From Coventry to Tokyo!

After hosting visits from Dentsu's Tokyo 2020 Olympic & Paralympic Games Project Office last year in Coventry I was invited to present and share information with Tokyo2020 officials at the beginning of September.

Following a 13-hour direct flight I was already experiencing the Japanese hospitality I would experience throughout my stay that would benefit any 'host city' volunteer and Olympic host nation.

The purpose of my visit included delivering several presentations to those who may wish to volunteer and also to city officials who wish to learn how to develop, manage and sustain lasting volunteer programmes for their city following the Tokyo2020 Games.

Based from the Shiodome area in Tokyo my first stop was to present in the area of Fujisawa, where Enoshima has one of the best sailing venues in Japan that hosted yachting in the 1964 Olympics. Here I presented to over 500 people and had the pleasure of being invited to meet the Mayor of Fujisawa to exchange gifts that are now proudly presented there in the Lord Mayors Chamber.

The following days included delivering different presentations in Sendai which like Coventry did in 2012 will be hosting Olympic Football in 2020 and also to Narita in Chiba where I also had the pleasure of being guided around historical sites by local volunteers wearing a nice bright pink hi vis vest!

It was an amazing, educational, inspiring visit and very humbling to see how our city's Coventry Ambassador programme is held in such high regard across Tokyo and Japan.

I am relieved to have been told following feedback gained my presentations were very well received in a successful visit that has led to a continued relationship with Tokyo2020 organisers.

I was very grateful to exchange gifts in friendship to each area I was hosted by from Coventry’s Lord Mayor and also some gifts from our own volunteers. These included a framed poem and a framed gift from primary school Coventry Young Ambassadors that ensures a Coventry presence remains in Tokyo following my visit.

I am proud that our community interest company has received this recognition and we are actively looking for support to help us to achieve our ambitious goals to continue to improve and grow “to 2021 and beyond” If you or your organisation would like to join and support us towards achieving that please do get in touch.

Arigatou gozaimasu.

David Boughey.
Managing Director, EnV
Events Roundup
Summer gets busier year after year for the Ambassadors. Some events were revisited, some were new for us. But this summer period we supported 10 events across 22 event days.

Sports Week
This is our flagship event held in Broadgate over 5 days aimed at attracting people to 'have a go' at a variety of sports. The first day saw the highest number of visitors EVER. We also had visits from the Young Ambassadors and officials from Tokyo2020 as well as from Coventry Council.

JD from Free Radio was there. I've had a lot of fun hosting Coventry sport week! Thank you for having me. Well done to everyone involved, it's been a great week with thousands of children engaged in sports. Let's do it all again next year!
As Coventry will be UK City of Sport in 2019, this should be an extra-special event.

Meet Me in the Ruins
As the City of Culture 2021 gets ever closer, organisers of projects such as this theatre event set in the Cathedral are asking us to give support. A very interesting, different occasion.

Rising - Global Peace Forum
Despite David returning from Japan just the previous day, he was there based at the cathedral leading the team of Ambassadors over 2 days. Welcoming speakers including Nobel Peace Prize winners and visitors from around the world gave us an opportunity to promote our city while offering help and support. Comments were written on the Gratitude Wall including this one.

We loved it!
...It all was seamless. And particular thanks to the volunteer helpers - in the pink jackets. I thought they were an excellent advertisement for the city, cathedral and university. They were unfailingly good-humoured - a really great asset.
Professor Roger MacGinty, University of Manchester.

Heritage Open Weekend
Each September the public are allowed access to selected places normally restricted. Hence Ambassadors welcomed hundreds of visitors to the Council Chambers, its basement [full of photos, newspapers, Memory Lane!] and Drapers Hall. Amongst the Ambassadors were a few new[ish] recruits, great to see them so involved.

I just wanted to say how much I enjoyed volunteering at the Heritage Open Day this last weekend. I learnt a lot about the area and spoke to some fascinating people including a lady who had just celebrated her 95th birthday and talked about her experiences during the war, a gentleman who had fostered over 200 children on an emergency basis and a magistrate who had worked in Drapers Hall when it was a Court building!
Beverly Lerigo, Coventry Ambassador
Ed. Thank you Beverly for encapsulating what it is like being an Ambassador! Well done!

BID Student shopping Night
Introducing students to city centre shopping with discounts, entertainment and our Ambassadors!

Just wanted to extend a huge thank you to you and especially the very wonderful Paul!
What a night – it was fantastic enhanced by the wonderful support of your time.
Trish Willetts, Coventry BID

Other Events
Get the fleeces out ready for the winter events! Find out in the next issue about our Welcome Walk for students led by us, the latest Induction and Training for applicants held this month and of course Remembrance Sunday and looking ahead to events as part of the European City of Sport year 2019!
Task Groups

The Fundraising and Social group are busy organising a repeat of the fundraising Tesco Bag Pack on 7th December and for our annual Celebration Event on 4th December. Helping at the Donkey Derby event led to a welcome fundraising thank you from the Leofric Lions. Please pass on our grateful thanks to your four volunteers who worked their socks off at the Donkey Derby last Saturday greeting people and handing out Race Cards. They did a fantastic job and I know they enjoyed the day despite the weather.

The Induction and Training group have been planning the latest training for applicants in November. Feedback has shown that smaller groups mean a better chance to get to know each other and makes the session less intimidating. Organising a pilot Leadership training session for current Ambassadors has kept them busy. A new recruitment campaign is taking shape working with the Press and PR group.

The Press and PR Group members have continued to be busy spreading the word. Very early rising to meet and greet at Coventry and Warwickshire Champions breakfast meetings, networking at C&W Rocks Business Expo, supporting the annual charity Donkey Derby can be added to promotion on local radio. David was interviewed on BBC CWR and Hills FM about his Tokyo2020 visit, we are so proud his achievement had some press recognition.

Press and PR task group member Jan Lissaman was invited by EnV to extend her skills for the benefit of Coventry Ambassadors to help promote what we do. In July I had the privilege of attending a course on digital photography with the intention of improving my skills and being able to use them more often when attending events. The course was provided by Coventry University Business Solutions .... I was up bright and early and met Atul another Ambassador at Coventry Station where we caught the train to New Street. I found the course really helpful in making me understand more about my camera, I certainly learned a lot and also found functions I didn't even know my camera had! All in all I enjoyed the day and found it very helpful for using my camera in the future both for Ambassador events and also for myself.

Viewpoint from a...Coventry Ambassador Team Leader

Astrid Clarke

Team Leaders were very much part of the initial London 2012 volunteer organisation. Although I was not one of the original Coventry team leaders, after a few events I felt confident enough when asked to lead a small team. Yes, it meant some responsibility but not too daunting. Despite the variety of events since, I know that the co-ordinator is always there for guidance and support, but will also look to a team leader when he/she thinks appropriate. One of the best aspects of the role is that it involves some responsibility [to the team of course] but still enables engagement with the public. The team leader has a duty of care to the team, ensuring all feel supported and clear about their roles. And that all get a lunch break when appropriate! The role is fun, challenging and varied. It is an opportunity to enjoy some organising, managing people and still engage with the public.

Team leaders are the link between Co-ordinators and Ambassadors, vital to our success and reputation. Always a shared understanding of what both want and need is paramount. Could you be a potential team leader?

A Team of Leaders

Yes, we are! All of us. 15 team leaders and co-ordinators attended a pilot workshop Being an Ambassador, Being a Leader organised by Ambassador volunteers Diane and Sheila with David. Not the quietest of evenings! This new workshop, which will be rolled out to all Ambassadors in 2019, aims to improve and confirm our skills as Ambassadors. We continue to look to 2021 and beyond!

Engage with us!

SME Coventry & Warwickshire Community Business of the Year 2017.

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