

# 2025-2028 STRATEGY

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**London & Partners is the growth agency for London.**

We have an outstanding track record of directly creating growth in London. Our strategy for 2025–2028 is to create growth that is more long-term and large-scale.

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**Long term** is about doing things which are harder but worth it in the long run: building London's 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: unpicking the systemic barriers to inclusion for entrepreneurs; building innovation ecosystems; and underpinning London's collective promotion.

# Our six evolutions

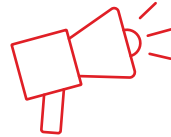
for London & Partners to create more long term, large scale growth.

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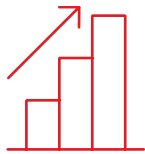
## Market intelligence

We will boost London's long-term competitiveness by shaping strategies and coordinating action based on market insight and intelligence.



## Convening for collective action

We will convene with purpose and a shared vision, so that London becomes better coordinated and more powerful.



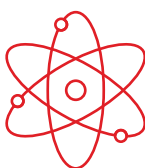
## Sector and places of the future

We will provide tailored, differentiated support to grow the priority sectors and places identified in the London Growth Plan.



## Strategic inward investment

We will win more investment by adapting to changes in global markets and focusing on London's growth sectors and places.



## Scale through technology

We will support more businesses to grow, particularly those from minoritised communities, with a more powerful offer through technology, data and partnerships.



## Funding sources

We will expand our sources of funding to generate reliable income to support our mission for London.