# Pride of Britain Awards honours unsung UK heroes with a focus on community and resilience



The annual Pride of Britain Awards returns on Monday night at the Grosvenor House, London, to celebrate the remarkable achievements of everyday individuals from across the UK. The ceremony honours those who have demonstrated extraordinary courage, kindness, or resilience in the face of adversity. Hosting the event are dancer Ashley Banjo and broadcaster Carol Vorderman, who will lead the evening in recognising these inspirational figures.

This year's winners reflect a diverse array of heroism and dedication. Among them is football coach Asha Ali Rage, whose work in sport seeks to shield youth from gang violence, alongside cancer survivor and charity founder Leanne Pero. Three police officers who bravely confronted a sword-wielding assailant are also celebrated, as is teenager Marcus Skeet, known as The Hull Boy, who has shared his running journey on social media and raised tens of thousands for charity. A judging panel selected the winners from a shortlist culled from tens of thousands of public nominations, testament to the widespread engagement and admiration for these individuals.

The Pride of Britain Awards are deeply rooted in community involvement, with regional nomination drives actively encouraging public participation well before the national ceremony. Various ITV regional news outlets have opened calls for nominations, inviting the public to highlight local heroes across the Midlands, Channel Islands, and the North West. These regional awards focus on recognizing exceptional courage, charitable work, and fundraising achievements, with winners gaining the opportunity to be celebrated at the national event in London. This grassroots approach ensures diverse representation and underscores the awards’ commitment to honouring unsung heroes from all corners of the UK.

Ahead of the ceremony, the event’s glamour was on full display with celebrities and television personalities attending the red carpet at the Mayfair venue. Present were Strictly star Amy Dowden, Coronation Street’s Helen Flanagan, TV presenter GK Barry, and personality Narinder Kaur, among others. Fashion highlights of the night included standout looks by Princess Andre, Susanna Reid, and Leanne Pero MBE, whose attire was noted for its elegance and detailed craftsmanship, according to fashion coverage in HELLO! magazine.

The Pride of Britain Awards ceremony will be broadcast on ITV1 on Thursday at 8pm, allowing viewers across the nation to celebrate these extraordinary individuals and their contributions. ITV’s continued partnership with the awards facilitates a platform not only for recognition but also for inspiring stories of bravery and compassion.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.manchestereveningnews.co.uk/news/showbiz-news/gallery/pride-britain-awards-2025-red-32713933), [[7]](https://www.tvguide.co.uk/schedule/ddb254af-b0c4-582b-b2ef-569ad6201617/the-pride-of-britain-awards)
* Paragraph 2 – [[1]](https://www.manchestereveningnews.co.uk/news/showbiz-news/gallery/pride-britain-awards-2025-red-32713933), [[5]](https://www.itv.com/news/meridian/2025-09-19/daily-mirror-pride-of-britain-2025-itv-meridian-winners-revealed)
* Paragraph 3 – [[2]](https://www.itv.com/news/central/2025-06-09/pride-of-britain-awards-2025-nominations-now-open), [[3]](https://www.itv.com/news/channel/2025-06-09/pride-of-britain-nominations-now-open), [[4]](https://www.itv.com/news/granada/2025-06-09/pride-of-britain-2025-nominate-a-hero-to-be-granadas-fundraiser-of-the-year), [[5]](https://www.itv.com/news/meridian/2025-09-19/daily-mirror-pride-of-britain-2025-itv-meridian-winners-revealed)
* Paragraph 4 – [[1]](https://www.manchestereveningnews.co.uk/news/showbiz-news/gallery/pride-britain-awards-2025-red-32713933), [[6]](https://www.hellomagazine.com/fashion/celebrity-style/862633/pride-of-britain-best-dressed-2025/)
* Paragraph 5 – [[1]](https://www.manchestereveningnews.co.uk/news/showbiz-news/gallery/pride-britain-awards-2025-red-32713933), [[7]](https://www.tvguide.co.uk/schedule/ddb254af-b0c4-582b-b2ef-569ad6201617/the-pride-of-britain-awards)

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## Bibliography

1. <https://www.manchestereveningnews.co.uk/news/showbiz-news/gallery/pride-britain-awards-2025-red-32713933> - Please view link - unable to able to access data
2. <https://www.itv.com/news/central/2025-06-09/pride-of-britain-awards-2025-nominations-now-open> - ITV News Central announces the launch of the Pride of Britain Awards 2025, inviting public nominations for unsung heroes in the Midlands. The awards aim to honour individuals who display exceptional courage and contribute significantly to their communities. Nominations are open until 10th August 2025, with winners representing the region at the national ceremony in London. The article provides details on eligibility criteria and the nomination process, encouraging the public to recognise and celebrate local heroes.
3. <https://www.itv.com/news/channel/2025-06-09/pride-of-britain-nominations-now-open> - ITV News Channel announces the opening of nominations for the Pride of Britain Awards 2025, seeking individuals and groups in the Channel Islands who have made a significant impact through charitable work. The awards celebrate those who go above and beyond to support their communities. Nominations close on 10th August 2025, with selected winners attending the awards ceremony in London. The article outlines the nomination criteria and encourages the public to honour local heroes.
4. <https://www.itv.com/news/granada/2025-06-09/pride-of-britain-2025-nominate-a-hero-to-be-granadas-fundraiser-of-the-year> - ITV News Granada announces the opening of nominations for the Pride of Britain Awards 2025, focusing on the Regional Fundraiser of the Year. The awards aim to recognise individuals and groups who have made a significant difference in their communities through fundraising efforts. Nominations are open until 10th August 2025, with winners attending the national ceremony in London. The article provides details on eligibility and the nomination process, encouraging the public to celebrate local heroes.
5. <https://www.itv.com/news/meridian/2025-09-19/daily-mirror-pride-of-britain-2025-itv-meridian-winners-revealed> - ITV News Meridian reveals the winners of the Pride of Britain Awards 2025 for the Meridian East and Meridian West and Thames Valley regions. The awards celebrate individuals who have made exceptional contributions to their communities. The article highlights the inspiring stories of the winners and their achievements, providing details on their backgrounds and the impact of their work. The winners will attend the national ceremony in London to be honoured for their contributions.
6. <https://www.hellomagazine.com/fashion/celebrity-style/862633/pride-of-britain-best-dressed-2025/> - HELLO! magazine showcases the best-dressed celebrities at the Pride of Britain Awards 2025. The article features a selection of attendees, including Princess Andre, Susanna Reid, Helen Flanagan, Leanne Pero MBE, and Ashley James, highlighting their fashion choices and styles. Each celebrity's outfit is described in detail, with emphasis on design elements, colours, and accessories. The article provides insights into the fashion trends and styles showcased at the event, offering readers a glimpse into the glamour of the awards ceremony.
7. <https://www.tvguide.co.uk/schedule/ddb254af-b0c4-582b-b2ef-569ad6201617/the-pride-of-britain-awards> - TV Guide provides details on the broadcast of the Pride of Britain Awards 2025 on ITV1 Wales HD. The article includes information on the date and time of the ceremony, which is scheduled to air on Thursday 23 October 2025 at 8:00 PM. It also mentions the hosts, Carol Vorderman and Ashley Banjo, and highlights the event's focus on celebrating the nation's unsung heroes. The article serves as a reminder for viewers to tune in and support the awards ceremony.