# 2026-27 Business plan

LONDON & PARTNERS

Version 2, May 2026



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What we do

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Outcomes





# Executive summary



**What** 

LONDON & PARTNERS

# We are London's growth agency

**Why** 

Our **mission** is to create economic growth which is resilient, sustainable and inclusive

**How** 

**Services** 

## Strategy

**Growth strategies for London**

**Advisory services**

## Promotion

**London Brand**

**Visitor marketing** (Visit London)

**London Convention Bureau**

## Investment

**Foreign direct investment**

**Capital investment** (Opportunity London)

## Business growth

**Scaleup growth** (Grow London Global)

**SME navigation: in-person and digital** (Grow London Local, GrowOS)

**SME growth programmes** (Made Smarter, new AI adoption for SMEs)

**Enabled by** 

**Innovation ecosystem:** Major activations (eg London Tech Week, London Life Sciences Week), Innovation Fellowship

**London & Partners reputation:** Public Affairs, Insights and Evaluation, Corporate Communications

**Non-grant income:** Income strategy, Partnerships, .LONDON

**London & Partners internal:** Finance, People & Talent, Technology & Data, PMO, Governance, Procurement, Premises

# In 2026-27 we will continue to implement our strategy to have longer-term, larger scale impact as London's growth agency

## Context

In autumn 2025, we launched a new three-year strategy with the ambition of having a **longer-term and larger-scale impact** for London.

The strategy sets out **six evolutions** which will transform London & Partners to achieve this ambition.

We made **significant progress on these evolutions** in 2025-26. As we enter year two of this three-year strategy, we have clear plans to continue to transform.

**London's local elections** have fragmented and changed the political landscape, resulting in a new set of local stakeholder relationships for us to develop.

**Artificial intelligence (AI)** is transforming London's economy. In 2026-27, we will launch a new Greater London Authority (GLA)-funded AI adoption for SMEs programme, adapt Visit London's business model to AI-driven changes in advertising and ecommerce, and use AI to target and engage investors more effectively.

In 2026-27, the end of the UK Shared Prosperity Fund (UKSPF) will significantly change our funding sources, requiring savings across services, resulting in **reduced outcomes and activities.**

## Priorities

Our priorities for 2026-27 are set by the six evolutions of our strategy:

**Market intelligence**: more structured sharing of market intelligence with our networks.

**Convening for collective action**: launching Team London to promote London to global audiences.

**Sectors and places**: focusing resources on growth sectors and places set out in the London Growth Plan.

**Strategic inward investment**: integrating our capital and direct investment for a seamless offer.

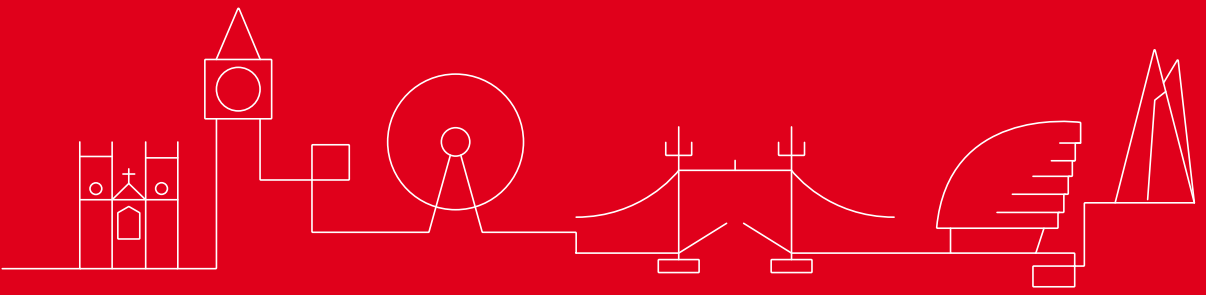
**Technology for scale**: building new SME navigation infrastructure and using AI for lead generation.

**Funding sources**: optimising our corporate structure and strengthening our reputation to secure a range of income sources.

# Who we are

London & Partners is the growth agency for London.

We are a social enterprise, combining purpose with commercial rigour. We are funded by grants, partners and our portfolio of venture businesses.

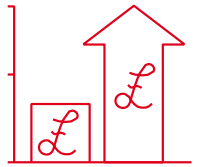




# Everything we do is driven by our mission

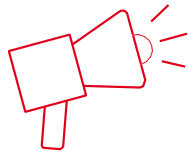
Our mission is to create economic growth for London that is resilient, sustainable and inclusive.

## Growth



Win investment, raise productivity, grow businesses and exports

## Resilient



Build London's long-term competitiveness and brand; and nurture the sectors and places of the future

## Inclusive



Support minoritised entrepreneurs to thrive and support businesses to diversify their workforces

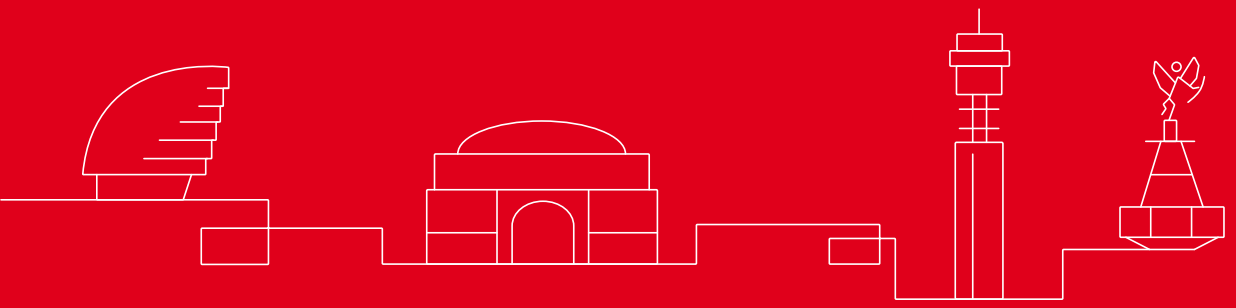
## Sustainable



Scale businesses in the green economy and win investment in green infrastructure



# What we do







Laura Citron OBE, London & Partners CEO

# How we work

## Strategy

We shape London's strategy in priority sectors by sharing data and insights and convening stakeholders.

## Promotion

We promote London's brand, places and growth sectors to win investment, tourists and events.

LONDON & PARTNERS

## Investment

We work directly with international investors to convince them to choose London. We help them to expand their businesses or find investments here.

## Business growth

We help London businesses to grow by connecting them with the right support and running accelerator programmes.




# Strategy

We shape London's strategy in priority sectors by sharing data and insights and convening stakeholders.



**Convening and strategy for priority sectors and audiences**



**Market intelligence**

London & Partners plays a critical role in bringing together partners from both public and private sectors to work together to grow the London economy.

**John Dickie, Chief Executive, Business LDN**

Strategy

Promotion

LONDON & PARTNERS

Investment

Business growth

# Promotion

We promote London's brand, places and growth sectors internationally to win investment, tourists and events. We curate London's story and coordinate the city's advocates.

Last year, 17million people used Visit London, we secured regular coverage in top-tier global media, and our social media channels have more than 4.6 million followers. Our most recent tourism marketing campaign had a return on investment of 52:1.



## London Brand



## Visit London




## London Convention Bureau




# Investment

We work directly with international investors to convince them to choose London. We help them expand their businesses or find investments here.

Seven in 10 international businesses we supported in 2024-25 were considering investing elsewhere when we first contacted them.



## Foreign direct investment (FDI)



## Capital investment in real estate, energy and infrastructure

(Opportunity London)



## Investment in research and development (R&D)

Strategy

Promotion

LONDON & PARTNERS

Investment

Business growth

# Business growth

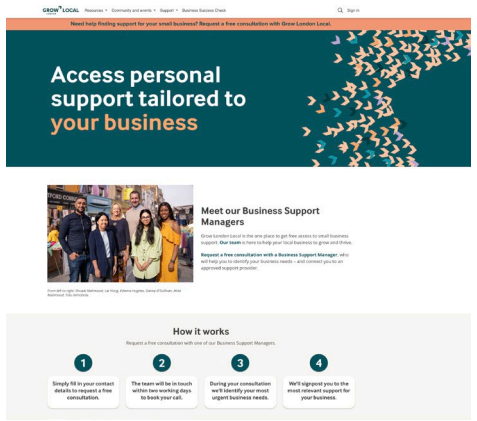
We connect SMEs, including social enterprises and charities, with the support they need to grow. Last year, we provided personal support to more than 6,400 small businesses and aspiring entrepreneurs in London's everyday economy, of whom 88% were from a minoritised group.

We support scaleups to grow and win international business. We have supported one in five of London's scaleups that raise venture capital investment.




**UK scaleup growth**

(Grow London Global)




**Small business navigation**

(Grow London Local – in person and digital)




**Made Smarter**

(Manufacturing digital adoption accelerator)



**AI adoption for SMEs**

(New programme for 2026-27)

Enabler

# Innovation ecosystem

We strengthen London’s competitiveness for innovation by connecting founders, investors, corporates, academia and talent. This drives growth by supporting investment, business growth and London’s brand.



**Innovation Fellowship**

(Executive education for corporate innovation directors)




**London Tech Week**



**London Life Sciences Week**



**International activations**

(London’s presence at international events, such as Vivatech and SLUSH)

Enabler

# London & Partners reputation

We position London & Partners as a trusted partner of government at all levels and London's business community. This enables us to secure funding, encourage companies to participate in our programmes and act as a powerful convenor and connector across sectors.

We do this by rigorously assessing our impact, being transparent about how we work, proactively building relationships with key stakeholders and communicating about our successes.



**Corporate Communications**



**Public Affairs**



**Impact and Evaluation**

Enabler

# Non-grant income

As a social enterprise, London & Partners generates non-grant income which allows us to achieve more with our grant income. All of our services contribute towards non-grant income, whether through partnerships, participation fees, advertising, ecommerce or profit shares.



**Income strategy**

Across all services




**Partnerships**



**.LONDON**




**Visit London ecommerce**

Enabler

# Operations

We provide the operational foundations to deliver impact for London by supporting teams across finance, people, technology, planning and business operations to drive effective and sustainable growth.



**Finance**



**People & Talent**



**Technology & Data**



**Planning and Governance**

# Sector priorities

Our sector priorities are shaped by London's 10-year growth plan. We have different roles in various sectors in order to make the greatest impact. We provide our full suite of support (strategy, promotion, investment and business growth) in frontier innovation and the experience economy.

In two sectors we deliver only investment and business growth, with the broader strategy and promotion work undertaken by national organisations with whom we work closely. We play a supporting role in international education by working closely with London's higher education institutions.



## FINTECH

Insurtech
Financial services
Blockchain
Capital
Crypto



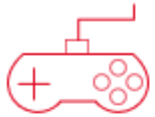
## ENTERPRISE TECH

SaaS
Legaltech
Regtech
HRtech
Edtech
Traveltech
Telecommunication
Hardware
Artificial Intelligence (AI)
Machine learning



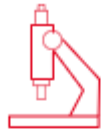
## SUSTAINABILITY

Cleantech
Proptech
Mobility
Urban services
Infrastructure
Digital and automation
Energy
Foodtech



## CREATIVE INDUSTRIES

Ecommerce
Retailtech
Advertising and marketing
Film, TV, video, radio and photography
Adtech
Event tech
Esports and online gaming
VR/AR/MR
Music, performing and visual arts
Design, product, graphic and fashion publishing
Fashtech



## LIFE SCIENCES

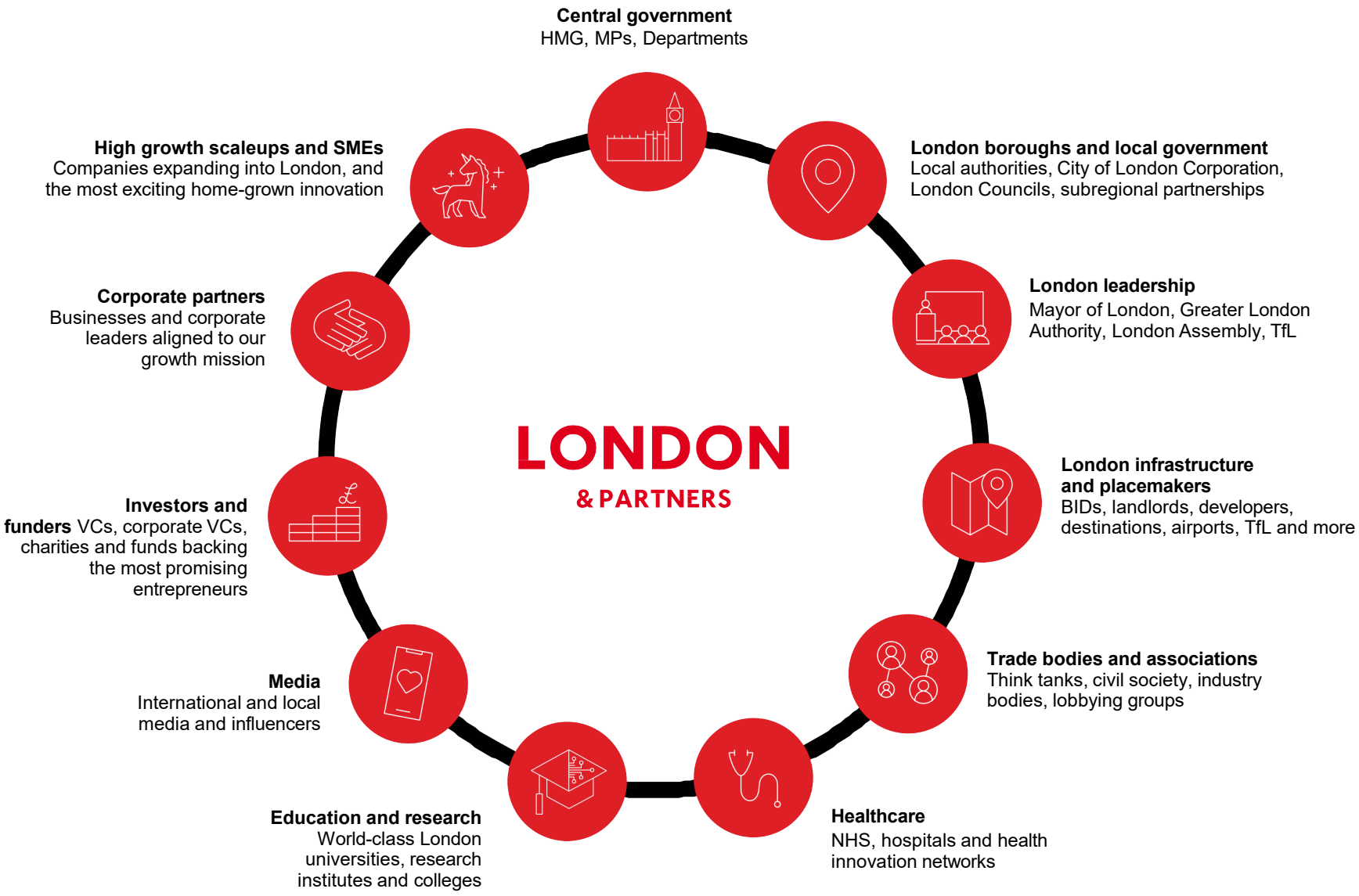
Digital health
Medtech
Biopharma
Diagnostics
Wellbeing
Healthcare



## EXPERIENCE ECONOMY

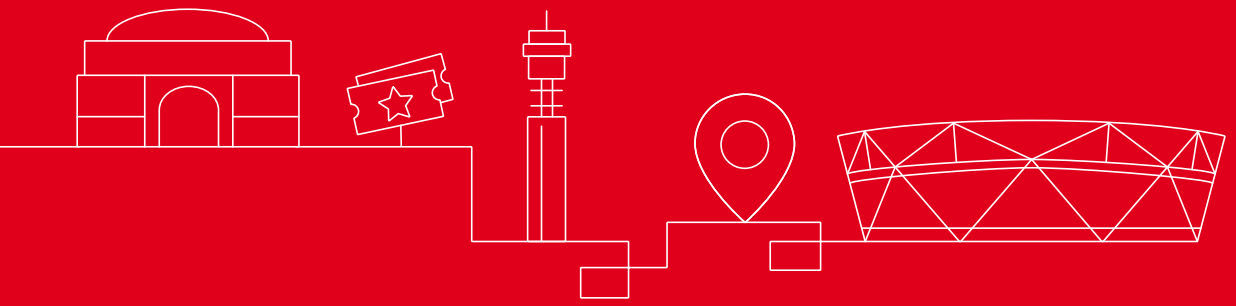
Leisure tourism
Conventions, conferences
Major events
Activations
Experiences

# **We convene powerful networks** to work together for growth



# We work in partnership to deliver growth for London

We work with these strategic partners and more than 400 other partners across the London economy.



## Our strategic partner network

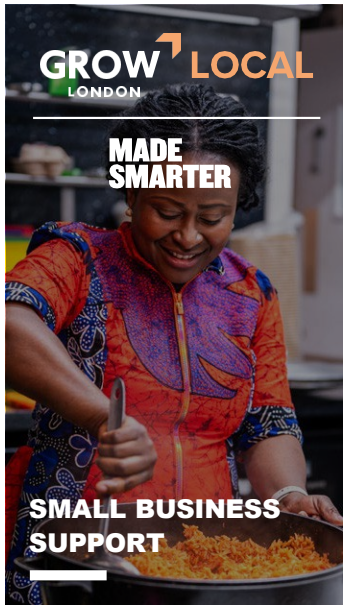
airbnb
Axiom Hospitality
Battersea Power Station
Blick Rothenberg a part of AZETS
bpm
Canary Wharf London
CBRE
City London
The Clermont
The Crown Estate
Edwardian Hotels London
excel London
FCAT Fidelity Center for Applied Technology
Heathrow
HereEast
Hilton
Heart of London Business Alliance
HSBC
IHG Hotels & Resorts
JCDecaux
lendlease
Leonardo Hotels
KPMG
Marriott
Merlin Entertainments
NatWest
Olympia
Oury Clark
SBEG
Shaftesbury Capital
Southbank Centre
TaylorWessing
The O2
Wilson Sonsini

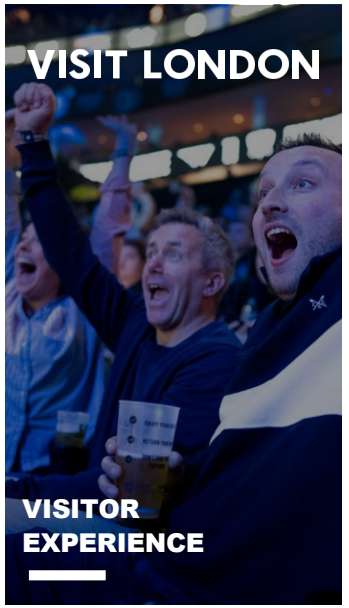
# Our brands

We build powerful brands to engage our international and domestic audiences.

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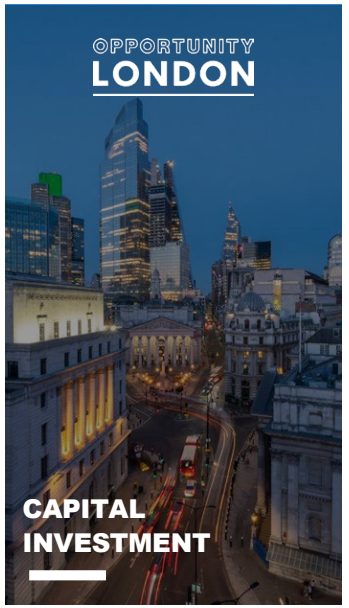



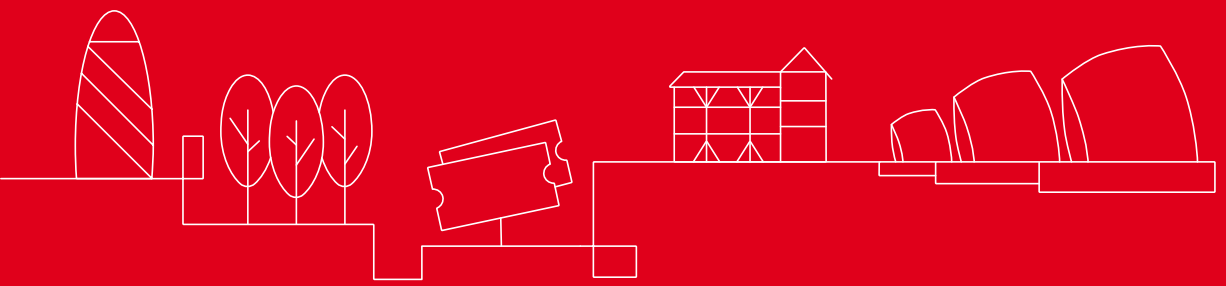






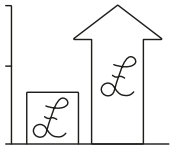
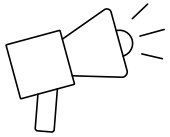



# Measuring our impact





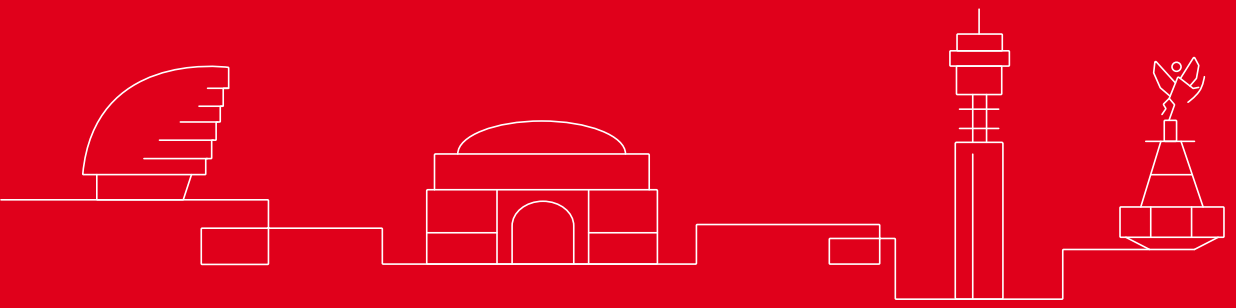
# Our impact by mission

| Our mission is | We do this by | Metrics |
|---|---|---|
|  **To create economic growth** | • Scaling SMEs in London's growth sectors.<br>• Winning investment in housing and infrastructure to enable growth.<br>• Attracting international companies to expand into London.<br>• Winning international capital investment.<br>• Raising the productivity of London SMEs.<br>• Attracting conferences, events and visitors to London. | **Growth created**<br>(Gross value added (GVA), £m) |
|  **That is resilient** | • Nurturing London's growth sectors of the future.<br>• Building London's global brand and reputation.<br>• Supporting investment in research and development.<br>• Shaping a world-class experience for London. | **Growth created**<br>(GVA, £m) |
|  **Inclusive** | • Supporting minoritised entrepreneurs to thrive.<br>• Reducing economic inactivity by helping people to start a business.<br>• Increasing resilience of SMEs that provide local, accessible jobs.<br>• Supporting high-growth companies to recruit inclusive workforces. | **Entrepreneurs supported from underserved groups**<br>(% of total UK clients) |
|  **And sustainable** | • Scaling businesses in the green economy.<br>• Winning investment in green infrastructure and energy. | **Growth in the green economy**<br>(Green GVA % of total GVA) |

# Our impact by service

| Pillar | Service | Outcome metric | Activity indicators |
|---|---|---|---|
| **Strategy** | **Advisory services**<br>**Growth strategies for London** | Qualitative impact reporting to be developed in 2026-27 | To be developed in 2026-27 |
| **Promotion** | **Visit London** | To be developed in 2026-27 | Audience engagements |
| | **London Brand** | To be developed in 2026-27 | To be developed in 2026-27 |
| | **London Convention Bureau** | GVA | Client net promoter score (NPS) |
| **Investment** | **Foreign direct investment** | GVA | Client NPS<br>Number of jobs supported |
| | **Capital investment (Opportunity London)** | Investment supported | Partner NPS |
| **Business growth** | **Grow London Global** | **Service-specific metrics:**<br>• Grow London Global - GVA.<br>• Made Smarter - productivity metrics.<br>• AI adoption for SMEs - TBC.<br>• Grow London Local - % businesses from underrepresented groups. | **Every service will report:**<br>• Number of businesses supported.<br>• Client NPS.<br>• Number of jobs created (where data available).<br>• % businesses from underrepresented groups (for all other non-Grow London Local programmes). |
| | **Grow London Local** | | |
| | **Made Smarter** | | |
| | **AI adoption for SMEs** | | |

# Our priorities for 2026-27







**As London's growth agency, we are evolving to become a more long-term, large-scale creator of growth.**

# Long term and large scale

Long term is about doing things which are harder but worth it in the long run. This includes building competitiveness and brand, nurturing the sectors and places of the future and winning transformational investments.

Large scale is about tackling systems and structures, not just delivering programmes. This includes unpicking the systemic barriers to inclusion for entrepreneurs, building innovation ecosystems and underpinning London’s collective promotion.










# Strategy

Priorities for 2026-27

| | |
|---|---|
| **Services** | Growth strategies for London |
| **Outcomes** | Qualitative impact on decision-making<br><br>London & Partners reputation – metric TBC |

## Priorities for 2026-27

- Develop the evidence base for the experience economy as part of growth strategies.
- Build a stronger policy framework to support innovation in London.
- Implementation of London's new Business Support Strategy, published in March 2026.
- Supporting the delivery of London's UKRI Local Innovation Partnerships Fund.




# Promotion

Priorities for 2026-27

| | |
|---|---|
| **Services** | London Brand<br>Visit London<br>London Convention Bureau |
| **Outcomes** | GVA (£m)<br>Client NPS<br>London Brand metrics – see slide 34 |

## Priorities for 2026-27

- Refreshed messaging for global audiences.
- Building Team London as a powerful community of advocates for London.
- Delivering an international London Brand campaign to attract leisure visitors and investors.
- Creating investor-facing offers for core sectors.




# Investment

Priorities for 2026-27

| | |
|---|---|
| **Services** | Foreign direct investment (FDI)<br>Capital investment (Opportunity London)<br>R&D investment |
| **Outcomes** | GVA (£m)<br>Green GVA (%)<br>Capital investment supported (£m)<br>Client NPS |

## Priorities for 2026-27

- Integrating our investment offer across FDI, capital and R&D to give a seamless service.
- Rolling out the use of artificial intelligence for targeting and lead generation in FDI.
- Developing our investment pipelines in frontier innovation and experience economy alongside the other growth sectors.




# Business growth

Priorities for 2026-27

| | |
|---|---|
| **Services** | Scaleup growth (Grow London Global)<br><br>Small business navigation (Grow London Local – in person and digital)<br><br>Small business programmes (Made Smarter, AI adoption for SMEs) |
| **Outcomes** | GVA (£m)<br><br>Clients supported in person (000s)<br><br>Client NPS<br><br>Entrepreneurs supported from underserved groups (%) |

## Priorities for 2026-27

- Scope, design and implement a new AI adoption for SMEs programme.
- Double the number of SME manufacturers supported by the Made Smarter programme.
- Improve navigation to finance options for small businesses – Grow London Local Money.
- Build best-in-class technology for our business navigation services.
- Prepare to extend navigation services to frontier innovation sectors.
- Support more parts of the UK with scaleup growth.

# Enabler: Innovation ecosystem

Priorities for 2026-27

| | |
|---|---|
| **What we deliver** | **Innovation Fellowship:** executive education programme for innovation directors of large enterprises.<br><br>**London Tech Week:** co-produced with London Tech Week and Informa (London, June).<br><br>**London Life Sciences Week:** co-produced with the BioIndustry Association (London, November).<br><br>**SLUSH:** London delegation to major European tech festival (Helsinki, November).<br><br>**Vivatech:** London delegation to major French tech festival (Paris, June).<br><br>**Smaller activations throughout the year:** eg SXSW, International Women's Day, etc. |
| **In support of these services** | **Promotion:** London Brand<br><br>**Investment:** Foreign direct investment<br><br>**Business growth:** Grow London Global, (TBC – Made Smarter, AI adoption for SMEs) |
| **Priorities for 2026-27** | • Use these activities more powerfully to activate Team London and amplify London Brand messages.<br>• Clarify partner proposition around these activities to support growth in partnership income.<br>• Strengthen tracking of outputs and link to service outcomes. |

# Enabler: London & Partners reputation

Priorities for 2026-27

| | |
|---|---|
| **What we deliver** | Stronger positioning for London & Partners as London's growth agency among policymakers, partners, funders and decision-makers, leading to:<br>• Improved ability to deliver impacts for Londoners through influence and policy advisory, drawing on our expertise in creating growth for the capital.<br>• Improved ability to secure income and partnerships by clearly articulating organisational value, impact and return on public funding.<br>• Greater organisational resilience and readiness for political change ahead of the 2028 Mayoral elections. |
| **In support of these services** | **Strategy:** Growth strategies<br><br>**Promotion:** London Brand<br><br>**Investment:** Foreign direct investment<br><br>**Business growth:** Grow London Global, Grow London Local, Made Smarter, AI adoption for SMEs |
| **Priorities for 2026-27** | Refresh and implement a corporate reputation framework that:<br>• Positions London & Partners clearly as London's growth agency with consistent messaging and structured content planning aligned to reputation objectives.<br>• Strengthens credibility with high-influence stakeholders through clearer prioritisation and targeted relationship management.<br>• Supports income generation.<br>• Establishes measurable reputation impact linked to strategic outcomes. |

# Enabler: Non-grant income

Priorities for 2026-27

| | |
|---|---|
| **What we deliver** | • Partnerships programme.<br>• Visit London ecommerce.<br>• .LONDON top-level domain.<br>• Participation fees.<br>• Advertising and sponsorship. |
| **In support of these services** | **Strategy:** Growth strategies<br><br>**Promotion:** London Brand<br><br>**Investment:** Foreign direct investment<br><br>**Business growth:** Grow London Global, Grow London Local, Made Smarter, AI adoption for SMEs |
| **Priorities for 2026-27** | • Update income strategy, governance and operational process.<br>• Identify, develop and secure new sources of income growth to generate additional revenue.<br>• Expand partner offer and tiers, while retaining our current strategic partners.<br>• Maintain high levels of service and partner satisfaction. |

# Enabler: Operations

Priorities for 26/27

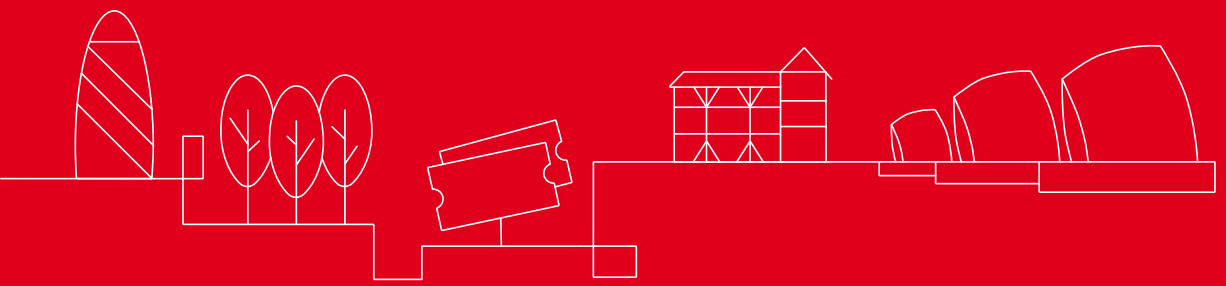
| | |
|---|---|
| **What we deliver** | • The essential corporate underpinnings to govern and manage the company's work.<br>• This includes corporate governance and supporting the work of the board, people and talent, internal communications, finance, IT and data, planning, project management, business analysis, office management, compliance and legal. |
| **In support of these services** | **Strategy:** Growth strategies<br><br>**Promotion:** London Brand<br><br>**Investment:** Foreign direct investment<br><br>**Business growth:** Grow London Global, Grow London Local, Made Smarter, AI adoption for SMEs |
| **Priorities for 2026-27** | • Moving to our new office: creating a space that boosts delivery, reflects our values, engages staff and partners. On time and on budget.<br>• Delivering the organisational transformation underlying this business plan: enhanced automation and delegation, developing our business planning approach with better links to strategy, improved performance management and recognition, on-going line manager training, delivering our cyber and data strategies.<br>• Reviewing our corporate governance. |

# Supporting underserved Londoners

Priorities for 2026-27

| Strategy | Promotion |
| --- | --- |
| • Improve provision of business support for underserved entrepreneurs by implementing London's new Business Support Strategy.<br>• Share insights on the needs of underserved entrepreneurs to inform more effective commissioning of business support. | • Champion London's diversity as a core value and strength of the city as part of London's global brand messaging.<br>• Ensure representation of London's diversity in all marketing materials and at events. |
| **Investment** | **Business growth** |
| • Work proactively with international investors to develop inclusive recruitment strategies and to access diverse sources of talent. | • Proactively engage underserved entrepreneurs through community outreach and targeted marketing.<br>• Develop new AI adoption service which supports underserved entrepreneurs.<br>• Create opportunities for peer learning and support through dedicated events for people with disabilities, LGBTQIA+ and other groups.<br>• Proactively recruit diverse cohorts of companies to business growth programmes. |

# Delivering our strategy: outcomes for 2026-27





# Overview of our targets for 2026-27

## New services and metrics for 2026-27

Alongside our existing services, we are launching a number of new services in 2026-27.

Some of these are entirely new activity with new funding. Others bring together ongoing activity more formally into a service with metrics for the first time, as part of our ongoing effort to improve impact reporting.

- AI adoption for SMEs is completely new. Baselines will need to be set in 2026-27.
- Opportunity London, Visit London and London Brand are existing services where we are strengthening our impact reporting in 2026-27.
- Growth strategies have built on existing ad-hoc activity to create a new service. We will design qualitative impact metrics for these.

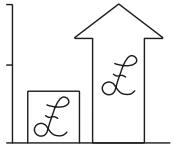
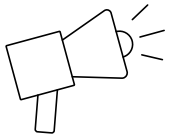
## London Brand

It is notoriously difficult to measure the causal impact of activity on brand and of brand on growth. This is a long-standing challenge in the marketing industry which is not unique to London & Partners. We will take a two-stage approach to impact for the London Brand service.

First, we will measure the outputs of our activity, such as audience reach, audience engagement and the size and engagement of our Team London advocate network and brand campaign.

Second, we will measure brand outcomes for London by tracking sentiment in media, social media and through audience perception studies.

# Our impact by mission

| Our mission is | Metrics | 2026-27 target |
|---|---|---|
|  **To create economic growth** | **Growth created** (GVA, £m) | **£370m** |
| | **Jobs created/supported** | **1,800** |
|  **That is resilient** | **Growth created** (GVA, £m) | **£370m** |
|  **Inclusive** | **Metric to be developed in 2026-27** | **Target to be developed in 2026-27** |
|  **And sustainable** | **Growth in the green economy** (Green GVA % of total GVA) | **Baseline to be completed in 2026-27** |

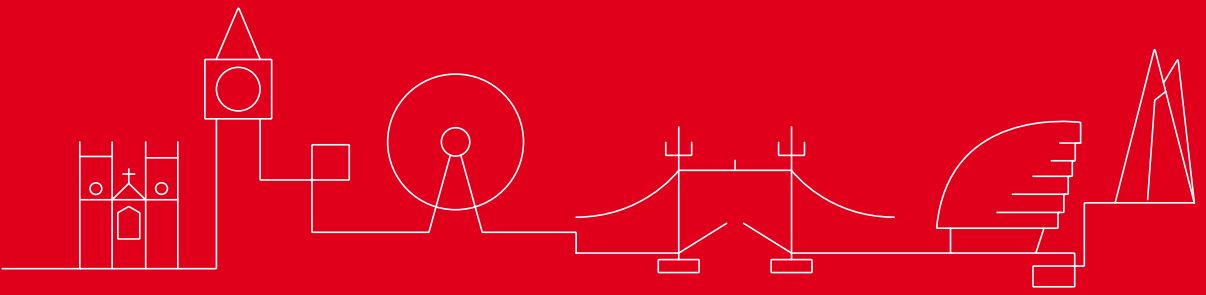
# Our impact outcomes by service

| Pillar | Service | Metric | 2026-27 target |
|---|---|---|---|
| Strategy | Advisory services | Qualitative impact reporting | New – outcomes to be set |
| | Growth strategies for London | | New – outcomes to be set |
| Promotion | Visit London | N/A | No target set |
| | London Brand | See note slide 45 | New – set baseline in 2026-27 |
| | London Convention Bureau | GVA | £45m |
| Investment | Foreign direct investment | GVA<br>Jobs | £125m<br>1,500 |
| | Capital investment (Opportunity London) | Investment supported | New – set baseline in 2026-27 |
| Business growth | Grow London Global | GVA<br>Jobs | £200m<br>300 |
| | Grow London Local | N/A | No target set |
| | Made Smarter | Businesses supported to improve productivity | 45 |
| | AI adoption for SMEs | Programme-specific metrics - to develop in 2026-27 | New – set baseline in 2026-27 |

# Our activity indicators by service

| Pillar | Service | Indicator | 2026-27 target |
|---|---|---|---|
| Strategy | Advisory services | Qualitative impact reporting | New – KPIs to be set in 2026-27 |
| | Growth strategies for London | | New – KPIs to be set in 2026-27 |
| Promotion | Visit London | Audience engagements | 250m |
| | London Brand | See note slide 31 | New – set baseline in 2026-27 |
| | London Convention Bureau | Client NPS | 70 |
| Investment | Foreign direct investment | Client NPS | 70 |
| | Capital investment (Opportunity London) | Partner NPS | 40 |
| Business growth | Grow London Global | Number of businesses supported<br>% of businesses from underrepresented groups<br>Client NPS | 200<br>New – set baseline in 2026-27<br>55 |
| | Grow London Local | Number of businesses supported in person<br>Number of business supported online<br>Reach - unique website visitors<br>% of businesses from underrepresented groups<br>Client NPS | 5,000<br>5,000<br>100,000<br>80%<br>50 |
| | Made Smarter | Number of businesses supported<br>% of businesses from underrepresented groups<br>Client NPS | 142<br>New – set baseline in 2026-27<br>50 |
| | AI adoption for SMEs | Number of businesses supported<br>% of businesses from underrepresented groups<br>Client NPS | New – set baseline in 2026-27 |

# Funding and budget





# Our approach to the 2026-27 budget

## Context

The UK Shared Prosperity Fund funded two of our flagship services, Grow London Global and Grow London Local, as well as enabling services. This came to an end in March 2026.

The Mayor has made a significant commitment to London's growth by replacing the majority of that funding with increased core grant. This will protect elements of core services but is a like-for-like cut of £2.5m in nominal terms.

We are seeing further challenges through two additional pressures on our budget:

- Investing in our strategy of scaling through technology by developing our digital platform for small business.
- The costs associated with moving to a new office due to the lease expiry at our current premises.

Combined with the £2.5m cut above, this would have created a gap of £4.3m in 26/27.

The Mayor has additionally funded:

- AI adoption for SMEs, which London & Partners will deliver with a new budget of £4m.
- A London Brand campaign, which London & Partners will deliver with new funding of £7m. This budget assumes that some brand costs, which would otherwise have been cut, will be covered by this new funding.

## Priorities

We have responded proactively to this context:

- Continued to make efficiency savings across the business, particularly through automation.
- Reviewed our corporate structure to optimise it for future grant income generation.

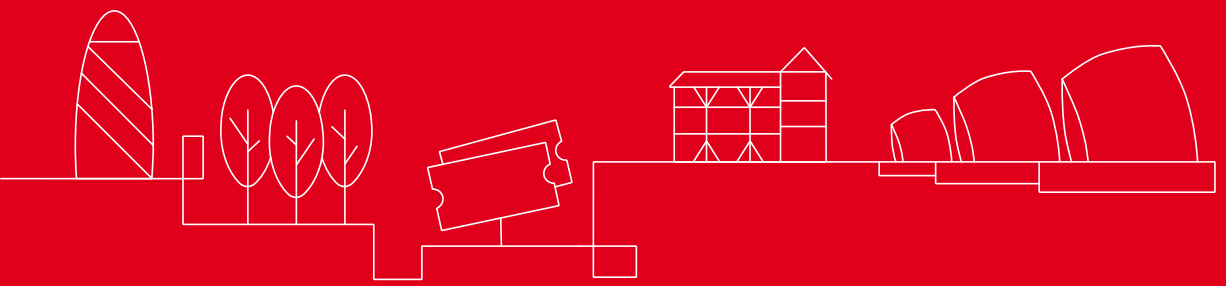
Going into 2026-27, we will:

- Prioritise funding for the large-scale core services where we can deliver greatest impact.
- Continue to grow our non-grant income, prioritising partnerships income.

# Our budget for 2026-27

| | London & Partners Group Budget 2026-27 |
|---|---|
| | £ |
| **Income** | |
| GLA grant | 37,499 |
| Other grant | 2,500 |
| Non-grant | 6,700 |
| Total income | **44,199** |
| **Expenditure** | |
| Total programme costs | (17,092) |
| Operations | (4,964) |
| Salaries | (23,024) |
| Total expenditure | **(45,080)** |
| Surplus/(deficit) pre-tax | **(881)** |
| Corporation tax | **(240)** |
| Surplus/(deficit) post-tax | **(1,121)** |

# Annex:
# Core sector priorities





# Core sector: Frontier Innovation: Life Sciences

Priorities for 2026-27

| Strategy | Promotion |
| --- | --- |
| • Support delivery of UKRI's Local Innovation Partnerships Fund.<br>• Support London's bid to become a Health Innovation Zone. | • Enable and encourage stakeholders to use the London offer and key messages for life sciences.<br>• Build on the success of London Life Sciences Week as a global showcase.<br>• Use major activations such as BioJapan, JPM Week and London Tech Week to promote London for life sciences. |
| **Investment** | **Business growth** |
| • Attract high-growth life sciences companies to expand into London.<br>• Broker R&D partnerships between investors and London research organisations.<br>• Support capital investment to create infrastructure for life sciences in London. | • Support life sciences scaleups to grow internationally.<br>• Prepare to extend SME navigation service to life sciences companies by mapping ecosystem and user needs. |

# Core sector: Frontier Innovation: Green Innovation

Priorities for 2026-27

| Strategy | Promotion |
| --- | --- |
| • Support the delivery of the Local Innovation Partnerships Fund. | • Convene stakeholders to create the official London offer for green innovation.<br>• Use global platforms such as London Climate Action Week, Vivatech, SLUSH and Web Summit to position London for deep tech. |
| **Investment** | **Business growth** |
| • Attract high-growth green innovation companies to expand into London.<br>• Better connect capital investment in decarbonisation to attract investment in green innovation.<br>• Connect corporates to researchers and innovators to drive investment in R&D. | • Support green innovation companies to scale internationally.<br>• Prepare to extend SME navigation service to green innovation companies by scoping the ecosystem and user needs. |

# Core sector: Frontier Innovation: Deep tech

Priorities for 2026-27

| Strategy | Promotion |
| --- | --- |
| • Support deep tech cluster groups in London, including the London Quantum Cluster and make relevant connections for greater collaboration.<br>• Support the delivery of the Local Innovation Partnerships Fund. | • Convene stakeholders to create the official London offers for AI and quantum.<br>• Brief Team London to be powerful advocates for London in deep tech.<br>• Curate impactful deep tech content at London Tech Week.<br>• Use global platforms such as Vivatech, SLUSH and Web Summit to position London for deep tech. |
| **Investment** | **Business growth** |
| • Attract high-growth companies in deep tech to expand into London.<br>• Attract capital investors to build the infrastructure that enables deep tech (eg data centres).<br>• Connect corporates to researchers and innovators to drive investment in R&D. | • Support companies with deep tech technologies, particularly university spinouts, to scale internationally.<br>• Prepare to extend SME navigation service to deep tech companies by mapping ecosystem and user needs. |

# Core sector: Experience economy

Priorities for 2026-27

| Strategy | Promotion |
| --- | --- |
| • Develop the evidence base for the experience economy, including clear areas for investment. | • Use Visit London to promote London for leisure visitors, adapting to rapid market shifts driven by AI.<br>• Create London's offer for experience economy investors.<br>• Position London at major platforms, including IMEX, IBTM and London Experience Week.<br>• Brief Team London to be powerful advocates for London's experience economy. |
| **Investment** | **Business growth** |
| • Attract the world's best experiences and events to London.<br>• Work in partnership with local places to secure anchor experiences. | • Support experience economy SMEs to access the right support to grow.<br>• Support local SMEs to benefit from new investment in their area. |

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# THANK YOU

