

UK COMPANY CULTURE AWARDS

2025 JUDGES' COMMENTS

BEST WORKPLACE MENTAL HEALTH AWARENESS INITIATIVE

WINNER
Mednet

Their initiative stands out due to its structured, data-driven approach to workplace mental health. The involvement of senior leadership and a wide range of strategies ensures long-term impact, with the organisation's commitment to evidence-based interventions being highly admirable. They demonstrate a deep understanding of mental health, supported by well-structured policies to effectively assist staff in the workplace.

BEST WORKPLACE HEALTH & WELLBEING AWARENESS INITIATIVE

WINNER
ENGAGE INTERACTIVE
Fitness, fun and fundraising with the Elympics

A simple, clear, and well-orchestrated initiative. It was fantastic to see staff share how much they enjoyed being part of the Elympics and the positive impact it had on their overall well-being, giving them sharper focus, more energy, and helping them stay accountable. We loved how the benefits to their own people, as well as the more obvious charitable benefits, were clearly articulated. The longevity of the event is a true testament to its success.

BEST CHARITABLE/CORPORATE SOCIAL RESPONSIBILITY INITIATIVE

WINNER
NHS SBS HEALTHY PROGRAM
People, Planet, Purpose

We were impressed by their commitment to their initiative. They presented a well-structured and clear approach, making it easy to understand how each project contributes to the overall vision. The strategy was comprehensive and thoughtful, and we appreciated how they empowered employees to choose the charities and causes they wanted to support during voluntary opportunities.

BEST CHARITABLE/CORPORATE SOCIAL RESPONSIBILITY INITIATIVE

SILVER
FIRST DIRECT BANK
first direct & Shelter HelpLine+

The impact created by First Direct Bank through a genuine partnership with a charity is truly impressive. They not only enhanced their service offering, supporting vulnerable individuals, but also improved skills and processes within the organisation to ensure quick and easy access to these services. The secondment program stood out, demonstrating impactful collaboration at its finest.

NEXT GENERATION INITIATIVE

WINNER
REFLECT DIGITAL
Accelerating Careers - Educating & Inspiring the Next Generation of Digital Leaders

A well-structured approach with a broad range of initiatives targeting different talent groups. Reflect Digital's commitment and investment are evident not only in the thought that went into this initiative but, more importantly, in the positive results. It inspires future digital professionals while also taking tangible action to create opportunities and foster sustainable career pathways.

ESG PROGRAM OF THE YEAR

WINNER
BWB TECHNOLOGIES
Proving micro businesses can make an impact

A strong, compelling case for how micro-businesses can make a significant impact on ESG. Their effective use of SMART goals and clear objectives, along with well-defined tactics, made the process easy. The results outlined were impressive and clearly linked back to the organisation's original goals, showcasing their successful execution.

BEST FLEXIBLE WORKING POLICY

WINNER
INTERLINK

They clearly demonstrated how flexible working can significantly improve employee well-being. We particularly admired their approach to this transition as a long-term shift in their business model. They ensured its effectiveness at every level, benefiting employees, customers, and the organisation as a whole which resulted in outstanding business performance and high retention.

BEST EMPLOYEE REWARD SCHEME

WINNER
AEGON UK
Pay & Progression

The scheme was both well-developed and expertly implemented, with a consistent approach that seamlessly integrates across multiple touchpoints. It featured a highly structured design, focused on skills portability and personal growth. They demonstrated a profound understanding of how essential team and company culture are to customer satisfaction. A truly standout winner!

BEST MENTORING INITIATIVE

WINNER
FIRST DIRECT BANK
Welcome to fd

We were particularly impressed that volunteers are at the heart of the initiative, delivering a well-structured, long-term support programme designed to encourage growth and we admire what they are doing. It establishes a strong evidence base that clearly outlines the challenge the project aims to address, as well as the business rationale behind its initiation. This not only highlights the strategic importance of the initiative but also demonstrates the organisation's commitment to continuous improvement.

BEST CULTURE TRANSFORMATION INITIATIVE

WINNER
CLEAN DIGITAL
Transformational Leap into Employee Ownership

Their bold and inclusive initiative has clearly delivered impressive results and positive feedback. They have truly embodied their values and transitioning to employee ownership is a brave, values-driven decision that genuinely empowers their people. By giving employees a direct stake in the organisation's success, they've cultivated a culture of shared responsibility, fresh perspectives, and long-term sustainability.

BEST CULTURE TRANSFORMATION INITIATIVE

SILVER
FIRST DIRECT BANK
fd Magic

They successfully implemented a difficult policy in a way that felt authentic to their culture, yielding great results. Employees were actively engaged in the process, feeling heard and supported. They demonstrated a positive culture, highlighting that the business is not only focused on achieving results but also committed to fostering a continuous learning environment where improvement is always encouraged.

BEST DIVERSITY, EQUALITY & INCLUSION (DEIB) INITIATIVE

WINNER
FIRST DIRECT BANK
We stand together

We were impressed by the diverse areas in which they've brought their DE&I strategy to life. They clearly outlined its wide-ranging impact and the robust results achieved. The proactive approach to engaging individuals who might not typically be involved in DE&I initiatives is particularly impressive. This thoughtful inclusion not only enriches the diversity of perspectives but also ensures that the benefits of the program are felt across all levels of the business. With strong results and notable improvements, it's clear that these changes are both impactful and sustainable.

REMOTE WORKING INITIATIVE OF THE YEAR

WINNER
REBOOT
Redefining remote work for a perfect work-life balance

Reboot's comprehensive and forward-thinking approach to remote working was impressive. Integrating policies such as the four-day workweek, not only boosted employee satisfaction but also set a benchmark for other organisations. They clearly invested in their work-from-home strategy, which was shaped by team feedback, and the results and outcomes were outstanding.

BEST EMPLOYEE-LED INITIATIVE

WINNER
SKYRISE
Culture Hub

A brilliant example of an organic and sustainable employee-led initiative, this living resource went beyond static policies to create a dynamic, evolving cultural tool that supported individuals at all levels. We loved how adaptable it is, with the potential to extend beyond the organisation. It was absolutely fantastic in its simplicity!

BUSINESS PURPOSE BEFORE PROFIT AWARD

WINNER
EVOLUTED

Evolved was a standout winner! Their contributions to the community, sustainability efforts, and employee-first culture set them apart as a prime example of purpose-driven leadership in the digital agency space. Their initiative is comprehensive and well-rounded, clearly prioritising community impact, sustainability, and employee empowerment, all while maintaining strong business performance. The alignment of their mission, strategy, and results was impressive, reflecting a genuine commitment to creating a positive impact.

BEST INTERNAL COMMUNICATIONS CAMPAIGN OF THE YEAR

WINNER
FIRST DIRECT BANK
Internal Comms

A fun and engaging idea, it was fantastic to see how the leadership team fully embraced the initiative alongside the comms team to ensure its success. The impressive bounceback from the hybrid working announcement, quickly exceeding pre-announcement engagement levels, was particularly outstanding. It was a great campaign, with results that demonstrated dedication and a genuine willingness to make a difference.

BEST EMPLOYEE LEARNING & DEVELOPMENT PROGRAMME

WINNER
E.ON NEXT
Limitless Leadership

This was a high-impact programme! The outcomes were particularly strong in terms of operational impact. It's a great programme for a company on a large scale, and it's clear that a lot of thought, planning, and expertise went into designing it. Their impressive, quantifiable results in leadership development and customer service improvements further highlight its success.

BEST EMPLOYEE LEARNING & DEVELOPMENT PROGRAMME

SILVER
FIECON
Integrated Leadership Development Program

We loved this programme and it's truly inspiring to others. With clear objectives from the outset and a focus on the issues the company aimed to resolve, they showcased strong outcomes and the work completed beyond the initial project. The programme directly addressed a key industry challenge and offered a comprehensive, phased approach to leadership development.

BEST EMPLOYEE PROGRESSION & RETENTION STRATEGY

WINNER
SKYRISE
Real, Connected, Creators

Skyrise implemented a range of initiatives to ensure employee retention and progression, with a strong focus on professional development, workplace culture, and benefits. The company clearly is evolving alongside its employees. Significant time and investment have been made to ensure that all employees feel heard and understood, offering a real human touch. We particularly loved the positive feedback from the staff.

BEST ONBOARDING/INDUCTION PROGRAMME

WINNER
FIRST DIRECT BANK
Welcome to fd

We were impressed by their clear illustration of objectives and the problem they aimed to solve, offering the flexibility needed to support other disabilities is highly impressive, fostering an inclusive onboarding environment and moving to in-person training also seems to have been a strong decision. The deployment of Mental Health First Aiders underscores a strong commitment to employee well-being.

BEST HR SOFTWARE OR TOOL

WINNER
ACTIVE CARE GROUP & THRIVE
Echo

A great example of building on existing technology to create a bespoke solution that has led to significant success. The impact on workplace culture is clearly outlined, demonstrating that the app has successfully met its objectives. It was impressive to see the company stay relevant with technology, quickly reaching all employees, especially those working out in the community.

BEST WORKING ENVIRONMENT (REMOTE)

WINNER
LIMELIGHT MORE THAN A BUSINESS
a community that grows together.

We really enjoyed reading about the investment Limelight has made in their team, offering the flexibility needed to suit modern life. Despite being remote, it was great to see they still encourage local meet-ups for team bonding. They provided a clear and compelling narrative on how remote working arrangements not only support a strong organisational culture but also emphasise purpose and clear values. The balanced approach between remote and face-to-face interactions clearly contributes to a shared vision of success, as evidenced by impressive engagement levels and a high retention rate.

BEST WORKING ENVIRONMENT (HYBRID)

WINNER
FIRST DIRECT BANK
Hybrid Working

Their culture is the foundation that allowed individuals, teams, and the organisation as a whole to thrive. Their hybrid working plan, supported by a robust operational policy and process, delivered creative solutions with clear and measurable results. They actively listened to their workforce, offering flexibility where necessary while fostering a strong, unified culture. The impressive increased engagement, sustained productivity, and higher employee satisfaction truly sets them apart.

LEADERSHIP AWARD

WINNER
JAKE LI
Skyrise

A truly inspiring leader, Jake blends technical expertise, mentorship, and resilience in every aspect of their role. They clearly prioritise their team members' well-being and leads with strength, showing empathy in everything they do and the testimonials speak volumes about their leadership style. The ability to expand and lead high-performing teams while maintaining a focus on well-being and inclusivity showcases them as a standout role model.

B-CORP COMPANY OF THE YEAR

WINNER
EVOLUTED

Their structured development programmes set a high benchmark for workplace culture in the industry, prioritising people over profit and embedding sustainability, both within the organisation and with their clients. We really admired their approach to employee training, well-being, and remuneration. It's clear that it's a great place to work, where their team truly feels like a valued part of the company.

B-CORP COMPANY OF THE YEAR

SILVER
EMC3

emc3 exemplifies sustainability and social impact, seamlessly integrating B-Corp values into its culture. Their impressive carbon reduction efforts, strong well-being initiatives, and high employee satisfaction showcase a genuine commitment to ethical business. Leading by example in the events industry, they set a high standard for sustainability and workplace excellence. Outstanding work!

MOST INNOVATIVE CULTURE

WINNER
VISITING ANGELS

It was fantastic to see a company valuing its employees in tangible ways that directly benefit them. They demonstrated how cultural innovation can improve both business outcomes and service quality, while responding excellently to challenges. The statistical comparisons with industry benchmarks further strengthen the nomination, providing clear evidence of their success.

BEST TEAM CULTURE

WINNER
ENGAGE INTERACTIVE

An amazing effort of creating a workplace where people genuinely feel like they belong. The shift to employee ownership was a game-changer, ensuring that everyone had a real say in the company's future. We were impressed with their strong, inclusive, and forward-thinking culture that prioritised DE&I, learning, and employee engagement. Their strong retention rates, excellent employee satisfaction scores, and continued growth are a testament to the effectiveness of their people-first approach.

BEST COMPANY TO WORK FOR

WINNER
FIRST DIRECT BANK

First Direct has built an exceptionally strong people-first culture, with initiatives such as mutual mentoring, leadership shadowing, and extensive employee well-being programs, fostering a highly engaged workforce. Their investment in employees and flexibility creates a truly supportive environment, reflecting a well-rounded approach to the overall employee experience.

BEST COMPANY TO WORK FOR

SILVER
OCTOPUS ENERGY

We loved their holiday policy, hybrid working model, and share schemes, all of which demonstrate a strong commitment to work-life balance. They show great emphasis on their mental resilience, learning, and career growth. We were also impressed with their hiring practices and DE&I efforts. They have fostered a vibrant, positive, and empathetic work culture, resulting in impressive outcomes.

BEST AGENCY TO WORK FOR (SMALL)

WINNER
CLEAN DIGITAL

Clean Digital demonstrated a clear commitment to employee well-being. Their employee-owned structure sets them apart, ensuring every team member has a voice in business decisions. Their strong retention rates and growing client base highlight the success of their people-first culture and dedication to professional development. The evidence they provided, combining client feedback and key stats tied to employee retention, is something they should be especially proud of.

BEST AGENCY TO WORK FOR (SMALL)

SILVER
KITCH

With impressive career growth and retention, they've built a dynamic, people-first culture. We were particularly impressed by their commitment to personal development, with a percentage of profits allocated to bi-monthly training and individual coaching. It was also fantastic to see that policies are shaped by staff feedback, demonstrating their focus on listening and evolving with their team.

BEST AGENCY TO WORK FOR (MEDIUM)

WINNER
RECEPTIONAL

Clearly putting a lot of thought into their workplace, Receptional's approach to addressing challenges around career progression and recruitment is particularly strong, with clear, well-structured initiatives driving measurable impact. Their extensive range of benefits reflects a strong, employee-centric culture and highlights the agency's commitment to creating a positive workplace that resonates with both current and prospective staff. It's both impressive and inspiring!

BEST AGENCY TO WORK FOR (LARGE)

WINNER
IMPRESSION

Impression's commitment to employee engagement and well-being is deeply embedded, supported by a proven track record of initiatives that attract, develop, and retain a high-performing team. With so many benefits, it's evident they genuinely care about work-life balance. Their training programmes, clear career growth paths, and mental health support ensure employees feel valued and motivated. A high retention rate and rapid business growth further prove they're on the right track! They've created an environment where employees feel supported and inspired to thrive.

THANKS TO OUR 2025 PARTNERS

