

# Avanti West Coast gets behind Coventry Acts of Kindness

September 4, 2020



Avanti West Coast is supporting an initiative aiming to encourage people back to railway with welcome gifts including cakes and cookies.

Organised by the Heart of England Community Rail Partnership, 'Coventry Acts of Kindness' will see customers at Coventry, Tile Hill and Canley treated with goodies when arriving at the station.

The project has been backed by Avanti West Coast's Station Community Fund, which aims to encourage Community Rail Partnerships to develop schemes which involve the local community and benefit passengers using local stations including ones run by Avanti West Coast stations.

The inspiration for the idea came from Julia Singleton-Tasker, Community Rail Officer for the Heart of England Community Rail Partnership.

She said: "Understandably, given recent events, there will be a lot of people who are nervous about travelling by train right now.

“Many may feel overwhelmed or have concerns about getting back onboard, so we were delighted that Avanti West Coast got right behind Coventry Acts of Kindness.”

As well as the fun element, members of The Kaleidoscope Plus Group, one of the Midlands’ leading mental health and wellbeing charities, will be on hand to talk to people with any concerns and signpost them to some of the support services available for mental health and wellbeing, as well as services for those who have been affected by COVID-19.

“We’re committed to making sure our customers can travel with confidence and have put in lots of extra measures to make our trains and stations even safer,” explained Joanna Buckley, Community Manager for Avanti West Coast.

“But as well as the physical measures, it’s important to acknowledge the human side of the impact the pandemic has had on everyone. That’s why the Coventry Acts of Kindness scheme struck a real chord. It’s a great, and fun way to help reassure customers and hopefully put a few smiles on faces at the same time.”

The gifts have all been sourced from local businesses and include: -

- Cookies from Wicked Cookies
- Flowers from CreScent Florist
- Art Postcards from Brink Contemporary Art
- Cakes and Brownies from Buttercream Dreams

*Photo credit: Avanti West Coast*

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