



#Everydayhero Sean McBurney, Head of Leisure and Wellbeing, at Wolverhampton City Council, prepares leisure centres for post lockdown

Sean McBurney, Head of Leisure and Wellbeing at Wolverhampton City Council, has been recognised for his contribution to the community as part of West Midlands Employers (WME) #EverydayHeroes campaign*.

Sean highlights the need to help communities improve their health and wants to see a big Government campaign put in place to get the nation more active, with obesity doubling the risk of needing hospital treatment for those with Covid-19.

He says, “While we’ve got more members than ever the flip side is we’ve more obese people than ever before. My service used to be about just getting more people in the centres, into the swimming pools and into the gyms, now we’re about how we help our communities get healthier. We are part of the solution to improve public health.”

Sean has worked with his team to ensure they continue to support people in achieving fitness and health goals during lockdown. Also, knowing that attitudes to exercise start young he has worked with his team to develop virtual holiday clubs for children, young people and their families

Rebecca Davis, Chief Executive of West Midlands Employers, says, “It’s been amazing to hear how Sean and his team continue to support the community with their health and wellbeing through lockdown. Not only have they adapted service delivery so that they can continue helping people who rely on them to remain active but also many of Sean’s team have changed roles to ensure vulnerable people in the community have access to the support they need.”

Cabinet Member for City Environment, Councillor Steve Evans, City of

Wolverhampton Council added: “We’ve adapted our WV Active service to allow children and adults of all ages to take part in exercise whilst our centres are closed.

“When we closed our centres in March, we made the decision to make all of the online workouts free for WV Active members and non-members to access.

“It is important that the community has access to these resources during this time, so we will continue this work as we move into the next phase of reopening our centres.”

[You can read more about Sean 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

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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://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.