

MAY 2022

Coventry Station Community Day

*In partnership with Highly Sprung, and funded by
Avanti West Coast and Coventry City Council*

CRP Officer: Julia Singleton-Tasker



Key Pillars:

- A. Providing a voice for the community
- B. Promoting sustainable, healthy and accessible travel
- C. Bringing communities together and supporting diversity and inclusion
- D. Support social and economic development

CRP Aims:

1, 2, 5, 6, 7, 8, 9

Photos in this report by Andy Moore

Concept



Coventry Station has had a huge investment in both the new building and in the existing listed building and the Coventry Station Community Day was developed to showcase the fantastic work that has been done to create a new station as well as to support local cultural organisations and giving them a spotlight to promote the work they do to tie in with the end of Coventry's City of Culture year. The event also aimed to raise awareness of the future of transport innovation and the transport innovation eco-system, all of which are happening in Coventry.



HIGHLYSPRUNG
THEATRE THAT MOVES

Coventry Station Community Day

MAINSTAGE PROGRAMME

Outside Coventry Station entrance at the times below:

12pm	DJ Set from D Rose and a special welcome from host Sandra Godley	
12.30pm	Music from Sandra Godley	Award winning recording artist, Sandra Godley is widely known as one of the country's leading contemporary gospel singers.
1pm	Spoken Word from John Bernard	Based in Coventry, Poet, Rapper & Writer John Bernard infuses Spoken Word poetry, Alternative-Rap and Neo- Soul.
1.30pm	Dance and Dhol Music from Gabhru Panjab	Multi-Award Winning UK Bhangra Group Gabhru Panjab's dancers and Dhol Players leave audiences spellbound.
2.30pm	Music from the Jazz Apples	Dubbed "the most in demand Jazz act in the Midlands," The Jazz Apples are a Jazz, Swing and Bossa act known for their smooth harmonies and playful re-interpretations of classics.
2.55pm	Dance from Louis Lewinson	The talented Louis Lewinson and his group of young dancers are at the heart of Coventry's busy creative scene.
3.15pm	DJ Set from D Rose	Based in Coventry, DJ D Rose is a DJ covering a multitude of genres, with a special focus on a mixture of drill and afro swing.

IN PARTNERSHIP WITH AVANTI WEST COAST, HEART OF ENGLAND COMMUNITY RAIL PARTNERSHIP, COVENTRY CITY COUNCIL AND COMMONWEALTH CONNECTIONS.

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INTERACTIVE PROGRAMME

All ages can get moving and creative, with all stalls open 12pm-3.30pm:

Playhem at the Promenade	For anyone who loves a creative challenge. Have fun with big free play, learning and building with Coventry Transport Museum's transport-themed resources and making activities.
Illustrator Emily Kaye and Heart of England CRP	Exploring transport and innovation, children will have the chance to get creative and design their very own train of the future.
Rivers of the World Exhibition	Explore arts and crafts exhibits from local schools, exploring the importance of rivers. In the retail space of the new train station.
Learn to Ride a Bike with Coventry City Council	Children aged 4-15 can receive a free 'Learn to Ride' session outside the station - for those who have little or no cycling experience who would like to learn to ride. Free but you must book in advance. Slots at 12.15, 13.15 and 14.30. Book on Cov City Council website.
Dr Bike & Security Marking	Having trouble with your bike? Bring your bike along to the station for free cycle safety checks and basic adjustments from Dr Bike. You can also get it security marked by the WM Police.
Mehndi by Tan	Tan is a freelance Mehndi artist with over 13 years of experience who will have a Henna stall at the event, applying beautiful designs.
Transport Innovation Stalls	Learn about those paving the way for greener transport: <ul style="list-style-type: none"> Heart of England Community Rail Partnership - hear about their vital work across the UK and the Better Points initiative. Avanti West Coast Coventry City Council's Urban Airport & Drone Flying - learn about the world's first fully operational Urban-AirPort for electric vertical take-off and landing. Must be pre-booked. West Midlands Rail Executive You Smart Thing - an online travel planning platform for visitors to venues, curating low carbon travel plans.

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Benefits



Performance benefits:

- Production of a unique performance experience designed to engage new audiences and animate spaces around Coventry Railway Station.
- Providing an unforgettable spectacle celebrating the city, its innovation and talent.
- Drawing attention to the city's existing and future heritage.
- Animating stories of travel and movement - of people arriving and leaving the city of Coventry.
- Raising the profile of the city as having a sustainable, greener future, promoting green travel and future travel innovations.
- Attracting large audiences to a destination event, increasing local economies and tourism.

Community benefits:

- Raising awareness of Coventry station and the potential for rail travel with non-traditional users.
- Providing encouragement/information to boost confidence in rail travel.
- Showcasing the options for active travel around the city.
- Showcasing the work in the station building.
- Increasing local engagement with the station, resulting in the opportunity to attract station adopters.
- Creating new links within local communities, working with six schools from local communities, three primary, two secondary and one SEND school.
- Upskilling local performers to use a new piece of bespoke set.
- Providing community participants with the acquired skills to create performance and explore their own stories of the city they live in and its connection to travel.
- Active travel options for the 'last mile' part of their journey highlighted with schemes such as the TfWM bike hire scheme.

Local Station, TOC and CRP Benefits:

- Raised awareness of the work of the CRP.
- Increased local understanding of the developments at Coventry Station and how Avanti West Coast have worked with local organisations to improve the passenger journey and how the station building has an increased sense of place and link with Coventry.
- Stronger relationships with local businesses, organisations and community groups.

Innovation



Coventry Station Community Day took place on Saturday 7 May on the boulevard in front of the station, with a host of free family-friendly activities held in celebration of both the development of Coventry's railway station and its 60th anniversary.



The Community Day had a family-friendly festival feel with activities for all ages. Coventry Transport Museum hosted 'Playhem on the Promenade' with big free play, learning and building with transport-themed resources and making activities from the museum.



The Heart of England Community Rail Partnership worked with local illustrator, Emily Kaye, to provide a family activity exploring transport and innovation, where children had the chance to get creative and design their very own train of the future.

With the world's first fully operational Urban Airport open just across the road from the station, Coventry City Council arranged for a scale model to be on display at the Community Day along with information about how people could book in to learn more about electric vehicle take-off and landing. Avanti West Coast joined the stall holders and shared information on their organisations plans for the future and how they are leading the way in developing their sustainability practices.



There was a strong focus on encouraging active travel with Learn to Ride a Bike sessions from Coventry City Council, bike security marking by West Midlands Police and the chance to try out some of the innovative pedi-cabs. Dr Bike was also on hand to provide free cycle safety checks and basic adjustments and there was information about the how to rent E-bikes from the West Midlands Cycle Hire Scheme.



Creativity



The Community Day was able to showcase some of the best local talent with award winning recording artist, Sandra Godley hosting our Entertainment Stage. With performances from Coventry-based poet, rapper and writer John Bernard, multi-award winning UK Bhangra Group Gabhru Panjab's dancers and Dhol Players, "the most in demand Jazz act in the Midlands," The Jazz Apples and dance from the talented Louis Lewinson and his group of young dancers, the Community Day was able to shine a spotlight on those at the heart of the creative scene in the West Midlands.

Due to the ongoing delays with the new station the event fell straight after the local elections, which meant that the local councillors could not get involved in time for the Community Day, so the CRP made provision for a separate VIP Official Opening Event on the 16th May, organised by Coventry City Council. The full details of this can be found on the Coventry City Council [website](#).



In Transit



The day concluded with a grand finale of two sold out performances of Highly Sprung's In Transit. In Transit combines stunning aerial performances with bold choreography and a beautiful story to enchant audiences of all ages. It tells stories of movement, migration and innovation in the city and celebrates Coventry's industrial heritage whilst looking forwards to a greener future. The performances featured a professional cast alongside over 100 children from 6 local schools, creating a joyous community atmosphere. In Transit was part of Commonwealth Connections, which connects children and young people in Coventry with schools across the Commonwealth. The Coventry schools Highly Sprung worked with had the great privilege of making connections with young people from Zambia, and the performance featured an original recording of a Zambian song of welcome to celebrate this, composed & recorded by Tom Haines Music.



Feedback



Attendance:

Learn to Bike Sessions - 30 people booked on and extra participants on the day.

Coventry Station Community Day - 1500 (estimated)

In Transit 5pm performance – 350 (300 booked tickets, plus estimated audience figures outside of barriers)

In Transit 7pm performance – 350 (300 booked tickets, plus estimated audience figures outside of barriers)

"My two boys were in the first learn to ride session on Saturday - firstly can I say thank you. The eldest (age 6) managed to get going by the end. We've picked him up a secondhand bike"

"Great performance from highly strung and top engagement with the diversity of the young people. For me that's what City of Culture and its legacy should be about."

"The community day was great, lots of engagement and the mix of excellent entertainment, family activities and info stands worked really well in attracting footfall. In Transit was absolutely superb, particularly with the involvement of local school children alongside your excellent performers – it was a really special sight to behold witnessing that to the backdrop of the new and old station."



Zarah Sultana MP @zarahsultana · May 7

Our railways could provide high-quality, affordable and green transport, fit for the future. But that requires serious investment (and public ownership!).

That's why I was excited to join the opening of new Coventry Station today, an £82 million transformation project 😊

Feedback from Partners



"The Coventry Station Community Day was an absolute joy to see- there was a wide array of visitors on the day from those just passing through, caught in the infectious fun of the event, to those who had travelled specifically to get involved- but one thing everyone had in common was the pride shared for the City! The new station building reflects the effort and determination of the community it serves so it was wonderful to see it put to good use. The icing on the cake was the fantastic display by Highly Sprung and the 6 local schools- what a great way to celebrate a new multi-modal transport hub serving the Coventry Community for many years to come!"

**Charlotte Bryett, Environment and Energy Lead
Avanti West Coast**



"What Saturday also did was demonstrate how fantastic the Boulevard space is for similar performances, pop up events, street theatre, craft markets etc."



highlysprung 🎉 At Highly Sprung we're all still buzzing after last Saturday! From dance to spoken word to 'Learn to Ride a Bike' sessions in station square, there was something for everyone 🙌

Today we want to thank everyone who made the Coventry Station Community Day so special. A BIG Sprung shout out to:

- ▶ @gabhrupanjabde
- ▶ @thejazzapples
- ▶ @johnpoetbernard
- ▶ @louislewinson
- ▶ @positiveyouthuk
- ▶ @mehndibytan
- ▶ @emilykayeillustration
- ▶ @covtm & their creative learning team
- ▶ Urban Airport with their drone demonstrations
- ▶ Dr Bike for fixing up our wheels 🚲

A special thank you to our host - the one and only @sangodley , and also to @zarahsultanamp for joining the celebration of the new station 🙌



Toby Rackliff 🇬🇧 🇬🇧 @tobythetram · May 7

An absolute honour, privilege and huge pleasure to have been part of this great event today with @CraigMortiboys @watfordgap & colleagues from @HeartCRP @AvantiWestCoast @TransportForWM & @coventrycc

West Midlands Rail Executive @WMRailExecutive · May 7

Great day with @HeartCRP @AvantiWestCoast @TransportForWM & @coventrycc at the Coventry Station Community Rail Event Celebrating 60th anniversary of the old Coventry Station building and opening of the new one!
pic.twitter.com/eMCxZMcpzGpic.twitter.com/eMCxZMcpzGpic.twitter.com/eMCxZMcpzG

"It was a fantastic event, well attended and a fitting celebration of both the new station and the enhancements to the original station."

"It was great to see such a great reception for Coventry Station Community Day from the public. The people of Coventry were out in force to enjoy the sunshine and the vast array of exciting events on display at the new station. Rail Business Daily is delighted to have supported this brilliant community event, which will bring families closer to the railway station and celebrate both the city and the station's proud heritage. I'm glad everyone had a great day and thank you to the organisers for making us a part of this fabulous event."

**David McLoughlin, Chief Executive,
Rail Business Daily**

Media and Stats



Media

[Rail Business Daily advert](#)

[Rail Business Daily article](#)

Highly Sprung were featured on [BBC CWR](#) speaking about the event.

[Rail Director, pg 62](#)

[Inside Track, pg 65](#)

Location - 90% very or extremely satisfied

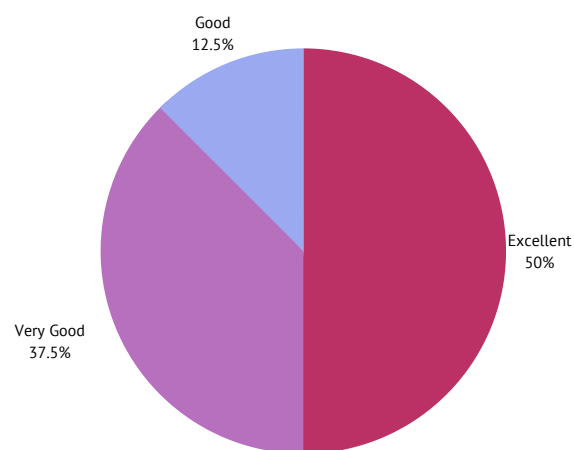
Transport Innovation Stands - 89% very or extremely satisfied

Range of activities and entertainment - 66% very or extremely satisfied

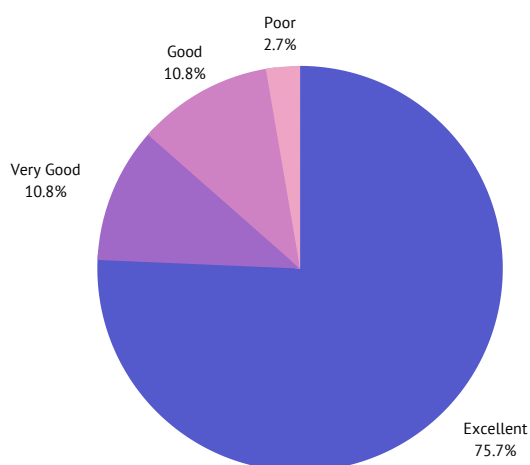
Food and beverages - 77% very or extremely satisfied

Quality of Performance - 84% very or extremely satisfied

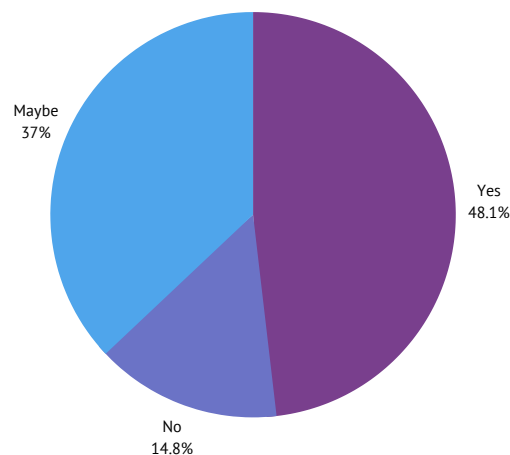
Overall, how would you rate the Coventry Station Community Day?



Overall, how would you rate In Transit?



After today's Community Day and Performance of In Transit, will you use Coventry Station more?



I have improved my knowledge about Coventry's greener future and the role that Coventry Railway Station will play in this.

62.5% Agreed

Budget



ITEM	COST
In Transit - Production Expenditure	£40,270.78
In Transit - Creative Expenditure	£16,569.87
Community Day Costs	£9,444.27
TOTAL COST	£66,284.92

With thanks to...

- Avanti West Coast and Coventry City Council for funding the Community Day.
- Highly Sprung for their tireless work in putting together this event and their incredible performance of In Transit.
- Emily Kaye Illustration for organising the activities on the Heart of England CRP stall.
- All the amazing performers who were able to join us on the day.
- All the contributors to the daytime activities, from information stands to activities and food for all the family to enjoy.
- Coventry City Hosts for Meeting & Greeting, Guiding, and generally helping members of the public attending the Community Day events and the In Transit performances.
- RBD for the digital screen and the support and promotion of the Community Day.
- Photographer Andrew Moore for capturing the the day so perfectly..

AVANTI
WEST COAST



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THEATRE THAT MOVES