



# Events need Volunteers



Providing quality,  
events, training  
and volunteers  
**in the community,  
by the community,  
for the community.**



**86%**  
of City  
Hosts stated  
volunteering  
improves their  
wellbeing



**91%**  
felt a greater  
sense of  
belonging to  
Coventry

## About us, and our mission

EnV is a Community Interest Company (C.I.C) born from the London 2012 Olympic Games legacy. We offer award-winning services specialising in Events, Training & Volunteer programmes working with event and conference providers, local authorities, destination management organisations, education, businesses and community organisations.

Our services offer a unique combination of providing a positive social and individual impact for our volunteers and the people we work alongside while also reducing costs for the organisations we work with. Income received for our services is fully reinvested in our community interest delivery including the ongoing investment to sustain and grow our volunteer programmes.



EnV services are focused towards providing a positive impact for people and their communities with volunteers at the heart of everything we do.

### **This is all reflected in our mission of:**

Benefiting the community by providing quality events, training and volunteers **in the community, by the community, for the community.**

Our organisation and volunteer programmes have been awarded the Queens Award for Voluntary Service twice in 2012 and 2020. We also work with other cities sharing our input and expertise as a model of best practice including working with Tokyo2020 and Birmingham2022 volunteer programmes.





# 94%

of City Hosts  
interacted with  
people they  
wouldn't have  
normally

## What we do

### Our key service strands



#### EnV Events

Planning, Coordination,  
Management, Delivery  
and Evaluation



#### EnV Training

Design, Development  
and Delivery



#### EnV Volunteering

Administration, Recruitment,  
Deployment Planning and  
Volunteer Management



#### EnV Impact

Growing Connections,  
Reducing Isolation,  
Enhancing Physical and  
Mental Wellbeing



# 61%

increased their  
confidence  
as a result of  
the City Host  
programme



### Through delivering our services we aim to:

- Effectively mobilise quality, committed, friendly volunteers
- Provide added value to events and visitor welcome, enhancing the visitor experience
- Benefit volunteers by providing quality opportunities, enabling them to do more for their community
- Enhance a positive impact in the community through developing and training local people
- Reduce isolation and promote community cohesion, health and inclusion
- Actively seek collaboration opportunities and nurture positive working partnerships





# Our Principles & Values

EnV business principles reflect our formation through the values of Olympism towards achieving and delivering **respect, excellence and friendship** through all our services.

EnV core values set the foundation to the way we approach working internally with our staff and volunteers. They reflect the values and beliefs of our collective workforce and are the values we strive to continually meet when working in partnership with others.

# Our Core Values

We are

- Inspiring
- Innovative
- Dependable
- Dedicated

# EnV Volunteer Motto

**“Smile, Be Happy, Make a Difference”**



# Our Vision

We will **sustain** our existing legacy programmes in order to **build** and **unite** our **communities** with an ambition for those to thrive for the benefit of our volunteers, residents and visitors.

We are **“Acting to Sustain, Preparing to Thrive”**

- Build sustainable community volunteer opportunities in environments that enable our volunteers to thrive
- Be best positioned to deliver additional major event volunteer programmes across Coventry, Warwickshire and the West Midlands.
- Create, manage and deliver quality community events and community volunteer training.
- Grow our working partnerships and deliver community projects in collaboration.
- Thrive by building on our volunteer management success, striving to continually improve and enhance our volunteer and visitor experience.



# How we are funded

As a Community Interest Company (CIC) all income received is reinvested back into our services including the ongoing investment to sustain and grow our volunteer programmes.

Aligning with the ethos of volunteering we do not charge for volunteer time, any charges are in order to cover the business operation and management costs required to prepare and deliver our services.

Our services offer a unique combination of providing a positive social and individual impact for our volunteers and the people we work alongside while also aiming to reduce costs for the organisations we work with.

We also apply for funding towards additional community projects related to our aims and objectives and welcome any sponsorship and investment opportunities that enable us to enhance our community impact.



# Our Services

Charges for each of our services are based on the staff & business time for the planning and delivery.

All income received is fully reinvested back into our community interest services including the ongoing investment to sustain and grow our volunteer programmes.



## EnV Events

### Planning, Coordination, Management, Delivery and Evaluation

EnV provide a professional, personal and high- quality event management service ensuring your event operates smoothly and successfully from the planning and preparation stages covering risk assessments and quality assurance through to the delivery.

We have a proven track record of co-ordinating community fairs and festivals, sport participation events, business and corporate conference events of all sizes including the managing of our volunteers across hundreds of events of all types and sizes.



**68%**  
of City Hosts  
gained new  
skills or  
improved  
existing skills



## EnV Training

### Design, Development and Delivery

Our aim is to bring training to life through facilitated learning in an interactive and engaging environment. The key areas of training services and expertise include:

#### ■ Training for Volunteers

- Induction and orientation
- Core and role specific training
- Team Leader training
- Volunteer development workshops

The training and experiences provided through our delivery helps to build the skill sets and confidence of the individuals involved aiding them to be more socially active and employable.

#### ■ Training for Schools and Colleges

- Young Ambassador volunteer workshops
- Youth Ambassador volunteer workshops

We continue to develop our Young and Youth Ambassador training working in partnership with our lead schools and colleges. We have

developed bespoke training formed from our 'building blocks to being an Ambassador' including core learning activities based around delivering bespoke practical and interactive learning workshops

#### ■ Training for Organisations

We work locally and internationally with businesses and events to provide our experience, learnings and best practice through workshops, presentations and interactive training.

- Sharing Best Practice: Creating and Sustaining a Successful Volunteer Programme
- Customer Service/Host Training
- Event Volunteer Training

#### ■ Bespoke Training

- EnV are able design and tailor a specific workshop to meet your organisation's needs. We are happy to discuss any other area of training need.



# Smile, Be Happy, Make a Difference.



“

I wanted to say a huge thank you to your team Thank you so much for supplying us with so many wonderful City Hosts during the Turner prize exhibition.

They have worked so hard and enhanced not only our visitor experience but our staff have enjoyed working with them too.

”



## Our Services

### EnV Volunteering

**Administration, Recruitment, Deployment Planning and Volunteer Management.**

EnV award winning volunteer services have been a key aspect of our work since our inception and with it we bring a wealth of experience and success in delivery of volunteer strategies, recruitment, management, training and deployment across a wide range of events and projects.

#### **EnV have successfully managed and delivered:**

- London 2012 Host City Volunteer Programme for Coventry, Coventry Ambassadors
- UK City of Culture 2021 volunteer programme, City Hosts
- Birmingham Commonwealth Games 2022, Games Ambassador volunteers for Coventry
- International Children's Games volunteers 2022

EnV are building on a proud history of volunteer management by providing a unique service of a capable, committed, inspirational, versatile and experienced event and visitor welcome workforce.

Due to the core principles the roles that are mostly undertaken involve customer service, meet & greet, registration and marshalling roles. EnV Volunteers help to ensure your event, conference, award ceremony or visitor experience operates smoothly by being integral to the event operation and being the friendly face of your occasion.

“

I just wanted to say a big thank you for the City Host programme. It is an AMAZING experience. After suffering during the lockdown, it has brought me so much joy.

”

### EnV Impact

Embedded throughout our services are the benefits of voluntary and community work for those involved including growing connections, reducing isolation, and enhancing physical and mental well-being.

We will continue to achieve this through our volunteer 'Champion' and 'Community Ambassador' roles that provide additional benefit in the community and towards our own volunteer workforce.



“

When you next see me on shift you can refer to me as PCSO as I got the job with Warwickshire police. Thank you all so much for your support and encouragement and please pass on to the team that it is down to being a city host that has secured me this role.

”



## EnV Volunteer Roles

Our core legacy volunteer programmes fall into the three categories shown below for Welcome Hosts and City Greeters; Community Ambassadors and Young Volunteers.

Each category involves a range of volunteer roles that we continue to train, develop and coordinate including the City Hosts, Coventry Ambassadors, and in continued partnership with lead schools and colleges the Young and Youth Ambassadors.



### EnV Volunteers

#### Welcome Hosts & City Greeters

City Host volunteer roles to enhance events, tourism, conferences and visitor experience.

#### Community Ambassadors

Volunteer Ambassadors of our organisation.

To champion and support EnV volunteer programmes undertaking roles both within the social enterprise and on behalf of the public to provide additional benefit and positive impact in the community.

#### Young Volunteers

Training and coordinating Young and Youth Ambassador roles creating the next generation of volunteers

Working with partnership schools and colleges in order to develop a volunteer pathway for children and young people.

“

I have been able to do things behind the scenes which has been of benefit to my career and social skills. EnV sees your potential and rewards the time you spend; it really is unique in that.

”





# Welcome Hosts & City Greeters

## City Hosts

Our City Hosts are capable, committed, inspirational volunteers providing public facing roles building on our proud history of volunteering since 2012 and continuing the volunteer legacy on from the UK City of Culture 2021.

The City Host role aims to enhance events, tourism, conferences and visitor experience by:

- Providing a friendly and warm welcome and farewell for all visitors, spectators, and participants.
- Wayfinding and guiding and providing assistance to visitors and event spectators.
- Promoting and providing information about the local area and event(s).
- Supporting areas of displays, artwork, installations.
- Lining borders of event areas for trails and performances.
- Hosting of event performers and special guests.
- Providing a crucial extra level of support for those with access needs and making everyone feel most welcome.
- Any other event volunteer support that is deemed suitable.

Due to the core principles and training provided the roles that are mostly undertaken involve customer service, meet & greet, registration and marshalling roles. City Hosts help to ensure your event, conference, award ceremony or visitor experience operates smoothly by being integral to the event operation and being the friendly face of your occasion.

Groups of our volunteers have undergone additional training to undertake Team Leader roles that will provide a ready-made command structure for you.

City Host volunteers are able to progress to further Champion roles.



**80%**  
of visitors  
agreed that City  
Hosts improved  
their event  
experience



## Community Coventry Ambassadors

Our Community Ambassadors are experienced and committed volunteers involved in a variety of additional roles and task groups with an aim to provide increased benefit within the community and towards our services such as media, training and inclusion while providing a collective voice for EnV Volunteers.

Community Ambassadors help to promote and encourage volunteering, actively helping to ensure accessibility for all by supporting a wide and diverse community reach throughout our opportunities.





# Young Volunteers

## Young & Youth Ambassadors

As Coventry moves from the completion of UK City of Culture 2021 it is in a unique position to develop long term, sustainable volunteering within the city.

The Coventry Young Ambassador programme and our training began in 2018 as a pilot programme working in partnership with a select group of lead primary schools across Coventry. Since then we have developed the programme further with an increasing number of schools and local colleges.

### The Young & Youth Ambassador project includes:

- Providing leadership opportunities.
- Creating the next generation of volunteers.
- Developing an increased sense of pride and belonging to the community.
- Opportunities for young people from all communities and abilities.

We continue to develop and deliver bespoke Young Ambassador training formed from our 'building blocks to being an Ambassador' including core learning activities through practical and interactive workshops.

Through a continued partnership between EnV and representatives from schools and colleges across the city we aim to provide:

- A supported pathway from Primary Schools through to 18+.
- A city volunteer programme that actively engages under-represented groups.
- Bridging the existing gap from Primary through to Secondary and Further Education event volunteering in the city.
- Providing additional experience, skills and training towards further opportunities of employment.



“

We are especially impressed by EnV's commitment to the young people in the city. Young people have been welcomed into the volunteer programme and have become part of the EnV family.

Rebecca Bolland,  
Deputy Head

”



“

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.

”



## Welcome Walks

The Welcome Walk brings the city centre to life, highlighting key and interesting facts of city hot spots following a trail led and supported by a trained and experienced group of EnV award-winning volunteers, who have been welcoming the world to Coventry since the city hosted the London2012 Olympic Games.

The Walks are able to be arranged directly with us to suit availability and group sizes. We have worked with a variety of organisations ranging from staff teams to university student course groups, international visitors, and supporting new residents settle into their city.

The Welcome Walk is a city orientation promoting the many areas of interest on offer for visitors to return to and to spend time at for the remainder of the day or on a return visit.

### Outcomes

- Raising awareness of the past, present and future of the city through welcoming, relaxed, and informative 'Welcome Walks' delivered in friendly way.
- Participants will get to know the city centre surroundings in an interactive and informative way.
- Provide a positive impression of the city that will leave visitors and residents with a greater sense of belonging. The Welcome Walks of Coventry cover various trail routes all aimed to be completed in under one hour. There is also opportunity to offer bespoke trails and take in the different and beautiful sites of Coventry.

“

The guides were very knowledgeable 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.

”



“

I think I could have followed you round for days and learnt so much.

”

“

66 years living in Coventry and I still learnt new things! Great way of combining history, culture and an hours gentle walk.

”





# EnV Impact: Why choose to work with us?

EnV offer the opportunity for events and organisations to not simply procure a service but to invest in local people, providing the opportunity to gain a high quality service in a cost effective way while helping to sustain local community programmes.

By working with and investing in EnV, together we are providing positive impact **in the community, by the community, for the community.**



## Working with organisations to enhance social and community impact.

We provide businesses and community organisations an opportunity to increase their social and community impact in a dynamic (and hopefully fun!) way.

### We can:

- Lead or support your employee or community volunteer programme
- Deliver training to your teams, giving them additional knowledge and skills in volunteer values, leadership, confidence and engagement with the public.
- Facilitate, coordinate and deliver a community event or project with your volunteers.
- Source a variety of opportunities in Coventry and the surrounding areas for staff volunteers.
- Offer short placements to share knowledge and skills within our social enterprise.



## Our Success

EnV have a proven track record of managing and coordinating high-quality event, training and volunteer programmes, we continue to receive recognition and awards for our contribution to the community including the Queens Award for Voluntary Service in 2012 and 2020.



We also work with others sharing our knowledge, experiences and expertise as a model of best practice including being invited to present best practice seminars and training workshops for Tokyo2020 City Cast volunteers in Japan.

### Awards

- Queens Award for Voluntary Service 2020
- SME National Business Award Finalist 2018
- SME Coventry & Warwickshire Business Awards 2017 Winner – Community Business of the Year
- Coventry Community Cohesion Awards 2016 Winner
- Coventry Telegraph Business of the Year Awards 2016 Finalist
- Coventry & Warwickshire Culture & Tourism Awards 2015 Finalist
- Coventry Community Cohesion Award 2015 Finalist
- Social Enterprise West Midlands Awards 2014 & 2015 Finalist
- Queens Diamond Jubilee Award for Volunteering 2012 (Coventry Ambassador Volunteer Programme)

“

*The work your group does for the community was very much admired by the Independent Assessment Committee, chaired by Sir Martyn Lewis CBE, and I am delighted to inform you that your group has been selected as a recipient for The Queen's Award for Voluntary Service (QAVS) 2020.*

*This represents a tremendous achievement for your organisation and we hope that everyone involved, and particularly your volunteers, will feel immensely proud of it.*

”



# Connect with us

If you would like to find out more about our services or discuss working with us please connect in the following ways:

 [www.env.uk.com](http://www.env.uk.com)

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

If you are an individual interested in joining our volunteer family please connect with us at:

 [env.volunteers@env.uk.com](mailto:env.volunteers@env.uk.com)

## Find us on

 [@env\\_coventry](https://twitter.com/env_coventry)

 [@env\\_coventry](https://www.linkedin.com/company/env_coventry)

 [EnVCoventryCIC](https://www.facebook.com/EnVCoventryCIC)

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 [@envcoventryc.i.c9473](https://www.youtube.com/channel/UC9473)

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Events Need Volunteers

