



City of Wolverhampton Council worker recognised for work creating a huge food distribution centre to support over 35,000 vulnerable people

Colin Parr, Head of Business Services, at [City of Wolverhampton Council](#), has been recognised as part of West Midlands Employers (WME) #EverydayHeroes campaign* for his work during the coronavirus pandemic. He led a project to convert a Wolverhampton leisure centre into a food distribution centre, working with hundreds of council staff to create to help more than 35,000 vulnerable people.

Colin's usual day job is managing diverse business services: waste transformation and strategy, environmental health, trading standards, events, markets and climate change. He has really stepped up to the challenge to make sure the community have access to essential food and supplies.

City of Wolverhampton Council were quick to step in to fill the gap ahead of the Government scheme. Colin said, "We knew that that the Government scheme would only assist a fraction of those that would be required to shield. We've targeted those who can't get out to shop, that don't have access to family support, those that cannot secure online deliveries through the supermarkets – and written to them all, over 80,000 residents in total."

Colin has worked for City of Wolverhampton Council for 10 years and always enjoyed his job, but says the last month or so has been the most rewarding of his career. He says, "I take great pride in being externally nominated to be an #EverydayHero but there are hundreds of people who have been working with me

across the council, from life guards to politicians. It's been an incredible journey and great to see the positive impact we are having on people's lives."

Rebecca Davis, Chief Executive of West Midlands Employers, says, "Colin and the hundreds of other council workers who have supported this project worked around the clock so that they could start delivering food to vulnerable people who had no other support. It's truly amazing to see what they have achieved."

[You can read more about Colin here.](#)

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

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/>.

Ends

For further information contact

Emma Price T: 07876 505 340 E emma@beheardmedia.co.uk

Notes to editors – About West Midlands Employers

West Midland 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://wmeccovid19.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.