



# TRUSTEE RECRUITMENT PACK



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# OVERVIEW OF THE OPPORTUNITY



Welcome to CV Life and thank you for your interest in the role as a Trustee of the organisation. This is an exciting opportunity to help shape the strategic direction of an organisation that brings together sport, culture and community engagement to create positive change for Coventry's diverse communities. 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. We are:

- **A major provider of education, arts, sport, health/fitness and outreach programmes**
- **A steward of the city's most visited museums and leisure venues**
- **An enabler of public services, community development, and inclusive place-making**

Following a place-based approach and offering tailored alternatives encourages all residents to take part in 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.

Coventry is a diverse, youthful and modern city which is reimagining the role that sports, recreational and cultural activity 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. Coventry is a city of welcome; a city of activists and pioneers; a city of peace and reconciliation; a city of innovation and invention – all of which are stories that CV Life seeks to share with its communities and visitors.

We are seeking to appoint a Trustee to join the Board to work closely with our existing Trustees and Senior Team to support the development and delivery of the CV Life's strategic objectives.

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

# WHO ARE WE LOOKING FOR?



Coventry is one of the most diverse cities in the UK and we want our Board to reflect that diversity. CV Life is actively working to address the representational imbalance at both staffing and Board levels. 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 our organisation.

The Board is looking to grow both in order to strengthen the skills and experience it brings to the Trust but also to be more representative of the diversity in our vibrant city. We therefore particularly welcome applications from candidates with backgrounds currently under-represented on our Board (Global Majority, LGBTQIA+, women, younger people, D/deaf, disabled and/or neurodivergent people).

We are looking for informed, knowledgeable and confident individuals with a passion for Coventry and its people, who can support our drive to improve lives through inclusive, innovative, and meaningful programmes. Previous Board experience is not necessary. We want candidates with a passion for Coventry and its people and with a focus on individuals with experience in **Environmental and Ecological Sustainability**.

We welcome first-time Board members and are committed to providing support and governance training as needed.

CV Life is keen to receive your application and looks forward to learning more about how you can support the Trust and its team to achieve its long-term plans within the city.

If you would like an informal conversation to discuss the role or the Trust, then the Chief Executive will be available to give further insight and context. Please refer to the 'How to Apply' section.

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

# ABOUT CV LIFE

The Trustees of CV Life have worked with the Trustees of both Coventry Sports Foundation (CSF) and Culture Coventry Trust (CCT) since 2021 to define the basis of some innovative new ways of working that draws more attention and focus into the impact that the cultural and sporting 'sectors' can have upon the lives of people – at individual, household, neighbourhood and community levels.

CV Life provides a vast leisure and cultural offer to all communities within Coventry, as well as visitors to the city, offering everything from attractions, museums, and leisure centres to educational programmes and community outreach projects.

Following a place-based approach and offering tailored alternatives, we aim to provide equal opportunity and access to sport, culture and leisure within the city.

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.

## **CV Life Charitable Objectives:**

1. To promote and improve the efficiency and effectiveness of charities and use of resources for charitable purposes in such manner as the trustees think fit and in particular, but not exclusively through the provision of management, administrative and resourcing support; funding and services contracts; and assistance in the measurement and reporting of social impact.
2. To advance such other charitable purposes and use of charitable resources for such purposes as are charitable according to the laws of England and Wales in such manner as the trustees see fit from time to time.

## **Our history**

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

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.

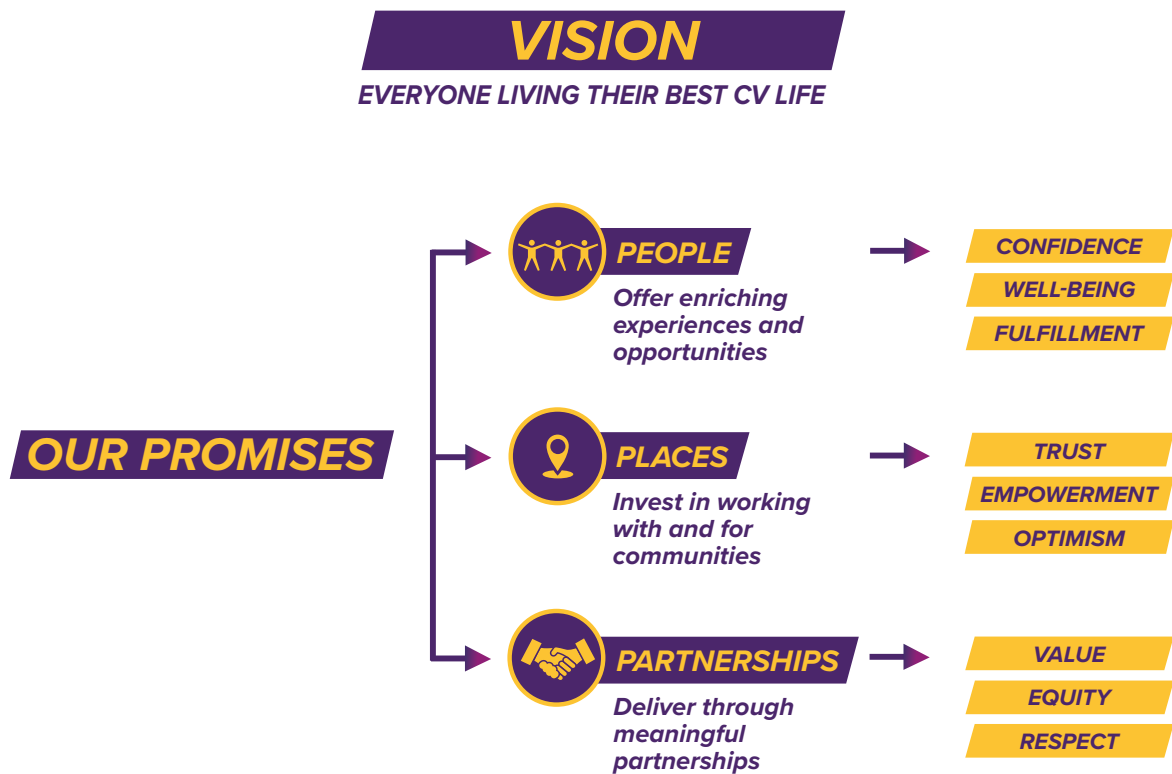
CSF is working in partnership with CCT and outwardly operate as CV Life.

Although CSF and CST are operating as CV Life, they continue to trade as two separate organisations. While the health and wellbeing programming and outputs remain the responsibility of CSF and the cultural programming and outputs remain the responsibility of CCT, 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.

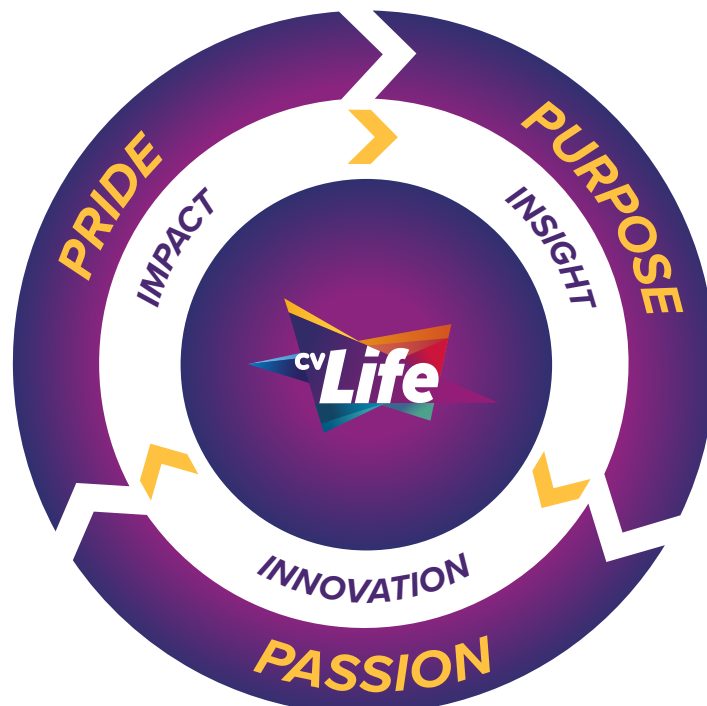
# THE CV LIFE WAY

The CV Life Way is centred around three Promises that underline CV Life’s commitment to working with **People, Places** and **Partners**.

The ‘CV Life Way’ diagrams encapsulate the positive impacts that CV Life aims to have upon the lives of people, households and communities, and within the city - and how this change is achieved.



What we do and how we work:



# OUR VENUES



## **The Wave**

The Wave is one of the UK's newest indoor waterparks. With six high-speed slides, splash pad, wave pool and lazy river, The Wave offers something for thrill, spill and chill seekers all year round. Plus, there is a spa, fitness centre and café inside.

## **Coventry Transport Museum**

The Museum houses the largest publicly owned collection of British vehicles on the planet and tells the story of a city which changes the world through transport, along with a conferencing centre, gift shop and café.

## **Herbert Art Gallery and Museum**

The Museum is an award-winning museum and gallery located in Coventry city centre, which celebrates the city's culture, history and arts. The gallery also has a renowned exhibitions programme.

## **The Alan Higgs Centre**

Having been a London 2012 LOCOG accredited venue, the Alan Higgs Centre is known for being a sporting village. Hosting a 50m pool, multi-use function rooms, fitness suite and studio, sports hall, indoor 3G pitch and grass pitches and Cofa's café.

## **Xcel Leisure Centre**

The Centre boasts a 25m swimming pool, fitness suite and studio, function rooms, grass pitches and large sports hall.

## **Centre AT7**

The Centre features a 25m swimming pool and splash pools, health and fitness suite and studios, along with a 6-court sports hall.

## **Moat House Leisure and Neighbourhood Centre**

The Centre offers everything from multi-use games areas and a 3G pitch, to a sports hall, health and fitness suite and classrooms.

## **Lunt Roman Fort**

The Fort is a partially reconstructed turf and timber Roman fort dated to AD 60, with a unique 'gyrus' granary, timber gateway and fort ramparts.

## **Coventry Archives**

Situated within Herbert Art Gallery and Museum, Coventry Archives provides insights into the history of the city and its citizens – from medieval times to the present day.



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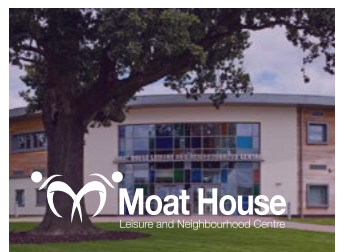
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# FOCUS OF THE CV LIFE BOARD



The CV Life Board plays a key role in ensuring the organisation delivers against its purpose: improving the quality of life for Coventry's communities through cultural, leisure, educational and wellbeing activities.

At the heart of the Board's focus is a commitment to social impact and changing lives, expressed through the mantra of "Everyone Living Their Best CV Life." The Board supports work that is shaped around People, Place, and Partnerships, with a strong alignment to city-wide priorities, including the Marmot Principles which employ proportionate universalism to reduce health and social inequalities through targeted yet universal provision.

By aligning its strategic direction with national frameworks (Sport England's Unite the Movement and Arts Council England's Let's Create strategies) and the local One Coventry approach, the CV Life Board ensures that the organisation's governance and activity contribute meaningfully to the wellbeing, equity, and resilience of Coventry's communities.

The Board provides oversight of strategic delivery across both CSF and CCT, with a cross-cutting approach that champions joined-up action in health, culture, sport, and community development. It is committed to Environmental Sustainability, guiding the development and delivery of a CV Life-wide Environmental Strategy and Action Plan, and ensuring that sustainability principles are embedded in capital investment, operations and programme design across the organisation.

# THE ROLE OF A CV LIFE 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.

This includes:

## **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 CV Life, 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 CV Life.
- Having an existing experience or knowledge within sport, leisure & cultural sectors or having an intensifying interest in either sector.

## **Compliance**

- Ensuring that the Trust 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 the Trust'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.

We are particularly keen to recruit candidates who can be ambassadors for the city from backgrounds currently under- represented on the Board (Global Majority, LGBTQIA+, women, younger people, deaf, disabled and/or neurodivergent people).

The Board is supported by CV Life's Chief Executive, Paul Breed who is also Company Secretary and by Charlie Ingram, as Executive Support Officer. 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 CV Life 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, Arts, Culture, History, 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.

All Trustee roles are voluntary and unpaid.

Current Board Members:

David Moorcroft (Chair)

Lucy Armitage

Manny Coulon

Archna Metha

Keith Railton

Alan Shaw

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

# APPLICATION PROCESS

CV Life 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 CV Life's Governance lead.

Interested candidates can arrange a preapplication conversation with the Chief Executive or Chair of the Board, please contact **Charlie Ingram, Executive Support Officer** [cdingram@cvlife.co.uk](mailto:cdingram@cvlife.co.uk) to arrange.

To apply, please submit an up-to-date CV alongside your online application. Rather than providing a cover letter, we request that you answer specific application questions which are designed to:

- Capture your experience relative to the role via application questions and;
- Assess how your experiences align with the Culture Coventry Trust's requirements.

Alternatively, candidates can submit a short (maximum three minutes) video or audio statement with their application form to respond to these questions, either directly or with a link to a Vimeo/YouTube video to [cdingram@cvlife.co.uk](mailto:cdingram@cvlife.co.uk).

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

Applications should be submitted by **19th June 2026**.

Shortlisted applicants will be invited to meet a panel on the week of **6th July 2026**.  
For candidates that are not local to the city, an online interview can be requested.

If you require support or adjustments during the recruitment process, please let us know.

We look forward to hearing from you.