

**Company:** Red Stone

**Company Description:** British Business Bank is a government-owned business development bank dedicated to making finance markets work better for smaller businesses. Their aim is to drive sustainable growth and prosperity across the UK, and to enable the transition to a net zero economy, by supporting access to finance for smaller businesses.

**Nomination Category:** Publication Categories

**Nomination Sub Category:** Best Annual Report - Government Agencies

**Nomination Title:** British Business Bank Annual Report and Account 2025

1. Date this annual report was first made public:

2 September 2024

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words).

**Total 199 words used.**

The British Business Bank’s 2024 Annual Report and Accounts celebrates a decade of supporting UK growth, innovation and sustainable finance access for small businesses. Highlighting the Bank’s impact across recent initiatives such as the Nations and Regions Investment Funds, and its commitment to transitioning to a net-zero economy.

Built around a theme of ‘Supporting UK Growth and Innovation’, our design approach emphasises optimism, with a focus on geographical reach, a decade-long set of achievements and future momentum. We replaced ‘standard’ photography with dynamic graphics and illustration to better support the Bank’s vision of innovation – Integrating accessible infographics, case studies and illustrations.

Using engaging visual elements to clarify complex information, the report consolidates the activities of the Bank’s subsidiaries, British Business Investments and British Patient Capital, underscoring a cohesive strategy. Key sections include financial audits, risk management and performance reviews.

The report balances natural language with expert analysis, enhancing accessibility through pull quotes, key stats and regional funding maps.

Designed as an interactive PDF and limited printed copies on FSC stock, the report is both sustainable and user-friendly. This latest report effectively communicates the Bank’s strategic vision, supporting its reputation as a champion for small businesses across the UK.

3. Provide the applicable creative and production credits for this entry:

Red Stone creative and project teams



**Attachments/Videos/Links:**

[British Business Bank Annual Report and Account 2025](#)



[REDACTED FOR PUBLICATION]