Leading the way – to 2021 and beyond!

Yes, we are a Team of Leaders! Activities in the last few months have been evidence that Coventry Ambassadors can and do lead. In EnV’s Being a Leader workshops we encourage and support Ambassadors to take on further leadership roles. Ambassadors were to be seen in their pink and purple jackets when leading groups of the general public around our amazing city in English Tourism Week.

This year has seen us enjoying more and more varied events. What better time to be a Coventry Ambassador?

Smile and be happy!

Welcome Walks
This initiative which began has now taken a giant step forward [pun intended!]. After meetings about routes, timings, information and training, the first Walk took place one sunny Saturday morning. Over 20 people learnt more about our city’s past present and future as part of English Tourism Week with very pleasing feedback. A later walk was renamed the Wet Welcome Walk but everyone stayed to the end!

The most interesting, welcoming, friendly and informative team of ambassadors: making everyone feel so welcome into our city of culture.

Coventry Ambassadors I enjoyed your tour today, I lived in Coventry for 25yrs and learned a lot more about the great city, thank you.

Thank you Marie and Debra for the interesting Welcome Walk, also to Ayub, Paul and Brian for helping we thoroughly enjoyed it and certainly learnt things about Coventry.

Well done to Marie and Janet today, really professional and informative!

Being a Leader workshops
Si-Chun Lam, Coventry Ambassador

The pilot session last year encouraged us to open the workshop to all Ambassadors. As offers for events roll in we definitely need more leaders.

On 9th April, I took part in the Being an Ambassador, Being A Leader workshop for Coventry Ambassadors. In the workshop, we had the opportunity to look at how our own personality types influenced the way we performed our duties as a volunteer; the sort of leaders we admired (or otherwise!); and strategies and ideas for dealing with difficult or complex situations. As an attendee, I found the workshop to be a great chance to talk to Ambassadors outside our formal duties, and it proved to be a great opportunity to increase our understanding of how our different personality types can contribute to a more effective team, and give us the skills to become even better ambassadors for Coventry – an evening I recommend!

Editors note: The Being a Leader workshops will be offered to all Coventry Ambassadors this year.

Coventry –UK European City of Sport 2019
The pink and purple jackets have been seen at numerous sports events this year encouraging people to sign up to the ECoS newsletter and get involved. EnV have been assisting with the community events programme too. Did you know that this year is also the Year of Wellbeing? And that volunteering is good for you? Are you a Coventry Ambassador?
The Festival of Running, as part of being European City of Sport, was a strong event for us. 9 brand new Ambassadors helped at the Children’s Mile along with us more ‘experienced’. Co-patron Trish Adudu completed the 5K run too. Well done Trish! After last year’s cancellation, the Half Marathon made a welcome return. A busy one too!

In May nearly 40 Ambassadors supported the Velo Birmingham and Midlands cycling event for the first time. Ideal conditions, sunny but cool, for both cyclists and us! After their 42 mile ride we provided a warm welcome as well as medals!

In early June again we were part of the successful celebration that is Motofest. Over the weekend in sunshine and rain, we helped by informing about events and venues spread around the city centre. Noisy and nostalgic [for some], but great fun.

The month of June was rounded off by a vibrant week of community events as part of the Refugee Week Coventry Welcomes programme with Coventry Ambassador volunteers carrying out event evaluations with participants and spectators across the events. Once again it was a pleasure to be involved as part of the Great Places programme looking ahead to 2021.

Thank you to you and volunteers who were ever so helpful and engaging.

Armed Forces Day
We were proud to support the annual Armed Forces Parade on behalf of the Lord Mayors Office with over 30 Coventry Ambassador volunteers lining the parade route and supporting all of those who were spectating on the day.

Events
What’s coming up?
In July so far we have already supported the CSW Primary School Games Finals and the Godiva Festival all over one weekend. You will be hearing more about our July and summer programme events in the next issue including the European Corporate Games and Sports Fest that has been lengthened from 13th to 23rd August.

I am an Ambassador because……
Taking part in a wide range of activities from supporting sports events, training Young Ambassadors and welcoming visitors to the city has given purpose to my retirement. The pink/purple uniform always distinguishable from a distance is recognisable throughout the city and always means there is a friendly smile and helping hand to everyone that needs it.

What happens next? Becoming a leader? Joining a task group? Whatever I choose to do I know there will always be other Ambassadors there to help and support.

I have randomly ended up in the Press and PR Social Media task group. My fear and use of modern technology are an issue only to me. The friendliness of the group means I can feel useful taking photographs and generally helping whenever I can.

No one needs to shy away from committing themselves to becoming a more active volunteer. You never know where it will lead but you will always have pink/purple wearing colleagues and friends with you as support.

Dawn Jones a Coventry Ambassadors since 2017

Task Groups activities
All task groups have been busy! The Induction and Training Task Group has so far this year held 2 Leader Workshops as well as holding 3 induction sessions. The next will be on 3rd October. Tell your friends and anyone else! We are also very keen to reflect the rich diversity of this city with our growing numbers.

The Fundraising and Social Events group succeeded in including us in April’s Every Bag Helps scheme run by Tesco. We have now secured £2,000 funding to support further volunteer training.

The Press and PR group activity often includes other task group members. These have included more early mornings for C&W Champions meetings.
I just wanted to say a massive thank you to all of the EnV helpers from all of us at Champions for their help yesterday. They were incredibly useful and even stayed to help collect name badges at the end which was much appreciated.

We supported the Cricket World Cup Trophy tour, take over days at sports events [for European City of Sport] as well as interviews on local radio and press articles. At the Primary Futures event where youngsters found out about lesser-known careers, we met people involved in the City of Culture decision-making.

The funniest event was BBC CWR’s Comic Relief Quiz. When Trish Adudu had to leave us early, the team’s performance improved greatly!

**Coventry Youth Ambassadors Begins!**

We are proud to be working with Coventry College on our Youth Ambassador pilot project with over fifty 16 – 18 year old students trained that have now begun to volunteer at their very first events.

**Young Ambassadors**

EnV worked with the lead group to produce a training resource which was used to train 300 Young Ambassadors. Confident welcomes are now everywhere! Since then some have been seen trialling Young Explorer Trails, hosting at a Primary Futures event and on a special train journey.

[explanation to follow]. Future reports of Young and Youth Ambassador news will hopefully be written by themselves. After all, we hope they are the next generation of volunteers!

**The train now leaving.....**

On 4th April, Coventry Ambassadors, Lisa and Dennis were asked to join Coventry Young Ambassadors alongside BBC CWR to go on a special train journey .It was a day to remember as not only a train was named with a link to our city, but it would carry its very own Coventry Flag!

Virgin Trains had received a request for one of their trains to be named after our own Lady Godiva, so what better way to celebrate this special naming than by also having the very best advocates of the city – the Young Ambassadors - to meet with the public, to celebrate and sell the city! So 20 children were accompanied by Lisa, Dennis, teachers and BBC CWR and set off for London!

The day began with first class travel to London Euston, accompanied by Amanda Hines from Virgin Trains. After breakfast and several photo opportunities, the train was soon arriving.

On arrival at Euston the group were escorted to the first class lounge where they were met by other friendly Virgin staff who explained what the day was about and what they wanted them to do. Dennis accompanied a small number of the Young Ambassadors to Virgin’s HQ. Here the children were given a tour and led into Virgin’s own tasting kitchen.

Meanwhile, Lisa stayed behind in the first class lounge and accompanied 2 Young Ambassadors whilst they spoke to the passengers about Coventry. A very well known person was also waiting in the lounge – Pete Waterman the record producer and proud Coventrian [and train lover]. Soon all the party were again escorted back across the concourse and to where the most important part of the day was to take place! After photos with both our Lord Mayor and ‘Mr Waterman’ and being filmed for Midlands Today, the curtain was whisked back by Lorna Bailey from BBC CWR, to unveil our very own train.

After a few more photos we boarded the train for the return journey, continuing in our role of promoting our wonderful city to passengers. The final part of that special journey was alighting at Coventry to flashbulbs, flags, the press and the public and a mixture of ‘old’ & ‘young’ Ambassadors. After escorting the children back, the journey ended where we had started from, in the first class lounge, with the Lord Mayor and others.

The Young Ambassadors not only did their city proud but themselves and it was a pleasure and a privilege to have been able to have worked alongside them. Watch out ‘old’ Ambassadors as those little purple people are following in our footsteps .........fast!!!

PS - Lisa wasn’t ashamed to say that she cried with pride!

Lisa Barrett

**Engage with us!**

EnV is a Community Interest Company that manages and delivers a range of events, training & volunteer programmes in Coventry and the surrounding area.

Visit us [http://env.uk.com](http://env.uk.com)

Contact us [info@env.uk.com](mailto:info@env.uk.com)

Or be social with us by clicking the icon: