

Best Community Impact or ESG Initiative

AWARDS 
THIS CAN HAPPEN **GLOBAL.**
In association with
A&O SHEARMAN

Winner //

SERCO LEISURE

This award recognises initiatives connecting workplace wellbeing with social impact. It celebrates programmes that boost employee engagement while supporting local communities, charities or social causes.

Serco Leisure operates over 50 UK leisure facilities, including national sports centres. In 2024, it launched its Active Wellbeing Strategy to address growing health inequalities, loneliness and demand for preventative mental wellbeing support within communities its employees serve.

Traditional leisure provision alone was not reaching underserved groups or addressing barriers involving confidence, accessibility and belonging. Serco therefore repositioned its centres as inclusive wellbeing hubs, embedding mental wellbeing, community engagement and social impact into everyday operations.

From Leisure Provision to Community Wellbeing

The strategy focused on underserved communities, including people living with long-term conditions, disabled



Direct community and lived-experience insight shaped delivery.

and neurodiverse people, women and girls, older adults, multicultural communities and those living in areas of highest deprivation.

Local health intelligence, deprivation data and community insight informed every contract's bespoke Active Wellbeing Delivery Plans. Serco worked with local authorities, Public Health teams, social prescribing networks, charities and community organisations, co-designing programmes removing barriers and improving wellbeing.

Direct community and lived-experience insight shaped delivery,



Serco Leisure's Active Wellbeing Strategy puts community wellbeing at the heart of leisure services

including Quiet Hours, women-only activities, Chatty Cafés, GP referral pathways and Lift the Curfew sessions.

Alongside community programmes, Serco invested in workforce capability, training colleagues in Mental Health First Aid, motivational interviewing, neurodiversity awareness and Making Every Contact Count, helping embed psychologically safe and person-centred service-wide approaches.

Results & Impact

The first year generated significant measurable social impact. Annual social value increased from £192m to £217m, creating an additional £25m in community impact.

Participation among priority groups also grew substantially, including 34% more women and girls attending, 60% growth in older adult participation, 70% growth in disability and SEN activity, 75% growth in memberships for people living with long-term conditions and 135% more vulnerable people accessing services.

Nationally, 4,560 Quiet Hours sessions created calmer and more inclusive environments for neurodiverse users and families, while Lift the Curfew generated more than 500 attendances in its launch month, with participants reporting increased confidence, safety and social connection. ■

Judges' comments

- + The strength of this entry lies in its practical and inclusive approach to supporting communities.
- + Great examples of co-creation.
- + An impressively evidence-led, well-structured strategy.

Highly commended

→ A&O Shearman

Shortlisted

→ Forvis Mazars

→ Kearney