strategy-2020-2030/investment-principles>

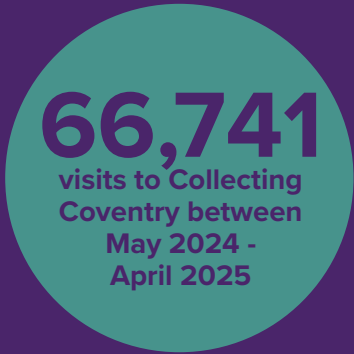


*"I didn't know there would be my culture in this museum!"*

One object in particular had a big impact on some members of our community. During a community session with education charity, IntoUniversity, an Ethiopian dress from a community case in collaboration with House of Emanuel sparked excitement in Lydia and her friends. They explained to Indy, the Community Engagement Coordinator, that they all grew up in Ethiopia, living down the road from each other and how the dress that is in the case looks like ones they would wear to church on Sundays. Seeing an object in the museum that reflected and represented them opened the girls up and made them feel more confident: 'if there's a dress that looks like this in the museum that means people won't think "what is she wearing?"'

## COLLECTING COVENTRY FOCUS GROUPS

Aims:	Who:	We heard:	Now we will:
<ul style="list-style-type: none"><li>• Build a listening culture</li><li>• Gather insights</li><li>• Shape policy and practice</li></ul>	<ul style="list-style-type: none"><li>• 32 people, 3 focus groups</li><li>• Community leaders</li><li>• Early years professionals</li><li>• Leisure centre users</li></ul>	<ul style="list-style-type: none"><li>• People want stories</li><li>• Personal connection to objects</li><li>• Continue community partnerships</li></ul>	<ul style="list-style-type: none"><li>• Embed into practices</li><li>• Use across CV Life</li><li>• Continue in future</li></ul> <p><u>You can read the full report here.</u></p>





# SUPPORTING SUCCESS



We're proud to share our spaces with local organisations, charities, and businesses, helping them grow, connect, and make a difference in Coventry. Local businesses like BoxRaw, SolaaS and Wild Earth have offices based within our venues. Coffee Tots provide support to families at their community café based in the Wave Waterpark, while students undertaking alternative provision with Educ8, based in Moat House Leisure and Neighbourhood Centre, get access to quality classrooms, sports facilities and the gym.

We've hosted a range of charity events, including boxing matches and swimming galas, as well as staff-organised charity events. In October, a charity fitness day organised by our Lifestyles team raised £900 for the Coventry Rape and Sexual Assault Centre (CRASAC).



Coventry Transport Museum continues to regularly host NHS blood donation sessions, providing a vital service in a trusted community space and strengthening our ongoing partnership with the NHS. Through this partnership, we have also continued to loan objects from our collections for displays in the city's hospital, to support the Arts at UHCW initiative by the University Hospitals Coventry and Warwickshire Charity.



## COFFEE TOTS AT THE WAVE

We know that supporting families is a crucial way to impact the development of children positively. Coffee Tots (run by the Three Spires Family Support Trust) provides a city-centre accessible space for new parents to meet other parents, access support and enjoy affordable nutritious meals. The charity aims to reduce isolation and build knowledge and confidence that helps to grow the parent-child bond. They also introduce new parents to other support services such as the Family Hubs in the city and the Coventry Infant Feeding Team.

***'We want to bridge those gaps (...) we hope that by coming on these trips and CV Life coming to us, that families can build the confidence to go on their own'***

Catherine, Co-Founder and Director of Coffee Tots

Our role in Coffee Tots is more than just a host. The Learning and Engagement Team run weekly 'Playhem' sessions at Coffee Tots. These sessions are based on Mini Museum Engineers, which happens weekly at the Coventry Transport Museum. With an average of 20 attendees per week, toddlers (and their grown ups) have a chance to play and develop fine motor skills, imagination and confidence. We also organise trips for Coffee Tots families to visit the museums and have tours of various exhibitions, like Collecting Coventry, which has prompted families to visit our museums independent of Coffee Tots. Little ones and their grown-ups can also get moving on the squash courts during Active Tots, delivered in partnership with the NHS.

***'Playhem is, well, mayhem! It involves lots of ramps, loose parts and imagination'***

Claire, Children and Families Support Worker at Coffee Tots



Children enjoying 'Playhem' with Coffee Tots at the Wave Waterpark



# LOVING WHAT WE DO



This year we have continued to invest in our staff, systems, and culture to increase our impact inside and out.

We brought back our much-loved Love What You Do! sessions, giving staff space to reconnect with their purpose, passion and pride. The newly launched Career Pathways help staff explore opportunities for progression within the company.

We've welcomed another cohort of modern apprentices, partnered with the University of Warwick Institute of Engagement to offer paid internships to their students, and appointed a dedicated Head of Training and Development, Vikki Harlock, to support learning across the organisation. We have continued to support internships for young people with disabilities with Hereward College and Coventry City Council, with the interns securing employment with us after their placements.

We're proud of the training our staff undergo to provide the best service they can. In 2024-25, our staff have completed a total of 1,997 health and safety training courses. By March 2025, we had 175 trained first aiders and 5 mental health first aiders.

Our digital transformation projects are improving experiences for both staff and visitors, while our new Impact team is growing with the addition of Eloise Parr, the new Insight and Impact Officer helping us better understand and grow our impact. We've also developed a set of Equality, Diversity and Inclusion principles, strategy and action plan and continued to support our Staff Engagement Group, the ambition being that staff voice is central to CV Life.

**8,507**  
volunteer hours  
for the year

**36**  
frontline staff  
attended  
Child Friendly  
Cov Safe Spaces  
training

**6**  
apprentices  
completed level 2

## DEN'S STORY

'As a child, I didn't think you could make money from music, I didn't think I would ever be a teacher, and I really didn't think I would now work with the fastest vehicles in the world!'

Originally an electrician by trade, Den made the switch into music and music technology after back pain made his manual job challenging. He retrained and worked at the Depot Studios, which was based near the Belgrade Theatre in Coventry, until it was relocated to the Herbert Art Gallery and Museum and became Herbert Media.

Although a big career leap, he'd always been passionate about music and had been playing the drums since he was a child. It was in this role that he found a passion for teaching through training young people in digital media skills to tackle unemployment.

Following the merge of the Herbert with Coventry Transport Museum to create Culture Coventry in 2013, Den had another opportunity to try something new and began working at Coventry Transport Museum as a Visitor Services Assistant.

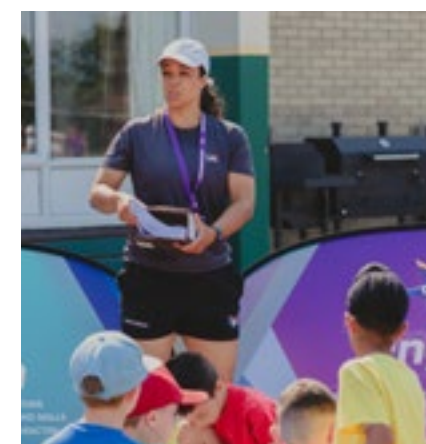
Now approaching retirement, Den can mainly be found in the Landspeed Record gallery, which is his favourite.

***'...because there's nowhere else in the world you can find the three fastest cars in the world!'***

His love of performing and teaching has now become a love of talking to visitors and sharing stories with them about the vehicles on display.

***'What a fantastic story this place has'***

Everything Den has done throughout his career before and at CV Life has been underpinned by one thing: 'I want to make a difference'.





# WORKING TOWARDS A GREENER FUTURE

We're nearly ready to launch our new Environmental Sustainability Policy and Action Plan, created with support from specialist consultants, Nature Positive. This will help us reduce our carbon emissions, increase our organisational resilience and support our staff to make evidence-informed decisions that support nature.

The Strategy is structured around the CV Life promises;



**People:** *Offer enriching opportunities and experiences* – we promise to provide opportunities and experiences that connect, upskill and empower people to understand and act on sustainability issues.



**Places:** *Invest in working with and for communities* - we promise to invest in decarbonising how we work, improve climate resilience, and protect and enhance nature in our green spaces.



**Partnerships:** *Deliver through meaningful partnerships* - we promise to collaborate with partners to embed sustainable practices and deliver positive environmental impact in communities.

*“Through close collaboration with consultants and internal teams, we’re focusing on embedding environmental awareness into our everyday behaviours and decisions. We believe that how we think, act, and work as individuals, as an organisation and in partnership is just as critical to making a meaningful impact as any physical installation.”*

Paul Breed, Chief Executive Officer

CV Life has made big progress in becoming more environmentally sustainable, successfully applying for £738k of Sport England capital funding from the Swimming Pool investment fund. The funding was used to install solar panels, LED lighting, and new Building Management Systems at the Alan Higgs Centre, AT7, and Xcel Leisure Centre. The environmental interventions are projected to reduce electricity consumption by 500,000 kWh per year which is an estimated annual saving of £142,000. Moat House Leisure and Neighbourhood Centre has also undergone extensive capital investment from Coventry City Council and E.ON, their strategic energy partner, for the installation of heat pumps, solar panels and building management systems. We now also have a baseline CV Life organisational Greenhouse Gas report that outlines the organisation's Carbon Footprint.

Other sustainability initiatives that have been introduced include the roll out of new recycling bins across all sites, a partnership with Transport for West Midlands offering staff free and discounted bus travel, and the Good Journey partnership, which encourages visitors to use sustainable travel with discounted entry to a number of our venues.

**500,000**  
kWh per year  
predicted reduction  
in electricity

**£142,000**  
estimated annual  
saving for electricity

**5,478**  
tCO<sub>2</sub>e market-based  
carbon emissions from  
first Greenhouse  
Gas report

*“Our environmental efforts have evolved from isolated, department-specific initiatives into a more unified and strategic approach. We’re now bringing that work together, gaining a clearer understanding of our overall impact, and setting a focused direction for the future.”*

Steve Wiles, Chief Operating Officer





# INVESTING IN COVENTRY

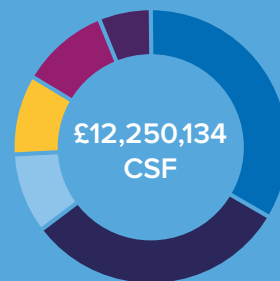
Coventry Sports Foundation (CSF) and Culture Coventry Trust (CCT) have joined forces under the CV Life brand with a common mission to improve people's lives, although from a governance perspective they retain their individual corporate identities. They operate under a common set of values to provide consistency and quality in improved access to sports, culture and leisure to the people of Coventry and further afield.

Despite sector-wide challenges facing both culture and leisure, we performed strongly within our target markets. Adequate reserves within CSF have allowed us to develop new programmes and invest in our digital transformation. CCT have secured a £132k grant from Heritage Lottery Fund to deliver the *Stories that Made Us* exhibition in Autumn 2025. We also continued to receive funding and support from Arts Council England as a registered National Portfolio Organisation (NPO), which recognises us as a leader in the culture sector. CCT also made a small trading surplus before depreciation putting us a good position for the ongoing challenges in the museum, arts and heritage sector.

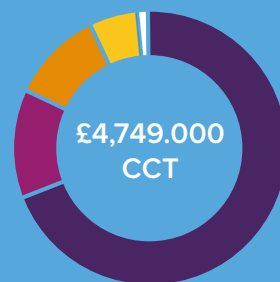
CSF has also invested in its property portfolio during the year, with £738k funding from Sport England to install solar panels and/or LED lighting at the Alan Higgs Centre, Centre AT7 and Xcel Leisure Centre.

**£132,000**  
from Heritage Lottery Fund  
to deliver *Stories that Made Us*

## Income

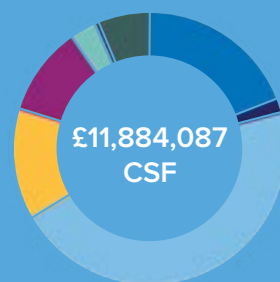


- Waterpark / Gym / Sport
- Memberships
- Swim Programme
- Schools / Outreach
- Commercial Income
- Grants Income

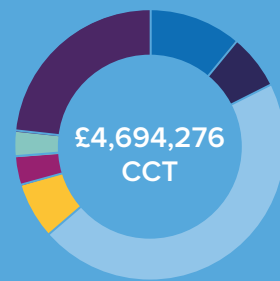


- Grants Income
- Commercial Income
- Visitor Admissions
- Schools / Outreach
- Donations / Gifts

## Expenditure



- Charitable Expenditure
- Commercial Expenditure
- Payroll
- Heat and Light
- Repairs and Renewals
- Rent
- Depreciation
- Building refurbishment



# LOOKING FORWARD

Since 2010, the UK has lost 500 swimming pools, with nearly half of those closures happening since 2020<sup>1</sup>, while the creative arts and entertainment industry saw a decline of 15% between July and December 2024<sup>2</sup>. We have also seen a £2.3bn reduction in local authority funding for culture and leisure across England since 2010<sup>3</sup>. These challenges will affect our work in 2025-26 and beyond.

We are determined to face these challenges head on and are embracing innovative ways to add value across CV Life. We are committed to investing in roles and training that strengthen the organisation's financial performance. The cultural sector as a whole is on a journey towards being more commercial, for which we're in a good position. We are developing commercial streams of income and committing to working together across CV Life to better serve the diverse communities of Coventry.

We're looking forward to:

- Expanding programmes to build youth confidence
- Innovative healthcare partnerships to get people moving
- Growing place-based work in communities to nurture wellbeing
- Developing co-creation to celebrate the city
- Strengthening partnerships to play our part in the city
- Investing in staff training to increase passion and pride in what we do
- Improving use of insight to better serve Coventry's diverse communities



1. <https://www.swimming.org/swimengland/new-data-shows-pool-closures-increasing/>  
2. <https://www.equity.org.uk/news/2024/equity-exclusive-creative-arts-and-entertainment-shrink-by-nearly-15-since-july>  
3. <https://www.local.gov.uk/about/news/lga-infographics-reveal-fragmented-culture-funding-needs-reform>



# THANK YOU

We would like to thank the following for their involvement in the projects mentioned in this report. CV Life is also very grateful for support from other organisations not listed here.

Activity Alliance

Educa8

Arts Council England

Inini Initiative

Child Friendly Cov

IntoUniversity

Coffee Tots

Kids in Museums

Commonwealth Games Legacy Fund

Millerchip Family Fund

Coventry and Warwickshire NHS Trust

Nature Positive

Coventry City Council

Positive Youth Foundation

Coventry Men's Shed

Science Museum Group

Coventry Table Tennis Club

Sport England

Groundwork West Midlands

SolaaS

Hereward College

Swim England

Heritage Lottery Fund

The 29th May 1961 Charitable Trust

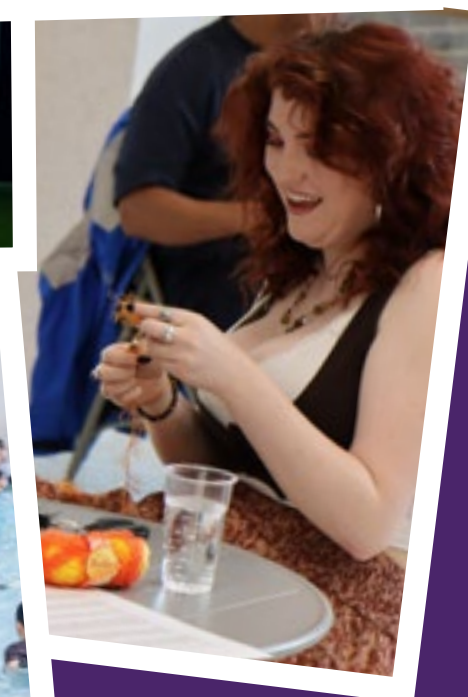
House of Emanuel I&I C.I.C.

University of Warwick Institute of Engagement

Interested in finding out more or partnering with us? Get in touch: [ESODonnell@cvlife.co.uk](mailto:ESODonnell@cvlife.co.uk)











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