

Welcome to Gloucester Ambassador Volunteer Role Description

GLOUCESTER AMBASSADORS

Welcome to Gloucester Ambassadors

Many of us in Gloucester have helped a visitor find their way or shared a local tip, and we know how much that personal touch matters. Gloucester BID (Business Improvement District) and stakeholders are committed to providing a professional meet-and-greet service for all city users, creating a lasting impression of friendliness and vibrancy.

Gloucester boasts historic landmarks, museums, sporting venues and attractions, alongside a thriving shopping scene, diverse dining options, and exciting festivals. We aim to showcase these cultural treasures and grow our visitor economy. The warm welcome provided by Welcome to Gloucester Ambassadors helps us achieve this goal.

Main Purpose

To be the friendly faces of Gloucester, part of a team of volunteers offering a warm and informed welcome to visitors, workers, residents, and students. Welcome to Gloucester Ambassadors guide people around the city, encourage them to visit Gloucester City Centre businesses, and explore must-see attractions.

What does the role involve?

- Provide a friendly welcome in key areas of the city, acting as an information point and guiding visitors to attractions when needed.
- Hand out maps and promotional materials.
- Attend initial training and regular update sessions to keep up-to-date on offers and events.
- Communicate with the Volunteer Coordinator and team via email and WhatsApp.
- Carry out real-time research to provide accurate, helpful information.
- Report any issues to Gloucester BID CPOs or relevant authorities.



When?

Volunteers commit to at least 4 hours per month on a rota basis. Shifts typically run on large event days and home games in 2-hour blocks. Extra shifts may be available during busy periods such as Three Choirs Festival, Gloucester Goes Retro or Christmas Markets. Volunteers sign in/out when shift starts and finished.

Where?

Ambassadors will welcome visitors across the city centre, focusing on key entry points and attractions such as Gloucester Rugby, Gloucester Docks and Gloucester Cathedral.

With whom?

Volunteers work in a team and in pairs (depending on the “event”) and are part of a growing team of Welcome to Gloucester Ambassadors.

Support, Supervision and Training

Gloucester BID and stakeholders will provide full training and ongoing support. Volunteers must attend training sessions and regular updates. Communication is maintained via weekly email updates and a WhatsApp group (TBC).

Insurance

Volunteers are covered by Gloucester BID’s insurance while performing approved duties.

Uniform and ID

Volunteers receive a Welcome to Gloucester Ambassador polo shirt and access to additional uniform items (jackets, fleeces). Volunteers should wear plain trousers/skirt and suitable footwear. A name badge will be provided.



Security

Welcome to Gloucester Ambassadors will have a Gloucester City Safe radio for communication with the CPOs or NSOs.

Ideal Volunteer Profile

- Enthusiastic and friendly with strong interpersonal skills.
- Over 18 years old.
- Comfortable working outdoors in all weather and able to walk up to 10,000 steps per shift.
- Proud to showcase Gloucester.
- Knowledge of Gloucester or willingness to learn.
- Foreign language skills are a bonus.
- Weekend and evening availability.

Benefits of Volunteering

- Learn more about Gloucester and its economy.
- Meet new people and join a supportive team.
- Gain experience to enhance employment opportunities.
- Make good use of your skills and interests.