



Celebrating the very best of the
banking industry, as decided by customers



Introducing the British bank awards

Since 2014, Smart Money People have been on a mission to help financial services companies deliver outstanding service by giving their customers a voice. As the UK's most comprehensive financial services review site, our unique platform helps us empower consumers to make more informed choices while enabling better business decisions for financial services companies.

That's why we started the British bank awards, to find and recognise the very best of the banking industry. The awards are widely recognised as the ultimate symbol of excellence across the banking industry, as determined by those who matter most, the customer.

Award categories span the vast range of the banking sector, with specific categories for innovation, new entrants to the market, ethical providers, influencers, and many more.

But what sets the British bank awards apart is that it's the voice of the customer that counts. So if you feel you offer truly stand-out products and services and you want the world to know about it, take part in the awards. It's free to enter and it's your customer's reviews that will decide the winners.





How do we judge the awards?

Simply – we don't. Unlike other industry events, British bank awards winners are decided entirely by customer reviews, not by a panel of judges. Any eligible reviews left on Smart Money People between the opening and closing dates will be counted.

To determine the winners, we factor in a wide range of the review data we receive, to give a comprehensive view of the companies and reflect broad customer opinion. The exceptions are the customer service and treating customers fairly categories, where winners are decided based on data captured for these specific questions (excluding partner awards).

It doesn't matter how big your company is - the awards come down to quality customer reviews, nothing more.





Who runs the awards?

The British bank awards are run by us, Smart Money People. We're the UK's most comprehensive financial services review site, with more detailed and in-depth insight than any other review site.

We give consumers a platform to write and read impartial reviews so they can feel confident in their financial purchases, while delivering data-driven insights to help companies better meet their customers' needs.

Founded in 2014, Smart Money People's mission is to help people and financial companies create better outcomes. The British bank awards help to achieve this mission by acting as a symbol of excellence to both consumers and industry peers.

The British bank awards are a core part of what Smart Money People do alongside our other awards - the Insurance choice awards and the Consumer credit awards.





Why take part?

The British bank awards are a great way to show off how much your customers value you



Receive recognition and build credibility

The awards are determined by the reviews of your customers, making them a unique seal of approval in the industry. They're the ultimate endorsement that your products and services are hitting the mark, and that the hard work of your people is paying off.

Winning an award gives your company credibility, particularly if you're new in the industry or looking to build trust amongst consumers. Our badges are highly coveted as symbols of excellence. Your company's reputation will also be boosted by the extensive marketing and publicity surrounding the awards.





Access valuable customer insights

Using Smart Money People's platform, you get first-hand access to the honest feedback of your customers on an independent and impartial platform.

By understanding what your customers think and say about your company, you can turn your reviews and award votes into a valuable learning opportunity that can be fed into your business plans.

All reviews we receive throughout the year (including those during the awards period) are available for you to view on our dashboard. You'll also be able to access essential Consumer Duty data.



74%*

of consumers read reviews before considering a switch to a new financial provider



84%*

say it's important that others have had a good experience before they buy a product or service



52%*

of consumers who've left a review for a financial services provider have ended up with a better outcome



Boost company morale and attract talent

Getting feedback from your customers that you're doing a good job is a great message to share with your employees.

It will motivate your existing people as well as help attract the stars of the future. Who wouldn't want to work for an award-winning company with products and services their customers love?



Attend one of the most glamorous award evenings in the industry

Secure your spot for a night you really won't want to miss. Held at one of London's premier venues, the British bank awards gala evening is an ideal networking opportunity and the chance to catch up with old colleagues and friends.



Key dates



Voting opens
12 January 2026



Finalists announced
1 April 2026



Voting closes
21 April 2026



Winners announced
21 May 2026



How to take part

Claim your review page

By claiming your review page with our verified account, you get access to your dashboard on the Smart Money People platform. Having a verified page on our website ensures trust and authenticity for voters and customers.

Confirm your entry in the awards

[Email us](#) to confirm you'd like to take part in the awards, there's no cost to enter! Let us know who your main contact will be, and we'll review the most relevant categories for your participation.





Start your voting campaign

Our awards are determined by reviews you receive at Smart Money People. Once you confirm your company's best contact, we'll provide you with a suite of marketing collateral for your voting campaign and a personalised voting link. You can then encourage customers to vote by sharing your voting link and collateral via email, social media and newsletters.

Sending email campaigns

either as a specific 'vote for us' email or within your newsletters and email signatures.



Adding the voting link

to your website or app to make it as easy as possible for your customers to share a review.



Using social media

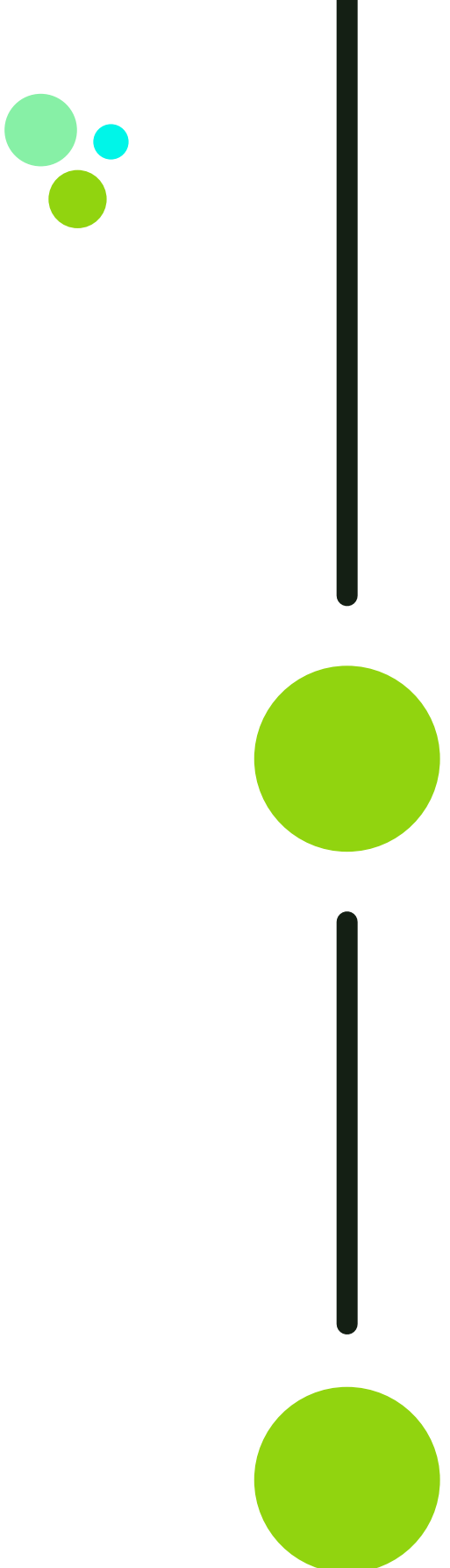
to share posts and generate excitement.



Using the marketing collateral

provided to give your customers more information about the awards.





Keep the momentum going

Keep sharing your voting link through emails, social media posts and by encouraging staff to tell customers about the awards. We encourage you to post regular reminders to sustain engagement. Recent customer feedback offers insight to improve services while driving votes.

Celebrate your achievements

Bringing together leaders and innovators from across the industry for a black-tie celebration, our awards gala event gives you the opportunity to connect with potential peers and partners and showcase your success.

Read more about the gala evening at [our website](#). Don't forget, you can purchase our finalist and winners badge licence package, demonstrating your achievement to new and existing customers.





The ceremony

Join us to celebrate the banking industry's achievements and winners at our gala event.



Venue

Royal Lancaster Hotel,
Lancaster Terrace,
London, W2 2TY



Date

Thursday
21 May 2026



Time

7pm – 1am



Dress code

Black tie



To find out more about the event, email:



events@smartmoneypeople.com



FAQs

What is the voting process?

Your company will need to register to take part and have a review page on the Smart Money People website. We'll give you a personalised link to provide to your customers, who can leave a review for your company in specific product categories. Customers can also leave a review directly via the Smart Money People website, leaving feedback on a product, which also counts as a vote. And that's it – from landing on the page to leaving a review should take two minutes or less.

Who can leave a review and vote?

Customers who are UK residents over 18 are eligible to leave a review in all categories and will be entered into the prize draw.

What personal data do we capture?

We ask reviewers for a name and email address so we can validate reviews and get in touch with prize draw winners. We don't capture any account-specific information or share any data with third parties. And we're registered with the ICO with the code ZA190919.

How does the £1,000 prize competition work?

We'll randomly select a winner from all customers who leave a valid review during the voting period. Our Terms and Conditions are available by visiting smartmoneypeople.com/british-bank-awards/terms

Can companies incentivise customers to leave a review?

We work hard to keep the process fair, so we don't allow companies to incentivise their customers. These reviews will be removed from the overall ratings process.

Are employees allowed to leave a review and vote?

To keep the process fair, employees (or friends and families of employees) aren't allowed to leave a review for the company they work for (or competitors in the same category they're competing in).

Can a company enter more than one category?

Yes – enter as many different categories as you're eligible for. But please do speak with a member of our team if you're unsure which to go for.



Sponsorship opportunities

Our winners' gala event is one of the best nights out in the industry and is always packed to the rafters with business leaders from across the sector. Sponsoring the gala dinner offers a high-profile platform for brand visibility. With your name featured prominently throughout the evening - from digital screens to event materials - your brand will be aligned with excellence and innovation in front of key industry decision-makers. This provides a powerful opportunity to reinforce your brand's presence and values among a respected and attentive audience.

Contact us at events@smartmoneypeople.com to discuss further.



Partnership options

As well as the ability to sponsor a category in the awards, you can partner with us as headline sponsor, or sponsor an element of our awards celebration evening. If you can't see an option listed and would like to be involved in the awards, please contact us. We're very happy to accommodate bespoke requirements to match your objectives.

Contact the team today

to receive our sponsorship pack.

 events@smartmoneypeople.com



Award categories

Nine headline awards

- Best banking app
- Best British bank
- Best building society
- Best ethical financial provider
- Best newcomer
- Customer service champion
- Innovation of the year
- Personal finance journalist of the year
- Treating customers fairly champion

16 banking-specific awards

- Best alternative finance provider
- Best building society savings provider
- Best business banking provider
- Best business finance provider
- Best cash ISA provider
- Best children's financial provider
- Best credit card provider
- Best current account provider
- Best international payments provider
- Best investments provider
- Best mortgage broker
- Best online trading platform
- Best personal finance app
- Best personal loan provider
- Best savings provider
- Best specialist mortgage provider

Four partner awards

- Consultancy of the year
- Marketing and PR partner of the year
- RegTech partner of the year
- Technology partner of the year



**Our team is here to help make the
British bank awards 2026 a success for you.**

If you have any questions, please get in touch:

 events@smartmoneypeople.com

smartmoneypeople.com/british-bank-awards



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