

SEPTEMBER 2020

Heart of Community
England Rail Partnership



Coventry Acts of Kindness

In partnership with The Kaleidoscope Plus Group

CRP Officer: Julia Singleton-Tasker

Funded by: Avanti West Coast

CoventryActsOfKindness

COVENTRY ACTS OF KINDNESS

SEPTEMBER 2020
AT THE FOLLOWING
TRAIN STATIONS:

Friday 4th - Tile Hill & Canley
Saturday 5th - Coventry
Monday 7th - Canley

An event to improve the passenger experience in a post-lockdown world. It's about encouraging people to start to use public transport again (safely) and about raising the profile of Coventry Station as a place for the community. At Coventry, Tile Hill and Canley stations over a period of 2 weeks (2 days at each station), there will be a stand with cakes, flowers and other free items for commuters, as well as leaflets from the Kaleidoscope Group promoting positive mental health and suicide awareness.

Key Pillars:

- C. Bringing communities together and supporting diversity and inclusion
- D. Support social and economic development

CRP Aims:

1, 2, 5, 6, 9



Overview

Between the 4th and the 10th September 2020, the Heart of England Community Rail Partnership and The Kaleidoscope Plus Group teamed up to bring #CoventryActsOfKindness to three stations in Coventry. Thanks to a grant from Avanti West Coast, we sourced beautiful flowers from CreScent Flowers, delicious baked goods from Wicked Cookies and Buttercream Dreams and inspirational art postcards from Brink Contemporary Arts to give out to people passing through Coventry, Tile Hill and Canley Stations. Leofric Lions were also supporting us at Coventry Station and handing out extra goodies to children.





Goals/Objectives

- Raise awareness of mental health services.
- Support the local social and economic development by sourcing products from local businesses.
- Encourage communities from areas that feed into Coventry Station to use their local stations and to eventually travel to the city centre by train, especially in preparation for the City of Culture, thereby supporting sustainable travel and integrated travel systems.
- Brighten up station users day.



Background

In September 2020, with funding from Avanti West Coast, we partnered with the Kaleidoscope Plus Group, a leading national mental health and wellbeing charity, to bring Coventry Acts of Kindness to three stations in the area. The idea behind the project was to welcome people back to the railways and to encourage them to not view train travel as something to be intimidated by. For many people, travelling by train and going into train stations may feel overwhelming for many reasons. People will have concerns about their health whilst travelling or may be worrying about the economic or the social impact that COVID-19 has had on them. We wanted to actively focus on the mental well-being of our rail users and provide them with support but in a way that was accessible for most.





Approach

The concept was relatively simple, over the course of the 2 weeks leading up to the World Suicide prevention day, we went to Coventry, Tile Hill and Canley stations 2 days at each station), there was a stand with free items for commuters to take, as well as leaflets from the Kaleidoscope Plus Group promoting positive mental health and suicide awareness. By offering a gift, we found that many people used it as a way to start talking to us about their experiences during lockdown. The gift removed some of the barriers they felt about approaching others about their mental health and the Kaleidoscope group were able to signpost mental health services to those who needed them.

All of these items were locally sourced from independent businesses. This was another essential part of the project as it helped to support the economic development of the area and in fact, pre-Covid, one of our suppliers, Wicked Cookies, operated in Coventry Station, but with the pandemic had had to close their physical shop. With any left over goodies, which wasn't a lot, we took them along to a couple of the local primary schools and also to the Langar Aid project, based in Coventry, who serve the homeless, vulnerable and those struggling with poverty.

One of the lovely parts of this project was the fact that we had support from Avanti West Coast and West Midlands Rail Staff, the British Transport Police, the Leofric Lions and Warwickshire County Council, who all had staff members come along on the days and hand out the goodies to people passing through the stations. It was a great example of collaboration between the organisations all focussed on community engagement and giving back to the areas they serve.





Items Sourced

ITEM AND COMPANY	QUANTITY	COST
Cookies <i>Wicked Cookies</i>	998	£1247.50
Cupcakes Brownies <i>Buttercream Dreams</i>	600	£675 £630
A6 Art postcards <i>Brink Contemporary Arts</i>	1000	£217
Flowers CreScent Florist	1500	£1500
Cuddly toys, key chains, wrist bands, leaflets <i>Kaleidoscope Plus Group</i>	Various	£0



TOTAL COST	£4,269.50
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Feedback

"Thanks for listening to me, it felt like you genuinely care.

"You inspired us on Friday to go home, bake cakes and deliver them to our friends."

"I was dreading today, I've been up all night but you've made me feel at ease."

"Wow Mum, there's a train on the cake!"

"Thanks for today, it was awesome! The team at Coventry really enjoyed it and welcome you all back whenever you wish."

"What a great idea! Helping local businesses and cheering up commuters. Cheers mate!"

Social Media

We asked people to use their social media with the hashtags **#CoventryActsofKindness** **#HeartCRP** **#TeamKPG** so we could see some of the impact we were having and our top social media posts were:

Twitter: 76.1k followers, 182 retweets, 3,345 likes

Facebook: 30k Followers, 5.2k Likes, 226 Comments and 100 shares



With thanks to...

The Kaleidoscope Plus Group for working with us on this project.

Avanti West Coast for funding Coventry Acts of Kindness.

The staff at Coventry, Tile Hill and Canley Stations for welcoming us into their stations and supporting the event.

Leofric Lions for their enthusiasm, practical support and the loan of their mascot.

British Transport Police and Warwickshire County Council for their support on the days we were at Coventry Station.

