

# COVENTRY MOVES

**Year 1 Impact Report**  
**April 2022 – March 2023**  
**Report compiled by CV Life**



# COVENTRY MOVES

## Introduction

CV Life has now completed its first year running the Coventry Moves programme and what an amazing 12 months it's been.

The programme is aimed at increasing activity among communities who could fall through the cracks, with an emphasis on getting older people out and about while increasing activity as well as social interaction.

During the pandemic the everyday lives of the population changed so dramatically, but in many ways, it was the over 50s who particularly suffered. Many were forced to shield and lots of people were too scared to interact with others after months and months of being warned of the dangers – even after the effects of the virus began to wane.

Because of this, thousands of people became increasingly isolated. The elderly population is prone to this anyway, but the pandemic exacerbated this existing problem.

So, Coventry Moves has been tackling this very real issue, using innovative and interactive ways to make a huge impact on the lives of so many people.

Working across nine schemes, CV Life has established a regular weekly programme of activities across Coventry, as well as developing a range of community sessions being delivered at CV Life Leisure Centres.

This has been delivered with passion, empathy, and lots of communication. As well increasing activity, Coventry Moves has allowed us to identify and remove barriers, combat isolation and get people interacting and making friends - in short, making people's lives better. You shouldn't stop having fun and friendships just because you age.

Coventry Moves has also given CV Life a stronger foothold in the community and allowed us to gain a better understanding of the people we serve – the people of Coventry.

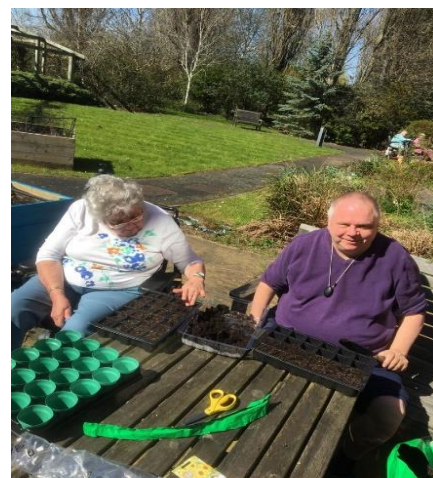
## Scheme Delivery

### **Gardening clubs**

The Coventry Moves programme has been very warmly received across the schemes it is delivered in, particularly places like Bevan Court, Marsh House and Poppy Court.

Not only has the programme got people engaged and having fun with our sessions, it's also sparked friendships, and in turn, offshoot clubs which has seen residents take inspiration and start their own sessions.

Residents from Bevan Court have set up a weekly gardening group with assistance from the programme. This came off the back of residents wanting an outdoor activity to allow them to make the most of the summer months while also having made a tangible impact on their surroundings.



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While we think its amazing residents have started their own clubs and groups, it's wonderful to see it has had a knock-on effect resulting in a marked increase in participation at the other activities too.

This means residents have become even more active and engaged than we'd hoped because our sessions inspired the desire to create more, which has facilitated independent sessions. This has then gone full circle and made our initial sessions more appealing and popular.

There are several examples of the benefit this has had on participants. One chap at Bevan House has suffered with mental health issues and tended to stay in his room. But he has joined a club and got more and more involved, which has helped his confidence and his overall wellbeing.

Similarly Poppy Court resident – Roma kept to herself following the devastating death of her husband. But with the help and enthusiasm of CV Life staff, she's involved with all sorts of activities. Read more about Roma here: <https://cvlife.co.uk/latestnews/roma-gets-new-lease-of-life-through-coventry-moves-project-after-losing-husband-to-covid/>



## Princethorpe Court

Residents at Princethorpe Court were initially sceptical of the Coventry Moves project with just four people attending the first sessions.

However, overtime, as trust was built up, more began attending with 12 people now coming to sessions regularly.

But like other schemes, residents have been inspired by the sessions to exercise an element of independence.

Two residents at Princethorpe have set up a committee including a Resident Fund which allows them to collect money and fund their own days trips and activities with the support of the scheme staff and programme coordinators.

This has seen the group organise and enjoy coach trips, such as to the Stratford Butterfly Farm.

This autonomous approach has come off the back of Coventry Moves sessions, which shows the impact the programme is having not just on getting people active and engaged, but also giving them the drive to be increasingly independent.



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## Dance Activities

One activity that has proven a consistent winner is dancing.

This is in large because of dance coach Ryan 'Token' Stilwell who has made a significant impact on several of the schemes within the project.

Token comes to the sessions full of life and enthusiasm, making the sessions fun and engaging. He gets people active, making them laugh while never being condescending.

He is incredibly popular with residents, many of whom thoroughly look forward to his weekly visits.

He has worked with residents to increase their confidence in their movements and has shown them ways they can stay involved at all levels – this has had a profound impact and even led to participants being able to be more involved in other activities and sessions.

Poppy Court manager Kymme said: "Residents here enjoy this activity whatever their ability and Token always motivates them to do more which is great because they then go away and talk about it to more people to get involved."

Find out more about the dance sessions with Token here:

<https://covsf.sharepoint.com/sites/TheLanding/SitePages/Coventry-Moves-dance-classes-breathing-new-lease-of-life-into-residents-at-retired-living-scheme.aspx>

## Friendships

One of the most pleasing things we've seen about the programme is the emergence of friendships.

But even better than that, is people intermingling between schemes. Throughout the year the programme has held several shared events and activities.

Marsh House hosted an afternoon lunch for 15 residents from Eric Williams home and they have since been invited back to Eric Williams for a return visit.

This has positively impacted those residents who were able to be taken out for the day and have interactions outside of their own scheme.

Poppy Court hosted a Big Quiz which saw around 40 residents from Poppy Court, Princethorpe, Marsh House, Ribbon Court and Bevan Court attend.

Not only does this help in getting people out and about, but it's also getting them seeing new and different faces – in turn this has created numerous links and friendship groups between the schemes which helps emphasise the impact Coventry Moves has had in getting people socially active in a way they wouldn't have previously.



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## Community Delivery

### **Slow Zumba**

Slow Zumba was set up in partnership with Zumba Gold to provide a class that was accessible for participation in this weekly activity has increased from no to now an average of 12 weekly regular people attending.

Obviously, the sessions help with fitness but they do so much more than that too.

Participant Julie explained the benefits from the class, including for her mental health and making new friends:

<https://www.youtube.com/watch?v=M40dEi532PU>



### **Sporting Memories**

One way to engage our target audience is through nostalgia and reminiscence.

To facilitate this, we run monthly Sporting Memories sessions, compered by local athletic legend David Moorcroft who usually interviews people from the world of local sport.

But participation is encouraged, and those attending are invited to ask questions and share their own sporting memories, be it their time spent playing cricket, rugby, football for school, local clubs or the factories.



The sessions have proved a big hit, with over 40 participants attending regularly.

For many attendees it's an immovable and solid entry into their calendars to be attended each month.

We've spotted groups of friends attending, old acquaintances be renewed, and new friendships formed solely off this monthly session. People who used to attend alone now greet other attendees like old mates.

There is a group that also regularly stays after the session has ended to continue reminiscing over cups of tea.

But perhaps the most significant impact of this session has been the handful of residents from the dementia homes on the project.

Residents like Ken and Jim from Arden Grove attend each monthly session, providing them with an opportunity to not only get out but to also talk about and share their memories from their sporting days. As a former Coventry City footballer and well-known face in the grassroots football scene in the city, Sporting Memories creates a warm, safe and welcoming environment allowing Ken and others the opportunity to reminisce and share their happy bygone years in sport.



Read more here: [Sporting Memories Returns to Coventry & North Warwick Sports Club \(sharepoint.com\)](#)

## Walking Rugby / Netball

Innovating ways have been developed to appeal to all, including walking sports which has increased in recent years off the back of walking football.

Though slower than the mainstream counterparts, walking sports like rugby and netball get the blood pumping, help people lead healthier lives and generally improve mobility.

But importantly it also gets people back playing team sports, many of whom haven't done so for decades.

This gets people socialising and making new friends, which in turn also helps with mental, as well as physical health.

Set up in partnership with Coventry Rugby Club, Walking Rugby sessions have gone from attracting two people in the first session to a regular number of around 15 people coming each week.



Participant Mark has had a first-hand experience of the positive impact this session has made on his life after suffering from a heart attack. The session has helped him lose weight and improve his overall fitness – read more here:

[Meet the Coventry man who recovered from heart attack with the help of CV Life's walking rugby \(sharepoint.com\)](#)

Meanwhile, Walking Netball was set up in partnership with England Netball at Moat House Leisure Centre.

The weekly session now attracts a regular 20 ladies who enjoy the low impact exercise in a sport many of them played as children or young adults.

The session also provides an opportunity for them to socialise and create friendships as they meet in the café area after the session for a tea or coffee.



This has had a real impact on the group as they now organise regular activities outside of the session such as a fortnightly walk-in memorial park and coffee trips.

[Walking Netball proving popular with second session on the way \(sharepoint.com\)](#)