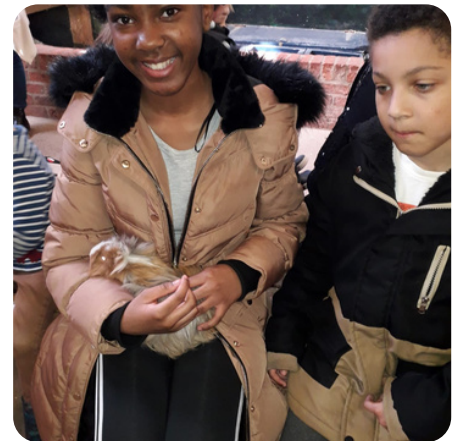
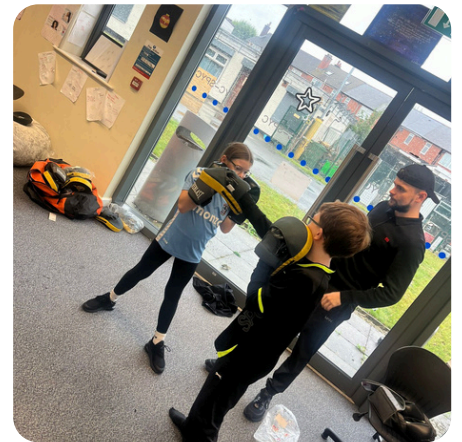




Social Impact Report 2024/25



Creative Optimistic Visions

Prepared by Stacey-Jade Mason
Founding Director

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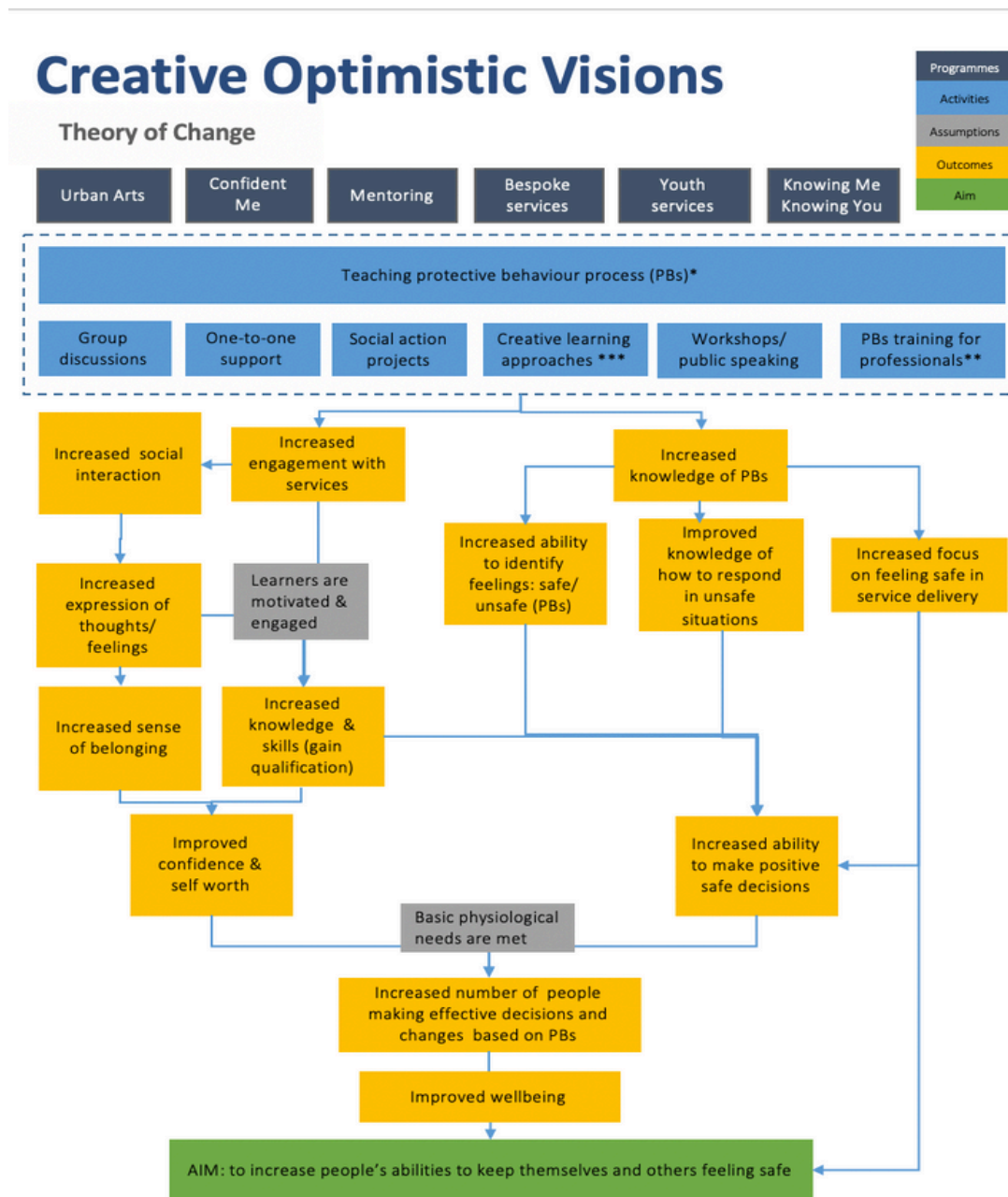
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Acknowledgements

Introduction

Creative Optimistic Visions is a Community Interest Company passionate about delivering high quality services through the lens of the Protective Behaviours Process. We provide alternative education, training, mentoring, youth and community services.

This social impact report summarises the changes the company has made in this financial year to its delivery, and how Creative Optimistic Visions is adhering to its Theory of Change model to ensure the company achieves its aims and outcomes whilst continuing to promote its core value that 'we all have the right to feel safe all the time'.



'Protective Behaviours process is a practical down to earth approach to feeling safe, equipping people with a skillset to empower themselves and decreasing and preventing victimisation

**Through work with professionals, more youth are empowered with PBs, including professionals themselves implementing PBs in their own lives, which in turn improves their own wellbeing.

*** Creative outlets e.g. writing & production of music, art, scrapbooking, spoken word, public exhibitions etc.

Message from Our Board

This year marks not only a period of growth for Creative Optimistic Visions (COV) but also a very special milestone — 10 years of COV. Over the last decade, we have built a community where young people feel safe, valued, and able to take positive steps forward in their lives. Celebrating 10 years gave us the opportunity to reflect on how far we have come, and to recognise the contributions of everyone who has been part of this journey — from staff and volunteers to our partners, funders, and, most importantly, the young people themselves. Alongside this celebration, we are proud to present a Social Impact Report that includes more detailed data than ever before. By deepening the way we measure impact, we can show more clearly how our programmes are improving wellbeing, building self-esteem, and strengthening young people's sense of belonging. What stands out most is not just the numbers, but the stories behind them — the courage of young people who take their first steps with us, and the progress they make in finding their voice, their confidence, and their place in the world.

Dr Jane Osmond, Chair
Amber Taroni
Sarah Learmonth
Stacey-Jade Mason
Subah Rasab
Muzi Nduna



Our Year in Numbers



287

Sessions and Events

25% of our service delivery is one-to-one mentoring support. 30% of our activities involved delivering education, and 45% saw us hosting community events and services, such as holiday activities, guest speakers and open access youth provision.



5777

Contact Hours

This is the sum of all our contacts with beneficiaries throughout this year, including all session delivery and events. We have seen a 61% increase in contact hours due to increasing the delivery of our education, holiday activity and youth services.



386

Participants Engaged

56% more than last year when we had 247! More young people are getting involved because we keep things welcoming, fun, and shaped by their ideas.



95 %

Attendance Rate

Our average attendance rate has risen by 2%. This growth reflects our commitment to providing responsive, youth-led programming that keeps young people engaged and invested in their development

Our Impact in Numbers



54%

of participants report a meaningful positive change in their wellbeing after participating in mentoring or one of our other educational programmes.

Read more about this on [page 5](#).



+3

Average increase in wellbeing scores, using Short Warwick–Edinburgh Mental Wellbeing Scale.

Typically 16-24 year old participants see bigger average increases in wellbeing (+6), compared to 13-15 year olds (+3).



75 %

of participants reported an increase in their self esteem after participating in our Flourish programme.

Read more about this on [page 7](#).



+11

Average increase in self-esteem scores, using the Rosenberg Self-Esteem Scale (RSE).

Participants' scores saw an increase ranging from +2 to +35 points. Crucially, while two individuals reported no change, no one experienced a decrease in their self-esteem.

Our Impact: Wellbeing

We collect wellbeing data from young people who participate in mentoring and other educational projects. All participants are between 13-24 and we use the Short Warwick–Edinburgh Mental Wellbeing Scale to understand progress. In 2024/25 we had 33 complete responses so we can compare pre- and post- scores for those individuals.

Key Findings from our 2024/25 data:

Overall, our course/programme delivers a measurable and meaningful increase in overall wellbeing. The average (mean) wellbeing score increased by 3 points, from 21 to 24. This shows a clear, quantifiable improvement in participants' overall sense of wellbeing. It's worth noting that whilst scores are similar across both genders, age makes a difference here. Typically 16-24 year old participants see bigger average increases in wellbeing (+6), compared to 13-15 year olds (+3).

We significantly reduce low wellbeing. The graph below shows that we reduce the number of people with low wellbeing scores and increase the number of people with moderate and high wellbeing scores (Figure 1). The case study (pg. 6) also provides further qualitative evidence of how our mentoring contributes to improving individual wellbeing.

Positive impact on wellbeing is not guaranteed for every single participant, our programmes and courses need to take this possibility into account. For example, 4 participants experienced a significant negative change in their wellbeing. This tells us that individuals have unique life circumstances, mental health histories, and personal challenges that can affect how they respond to a course or programme. Whilst we do our best to tailor our work to meet individual needs, sometimes external factors have a bigger impact on overall wellbeing. Additionally, acquiring new skills and encouraging reflection might, for a few individuals, trigger underlying issues or anxieties that can lead to a negative outcome.

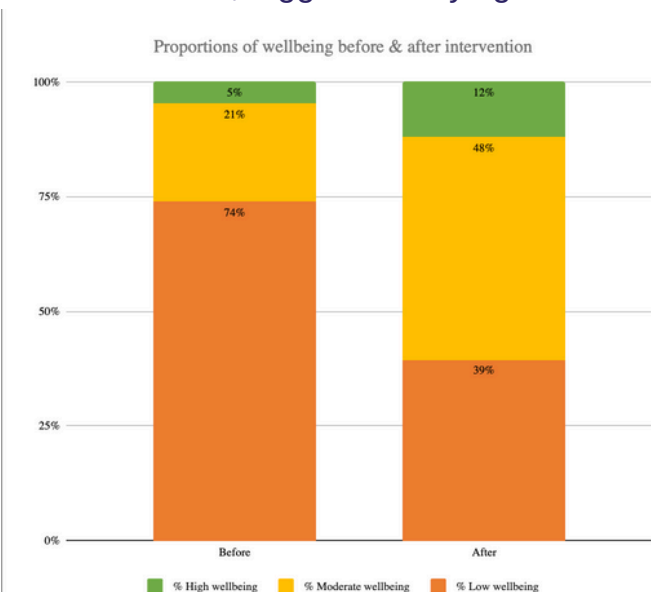


Figure 1 comparing pre- and post wellbeing scores

Wellbeing Case Study

When we began working with A, a young person referred to our service, she was experiencing significant anxiety and isolation. At the outset of the mentoring program, A was unable to leave the house and had disengaged from all social interaction outside her immediate family.

Our early sessions focused on building trust through consistency and empathy. Meeting A at her home, engaging in conversations that helped her feel safe and understood. We introduced meeting in a local café to help A overcome her fear of being outside.

As her confidence grew, we encouraged A to take part in our group sessions. Initially, she was hesitant and spent her time in the reception area rather than joining the group. However, with gentle encouragement and support, A began to engage more fully—first by observing, then participating in group activities at her own pace. This shift demonstrated a meaningful breakthrough. A's willingness to move from a passive observer to an active participant highlighted her growing sense of self-assurance and belonging.

By the end of the mentoring and then group sessions A's communication skills, mood, and general outlook had all improved noticeably. Her progress was a testament to the power of patient, person-centred mentoring.

Family Support: Throughout the process, we also worked closely with A's mother. We offered practical advice on how to support A's development and shared strategies to encourage small but consistent steps toward independence. This holistic approach helped reinforce A's progress at home and strengthened the parent-child relationship.

Conclusion: A's journey illustrates the impact of sustained, compassionate support. From being isolated to attending multiple sessions weekly, her transformation reflects the importance of creating a safe, encouraging environment for young people facing emotional or mental health challenges. It also highlights the value of involving families in the support process.

Our Impact: Self-esteem

We collect self esteem data from everyone participating in our *Flourish* programme, using the Rosenberg Self-Esteem Scale (RSE). Flourish is all about encouraging young people to find their strengths and skills. Each participant completes a pre- and post- questionnaire, which we also use as an opportunity to reflect on progress. In 2024/25 we had pre- and post- responses for 8 out of 13 participants. We've only included those with complete data in our analysis (n=8).

As well as collecting self-esteem data, we also measure progress against other outcomes in our Theory of Change. Again, we use this as a reflection tool with individuals, as well as a way to understand our impact. We have complete data for 9 out of the 13 participants around:

- confidence
- decision-making
- communication
- goal setting
- managing stress
- feeling safe

Key Findings from our 2024/25 data:

Overall improvement in self-esteem. The majority of participants reported a measurable increase in their self esteem. The average self-esteem score increased by +11 points, though individual scores ranged from +2 to +35 points. Crucially, no participants reported a decrease in their self-esteem. Two individuals reported no change, but for everyone else who we have data for, the impact was positive (Table 1).

Mixed results for other short term outcomes: Overall, participants see the biggest progress in their ability to set and achieve goals, their confidence levels and knowing the difference between being safe and feeling safe. Participants report the least progress with their communication skills. However, these overall findings mask significant differences between individuals. For example, around half of the participants report progress across multiple outcome areas. Whilst others report progress in fewer areas. Two young people report significant decreases in scores across multiple areas. These findings suggest that young people gain different things from participating in Flourish, and like wellbeing, sometimes other factors in young people's lives have a larger influence than we can. We'd like to explore these findings with young people and also create a larger dataset over time to ensure that we're capturing the progress young people make.

Table 1 showing self esteem results calculated using RSE.

Indicator	%
% young people reporting a positive change	75
% young people reporting a negative change	0
% young people reporting no change	25

Progress towards other outcomes:

Top 3 areas young people report progress in:

1. Their ability to to set and achieve goals
2. Their confidence levels (including self-trust)
3. Knowing the difference between being safe and feeling safe

Measuring Progress

COV is very proud of all our beneficiaries and staff. We have all worked very hard to improve our youth, community and development skills. Our progress is measured by our theory of change and key business indicators set at the beginning of each year, as well as individual indicators of personal development.

Our Aim for 25/26

- Sustain the delivery of core youth and community services, one to one mentoring & bespoke programmes
- Develop new partnerships
- Increase the delivery of open access youth provision with outdoor spaces
- Invest in young people's progression routes
- Increase our sales revenue
- Expand our reach, inviting new people to take part in our services

Achievements 24/25

We met our aims for this year, namely by:

- Delivering open access provision all year round
- Successfully delivered our Flourish programme all academic year
- Creating a profit margin
- Expanding our reach and delivering more sessions than the previous year
- Continuing to support individuals to improve their wellbeing, education and personal development





2223
aggregate
attendance

Godiva
Festival set
with Fire in
the Youth

266 NEW
participants
engaged

Feedback

Every quarter, we invite young people accessing COV Youth to complete a feedback survey.

Key findings from our 2024/25 data:

Young people have an overwhelmingly positive view of COV Youth. 100% of respondents feel safe and trust the staff and volunteers, and 100% also feel they get the help and support they need. Furthermore, a very high percentage (97%) feel both valued as an individual and that they belong at COV Youth.

We deliver quality work. 100% of young people believe the projects and services are of good quality and that they value COV Youth as an organisation. Around 9 out of 10 (90%) feel empowered to make positive changes in their lives with our support.

There is an opportunity to increase participant voice and involvement. While most feedback metrics are extremely positive, one area for improvement stands out. Around 2 out of 3 young people feel they have a say in how the services are run. This suggests that while they feel supported and valued, there is room to increase their involvement further in the organisation's decision-making processes.

I really enjoy it because it has many activities and people who I have made friends with and I am able to trust

I really like the community the staff are really friendly and the youth club makes me feel like I belong somewhere

100% say they feel safe at Youth

92% say we provide enough activities

86% feel a sense of achievement at youth

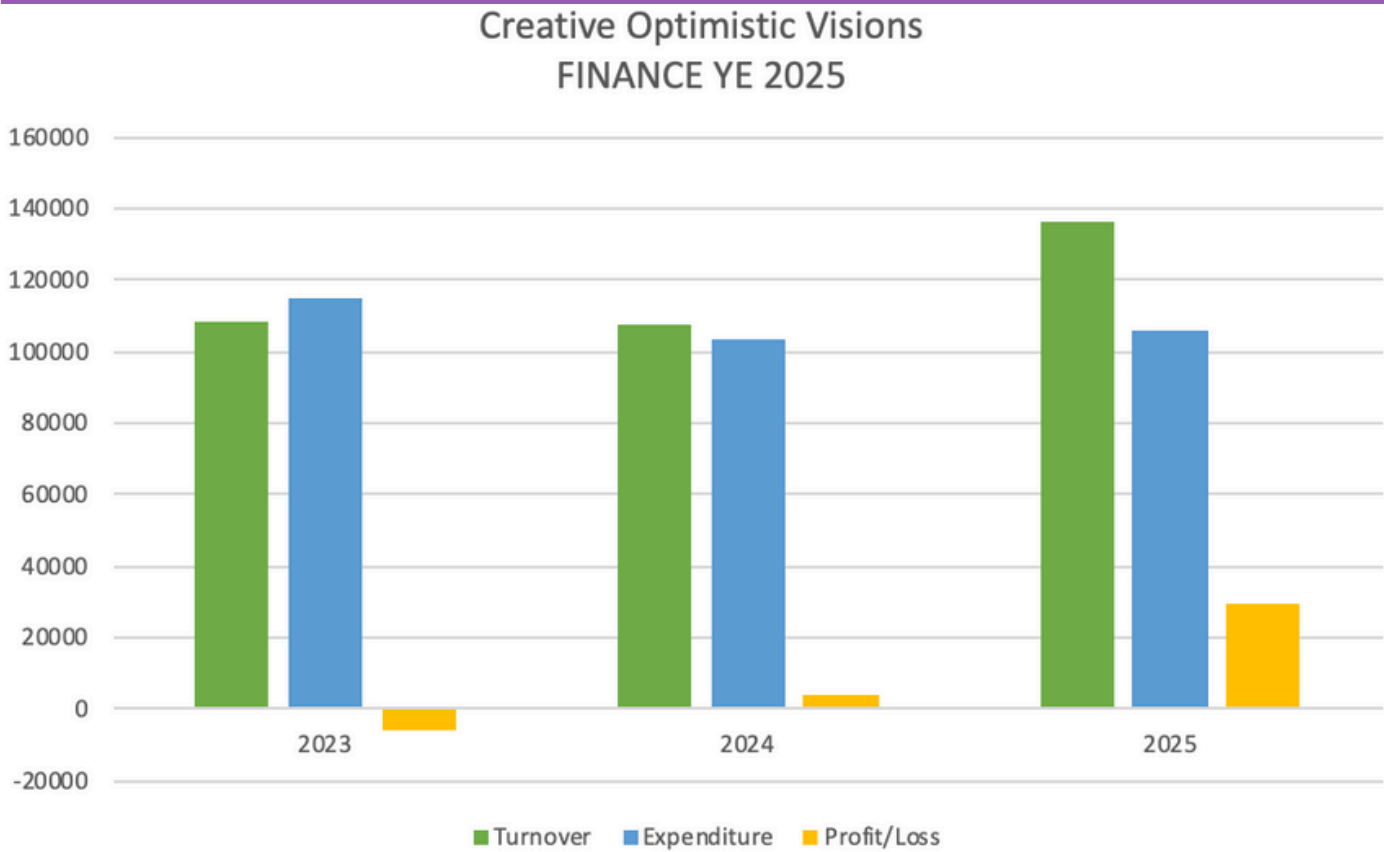
89% say they feel empowered to make a change

100 % say they feel they belong at COV youth

100% say they value the youth service

Finance

As a Community Interest Company (CIC), we generate revenue from grants, donations and sales of services. We have continued to strive to generate higher sales revenues post-pandemic as this enables us to subsidise funding for our youth and community services. We have focused our energy and resources on creating new training and education services to generate a higher sales revenue.



Our aim is to continue the increase of sales revenue to ensure financial stability to accommodate the needs of our beneficiaries without services being project and grant focused.

In 2024, the organisation achieved a small surplus, with turnover holding steady and expenditure reduced, resulting in a profit margin of 3.8%. In 2025, financial performance strengthened significantly: turnover increased by 26.6%, expenditure rose only slightly by 2.8%, and profit margins grew to 21.8%. This growth has reinforced the organisation’s long-term sustainability, allowing us to reinvest more resources into programmes, expand services, and deliver greater benefits to the community.

26.6%

Turnover increase, reflecting a strong improvement in both revenue growth and cost efficiency.

Next Steps

As we look ahead to the future, our priorities remain firmly rooted in the needs and aspirations of our community:

1

Invest in our people

We will continue to strengthen the skills and wellbeing of our staff and volunteers while supporting young people's progression into education, employment, and personal growth. Our people are the heart of COV, and investing in them is investing in our future. We wish to invite more young people to invest further into how we measure our social impact reflecting what success looks like for them.

2

Expand our reach

Building on the success of the past year, we will review our current youth provision to ensure it remains fit for purpose and inclusive. We aim to expand open-access youth opportunities, adding more sessions and outdoor activities so that more young people can feel connected and supported.

3

Build partnerships and sustainability

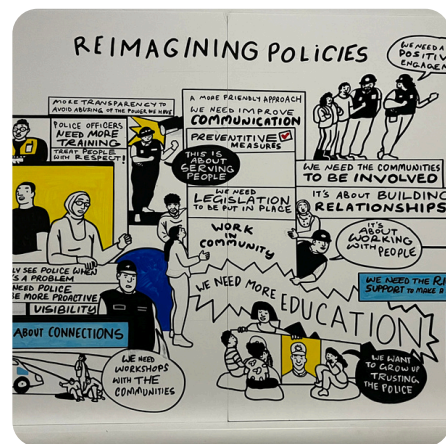
Collaboration has always been at the core of our success. Over the next year, we will continue to deepen partnerships with local organisations and funders while also developing new ones. Alongside this, we will grow our social enterprise activity to strengthen financial sustainability, allowing us to reinvest in the services that make the greatest difference.

Conclusion

As a Board, we are deeply proud of what has been achieved in this milestone year. The evidence is clear: COV is changing lives. Yet beyond the numbers, what inspires us most are the personal stories — the young people who regain their confidence, the ones who finds a safe space to belong, and the ones who learns to set and achieve new goals. These are the true legacies of 10 years of COV.

We want to extend our heartfelt thanks to everyone who has been part of this journey so far — our staff, volunteers, partners, funders, and above all, the young people who make our work meaningful.

As we step into the next chapter, we are excited to build on this strong foundation, ensuring that COV continues to be a place of hope, opportunity, and growth for the next 10 years and beyond.



Acknowledgements

We would like to acknowledge the contributions of the people and organisations who provided advice, guidance, and support of their skills and or financial contributions.

As well as our partners (see logos below) we also wish to thank those committed to our projects, including:

- The COV Team (staff, volunteers & activity providers) and the Board of Directors
- Coventry Youth Partnership
- Coventry & Warwickshire Intergrated Care Board
- To all those who have took part in our training and community projects
- To all the people of our community for making it all worth it
- Jami Dixon Social Impact Consultan
- Kate Ricketts - Engage Accountancy



Contact

Creative Optimistic Visions

213 Walsgrave Road, Coventry, CV2 4HH | 02476 445 439

www.creativeoptimisticvisions.co.uk | info@creativeoptimisticvisions.co.uk |



213 Walsgrave Road (Ball Hill),
Coventry, CV2 4HH



024 7644 5439 / 07532 364 336



info@creativeoptimisticvisions.co.uk



@C_O_Visions



Creative Optimistic Visions



Creative Optimistic Visions



@cov__youth