Visiting Hull
City of Culture

David Boughey

Rather than the experiencing the local wayfinding of Coventry Ambassadors the trust was placed into the wayfinding of the Satnav as we made our way to the current City of Culture.

On arrival, I was struck by a vibrant and busy atmosphere with many stunning older buildings containing a variety of history, art and culture.

My experiences included being led in a Korean based role play with new technology, tradition and escape-room type challenges; moving funk music by bicycle and hundreds of local people dancing together in sync and much more!

Conversations with many local people told of the huge impact becoming City of Culture had made. Bar owners spoke of a 60% rise in trade and a 50% increase in footfall following the award of the bid.

And so, to the most important part about being a City of Culture...the local community and of course the local volunteers!

How would they greet me? Most importantly what colour was their uniform! Many questions buzzing through my mind as I experienced from the other side the impact of a host city volunteer programme and I was not left disappointed – I was in fact left inspired to find smiley, happy (they must have read my briefing notes!), proud volunteers who were pleased to speak about their experiences.

I felt the familiar buzz from them being at the forefront of supporting a historic event in their city. So, the real test to leave them is that I am still greeted in the same way, by the same and more recently recruited volunteers in five years’ time.

Oh...and the uniform colours apparently are known locally as ‘scandalous blue’ ‘ludicrous purple’ and ‘deep mischievous pink’ – those of the City of Culture logo.

Safe in the knowledge from the most important people involved in all of this – the people who live, work, study and volunteer in a bid winning city – that the award has made a positive impact on them and their city I return to Coventry in hope and excited anticipation that we can experience that and once again show how Coventry can deliver a major event with great success and once again we can welcome the world to our city.

More important that that – we can show like with EnV and our Coventry Ambassador volunteer programme how together we can take the opportunity to create a lasting legacy for local people.

We can do this!
#ThisIsCoventry
Ambassador Task Groups

The Task Groups Cover:
✓ Press and PR
✓ Induction and Training
✓ Funding & Social Events

Our Ambassador Task Group members continue to work tirelessly behind the scenes and on the main stage to support our Community Interest Company including delivering a city ‘Welcome Walk’ for students at the University of Warwick, welcoming visitors at the city of culture Museum of the Moon, C&W Champions meetings and supporting the City of Culture Judges visit!

In addition, our group members have helped to deliver induction sessions for new volunteer applicants and are now busy preparing for our December Celebration Event taking place at the Ricoh Arena.

“I just wanted to say thank you to yourself and the volunteers who helped us with the Moon event last week. It was something really special and I am forever grateful for the help!”
Monica, Coventry Sport & Leisure Centre.

Coventry Sports Week 2017

A fantastic effort by over 20 different organisations providing activity and additional organisations manning stalls across this year’s Coventry Sports Week ensured that once again the event was a successful one with over 7500 people engaged across the week.

Some local businesses have reported peaks in trade while the event took place.

Completed surveys and feedback has been very positive with 94% surveyed wanting to take part next year; 82% wanting to continue activity they experienced at the event and 100% wanting to see more of this type of event taking place in Coventry.

Over 500 volunteer hours were provided by the Coventry Ambassador volunteers over the five days.

Coventry Sports Week was managed by EnV on behalf of Coventry City Council, Coventry Sports Network and Coventry BID.

David Boughey.

Latest Events

We have been busy supporting the following – THANK YOU!

Coventry Cycling Festival

"Many thanks for the support of the Ambassadors at the Cycling Festival, where they braved the elements and helped us clear up afterwards.”
Richard Smith, CCC

Nuneaton 10k

“You were all amazing, we have had so much positive feedback about the race and how smoothly registration ran so well done and hope you enjoyed the day too” Gowan Miller, NBBC.

HSBC City Ride 2017

“Thank you so much for your help in the lead up to and on Sunday. It was great to have you and your army of volunteers involved with the event.” Lucy Jones, Altius Sports

Community of Lights

“The Ambassadors did an excellent job and nothing was too much trouble for them. We could not have held the event without their kind support. “ Surindar, Friends of Foleshill.

We have also been pleased to support the recent University of Warwick Sport & Society Fairs once again and the very first Coventry Life Festival in Fargo Village.
September was a very busy month for Ambassadors including an evening event when about 30 met to reflect and look ahead. This was led by the Induction and Training Task Group.

After the stark realization that 5 years had flown by since our debut we had the opportunity to look at where we are now and where we want to be in the future. Plenty of events are scheduled before the New Year, but clearly Coventry’s City of Culture Bid 2021 has meant lots of crossed fingers as we could have a key role if successful.

David gave an update regarding events, the task groups’ work and volunteer roles. This led to very useful group discussions on how we can improve and be even better Coventry Ambassadors. This event could well become an annual opportunity for Ambassadors to meet, review - and have a few laughs!

Astrid Clarke

Inductions and Training:
Throughout the year we have aimed to recruit more Ambassadors and one September evening saw a group of hopeful inductees arrive at the Council House.

Members of the Induction and Training Task Group were emotional watching the 2012 video again but it still gives new recruits a good idea of how we contribute to events.

From the very first activity it was clear the Ambassadors had some more very able newcomers. It was difficult to believe they began the evening not knowing each other judging by the chatter, easy manner and so much laughing one group were politely reprimanded!

The core activity concerning our roles always raises interesting issues and our buddy system allayed some concerns. The list of upcoming events gave an extra impetus for the newcomers to begin their Ambassador ‘life’. Indeed, some have already had their debut event as you read this.

A warm welcome to all our 37 newly recruited Coventry Ambassadors so far in 2017!

Astrid Clarke

Official - Volunteering makes you happy!

Yes, studies show that people who volunteer have higher levels of wellbeing. It also makes them feel they are part of something bigger than themselves. And we Ambassadors certainly know that feeling. So, when you are helping someone find their seat, are on the registration desk or giving directions your mesolimbic system in your brain is triggered. That’s the part that releases feel good chemicals giving us ‘helper’s high’. That explains a lot why I am a Coventry Ambassador.

Astrid Clarke

Astrid Clarke

Award Winners!

We are proud to announce that EnV have are winners of the SME News Awards 2017 for: Best Community Event Management Organisation - West Midlands. EnV are also finalists in the SME Coventry and Warwickshire Business Awards 2017 in the ‘Best Community Business’ category!

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