To Tokyo, 2021 and beyond!

Should any reader be lucky enough to go to the Tokyo Olympics next year you may be greeted by a Japanese Ambassador in English – with a faint Coventry accent! During Sports Fest a group of Coventry Ambassadors were ‘encouraged’ to be filmed recording useful English phrases as well as showing how we engage with the public. The Japanese culture is very different to ours when it comes to talking to strangers!

But it will not just be the video making the journey to Japan!! Two Coventry Ambassador (2012 Team Leader) volunteers along with David Boughey, Managing Director of EnV Coventry CIC, have been invited for a second visit to Tokyo at the end of October after David’s visit last year to present information on Coventry’s volunteer legacy.

Since the beginning of 2017 EnV, the lead organisation behind Coventry’s local Olympic volunteer legacy programme, has been sharing their expertise with the organisers of the Tokyo2020 Olympic Games. This new working relationship has led to selected Coventry Ambassador volunteers being invited to train the Host City volunteers of Tokyo and its surrounding areas for their Olympics next year.

David said: “Last year was an inspiring visit and very humbling to see how this city’s local Coventry Ambassador programme is held in such high regard across Tokyo.”

“To return to Tokyo with our Coventry Ambassador volunteers to support the delivery of the Games in Tokyo is going to be fantastic. Training their own Host City volunteers ensures that the legacy lives on and we are proud to pass on the volunteer baton.”

“This will make the city’s year as European City of Sport even more special for us. We look forward to growing the legacy towards the City of Culture and Commonwealth Games in the near future.”

Along with the Coventry Ambassadors, Coventry Young Ambassadors have also been invited to Japan in November to represent Coventry in recognition of their commitment to the city.

Coventry Young Ambassadors is made up of over 300 children from more than 30 different schools and have provided over 2,000 volunteer hours for events. Coventry Young Ambassadors are children who have been selected by their schools and trained by EnV to represent their city at cultural and sporting events.

During their visit, they will be working with school pupils in Tokyo, visit Olympic venues and meet Olympic officials.

Rebecca Bollands, Deputy Head Teacher at Howes Primary School, said “It is a great honour to be taking 10 Coventry Young Ambassadors to Japan to learn about Tokyo 2020 and to work with Japanese pupils on Olympic and Paralympic projects. The Young Ambassadors are fantastic representatives for Coventry and this is an amazing opportunity for them.”

We will report on both visits to Japan in the next issue.

Arigatou.
Welcome Walks
The Welcome Walks initiative has definitely taken a step forward. After showing IT international conference delegates around the Cathedral Quarter, the task group were later asked to combine sport and culture during Sports Fest. Step into Culture was born. On three days [one very wet one] groups spent an hour or so being shown around historic Coventry and hearing stories. Dave Moorcroft and family joined us for one tour.

“I just wanted to say how much I enjoyed the walk and the tour of the city centre. By the way I earned 9236 steps by the time I returned to the Car”
Manjit Kaur.

“66 years living in Coventry and I still learnt new things! Great way of combining history, culture and an hours gentle walk. Thanks Astrid, Marie and all the Coventry Ambassadors”
Dave Moorcroft

“I really enjoyed the walk despite the rather damp weather. The guides were very knowledgable and their information delivery was spot on. This made for a really interesting walk through the history of Coventry and left you wanting to know more. Well done all of you.”
Martin Elson

Please contact us if your organisation would like a bespoke Welcome (to Coventry) Walk with the Coventry Ambassador volunteers.

Events Roundup
What a summer! As always, the weather played its part. One weekend in July was eventful in more ways than one.

Both the Godiva Festival and Primary School Games were supported by the whole family of Ambassadors. Youth Ambassadors, Young Ambassadors and the older [sorry, mature] Ambassadors were working together helping to make these events happen.

Coventry hosted the European Corporate Games and we were proud to be asked to be there, registering teams, wayfinding, marshalling at various venues. [My water station skills improved greatly!] The renamed event Not the Donkey Derby has been a fundraising event for us as well as being great fun.

Let’s Ride is always a popular event when cyclists of all ages and abilities take to the ring road – safely! Where and when else can you see penny farthings, sports bikes and tots on bikes with stabilisers all together on the road?

Sports Fest 2019
EnV’s big event of the year was extended to 10 days to honour European City of Sport and Year of Wellbeing, both of which featured strongly during the event.

Over 14 000 engaged with the wide variety of activities, such as archery, parkour, gymnastics, netball and boccia.

Weather also varied from a deluge [one day completely rained off] and phew what a scorcher! Stalls included GoCV and Year of Wellbeing. Our own stall [under the pink gazebo] helped raise funds and awareness of what we do.

Ascension Dance At Sports Fest
Ascension Dance is the creation of Ashley Jordan and Ben Morley, two Coventry born and raised dancers with a passion for getting young people moving and engaged in activities.

As young people, both Ashley and Ben were very active, taking part in dance classes as well as other activities such as physical theatre, trampolining, gymnastics and parkour. They are now committed to providing the same high quality sports/movement opportunities for the next generation of young people within the city through their Pop-Up Parkour sessions.

They spent 6 days outside, delivering Parkour and movement session to hundreds of children and young people.

“Big thank you to the Sports fest and EnV team for being delightful in supporting our activity. It was great to be able to give so many young people the opportunity to experience Parkour.
We would highly recommend the support of EnV for any future events.

Big thank you to Dave Boughey for his support of our work and for providing us with a platform to meet and engage with the local people of Coventry.”
Ashley Jordan, Executive Director

Editors note: The pleasure was ours AJ, we look forward to working with Ascension Dance again soon!
I am an Ambassador because...
I first became interested when I was a London Ambassador at the 2012 Olympics being based at the O2. Until five years ago I lived in Essex near to the stadium so I am not a Coventrian. Because I found this time so stimulating and interesting, I applied to be a Coventry Ambassador and was pleased to be accepted. I had visited my family in Coventry over the years, but during my time as an Ambassador I have enjoyed interacting with many people and now increasingly realise what an interesting city it is with its diversity, history, and its centrality for links with other places.

I have kept a journal for many years, so when a friend gave me a scrapbook about eighteen months ago I immediately started using it to document all the events in which I have been involved. Not only does it interest me but also friends and family. Entries include Motofest, the Royal Visit of William and Kate, Global Peace Forum, visit of the Tokyo 2020 delegation, the Service of Thanksgiving for Cyril Regis and many sporting events. I look forward to 2021 and the benefits it will bring to Coventry.

Task Groups activities
All task groups have been busy! All meet 4-5 times a year aiming to develop and improve who we are and what we do.

The Induction and Training Task Group continue to train applicants, the latest session was on 3rd October. It’s pleasing to note how many are ready to don the hi-vis soon after induction. At Sports Fest and other events the Fundraising and Social Events group organised Lucky Dips, raffles and of course the successful Tesco Every Bag Helps. Their tremendous efforts have led to us now having name badges [popular!], pin badges, sails, wristbands and additional branded items.

The Press and PR group activity often includes other task group members. Because of the high season regarding events, most activity has been at the events themselves. At a very wet Community Fusion Festival in Broadgate we attracted some stallholders – hope they applied! During Sports Fest BBC CWR interviewed David more than once and mentioned us on several occasions. On the shows Treasure Hunt one clue was reached at the top of the climbing wall!

The social media team have been tweeting, Instagramming and Facebooking at every opportunity. Be social and check us out!

Coventry Youth and Young Ambassadors
The growth of Coventry Ambassadors continues with the latest Youth Ambassador volunteers aged 16-18 joining together with younger and the adult Ambassador teams to support key summer events such as the School Games Finals and Godiva Festival.

European City of Sport continues to support the adult, youth and young ambassadors at events in the city and commends the hard work and endless hours they have put into making City of Sport events work.

I would like to thank you, Nathan and your team of Ambassadors for excellent support at the School Games Festival. We really couldn’t have done it without you! The Senior Ambassadors were great again and also enabled us to gather individual Participant, Teacher, Volunteer feedback in the afternoon, which we will collate and share.

The Young Ambassadors, lining the entrance ways, were fab again and great to see so many this year. It gave the participants a great buzz as they entered the games venue.

The Youth Ambassadors were a great addition and a credit to their College. They were fully engaging and willing to do anything we asked of them. Please pass on my gratitude to all involved.

Think Active

Coventry Ambassadors Got Talent!
We know we have but we want to find out if anyone is hiding their light under a bushel – so to speak.

Do you have any experience, skills or contact in areas such as marketing, website design, media in general? Do you speak any other languages and/or have useful knowledge of other cultures? We are always looking to develop, improve and make us as professional as possible. It doesn’t matter if you joined in 2019 or are one of the ‘originals’. If you think you can offer any help, please contact David. Golden buzzer awaits!

Engage with us!
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