



IoIC  
Awards  
2018

West Midlands Trains has won Best Ongoing Campaign at this year's IoIC awards for the 'Hear to Listen' initiative.

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## West Midlands Trains wins award for mental health awareness campaign

West Midlands Trains has been recognised for working to raise awareness of mental health issues, at this year's Institute of Internal Communications (IoIC) awards.

The train operator has won Best Ongoing Campaign at this year's awards, for its 'Hear to Listen' initiative.

'Hear to Listen' encompasses a range of activities, which encourage staff to

take an interest in the mental health of both themselves and colleagues.

The initiative has involved training up a group of staff members as ‘mental health first aiders’ and running a variety of internal events to engage with staff across the business. Those who have undergone training can be identified by white speech bubble badges, and staff are encouraged to approach these colleagues if they have any mental health concerns.

‘Hear to Listen’ has also created a platform for staff to share their experiences across the company. This has been achieved through videos and articles, as well as supporting wider rail industry activities with charities such as Samaritans.

Lesley Heath, safety and environment director for West Midlands Trains said, “We all need to be aware of our mental health, as issues can affect any one of us, at any time. As a company, it is important that we are fully inclusive and support our staff across all levels of the business. It is a real honour to receive this award, which sets us in the right direction to continue the work we have started in engaging and supporting our staff in this area.”

IoIC's prestigious National Awards recognise and reward the outstanding work in the internal communication profession. Celebrating their creators, inspiring other practitioners and showcasing a profession that continues to demonstrate its relevance and results.

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For further information on this release, call our press office on 03300 955150 or email [press.office@wmtrains.co.uk](mailto:press.office@wmtrains.co.uk)

### **About Institute of Internal Communications (IoIC)**

Institute of Internal Communications is the only independent professional body solely dedicated to promoting a deeper understanding of internal communication and helping our members to be the best they can be - today, and in the future

IoIC represents more than 1,400 professionals, helping them build credibility, skills and knowledge to advance their careers and prove the value that effective communication brings to organisations large and small.

IoIC has been setting the standard for internal communications for more than 65 years, driving the profession forward through qualifications, career development, thought leadership and best practice.

The IoIC National Awards identify and celebrate the outstanding internal communication work by organisations, individuals and teams. Now in their 64<sup>th</sup> year, these awards continue to recognise and celebrate the great work in the profession.

For more information visit [ioic.org.uk/](http://ioic.org.uk/)

## **About West Midlands Trains**

For further information on this release, call our press office on 03300 955150 or email [press.office@wmtrains.co.uk](mailto:press.office@wmtrains.co.uk)

West Midlands Trains operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast mainline to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street.

For more information on these services visit [westmidlandsrailway.co.uk](http://westmidlandsrailway.co.uk) or [londonnorthwesternrailway.co.uk](http://londonnorthwesternrailway.co.uk)

The West Midlands Trains franchise started on 10 December 2017 and will run until 2025/26.

West Midlands Trains operates 1,300 services a day, manages 150 stations

and provides over 70 million passenger journeys a year. Over the course of the franchise, West Midlands Trains will be investing £1 billion into the rail network to deliver new trains, improved routes and station upgrades. This will include 400 new train carriages across the network and space for an extra 85,000 passengers into Birmingham and London at peak times.

The franchise is a joint venture between Abellio (70.1% share) and East Japan Railway Company / Mitsui & Co., Ltd (29.9% share in a 50:50 split). Abellio is the international passenger transport subsidiary of the Dutch national railway company, Nederlandse Spoorwegen. In the UK, Abellio operates ScotRail and Greater Anglia train services, Merseyrail services in a joint venture with Serco and buses through Abellio London. For more information visit [www.abellio.com](http://www.abellio.com)

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Press Contact

[press.office@wmtrains.co.uk](mailto:press.office@wmtrains.co.uk)

0330 095 5626