

# Steve Lawrence appointed as Director of Stakeholder Engagement at Serco Leisure

11 months ago



[Serco Leisure](#) is pleased to announce the appointment of Steve Lawrence to the newly created role of Director of Stakeholder Engagement.

This strategic move is aligned with Serco Leisure's new strategy launched in 2023, which aims to position the company as the leading leisure operator for organisations seeking to outsource their leisure portfolio.

With over 30 years of experience in various operational roles across multiple organisations, Steve Lawrence is poised to drive Serco Leisure's strategic vision forward. His appointment is a testament to the company's commitment to strengthening client relationships and enhancing service delivery.

## A New Era of Engagement

In his new role, Steve Lawrence will be responsible for owning and nurturing relationships with existing clients, maximizing organic growth opportunities from current contracts, and ensuring 100% client retention. He will also collaborate closely with Serco Leisure's Business Development Team to cultivate relationships with new clients during ongoing bids. This approach is designed to ensure that Serco Leisure consistently delivers on its promises and becomes a trusted partner to its clients.

## Key Focus Areas

The Director of Stakeholder Engagement role will focus on three main areas:

- **Client Partnership:** Work closely with existing clients to align with their objectives in providing leisure services, health outcomes, and social value. The goal is to create a true partnership that supports client

aims and objectives.

- **New Client Development:** Engage with potential new clients to understand their aspirations for leisure service delivery. Steve Lawrence will serve as a single point of contact from the bid stage through contract mobilisation and throughout the contract term, ensuring a consistent and reliable approach.

**Stakeholder Relationships:** Nurture relationships with key stakeholders, including National Governing Bodies, industry organisations, and relevant local authority departments, to strengthen Serco Leisure's position in the industry.

#### Commitment to Excellence

Steve Lawrence expressed his excitement about the new role, stating, "I am committed to exceeding expectations, so that contract retention becomes almost a given. I will listen to and respond to client feedback, providing solutions for the delivery of leisure and health-related services that go beyond the initial contract. My focus will be on delivering exceptional value and ensuring we fulfil the promises made in our bids."

This appointment marks a significant step in Serco Leisure's journey to become the leisure operator of choice. The company is confident that with this newly created position, it will continue to build strong, lasting partnerships with its clients and stakeholders, reinforcing its reputation for excellence in service delivery.