



ORIGINAL
**SHREWSBURY
AMBASSADORS**

Volunteer Handbook

2026



Introduction

Thank you for volunteering!

In this handbook you will find practical information to help you whilst acting as an Original Shrewsbury Ambassador.

If you have any questions, queries or problems please don't hesitate to get in touch.

Contact Details

Lead Ambassadors:

- Jane Bevan: 07872 631668
- Juliette Freeman: 07488 342868
- Maggie Love: 07813 026367
- Richard Griffith: 07803 246985
- Liz Harrison: 07530 381826

Shrewsbury BID Project Manager:

- Emma Molyneux: Phone: 01743 644841 / 07976144298
Email: emma@shrewsburybid.co.uk

Ambassador Hub and Satellite Locations

You'll start and finish your day at the Sabrina office on Roushill, which is our Ambassador Hub. You are welcome to leave your belongings here and make use of the toilet/changing facility.

Sabrina Boat
10 Roushill
SY1 1PN

Throughout the day you will be based at one or more of the following locations around the town or roaming. These locations may change throughout the summer as we find which locations are busiest/most effective at different times of day:

- Darwin Gate, West End and Quarry Gates
- Train Station, Pride Hill and Castle Street
- The Square and High Street
- Abbey Foregate car park, Wyle Cop, St Julians

Please do not bring valuables or large sums of money with you when carrying out your volunteering activities. We cannot accept responsibility for your money, clothing or other property left at the hub.



Schedule

Saturday

10.00am – Arrival and sign in

10.15am - On the streets

11.30am to 2.00pm - 30-minute break within this time period to be coordinated with the Lead Ambassador

2.15pm to 2.30 pm – Finish, head back to Sabrina office to sign out and pick up belongings

Sunday

10.45am – Arrival and sign in

11.00am - On the streets

12.00pm to 2.00pm - 30-minute break within this time period to be coordinated with the Lead Ambassador

2.15pm to 2.30 pm – Finish, head back to the Sabrina office to sign out and pick up belongings

Lunch vouchers will be provided for those intending to volunteer for the full day. See the lunch vouchers section for more details.

Uniforms

We will provide you with a polo shirt and windbreaker for the duration of your volunteer work. Please keep them safe and return them at the end of the summer.

Radios

We will have one radio available per pair for communication with the Lead Ambassador and fellow Ambassadors. Use **channel 1** to speak to each other.

In emergencies you can press the 'panic' button on the radio to alert others that you need help. Try not to accidentally push the 'panic' button, as radios will need to be re-set if that happens.

Radio etiquette

There are a few rules to follow when using the radio to communicate with each other.

1. Clarity - Your voice should be clear. Speak a little slower than normal. Speak in a normal tone, do not shout.

2. Simplicity and Brevity - Keep your message simple, precise and to the point.
3. Patience - If you don't immediately hear a response, wait a few minutes before trying again (except for in emergencies). The person you're trying to reach could be speaking to someone and will get back to you as soon as they can.
4. Security - Do not transmit confidential information on a radio.

Lunches

For those completing a full day of volunteering, we will provide a £7 voucher towards lunch at either Taste of Shrewsbury or Bear Steps Café.

If you would like a lunch of a higher value than £7, you are welcome to top up the value yourself.

Additional Breaks

If you need an additional break to sit down throughout the day, please let the Lead Ambassador know via radio.

For toilet breaks, please use your own discretion to use hotel/pub/café toilets (most premises should be ok with this), as well as making use of public toilets (public toilets available until 6pm) and toilets at the Sabrina office.

Health and Safety

If you feel unsafe or require urgent medical assistance at any time, **please call emergency services**. 999 for an emergency, 101 for non-emergencies.

Please report any accidents or anything of concern that occurs throughout the day to the Lead Ambassador.

Town Maps and Leaflets

When greeting visitors, you will have the opportunity to offer them a town map or guide, or leaflets relating to activities in the town.

At the start of the day, you can collect leaflets in an Original Shrewsbury tote bag. We don't hand out leaflets relating to specific retail or hospitality businesses to avoid favouritism.

Remember to direct visitors to the Original Shrewsbury website and the Visitor Information Centre (open on Saturdays only) in the Square for more information.

If you run out of maps at any point you can either return to the Sabrina office to re-fill or radio the Lead Ambassador for a re-fill.

You can also let visitors know there is an interactive map available online at: originalshrewsbury.co.uk/map.

Providing Recommendations

When asked for recommendations, try to give options based on their criteria (e.g. child friendly/vegetarian/good beer) rather than just one choice.

The Original Shrewsbury website (OriginalShrewsbury.co.uk) has listings for most venues where you can select criteria such as 'suitable for children', 'dog friendly'.

Please don't make any negative comments about businesses, for example mentioning that you personally don't like somewhere or that somewhere else is better.

Historical and Local Knowledge

Where possible please direct people interested in the history of the town to the Town Walking Tours Leaflet and the Visitor Information Centre.

Providing basic answers to questions (e.g. Q. How old is the town? A. At least 1000 years old) is fine but remember the aim is to give brief information and then send people off into the town to discover, explore, enjoy and shop!

Know your area – some common questions that visitors ask are:

- Where is the Visitor Information Centre?
- Where is M&S?
- Where is the Post Office?
- Where are the Public Toilets?
- Where is the Market Hall?
- Where are the antique or vintage shops?
- Where is there a pharmacy?

If you're not sure of something, you can always radio the Lead Ambassador to ask!

Events

The Lead Ambassador will brief you on any events happening in the town on the day. If you would like you can have a look online at originalshrewsbury.co.uk/events to see what's on throughout the summer.

Parking

If people want to pay for their parking on their phones or need to top-up their parking while out and about, they can use the MiPermit app for Shropshire Council car parks.

Shropshire Council car parks (from cheapest to most expensive):

Abbey Foregate	£0.70 per hour
Frankwell	£1.20 per hour
St Julian's	£1.40 per hour
Raven Meadows multi-story	£2.40 per hour
Bridge Street	£2.80 per hour
St Austin's Street	£2.80 per hour
Quarry Swimming Pool	£2.80 per hour
The Gap	£2.80 per hour
On-street	£3.60 per hour

Other options:

Park and ride	£2.00 per person, return
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NCP car park at Wyle Cop:

1 hour	£3.00
1 to 2 hours	£5.00
2 to 3 hours	£7.00
3 to 24 hours	£10.00
Early bird - pre 9am	£5.50

The PayByPhone app can be used at the NCP car park in Wyle Cop.

*Prices correct as of April 2026.

Sundays

There is FREE parking on Sundays at Abbey Foregate and Frankwell.

Most other Shropshire Council car parks are half price on Sunday, with the multi-story £2 all day. Full charges apply on street.

[Watch a video on how to pay for parking using the machines in town.](#)

Town Tours

Town Tours must be pre-booked and are daily 2.15pm, meeting at the statue in the Square.

Tickets can be booked online at sabinaboat.co.uk/about-walking-tours or through Sabrina boat on 01743 369741.

There are also podcasts by the town guides – the 'SO Stories' series that can be listened to here: originalshrewsbury.co.uk/SO-stories

Conduct and Public Relations

We ask all Original Shrewsbury Ambassadors to always show respect for each other and the public.



Language should be appropriate at all times, with no swearing, whether that's directed at a visitor or just part of general conversation on shift.

Keep conversations with visitors friendly and helpful, but brief. Your role is to help people with what they need, not to get drawn into a long chat. If a visitor wants to talk more, that's fine, just let them lead it rather than prolonging things yourself.

Please don't share personal information, about yourself, other volunteers, or Shrewsbury BID staff, with members of the public.

This conduct guidance is also set out in the Shrewsbury BID Volunteer Policy, which sits alongside this handbook.

If you receive an enquiry from the media, or if you just suspect that you are speaking to a member of the press, please refer them to the Lead Ambassador on the day who can refer them to Shrewsbury BID.

Dealing with Complaints or Difficult Situations

If a visitor raises a complaint or becomes difficult, please stay calm and follow these steps:

1. Listen — Give the visitor your full attention and let them express their concern.
2. Acknowledge — Thank them for raising the issue, even if you cannot resolve it directly.
3. Note it down — Make a note of the key details (what the concern was, where and when it occurred) to pass on to the Lead Ambassador.
4. Escalate if needed — If you feel unable to help, or if the situation becomes uncomfortable, radio the Lead Ambassador who will be happy to assist.

Please do not feel obliged to have an answer for everything — your role is to be a friendly, helpful presence, not to resolve every issue on the spot. If in doubt, radio the Lead Ambassador.

Social Media

Any social media produced in the name of Original Shrewsbury, or the Original Shrewsbury Ambassadors must be fitting for the brand. It must not be offensive in any way, contain bad language, or any imagery or text likely to provoke or upset.

From time to time, we will have photographers in the town who may ask to take your picture for Original Shrewsbury. If you would prefer not to have your image used, please let a Lead Ambassador know.

Absence



If you are unable to attend a volunteer day that you have signed up to then please let us know via the WhatsApp group, or message a lead ambassador directly.

Data Protection/Privacy Policy

We will hold any personal data in compliance with the Data Protection Act 2018. You can view the privacy policy for Shrewsbury BID here: shrewsburybid.co.uk/privacy

Thank You!

Thank you again for volunteering! Without your enthusiasm, local knowledge and valuable time this project would not be possible.

