

# Plans introduced to reform Daventry Parkway Project to a wider Rail Programme

December 2, 2021



Plans have been announced by Sustainable Transport Midlands that Daventry Parkway Project, its flagship campaign, will rebrand and restructure to become Daventry Rail Programme, which will come into being from this Friday 3rd December.

Daventry Parkway Project is a new station campaign led by Sustainable Transport Midlands; a transport campaigning group based in Northampton. They work with industry and local authorities to deliver public transport improvement schemes.

The campaign's goal is to introduce a new railway station on the West Coast Main Line near Weedon Bec, Northamptonshire, to serve Daventry – one of the largest towns in the country without a reliable rail connection. From Friday, it will become Daventry Rail Programme, which will host and operate four concepts to link Daventry back to the network.

After studies and surveys have taken place in the next six months, one of these concepts will be elected and be STM's focus for the next number of years, along with their partners such as West Northamptonshire Council.

Harry Burr, Chief Executive at Sustainable Transport Midlands, and Chair at the Daventry Rail Programme Shadow Commission, who are responsible for introducing the new brand, said: "It's really exciting to be reforming Daventry Parkway Project, after what feels like years of sticking to one station reopening campaign. I can't wait to start working with local authorities again, as well as our valuable partners under this new name and with these new concepts."

Earlier this week, Harry Burr visited the Revolution VLR demo vehicle in Ironbridge, near Telford. He said: "The technology I was shown on 30th November with my project partners at West Northamptonshire Council will have a place in this new Daventry Rail Programme under one of our Daventry relinking concepts, I can assure you. It's interesting technology and STM will be keeping an eye out on its development."

A spokesperson from Sustainable Transport Midlands Department for Innovation, Efficiency and Growth said: "I'd like to assure everyone that these changes do not mean the end of the Daventry Parkway proposal as we know it. It will live on as a concept within Daventry Rail Programme. I also want to make everyone aware there will not be any downtime on any Sustainable Transport Midlands digital services during the migration to DRP."

Daventry Rail Programme will come into being from 3rd December 2021 and will be launched from 6th December 2021 via a new website at <https://daventry.transport.click>. It will not absorb Daventry Parkway Project until further in the month but will replace the brand from next week.