

Birmingham Community Leisure Trust and Serco Leisure to operate Alexander Stadium

8 months ago



Birmingham Community Leisure Trust (BCLT) and its managing agent Serco Leisure have been announced as the new operators of Birmingham’s Alexander Stadium.

In 2015, BCLT and [Serco Leisure](#) signed a 15-year agreement with Birmingham City Council (BCC) to manage nine leisure centres across the city. The operation of Alexander Stadium is an addition to this contract.

BCLT and Serco Leisure will also assume responsibility for the new Perry Fitness & Indoor Athletics Centre, which is within the same footprint as the stadium complex.

Simon Lane, Managing Director for Serco Leisure said: “We are delighted to strengthen our partnership with BCLT and BCC, as managing agent for this internationally renowned venue. Over the next 12 months, we’ll be working closely with BCC to support the delivery of the European Athletics Championships, which will be hosted at the stadium in August 2026, marking the first time the UK has held this prestigious event.

“We are very proud of our record in Birmingham since 2015. For over a decade, we have supported people from all sectors of the community to lead more active, more socially connected lives. In 2024, the nine centres Serco Leisure and BCLT currently operate brought in over £14 million in social value for the local community.”

Councillor Mariam Khan, Cabinet Member for Health and Social Care said: “The Alexander Stadium was the beating heart of the Commonwealth Games, and today the stadium continues as a world class sports

venue, delivering major sport events whilst also continuing to service the community, providing opportunities for local sports clubs and people of all ages to access high quality facilities, stay active and engage in sport.

“The stadium will remain publicly owned and through our partnership with Serco and Birmingham Community Leisure Trust, we are working together to further enhance the stadium’s long-term legacy as a vibrant hub for sport, connection, fitness and community.”

Brian Taylor, Chair of BCLT said: “We are looking forward to working with the local community to boost the popularity of this exceptional facility, supporting both recreational users and the elite sportspeople who train and compete here.”

Serco Leisure operates 57 facilities, including community leisure centres, Sport England’s National Sports Centres, Lilleshall and Bisham Abbey, as well as Stoke Mandeville Stadium, the birthplace of the Paralympic movement.