

L-R: Pete Waterman (RBF), Sam Passmore (WMR), Isabella Walker (Health Shield)

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National award for West Midlands Railway station worker who launched mental health support facility

A long-serving West Midlands Railway (WMR) worker who helped launch a mental health hub at the station where she works has been honoured with a national award.

Sam Passmore, a customer experience manager at Wolverhampton station, was named Wellbeing Champion at the 2025 Heart of Gold Awards run by the Railway Benefit Fund.

Working with colleagues in WMR, Sam was recognised for her work establishing 'The Hub' facility at the station, which offers mental health support to anyone in need.

The decision to open the site came after Sam held an event that brought charities, NHS services and local organisations together to agree a plan to provide more safeguarding facilities for Wolverhampton residents.

Since opening in May, The Hub has already had over 600 people through its doors for talking therapy, crisis support, and community run events. It is only the second facility of its kind in the country.

The Hub can be found at Wolverhampton station by Costa Coffee and is run by WMR in partnership with Rethink Mental Illness who maintain and staff the site. In addition to providing mental health services, the space is also free to rent for local organisations and charities, offering a place for the community to come together in Wolverhampton.

Jonny Wiseman, customer experience director at West Midlands Railway, said: “We are very proud of Sam, who has shown exceptional leadership skills while bringing this site to life.

“Sam recognised there was a need for more community-led spaces locally, particularly focusing on safeguarding and mental health support and did everything she could to make this happen. Sam is a brilliant example of the hard-working front-line employees we have across the business.”

Sam Passmore, customer experience manager at West Midlands Railway, said: “I’m so happy to be recognised as Wellbeing Champion for my work on the Hub.

“As our busiest station in the West Midlands, Wolverhampton sees over six million customers pass through every year, so I knew opening a safeguarding hub here had the potential to benefit people from all walks of life.

“It’s been so rewarding to see it open and watch it grow into a key community space.”

Kirsten Rose, service manager at Rethink Mental Illness, said: “It has been a pleasure to embark on this journey and work so closely with Sam, WMR and our other partners within the Wolverhampton Suicide Prevention Stakeholder Forum.

“Six months on, it’s incredible to see what we have collectively achieved: an accessible, inclusive safe space which not only provides safety and support to all who seek it but also strengthens community links by allowing services and groups to utilise the space. All of this came from Sam’s innovative idea, and we are delighted she’s won this well-deserved award.”

The Heart of Gold Awards are run by Railway Benefit Fund (RBF), a charity providing support for railway employees and their families.

To find out more about The Hub, visit: [Wolverhampton Train Station | Trains to Wolverhampton | West Midlands Railway](#)

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