



# Britain's Most Admired Companies 2025

**ACTIVATING YOUR AWARD**

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# Britain's Most Admired Companies

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The UK's most renowned and longest-running annual survey of corporate reputation, with data going back 36 years.

Led by global reputation specialists and Expert Witnesses, Echo Research in partnership with the London Stock Exchange.

Britain's largest public companies and leading employers across 28 sectors assess their sector peers across 13 criteria. They also nominate an outstanding leader and share views on hot topics for British businesses.

The UK's leading benchmark of corporate reputation, as seen by a company's closest critics – its peers, City commentators and financial influencers.

## Activate your award today

1. Access your **tailored Britain's Most Admired Benchmark report**, to drive and benchmark award-winning reputation performance
2. Join the **Britain's Most Admired Leaders Network**, to learn from other award-winners
3. Leverage the **Britain's Most Admired Companies brand and logo** to build profile, credibility and advocacy



*“For over three decades, this research has provided something rare and invaluable: a rigorous, peer-driven measure of corporate reputation, based on a company’s performance in the eyes of its stakeholders.*”

*In an environment where narratives can be noisy and fleeting, the perspective of those who understand business best - competitors, investors and advisers - remains a vital compass. Admirations cannot be claimed; it must be earned.”*

**Dame Julia Hoggett, CEO  
London Stock Exchange**



LONDON STOCK EXCHANGE



*"Today's companies like to be admired too, especially by their peers. There are good reasons why. If everyone – from analysts to rival bosses in your industry – thinks you have got it right, you probably have.*

*Admiration brings with it a firmer share price and loyal shareholders, which helps to fend off would-be predators.*

*Best of all, being admired is usually good for business. When workers are told they are doing a good job they tend to do a better one; so do companies."*

**The  
Economist**

Editorial on Britain's Most Admired Companies

*"Celebrating some truly inspiring leadership at the Britain's Most Admired Companies awards at the London Stock Exchange.*

*Octopus Energy taking the top spot, and Rolls-Royce CEO Tufan Erginbilgiç being voted Britain's Most Admired Leader, was a really great moment for these special companies and individuals at the forefront of clean energy and the future of engineering – not just in the UK, but globally.*

*These are exactly the stories we should be telling and celebrating."*



**Dame Susan Langley,  
Lady Mayor of the City of London**

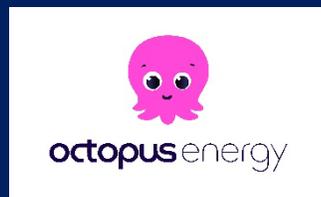
# Britain's Most Admired Company 2025

*"Business leaders use the word 'humbled' all the time – but this really is the case today. To be Britain's Most Admired Company – voted for by other businesses, including our competitors – feels like a real achievement.*

*It's the result of incredible focus and dedication from 12,000 people working together, outstanding long-term investors, and the British public not just demanding something better – but choosing it.*

*And thank you to Britain's business community for welcoming a relative newcomer to the fold – we won't let you down."*

**Greg Jackson**  
Founder & CEO



# Access your tailored Britain's Most Admired Benchmark report

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## To drive & benchmark award-winning reputation performance

- Tailored report on your company's reputation performance, with 5-year trends
- Benchmarks vs. your sector, best-in-class competitors and chosen peers
- Your ratings, rankings and detailed reputation analysis across all 13 reputation criteria
- Supporting verbatims from peers, City analysts and key media commentators
- Reputation SWOT analysis
- Recommended steps to drive award-winning reputation performance
- Debrief led by senior reputation experts



### How to access your tailored Britain's Most Admired Benchmark report

Just speak to Echo's reputation experts to select your chosen comparators, and we'll prepare your report within 1 week

£8,950 ex VAT

## Learn from the award-winners

- Tailored analysis of reputation performance with 5-year trends
- Benchmark versus sector, best-in-class and chosen peers
- Integrated analysis of peer, financial analyst and media commentary
- SWOT analysis – insights for strengthening reputation and managing risk
- Debrief led by our senior reputation research experts
- Priority delivery once the survey is published
- Participation in the Britain's Most Admired Leaders Event at the London Stock Exchange
- **Exclusive invitation to Most Admired Network roundtables and thought-leadership with peers**



Join the Britain's Most Admired Leaders Network today

£15,000 ex VAT for a 2-year subscription

# Leverage the Britain's Most Admired Companies brand & logo

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## To build profile, credibility and advocacy

- A robust, independent endorsement of your corporate leadership and performance
- Demonstrate City analyst and peer confidence in your strategy and long-term value creation
- National profile as a corporate leader and success story
- Powerful employer branding, to motivate your people and secure top talent
- Credibility among stakeholders, e.g. regulators, policy makers, investors
- Trust among customers and partners



### License the Britain's Most Admired Companies logo

Companies placing Gold, Silver or Bronze (by criteria or sector) are eligible to license the official Britain's Most Admired Companies winners logo

£4,250 per annum

# Britain's Most Admired Companies gives unrivalled recognition for leaders...

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...and all their colleagues!

*"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."*

**Anthony Kirby,**  
Group Chief Executive

serco



*"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."*

ADVANCE THE OFFICIAL MAGAZINE OF ADS

# "This is more than an award..."

*"Our progress is visible. Our inclusion index has seen a marked increase to 83% over the past few years, and we became the first automotive company in the UK to sign the Race at Work Charter.*

*This award is a reflection of thousands of small actions, considered decisions and shared commitments that continue to shape a culture JLR is proud to be recognised for."*



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Claire Parker • Following

Global Head of Diversity Equity & Inclusion at Jaguar Land Rover  
2d •

I'm ending the week feeling incredibly proud. **JLR** has been recognised as one of Britain's Most Admired Companies by **Echo Research** and **London Stock Exchange** for our work in Diversity, Equity & Inclusion. This is more than an award, it's a reflection of the people who make **JLR** what it is.

Every conversation, every challenge, every moment of allyship and accountability contributes to a culture where everyone can thrive.

Grateful to my amazing team, our colleagues, our networks, our leaders, and every person who shows up with courage and authenticity. This recognition belongs to all of us and it fuels our commitment to keep pushing for meaningful, lasting change.

[#WeAreJLR](#) [#Diversity](#) [#Equity](#) [#Inclusion](#)



You and 145 others

11 comments · 4 reposts

# Recognition as a sector leader

## Powerful employer & customer branding

*"Reputation is built slowly; through the choices we make every day and the values we uphold over time.*

*This recognition is shaped by our peers and commentators who understand our industry and the standards we hold ourselves. It was an honour to receive it on behalf of our brilliant team.*

*Thanks to everyone at Arup who brings such care and commitment to our work... this award is for all of you."*

**Tom Wilcock,**  
**Managing Director, UKIMEA**



*"This recognition is a testament to the dedication of our people, it reflects the incredible work colleagues do every day, living our values—caring for customers, supporting each other, serving communities, caring for our assets and reducing our impact on the environment. We are extremely proud of this achievement."*

**Patrick Verwer,**  
**CEO, Rail**



*"It's fantastic to see the daily determination, passion and proactivity of colleagues recognised in such a prestigious way. What a way to start 2026!"*



## Demonstrate market and stakeholder confidence

*"Quality of management at IMI comes from strong teams, trusted leaders and a culture that values performance, accountability and different perspectives. We keep investing in leadership at every level so good ideas turn into real impact."*

*Thank you to our teams across IMI for what you do every day."*

**Liz Rose,**  
**Chief People Officer**



*"Great recognition from people across our industry of the value we're creating both for our customers and society."*

**António Simões,**  
**CEO**



*"What makes this award special is that it's judged by our peers, our competitors, and some of our toughest critics. To earn their recognition means a great deal and reflects the exceptional talent, commitment and culture that runs through the Berkeley team."*

**Richard Stearn,**  
**CEO**



*"This recognition is particularly meaningful as it comes from our peers and industry experts, who assess companies against a wide range of criteria, including long-term investment value, capacity to innovate and financial soundness."*

**Shellie Wells,**  
**Corporate Communications Director**



# Positive national, local and trade media coverage

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Events | Train Operating Companies

## Go-Ahead wins Gold at Britain's Most Admired Companies Awards 2025

By Rosie Crampton January 16, 2026

# PASSENGER Transport

## Go-Ahead is most admired in transport

Group tops table in BMAC study - but Arriva still lags behind

**CORPORATE REPUTATION**

The Go-Ahead Group is again the most-admired of the UK's largest passenger group's, according to the UK's longest-running annual survey of corporate reputation.

Partnered by the London Stock Exchange, Britain's Most Admired Companies (BMAC) studies corporate reputation as judged by competitors and financial influencers across 28 sectors. Board-level representatives, financial analysts and city commentators - including *Passenger Transport* - are asked to rate companies in their sector on a scale of 0 (poor) to 10 (excellent) across 13 key criteria.

The 2025 edition of BMAC includes 10 companies from the transport sector: four land-based passenger transport groups - Arriva, FirstGroup, Go-Ahead and National Express (Mobicoo) - and six airlines.

Go-Ahead was ranked most-admired overall in the transport sector, ahead of second-placed International Consolidated Airlines Group (IAG) and Ryanair. The bus and rail group also achieved the highest score of all transport companies in four criteria - 'quality of management' (8.5), 'capacity to innovate' (7.0), 'positive contribution to society' (8.00), and 'commitment to diversity equity and inclusion' (7.67).

Patrick Verwer, chief executive officer - rail, who collected the award commented: "This recognition is a testament to the dedication of our people, it reflects the incredible work colleagues do every day, living our values - caring for customers, supporting each other, serving communities, caring for our assets and reducing our impact on the environment. We are extremely proud of this achievement."

FirstGroup achieved the highest score of all 10 transport companies for reducing environmental impact (7.25).

At the other end of the transport league table, Arriva once again had the second lowest overall ranking in the transport sector, ahead of low-cost airline company Wizz Air Holdings. Arriva received the lowest score in four of the 13 criteria - 'quality of products and services' (4.00), 'clarity of strategy' (3.67), 'capacity to innovate' (4.00), and 'effective use of corporate assets' (4.00).

**"We are extremely proud of this achievement"**  
Patrick Verwer

ADVANCING UK AEROSPACE, DEFENCE, SECURITY & SPACE SOLUTIONS

Britain's Most Admired Company in its sector

## Serco named Britain's Most Admired Company in its sector

Posted 19 January 2026

Serco has secured 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.



UK'S LEADING BUSINESS MAGAZINE

News Advice Finance Legal Opinion In Business Technology Get Funded Profiles

LATEST NEWS: Reeves opens corporate bond market to small investors in bid to unlock UK savings

## Octopus Energy crowned Britain's Most Admired Company

NEWS CELEBS FOOTBALL LIFESTYLE MORE

IN YOUR AREA FUNERAL NOTICES SHOP COMPETITIONS DATING OFFERS

50 SLIMMING WORLD KITCHEN BOXES TO BE WON

Money > Nationwide

## Nationwide announces good news to 16 million customers

### Nationwide bosses 'delighted' with the news

Nationwide has announced to its customers following the building society's receipt of a significant and prestigious accolade this week. The UK's largest and the world's biggest mutual building society **released a statement on Friday**.

On January 16, **Nationwide** - which competes with TSB, Santander, HSBC UK, Lloyds, Barclays, NatWest and The Co-operative Bank, as well as First Direct and others - announced on its website that it had won gold in the Retail Banking sector in Britain's Most Admired Companies 2025.

*"This award reflects the progress we've made in building an even stronger Nationwide - one that delivers banking that's fairer, more rewarding, and for the good of society. We are delighted to receive this recognition from those who best understand our industry."*

**Dame Debbie Crosbie, CEO**



# Positive national, local and trade media coverage



## Emma Walmsley and Carolyn McCall named Britain's most admired business leaders

Andrew Saunders  
Related Topics  
easyJet PLC, ITV, GlaxoSmithKline  
05 December 2018 12:01am GMT



### Who are Britain's 'most admired' insurers?

Thirteen key criteria considered

### Carolyn McCall Chief executive, ITV

**BEST OF THE REST**

**Andrew Williams, Hainia**  
Under the sign of ITN, Williams has been a key figure in the company's success. He has been instrumental in the company's growth and success, particularly in the area of digital content. Williams has been instrumental in the company's growth and success, particularly in the area of digital content.

**James Dyson, Dyson**  
Dyson has been instrumental in the company's success, particularly in the area of digital content. He has been instrumental in the company's growth and success, particularly in the area of digital content.

**Alison Brittain, Whitbread**  
Brittain has been instrumental in the company's success, particularly in the area of digital content. She has been instrumental in the company's growth and success, particularly in the area of digital content.

### Which is Britain's Most Admired Car Company and Why?

By **2nd Opinion** - December 6, 2019

The annual Most Admired Companies Study by English business magazine, Management Today dates back 28 years and honors the best businesses throughout the country.

### AVEVA Recognized as One of Britain's Most Admired Companies

### Echo Research and Management Today Collaborate for Annual Survey of Britain's Businesses

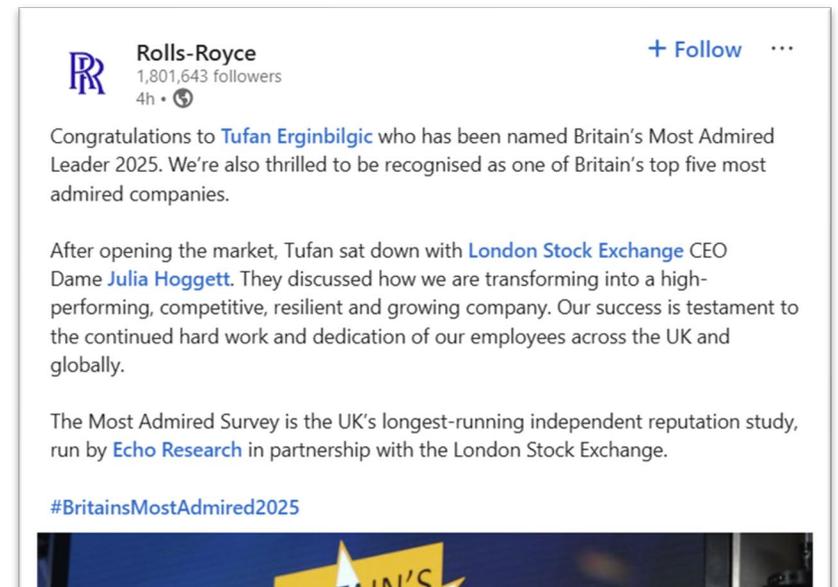
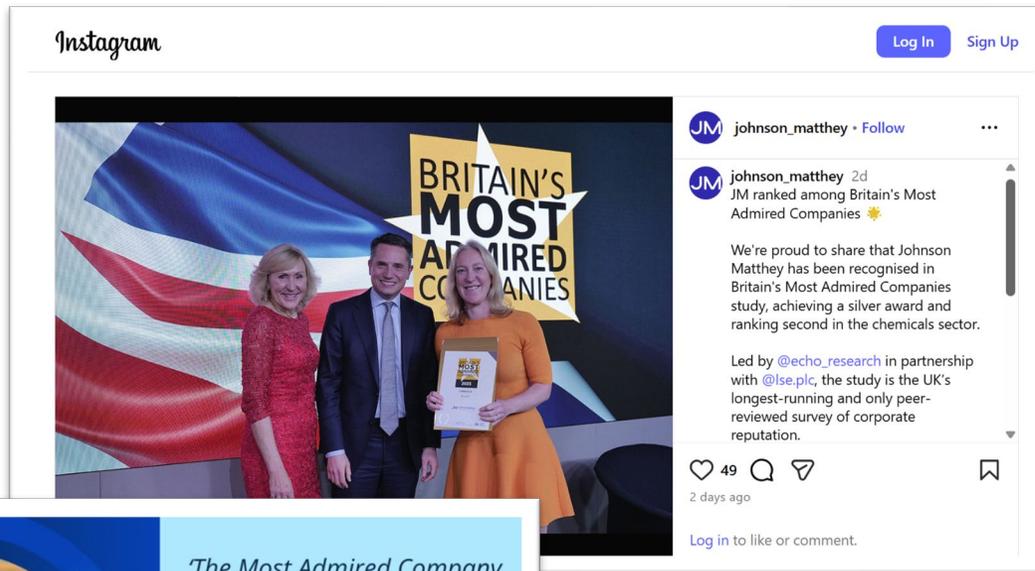
LONDON, UK, 26<sup>th</sup> February 2021 – AVEVA, a global leader in engineering and industrial software, has been named one of Britain's Most Admired Companies 2021 in the longest-running corporate

### BRITAIN'S MOST ADMIRABLE LEADERS

**LORD SIMON WOLFSON**

Wolfson has been instrumental in the company's success, particularly in the area of digital content. He has been instrumental in the company's growth and success, particularly in the area of digital content.

# Activation across social channels



**Stephen A. Carter**  
Group Chief Executive

*The Most Admired Company Awards are a fantastic thank you to the thousands of Informa colleagues who every day, in the 30+ countries we work and operate in, focus on delivering our best for customers and working with creativity and real ambition.'*

**BRITAIN'S MOST ADMIRABLE COMPANIES**  
2025  
SECTOR WINNER  
MEDIA



Watch the full interview here →

# Expert endorsement of your corporate reputation

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BRITAIN'S MOST ADMIRABLE COMPANIES

**London Stock Exchange**  
122,381 followers  
1w • Edited •

We celebrated Britain's Most Admired Companies of 2024 on the balcony this morning.

Based on peer and financial analyst review of 238 companies across 27 sectors and 13 reputational drivers, the study is the longest-running annual survey of corporate reputation in the UK with data on FTSE 100 and 250 companies going back 35 years.

Congratulations to all category winners, Britain's Most Admired Company, **Berkeley Group Plc** and Dame **Emma Walmsley**, Chief Executive, **GSK** voted by peers as Britain's Most Admired Leader.

Find out more: <https://lseg.group/3Wkxufv>

#MarketOpen #BritainsMostAdmired2024



Monika McDougall and 187 others  
3 comments · 22 reposts

Like Comment Repost

**GSK**  
4,182,321 followers  
4h • Edited •

Emma Walmsley has been named Britain's Most Admired Leader 2024.

Watch Emma and Dame **Julia Hoggett**, CEO **London Stock Exchange**, discuss Emma's ambition and optimism for GSK in 2025. GSK is focussed on delivering innovation that brings benefit for patients, and sustainable value to shareholders.

The Most Admired survey, conducted by **Echo Research** in partnership with the London Stock Exchange, is the longest running corporate reputation survey in the UK, celebrating British leadership and excellence.

#BritainsMostAdmired2024



648 10 comments · 19 reposts

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THE TIMES

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IAN KING

## Britain's most admired companies have stood the test of time

Halma is 131 years old, Relx dates from 1860 and Rentokil is celebrating its centenary — maybe a spin-off born this year will be celebrated a century from now

Ian King

Monday January 20 2025, 10.30pm, The Times

© Britain's Most Admired Companies | 10

# Leverage the Britain's Most Admired brand

## Annual Reports, website, email signatures, etc



**Britain's most admired company**

Legal & General is the only company to consecutively win 'Britain's Most Admired Company' since 2013, and the first financial services company to be recognised in the study's 33-year history.

We performed strongly across all 13 measures of reputation in the study of 251 companies, and secured the highest ratings of all companies, regardless of sector, for Inspirational Leadership and Effective Corporate Governance.

"It is an honour to be recognised as Britain's Most Admired Company for the second consecutive year. Since I joined the business in January, I have been impressed by our authentic sense of purpose, talented people and performance track record. This award is testament to the vision and commitment of our teams to delivering positive outcomes for society, our customers and our shareholders, and it is great to see them recognised by peers and other close observers of our business. My congratulations also to the other category winners, who are each making a strong contribution to building the reputation and role of business as a force for good."

António Simões  
CEO of Legal & General



**John Smith**  
Group Brand Director

[john.smith@landg.com](mailto:john.smith@landg.com)

Legal & General, Group Brand, One Coleman St, London EC2R 5AA  
[group.legalandgeneral.com](http://group.legalandgeneral.com)



# Echo Research

30-year track record of working with the world's leading businesses, NGOs and government agencies, delivering insights which drive strategic outcomes.

MRS Company Partners with 100+ awards for research excellence. Full service research capabilities along with earned and social media content analysis.

Proven ability to research senior, hard-to-reach stakeholders in business, media, NGOs and government.

Britain's Most Admired Companies - the UK's premier corporate reputation survey, in partnership with the London Stock Exchange.

Reputation Dividend © economteric valuation

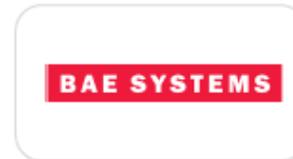
Registered Expert Witnesses on reputation.

New York, London, Abu Dhabi

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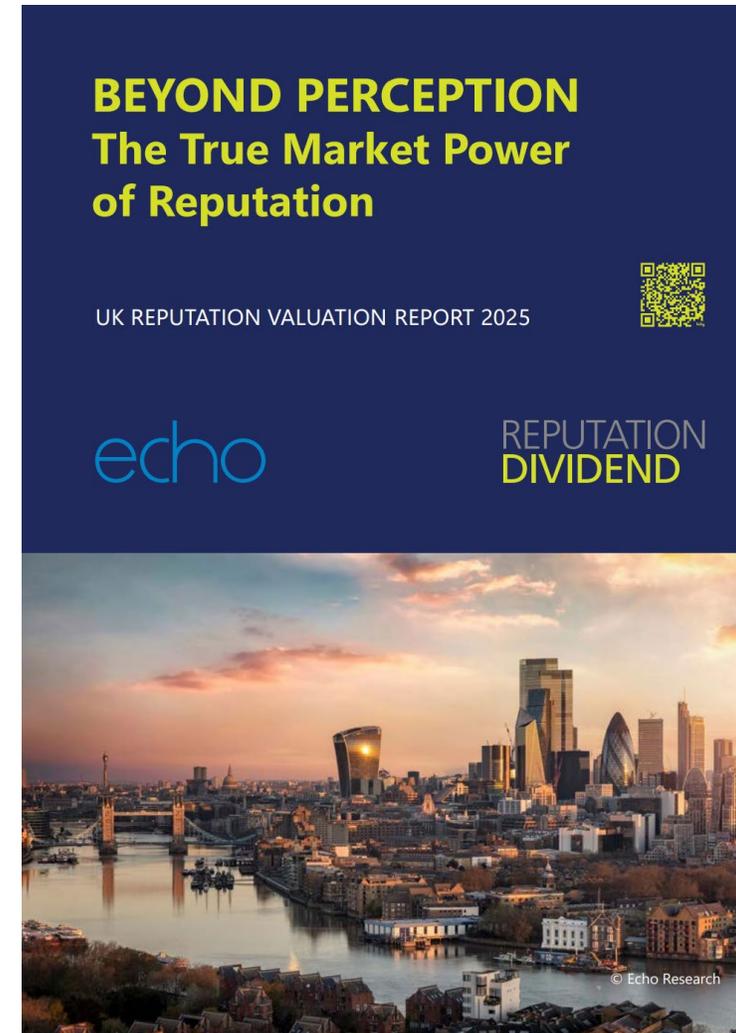
# Download our latest reports

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[Download the report here](#)



[Download the report here](#)



## Reputation / brand audits

Taking the holistic view, from benchmarks and KPIs that matter across our key stakeholders to harnessing evidence in support of improved decision making and prioritisation.



## Risk & issues monitoring

Developing risk and issues matrix. Ensuring early warning alerts through to anticipating emerging trends and issues globally.



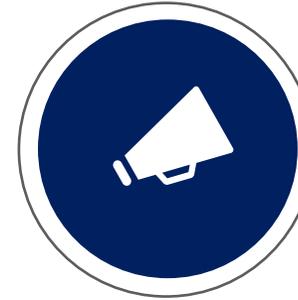
## Reputation measurement & valuation

From internal / external reputation gap analyses to valuing the true economic worth of your corporate reputation for improved resilience and success.



## Influencer mapping

Determining the most important influencers in your sector, across your issues, to support better planning, outreach and engagement.



## Thought leadership

Supporting thought leadership and engagement programs through evidence-based content and insights.



## External and social listening

Assessing the influence of online and traditional media from global listening to mapping reputation drivers, alignment to SDGs and competitor benchmarking.



## The sustainability balanced scorecard

How is sustainability driving value to your organisation?

# Contact Us

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Meaning to the past  
Clarity to the present  
Direction to the future

## Sandra Macleod | Group CEO

 +44 (0)20 8050 3611 | +44 (0) 44 7770 328 724

 [sandra.macleod@echoresearch.com](mailto:sandra.macleod@echoresearch.com)

## Jason Weekes | Commercial Director

 +44 (0)20 8050 3617 | +44 (0)7810 268838

 [jason.weekes@echoresearch.com](mailto:jason.weekes@echoresearch.com)

 [britainmostadmired.com](http://britainmostadmired.com)

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