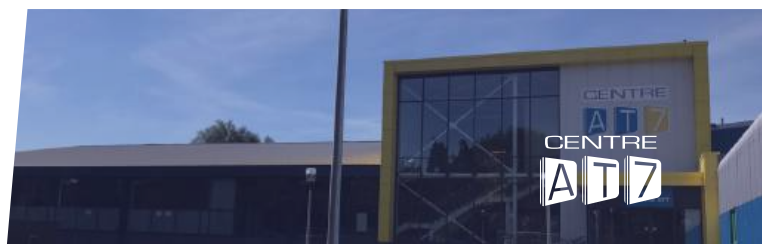




Corporate Partnerships



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About Us

CV Life represents the partnership between two organisations: Coventry Sports Foundation (CSF) and Culture Coventry Trust (CCT).

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.



Our Successes

- We welcomed 2.9 million visitors to our 9 city wide venues in 2023/24
- Actively collaborated with Motofest organisers to deliver a free festival to the city
- Worked in collaboration with city-wide partners to deliver sports initiatives to underrepresented areas in Coventry
- Demonstrated a commitment to raising money for various, city-wide charities by hosting charitable events throughout the year
- Hosted the inaugural Education Swimming Gala in collaboration with the City of Coventry Swimming Club at the Alan Higgs Centre
- Our collections team successfully facilitated the loan of several collections' items to display across the city
- The Herbert Art Gallery & Museum hosted the prestigious Wildlife Photographer of the Year exhibition
- Centre AT7 hosted the 3-day British Kabaddi Super League festival, in conjunction with BBC iPlayer
- The Herbert Art Gallery & Museum launched their first digital micro commission, aimed at supporting artists from under-represented communities in the arts & culture sector



Social Impact

Invest in Wellbeing. Empower Communities.

When your business partners with CV Life as a Corporate Leisure & Culture Member, you're doing more than providing employees with access to outstanding facilities — you're directly supporting the vital work of a charitable organisation committed to community wellbeing, inclusion, and transformation.

Our leisure and culture services are shaped by the people we serve. From walking netball and slow Zumba sessions tailored to older adults or those returning to activity, to care home outreach programmes that get residents moving again post-COVID with uplifting activities like hip-hop dance, flower arranging, and interactive quizzes — we meet communities where they are, with programmes they love.

We ensure our spaces are accessible, inclusive, and welcoming to all. Through outreach projects linked to major exhibitions at the Herbert Art Gallery, we collaborate with local groups such as the Refugee and Migrant Centre and Men's Shed, helping to break down barriers and invite everyone to find joy, reflection, and connection in the arts.

Every visit, every membership, and every partnership helps us deepen our social impact, which lies at the heart of everything we do.



Our Achievements

Over the years, CV Life has received numerous awards and accolades that reflect our ongoing commitment to excellence, innovation, and community impact. These recognitions celebrate the dedication of our teams and the high standards we uphold across all areas of our work. Below, we've highlighted just a few of the honours that mark our journey and achievements so far.



Workplace Wellness

A healthy workforce leads to a productive workforce and offers companies an alternative strategy to maximise profits at a modest cost. Sick leave costs employers across the UK over £29 billion per year – with 5.7 working days being lost per employee per year.

In 2021 to 2022, 63.8% of adults aged 18 years and over in England were estimated to be overweight or living with obesity.*

Obesity is a global and complex public health concern. It is associated with reduced life expectancy and is a risk factor for a range of chronic diseases, including cardiovascular disease, type 2 diabetes, at least 12 kinds of cancer, liver, and respiratory disease, and can also impact on mental health.

At Lifestyles, we believe that improving the health of employees also brings rewards for the organisation itself.

We offer a variety of packages that help to:

- Encourage a healthier workforce
- Reduce sickness
- Reduce absenteeism and stress
- Increase motivation
- Improve morale and mental alertness

These packages can be tailored to include and achieve specific objectives, such as nutritional advice, speciality exercise classes in the workplace, and fitness programmes with discounts on personal training available.

*Obesity Profile: short statistical commentary May 2023 - GOV.UK (www.gov.uk)



Health and Wellbeing

Lifestyles is a fitness brand with a difference.

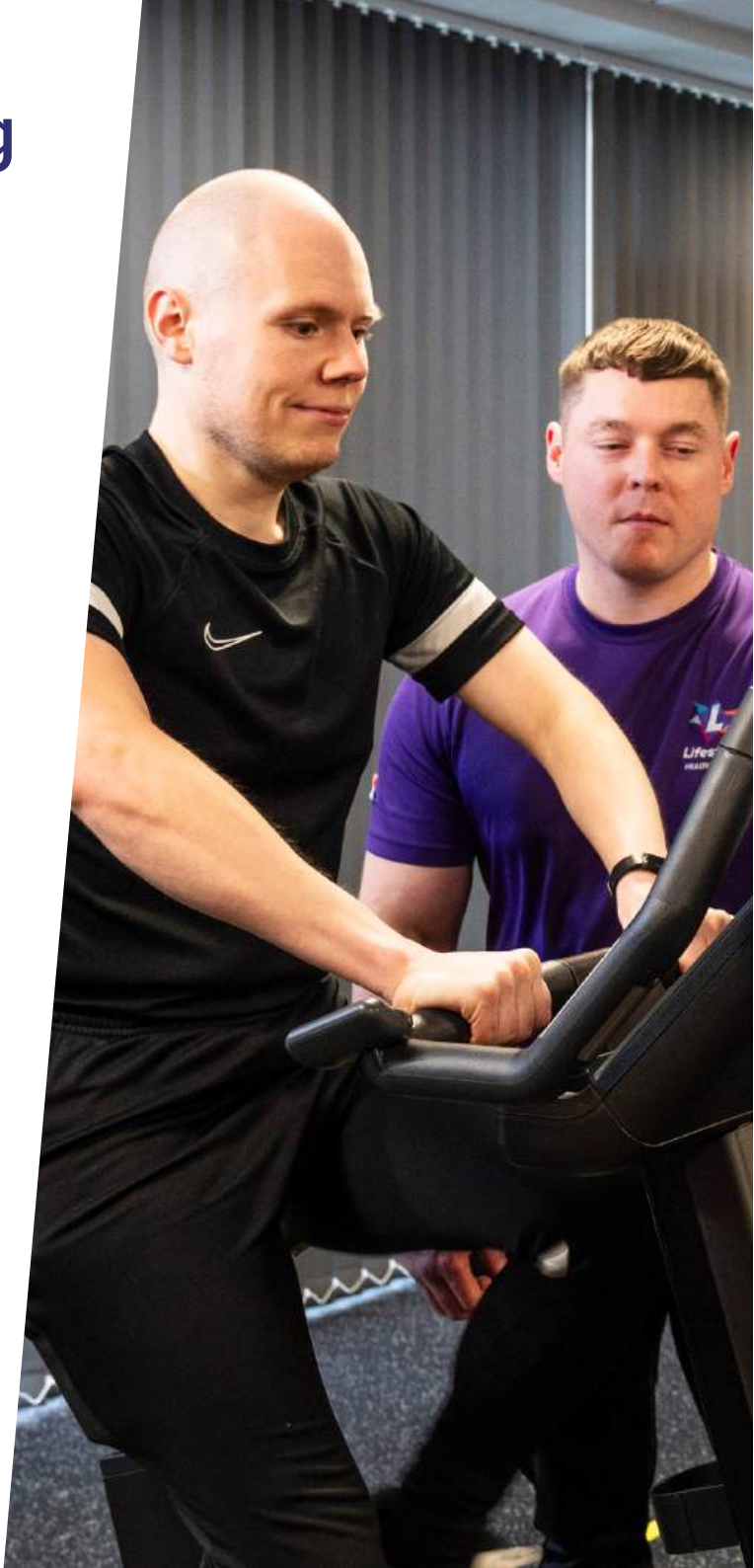
Our aim is to make high-quality facilities available to everyone so we can all lead healthier lives.

Across our city-wide centres, you'll find state-of-the-art Technogym machinery, both 50m and 25m swimming pools, relaxing health suites and a wide range of exercise classes.

As part of your journey with Lifestyles, you'll have access to a wide range of activities to place you on a fitter future, with skilled staff to assist you on your health journey.

Our instructors are friendly and approachable, and strive to help achieve your goals. We prioritise offering opportunities to everyone and want as many people as possible to take part. That is why we keep our membership rates affordable.

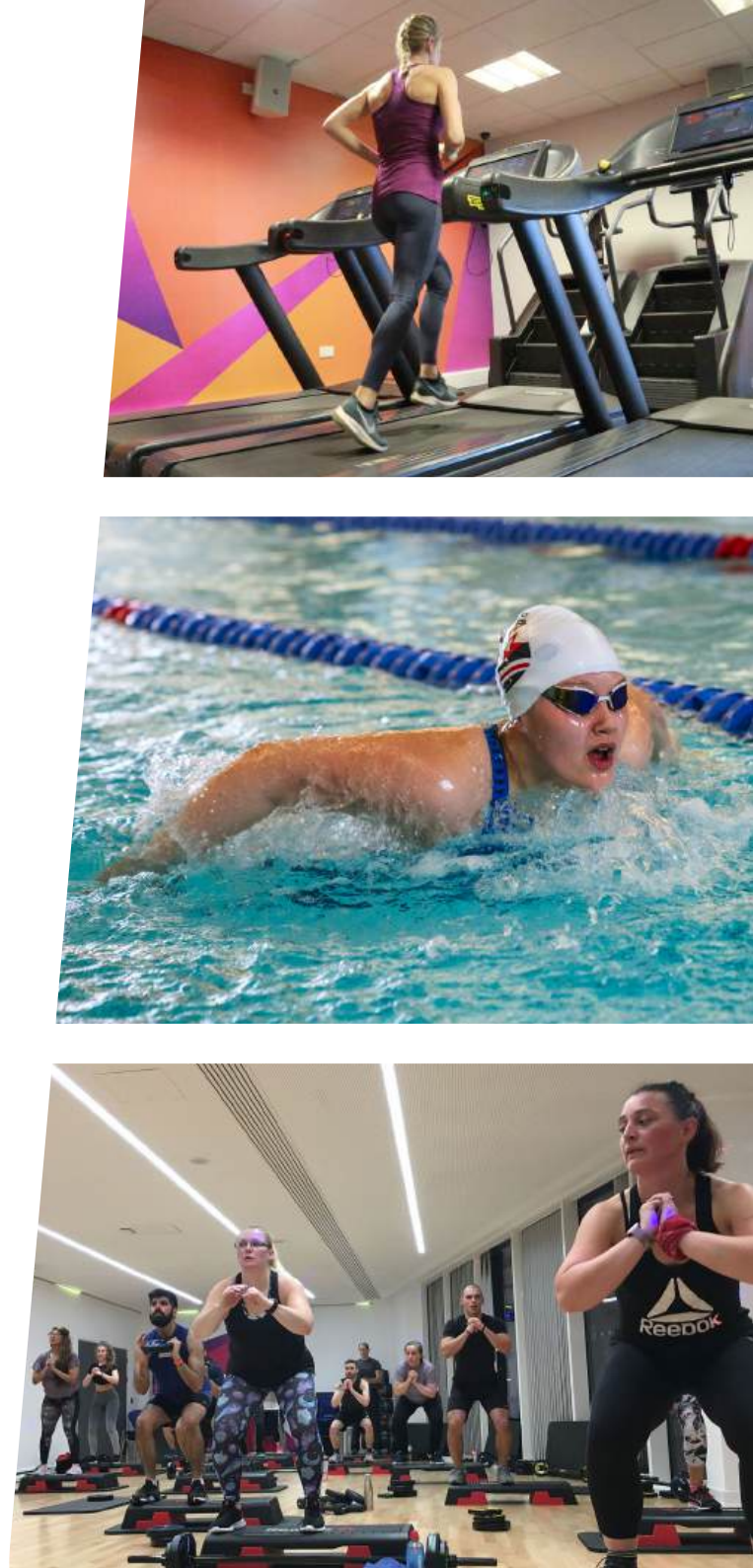
As much as it is a chain of high-quality fitness facilities, Lifestyles is a holistic approach to your personal wellbeing and fitness.



Corporate Membership Packages

Our corporate membership package offers full access to 4 centres: the Alan Higgs Centre, Centre AT7, Xcel Leisure Centre and the Wave. These state-of-the-art facilities are fitted with modern amenities, and include a wide range of benefits:

- 4 fitness suites (Gyms)
- 4 swimming pools (including 50m pool at the Alan Higgs Centre)
- 150+ exercise classes per week
- 3 health suites, with steam room, sauna and jacuzzi available (This excludes the Mana Spa, but is available to bolt on)
- Free induction
- Free programmes and regular programme reviews
- Free regular body composition analysis
- Full digital integration with the Technogym App
- 300+ fitness stations



Corporate Membership

Our corporate wellbeing package offers a wide range of valuable benefits for both in-office staff and employees working from home, promoting better overall health, boosting team morale, and enhancing workplace productivity. Whether your employees are commuting daily or working remotely, access to a network of local leisure centres across the city – available at an exclusively discounted rate – makes it easier for them to prioritise regular exercise as part of their routine. This flexibility encourages physical activity and helps reduce stress throughout the working week, no matter where the workday takes place.

Regular exercise is proven to improve mood, increase energy levels, and support long-term wellbeing. By providing a reliable corporate gym package, you're not only supporting your employees' physical health but also helping to reduce the risk of burnout and improve mental resilience. A healthy team is a happy team, and this benefit fosters a more motivated, engaged, and energised workforce across all working environments.



HEALTH IN THE WORKPLACE

At Lifestyles, our experienced group exercise instructors can deliver energising lunchtime or after-work sessions right at your premises – bringing fitness, movement, and fun directly to your team. These convenient on-site classes are designed to fit around the working day, making it easier for staff to prioritise their health and wellbeing. We offer a wide variety of high - and low - intensity options to suit all fitness levels, helping to reduce stress, improve morale, and strengthen team connections. Whether your employees want to sweat, stretch, tone, or simply unwind, there's something for everyone. Our popular class options include:

- Aerobics – e.g. Bums, Legs and Tums
- Conditioning – e.g. Body Pump
- Dance – e.g. Zumba
- Relaxation – e.g. Pilates

All sessions are led in a supportive and inclusive environment, encouraging participation and making exercise enjoyable for all. Let us help your workplace stay active, motivated, and healthy – one class at a time.



HEALTH AND FITNESS SCREENING

Your corporate package includes our comprehensive health and fitness screening, designed to support employee wellbeing and promote a healthier, more productive workforce. These assessments can be conducted conveniently onsite at your workplace or at a nearby centre of your choice. Each screening includes the following key health checks:

- Height
- Weight
- Body composition
- Blood pressure
- Aerobic capacity

Following the assessments, each employee receives a personal and confidential report detailing their results. A short 'mini consultation' is also offered to explain findings and provide tailored recommendations where needed. This helps individuals understand their current health status and identify simple steps to improve or maintain their wellbeing. Importantly, no prior fitness level is required to take part. All tests are submaximal, meaning they are safe and manageable for everyone, regardless of their physical ability. This package is ideal for companies seeking to invest in the long-term health and performance of their staff.



ADAPTING TO WORKING FROM HOME

The modern workforce is often a blend of working from home and office-based work, leading to extremely busy lives.

We understand this can lead to the occasional difficulty attending one of our amazing Lifestyles venues for a class or workout, so you can simply livestream some of your favourite classes from the comfort of your own home!

If you bolt-on the Livestream membership to your standard membership, you will receive unlimited access to all classes currently being streamed from our centres, so you are able to take part in the current class as it is running. There are also a range of on-demand classes available through the Technogym App, so you have extra flexibility to work out around your busy schedule.

Existing Members can add this on as a bolt on to the membership, to help ensure that an effective workout is always within reach.

Conferencing and Event Space Hire

Whether you need space for a quick meeting or a large conference, we have a selection of purpose-built and air-conditioned meeting rooms, along with large open space exhibition halls, at locations throughout Coventry.

The seating in the rooms can be laid out in a variety of arrangements to suit your requirements. Popular layouts include horseshoe, classroom, banqueting, theatre, cabaret, and boardroom styles – but the exact configuration is down to you.

We work hard to ensure our contemporary, state-of-the-art facilities are a match for any corporate venue – and we think we have the friendly, professional staff that give us the edge over them. We’re proud of our centres – and we think you’ll be impressed by them, too.

Don’t forget to take advantage of our other corporate offerings, too: we can add value to your meeting with a sports tournament before or after it, an exercise session in the gym or pools, a relaxation class with a studio instructor, a team-building session in our outdoor adventure area... or food and drink in one of our café bars! Ask when booking about all our additional options.



Additional Benefits

By choosing to partner with CV Life, you will receive exclusive access to a range of benefits across our cultural and leisure sites.

CULTURE

Additional benefits offered by our cultural venues include:

- 10% discount on retail
- Discount on recording studio hire
- VIP invites to exhibition launches
- Discounted tickets to CV Life events
- Three free venue hires per annum. This includes a choice of the Coventry Transport Museum, Herbert Art Gallery and Museum, the Lunt Roman Fort, or the Wave Waterpark
- Sponsorship of a Collections item, that directly contributes to supporting our heritage & services
- Access to our Adopt an Object Scheme

LEISURE

Other benefits from the lifestyles department are as follows (all are included in either gold or platinum membership)

- Discounted Biocircuit bolt on membership option
- Access to exclusive health membership content and email offers
- 10% off Mana Spa treatments
- Delivery of onsite classes
- Two company wellbeing & health checks per annum
- Discounted Aquarius adult swimming lessons
- Discounted Mana Spa products
- Discounted access to the Wave Waterpark



Corporate Opportunity

We are excited to introduce CV Life’s new and improved range of corporate packages, thoughtfully designed to offer flexible, tailored solutions for businesses of all sizes looking to partner with a trusted wellbeing provider.

Whether you’re a small business aiming to make a positive impact or a large organisation with diverse employee needs, our corporate packages provide the tools, support, and expertise to help you succeed. Each package includes access to a host of exclusive benefits and premium services, carefully curated to enhance your experience, deliver exceptional value, and ensure you get the most out of your partnership with CV Life.

Our mission is to make workplace wellbeing, engagement, and collaboration more accessible, effective, and rewarding for employers. Whether you want to improve staff health, boost morale, strengthen your CSR strategy, or offer something meaningful to your team, CV Life’s packages can be tailored to match your company’s goals, size, and culture.

From professional wellness screenings and onsite fitness classes to discounted access to CV Life’s state-of-the-art facilities, we offer solutions that are practical, engaging, and proven to make a difference. By partnering with CV Life, you demonstrate a clear and measurable commitment to employee wellbeing – an investment that can reduce absenteeism, improve mental health, boost productivity, and enhance overall workplace satisfaction.

Our dedicated corporate team will guide you through every step, offering ongoing support to ensure your chosen package delivers lasting value. Let CV Life help you build a healthier, happier, and more connected workforce with a corporate wellbeing solution made just for you.



SILVER PACKAGE

EMPLOYEE BENEFIT

- 5% discount on retail
- Discount on waterpark entry
- Health & Fitness membership

EMPLOYER BENEFIT

- One company wellbeing & health check per annum.
- Health, Fitness & Wellness membership for employees



GOLD PACKAGE

EMPLOYEE BENEFIT

- All silver benefits
- 50% discount on Biocircuit Bolt Ons
- 10% discount on Mana Spa products
- 10% discount on retail
- Discount on recording studio hire – Perfect for investing in people’s passions and development inside and outside work
- Discount on Aquarius adult swimming lessons

EMPLOYER BENEFIT

- Two company wellbeing & health checks per annum
- Two on site classes per annum
- Three free venue hires per annum. This includes a choice of the Coventry Transport Museum, Herbert Art Gallery and Museum, the Lunt Roman Fort, or the Wave Waterpark



PLATINUM PACKAGE

EMPLOYEE BENEFIT

- All gold benefits
- 15% discount on retail
- 10% discount on Mana Spa treatments
- VIP invites to exhibition launches
- Discounted tickets to CV Life events and scheduling

EMPLOYER BENEFIT

- Four company wellbeing & health checks per annum
- Four on site classes per annum
- Three free venue hires per annum. This includes a choice of the Coventry Transport Museum, Herbert Art Gallery and Museum, the Lunt Roman Fort, or the Wave Waterpark
- VIP invites to exhibition launches
- Sponsorship of a Collections item included, directly contributing to supporting important Coventry heritage and services

Package Prices

To ensure accessibility for businesses of all sizes, our corporate packages are available with a range of flexible pricing structures. Each level is thoughtfully designed to provide exceptional value while accommodating diverse budgets and organizational needs. Whether you're a growing startup or an established enterprise, you'll find a pricing option that aligns with your goals and resources.

Package Options

Silver
Gold
Platinum

Package Price

Please enquire
£3000
£4500

Gold Plus Options

Includes 10 H&F Memberships
Includes 20 H&F Memberships
Includes 30 H&F Memberships

Package Price

£5880
£8440
£11,000

Platinum Plus Options

Includes 10 H&F Memberships
Includes 20 H&F Memberships
Includes 30 H&F Memberships

Package Price

£7,380
£9940
£12,500

For any enquiries, please email:
corporate@cvlife.co.uk

