Edited by: David Boughey, ENV Managing Director and Diane Hill, Voluntary Press & PR Officer

Introduction (David Boughey)

As I am writing it is one of our busiest periods as we prepare for the annual Coventry Sports Week while also continuing to support a range of events and open up our latest round of volunteer recruitment – busy but exciting times!

You will hear more about our work including the work of some of the Task Groups we have.

The Task Groups Cover:

✓ Press and PR
✓ Induction and Training
✓ Funding & Social Events

I am sure you were all delighted to hear that Coventry’s Bid for the City of Culture 2021 made the final shortlist, it was great to hear from them at a recent briefing. If you are not already please follow the Bid on Twitter @Coventry2021 and visit www.coventry2021.co.uk for the latest information.

I cannot finish without thanking our Coventry University interns Ieva, Kamal and Patrick who have been working with us on marketing, social media and business planning and all of the Coordinator and Task Group members, some who you will hear from below.

I hope you enjoy the read!

Coventry Sports Week 2017

Sports Week will take place between Tuesday 8 and Saturday 12 August from 10am until 4pm each day in Broadgate.

Find full details and the activity programme at www.coventry.gov.uk/coventrysportsweek
Press/PR Group Article (Diane Hill):

Whilst our Ambassadors elegantly glide through their roles at various events in the City like a fanfare of swans, there are numerous sets of legs furiously paddling under the surface of the outwardly calm waters.

Alongside the furiously paddling legs of our MD, David Boughey, we have many voluntary teams supporting the delivery of our services.

Our last edition explained the existence of a Co-ordinators Team and three sub-groups covering Recruitment and Training; Fund raising and Press and PR.

In this edition, we introduce our Press/PR Task Group which consists of a culturally diverse group of individuals with a common interest in promoting the Ambassador Programme. Diane, Astrid, Marie, Barrie, Bhavna, Atul, David, Ieva and Kamal.

As you can imagine, each member of the group has a big personality, lots to say and great enthusiasm in putting ideas into action.

Led by our co-editor, Diane Hill, task group members identify and pursue opportunities to raise awareness, in local media, of the events that Ambassadors have supported and/or managed and the services we offer.

Over the past few weeks the group have been particularly successful and this has seen David and Lisa (Barrett) being interviewed on Radio Plus (23 May 2017).

National Volunteers Week (NVW) was kicked off with Diane Hill taking part in the Vic Minnett Show (BBC CWR 1st June 2017) talking about her extensive career as a volunteer and the reasons why people become volunteers. On the same day, our 'man behind the lens' - Atul Patel was a huge hit on the Brody Show, again having an opportunity to talk about being a Coventry Ambassador.

Within an hour of being contacted with a request from CL Radio, Diane was on air on the 2nd of June with Cat and Michelle talking about the Coventry Ambassador Programme.

NVW was rounded off with Patrick Anderson and Diane Hill giving Brody Show listeners a double dose of 'Ambassadorisms' on Monday 5th June. One of the topics was the London Bridge Attack, where of the victims had been Chrissie Archibold who was Canadian and a volunteer.

Chrissie’s mother had been on national TV that morning and her words struck a chord with me, which I shared with listeners of the Brody Show and is a powerful message to end this article on. She said....... "Go out and volunteer. What are you waiting for? Say 'Chrissie sent you!'".

Induction & Training (Astrid Clarke):

I am feeling a little nervous. What will the people be like? Will I get on with them? How will the evening go? It is the Induction and Training evening and no, I am not a prospective recruit, I am one of the group of trainers.
Having been on the receiving end of training for Coventry Ambassadors for the 2012 Olympics, I can appreciate how new recruits might feel. I remember relief at finding the right place, being met by lots of smiles and reassurance and realising this was the beginning of something special. Apart from the excitement of the Olympics, I personally joined because on retiring I wanted to feel to be still of use to my community. I did not know how much enjoyment I would have while doing just that. Five years and many new friends later, we like to think that the ambience and attitude created during training in 2012 continues. And yes, I will be feeling a little nervous too when we hold our next sessions!

Although the Coventry Ambassadors welcome new people all year round we hold one or two Induction and Training sessions a year to give them a better insight into what is involved. This is totally painless and includes videos, activities and familiarisation with Ambassadors' roles. Every Ambassadors' event is slightly different and our roles change accordingly. The training evening helps to clarify what they might entail and any queries are readily answered. Even for long-standing Ambassadors [and sometimes I mean that literally!], there are times at events we have needed to deal with unusual situations. all part of being an Ambassador! But we are a dedicated team and there is always someone there to help. New recruits work alongside 'old-timers' - sorry - 'experienced Ambassadors' at events. We hope everyone leaves our Induction session feeling confident and eager for their first event. The quality of recent recruits has been amazing and bodes well for our future. We hope to meet more of the same soon.

The next Induction and Training evening is scheduled for mid-September. Anyone interested can find out what we do on Facebook or our ENV website and apply online. www.env.uk.com/coventry-ambassadors

Here are some events which Our Ambassadors managed in June 2017.

Lanchester Open Day 3-4 June 2017:

During the MotoFest weekend the Lanchester Interactive Archive had its opening launch event, just outside of the (Coventry University) Lanchester Library had collection of classic cars. EnV Coventry Ambassadors promoted this launch event while also signposting the public to the MotoFest events across the city and provided a warm welcome to all visitors.

Coventry Pride 10-11 June 2017:

The main location for Coventry Pride this year was University Square as well as a range of other city venues for a range of events, artists and activities. EnV Coventry Ambassadors offered fantastic customer service and local knowledge to people while supporting both artists/performers and spectators/guests at this high-profile event.
Armed Forces Day 24 June 2017

Armed Forces Day event was a chance for the public to show support for the men and women who make up the Armed Forces community: from currently serving troops to Service families, veterans and cadets. Coventry Ambassadors supported this national profile event, providing a warm welcome and supporting the event parade.

Forthcoming Events:

Our Ambassadors are looking forward to providing support at many forthcoming events including:

City of Culture Briefing: 18 July 2017

Coventry Sports Week: 8-12 August 2017

Like last year, EnV will manage the very popular annual Coventry Sports Week event (on behalf of Coventry Sport Network, Coventry BID and Coventry City Council) supported by our Award-Winning Coventry Ambassador volunteers continuing and celebrating the Olympic volunteer legacy for the city. This is a key event for us as last year we engaged over 6,000 people and expecting more than that time in this year.

AMBASSADOR CORNER

This area of the newsletter will be a constant feature with an update of all Ambassadors:

Would all Ambassadors please ensure that David has up to date contact details for you.

Ambassador Recruitment:

We are recruiting new volunteers. Apply today at http://env.uk.com

We are running induction workshops in September however, anyone can apply anytime to become a volunteer via our website.

CONTACT US

If you would like to contribute to our newsletter or contact our editors, please get in touch with:

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Please follow us on Twitter @EnV_Coventry