



WME launch new initiative to recognise West Midland’s local council heroes who are helping fight Covid-19

Local authority improvement body West Midlands Employers (WME), owned by [33 councils](#) across the West Midlands, has launched a campaign to recognise #EverydayHeroes – council workers who are working around the clock to keep essential services running and keep us safe through the coronavirus crisis.

The services that councils provide beyond bins and recycling, social care and schools, is often hidden. The new campaign, #EverydayHeroes, shines a spotlight on some of our council workers, the variety of work and the critical role they are playing during the pandemic.

Rebecca Davis, Chief Executive of West Midlands Employers, said,

“As the nation was placed into coronavirus lockdown councils had to act quickly. Council workers went into overdrive to support us, with many taking on new roles, adapting how and where they work and turning up day-in and day-out to make sure we have the support we need. From arranging emergency food deliveries and continuing refuse collections to organising housing and essential care to the community our council workers continue to provide essential services.

“The stories collected so far are truly heart-warming and humbling and show the human side of what councils do – these are people working across the region, representing the breadth of the work councils do in communities, who have been nominated by their colleagues because of what they are doing to help their communities. We want to show the range of things that councils do – what better way than through the people working as heroes every day.”

Our #EverydayHeroes profiled in the campaign this week, include:

- Colin Parr, who's now overseeing the distribution of thousands of food parcels every day to residents in Wolverhampton. He says, "The last few weeks have been the most rewarding of my career..."
- **Rose Leonard, Financial Inclusion Officer, Wyre Forest District Council,** who is helping tenants in Wyre Forest to avoid eviction and manage limited finances. Being homeless herself once means she's able to empathise with the people she supports, she's also been a victim of domestic abuse – so can spot the signs in others. Her motto is simple; "Treat people as you would want to be treated."
- Stephen Philpott, Strategic Lead Rough Sleepers, at Birmingham City Council – he's out patrolling the streets of Birmingham in the early hours. It's his job to rehouse rough sleepers following the Government's instruction to make sure the homeless are safe. He's now working with each one of them to make sure they have a plan for the future, beyond the pandemic.

Anyone can nominate one or more local council heroes [here](#). West Midlands Employers will review nominations in partnership with the relevant council and we will share their stories via <https://wmheroes.co.uk/meet-your-heroes/>.

The bigger ambition for the Everyday Heroes Campaign is to help attract recruit the next generation of people to join one of our 33 Councils in the West Midlands.

As Rebecca sums up, "Recently we've been focusing on recruiting people back into social work and care, but there are so many other career opportunities too. We know local government offers a varied and rewarding career, with hundreds of different roles and opportunities. There are over 116,000 Council employees in the West Midlands Region, these people make a difference everyday here. Post Covid19, these will still be our #EverydayHeroes, but now more than ever, we want to celebrate and share their work."

For more information on the #EverydayHeroes campaign and how to nominate an inspirational hero working in a West Midlands council please visit: <https://wmheroes.co.uk/#nominate>

Ends

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Notes to editors – About West Midlands Employers

West Midlands Employers (WME) is one of 9 independent regional employer organisations nationally.

WME is a not for profit membership organisation owned by the 33 West Midlands local authorities. We are led by an Elected Member Management Board representing the membership body with a Chief Executive leading the organisation. Chief Executive Rebecca Davis is available through media interviews through the contact details above.

WME's vision is **“to advocate, build and champion people centred organisations for a resilient and diverse public sector workforce that benefits everyone in the West Midlands”**. WME launched their new Strategic Plan 2020 -25 earlier this year <https://bit.ly/3aYsvHF> <http://www.wmemployers.org.uk/ourwork>

WME is playing a pivotal role in the Local Government response to the Covid-19 crisis and is providing daily support through their Covid-19 site (<https://wme covid19.org.uk/>), including provision of advice, innovative webinars, recruitment and resourcing and weekly bulletins [Pulse Extra bulletin](#)

WME also work in partnership with public and private sector organisations to design and deliver services on behalf of the 33 Councils in the Region, which span the employee lifecycle including: candidate attraction, recruitment, talent management, training and development, executive coaching and mentoring, leadership development, organisational design and restructuring, job evaluation, investigations, mediation and exit plans.