

# Serco Named Britain's Most Admired Support Services Company

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[Serco](#), the international provider of critical government services, has been named Britain's Most Admired Company in its sector.

Serco scooped the top prize in the Support Services (People & Places) category in the Britain's Most Admired Companies study, which is the UK's longest-running independent study of corporate reputation. The win reflects strong confidence among senior industry peers, financial analysts and City commentators in the company's leadership, strategy and delivery of complex, people-centred services.

The highly respected survey, run by Echo Research in partnership with the London Stock Exchange, is the UK's longest-running and only peer-reviewed survey of corporate reputation and is now in its 36th year. It sees business leaders and City analysts rate the performance of companies in their sector against a range of criteria.

This year's study gathered insight from more than 350 CEOs, C-suite directors, financial analysts and City commentators, who assessed 260 leading UK companies across 28 sectors. Participants rated companies against 13 drivers of corporate reputation, including quality of management, clarity of strategy, competitiveness, positive contribution to society and long-term value potential.

Serco Group Chief Executive Anthony Kirby attended an awards ceremony today at the London Stock Exchange, where he accepted the accolade on Serco's behalf, and was joined by two Serco employees, James Bone and Moriam Mosanya.

Anthony Kirby said: "I'm delighted to accept this award and to represent what I firmly believe is one of the best companies in the world. I was humbled to be joined at the ceremony by James Bone and

Moriam Mosanya who along with 50,000 great colleagues deserve this recognition.

"Serco is committed to providing excellent services and supporting our government customers around the world as they face increasingly complex challenges. I'm thrilled that our performance and dedication to excellence have been recognised by our peers and competitors.

"This recognition is thanks entirely to the over 50,000 brilliant colleagues who make up the company I am so proud to lead, and who deliver exceptional services day in, day out."

Sandra Macleod, Group CEO at Echo Research, said: "Securing sector gold for the second time in three years reflects strong and sustained confidence in Serco's leadership, strategy and delivery. It highlights the company's reputation for operational excellence and its ability to deliver trusted services that matter to people, communities and governments."