



Britain's Most Admired Companies 2025

ACTIVATING YOUR AWARD

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Britain's Most Admired Companies

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. Admiration cannot be claimed; it must be earned."

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



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Join the Britain's Most Admired Route to Repute



"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**

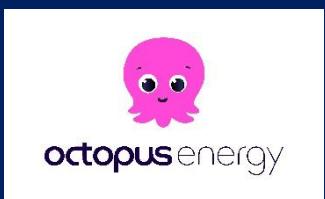
Britain's Most Admired Company 2025

"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



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



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...

...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**



"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."



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

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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INYOURAREA FUNERAL NOTICES SHOP COMPETITIONS DATING OFFERS
Slimming World Kitchen 50 SLIMMING WORLD KITCHEN BOXES TO BE WON

Mirr or > 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



ADVANCE ADS THE OFFICIAL MAGAZINE OF ADVANCING UK AEROSPACE, DEFENCE, SECURITY & SPACE SOLUTIONS

Britain's Most Admired Company in its sector

SECURITY

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.

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Octopus Energy crowned Britain's Most Admired Company



RailBusinessDaily

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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

Positive national, local and trade media coverage



UK NEWS WEBSITE OF THE YEAR 2024

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

Andrew Saunders

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By 2nd Opinion • December 6, 2019

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Who are Britain's 'most admired' insurers?

Thirteen key criteria considered



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

LONDON, UK, 26th 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

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Activation across social channels



Instagram



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JM johnson_matthey 2d JM ranked among Britain's Most Admired Companies

We're proud to share that Johnson Matthey has been recognised in Britain's Most Admired Companies study, achieving a silver award and ranking second in the chemicals sector.

Led by @echo_research in partnership with @lse.plc, the study is the UK's longest-running and only peer-reviewed survey of corporate reputation.

49 2 days ago

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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.'

Stephen A. Carter
Group Chief Executive

BRITAIN'S MOST ADMIRE COMPANIES
2025
SECTOR WINNER
MEDIA

informa



Watch the full interview here →

Rolls-Royce
1,801,643 followers
4h

Congratulations to [Tufan Erginbilic](#) who has been named Britain's Most Admired Leader 2025. We're also thrilled to be recognised as one of Britain's top five most admired companies.

After opening the market, Tufan sat down with [London Stock Exchange](#) CEO Dame [Julia Hoggett](#). They discussed how we are transforming into a high-performing, competitive, resilient and growing company. Our success is testament to the continued hard work and dedication of our employees across the UK and globally.

The Most Admired Survey is the UK's longest-running independent reputation study, run by [Echo Research](#) in partnership with the London Stock Exchange.

#BritainsMostAdmired2025



Expert endorsement of your corporate reputation



London Stock Exchange
122,381 followers
1w · Edited · 5

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



648 10 comments · 19 reposts

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GSK 4,182,321 followers
4h · Edited · 5

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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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

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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
Legal & General, Group Brand, One Coleman St, London EC2R 5AA
group.legalandgeneral.com

L&G 




WINNING
LOGO

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 © econometric valuation

Registered Expert Witnesses on reputation.

New York, London, Abu Dhabi



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BCG

Coca-Cola
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PARTNERS

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AUTHORITY



moderna

Panasonic

RioTinto



smart
meters

UCL

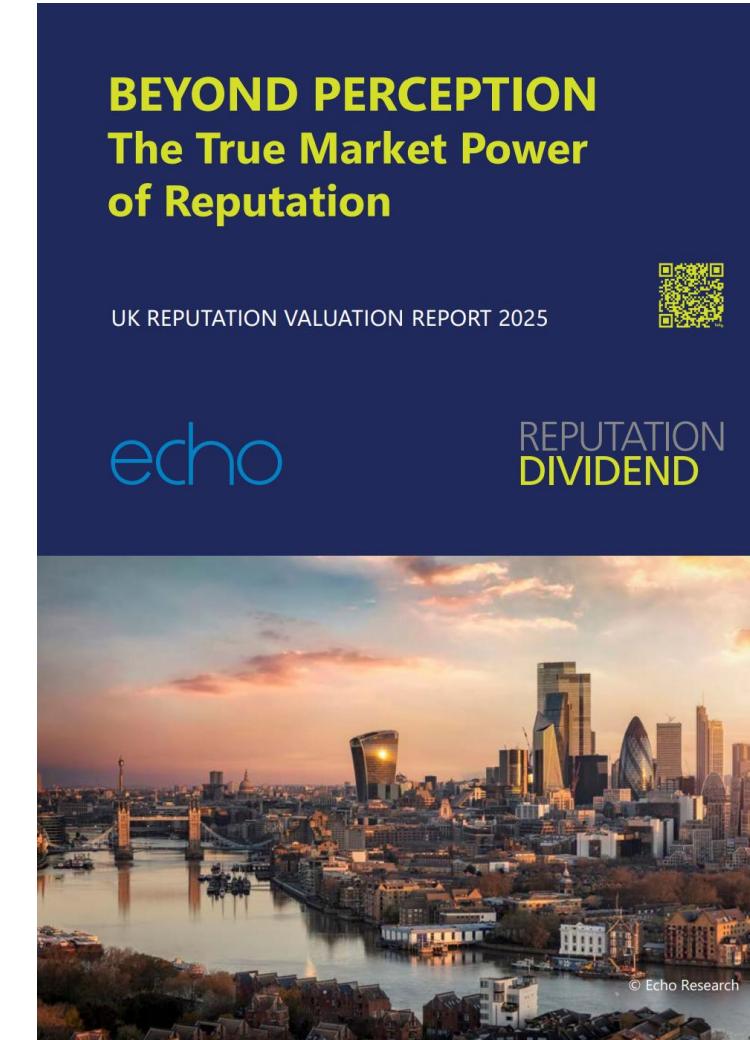
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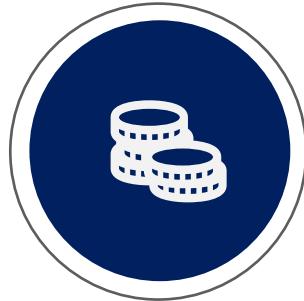
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Reputation / brand audits

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

Sandra Macleod | Group CEO

-  +44 (0)20 8050 3611 | +44 (0) 44 7770 328 724
-  sandra.macleod@echoresearch.com

Jason Weekes | Commercial Director

-  +44 (0)20 8050 3617 | +44 (0)7810 268838
-  jason.weekes@echoresearch.com



britainsmostadmired.com



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

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