

2025-2028

London & Partners' Strategy

WHO WE ARE

London & Partners is the growth agency for London.

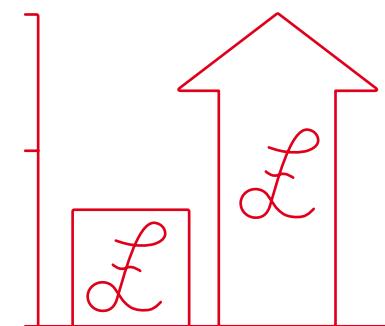
We are a social enterprise, combining purpose with commercial rigour. We are funded by grants, partners and our portfolio of venture businesses.



Everything we do is driven by our mission

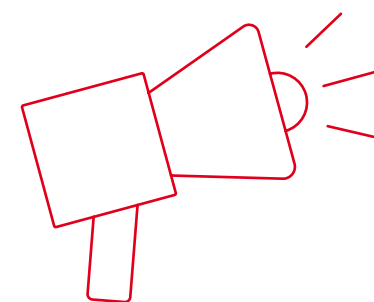
Our mission is to create economic growth for London that is resilient, sustainable and inclusive.

Growth



Win investment, raise productivity, grow businesses and exports

Resilient



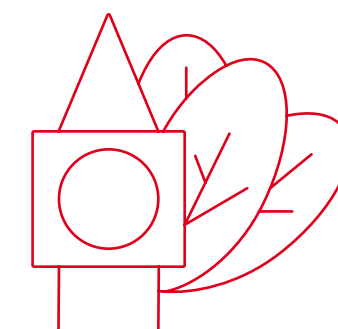
Build London's long-term competitiveness and brand; and nurture the sectors and places of the future

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

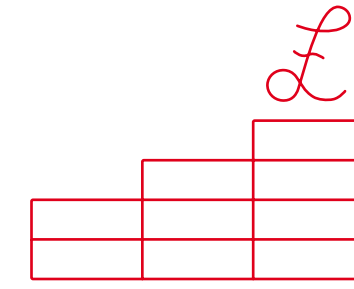


London & Partners' creative technology inward investment team

Our impact in numbers 24-25



Members of the Grow London Local team out promoting the service for London SMEs.



£677m

GVA added to the London economy



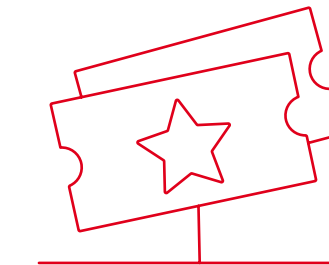
1 in 3

overseas companies in key sectors set up in London supported by us



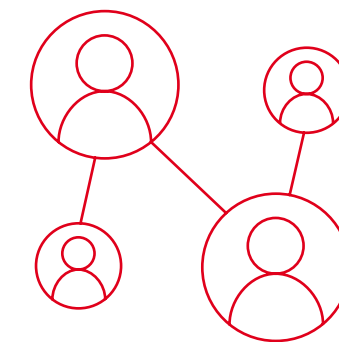
8,204

jobs created or supported



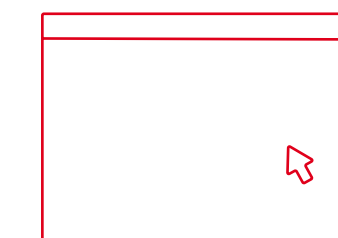
231

events attracted to London every year on average



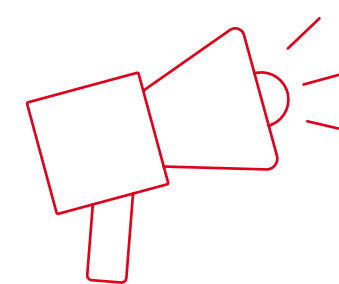
5,532

London businesses supported in person



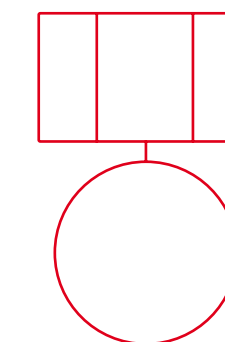
17m

people inspired through visitlondon.com every year on average



1 in 5

of London scaleups that raise venture capital investment supported by us

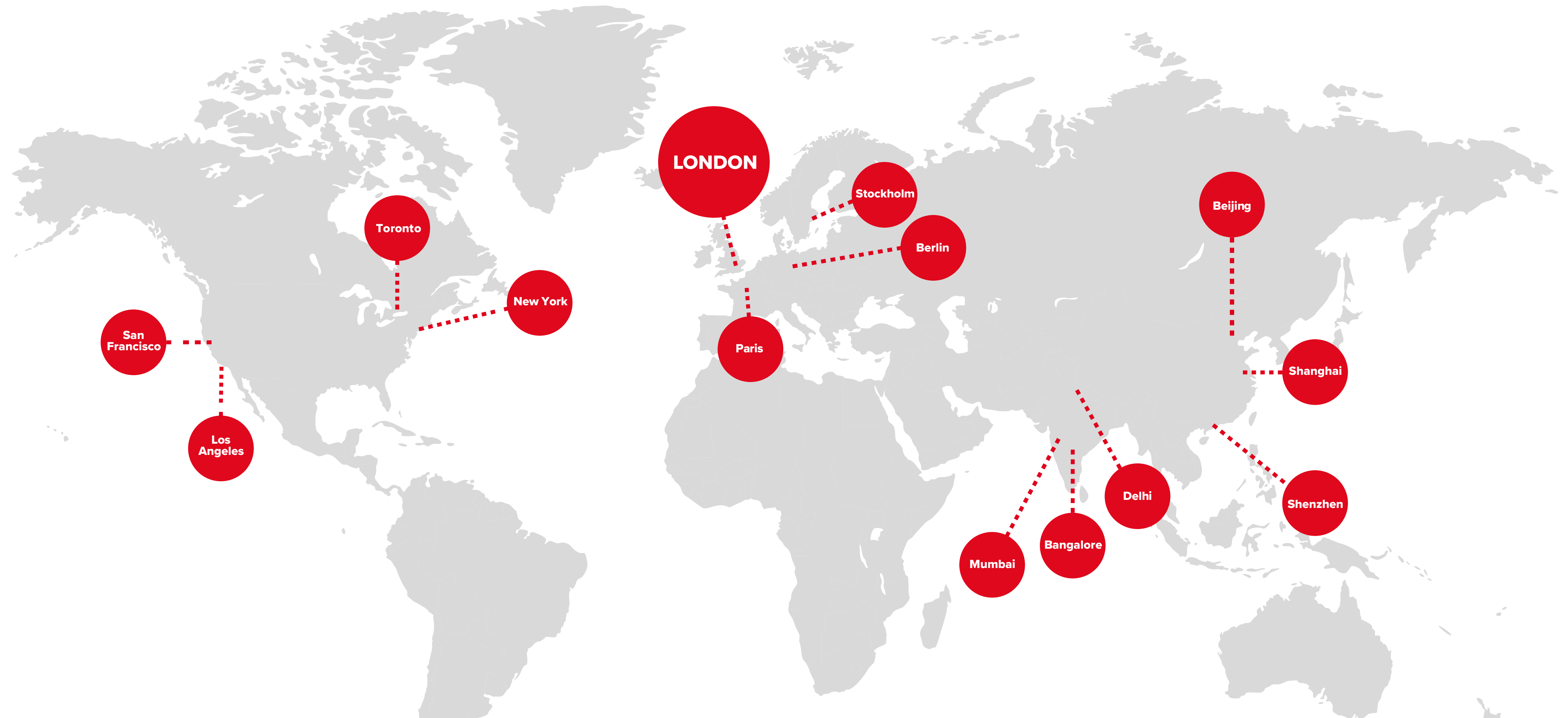


61

our NPS score, a measure of client satisfaction, on a scale from -100 to 100

We are global

We have teams all over the world opening the door to London. We focus on the international markets that will generate the most trade and investment.



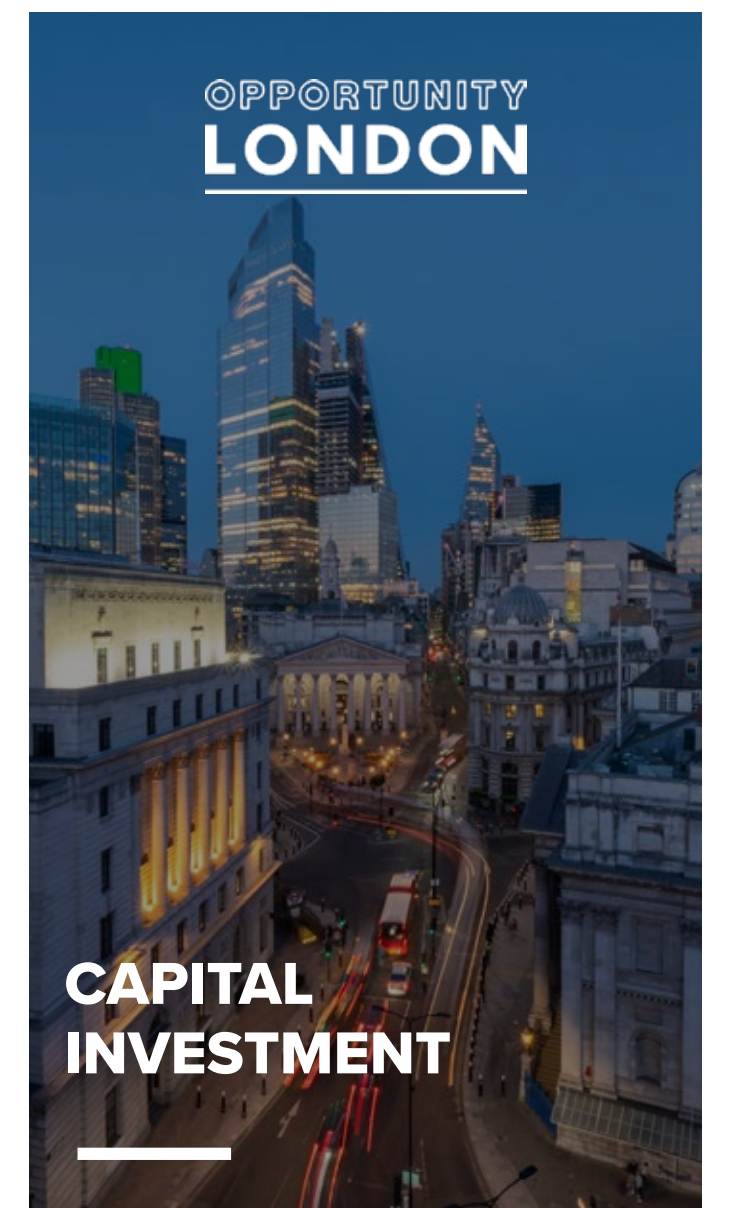
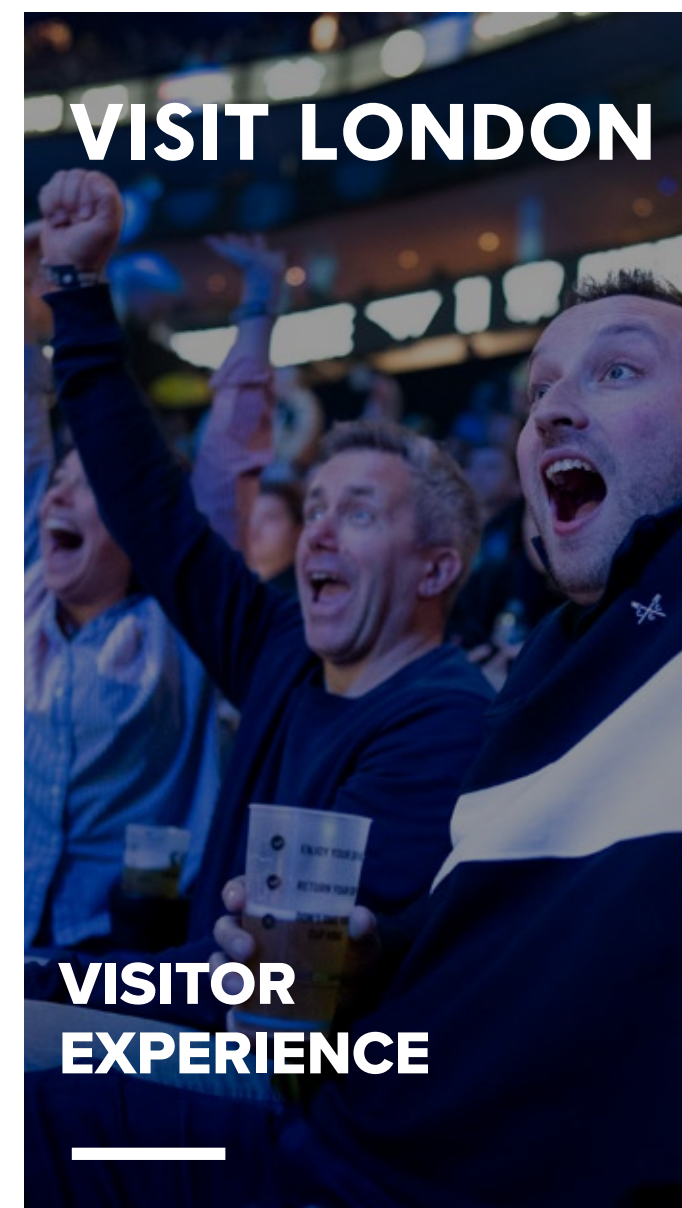
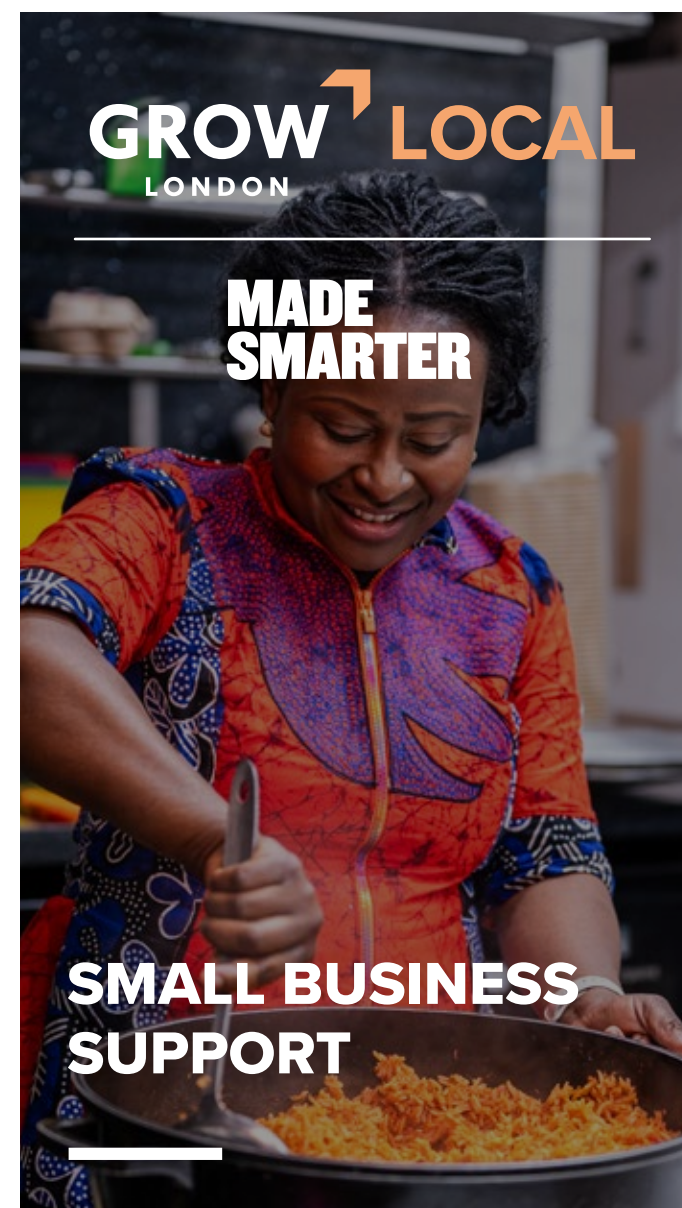
WHAT WE DO



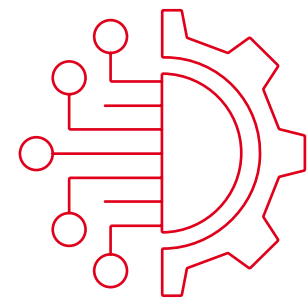
Our brands

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

LONDON & PARTNERS



Our priority growth sectors



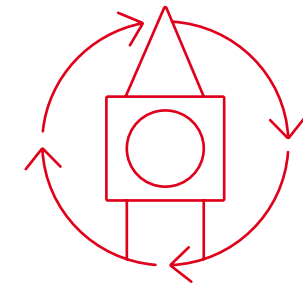
FINTECH

Insurtech
Financial services
Blockchain
Capital
Crypto



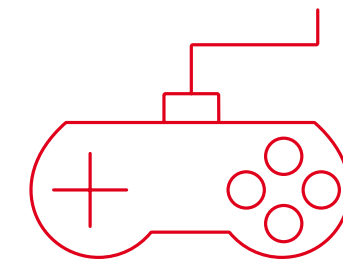
ENTERPRISE TECH

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



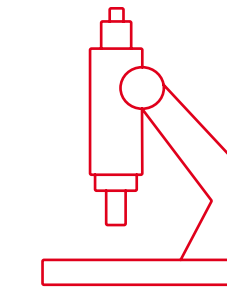
SUSTAINABILITY

Cleantech
Proptech
Mobility
Urban services
Infrastructure
Digital and automation
Energy
Foodtech



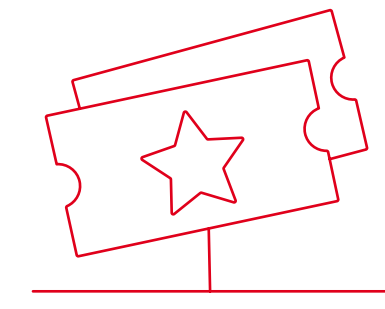
CREATIVE INDUSTRIES

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

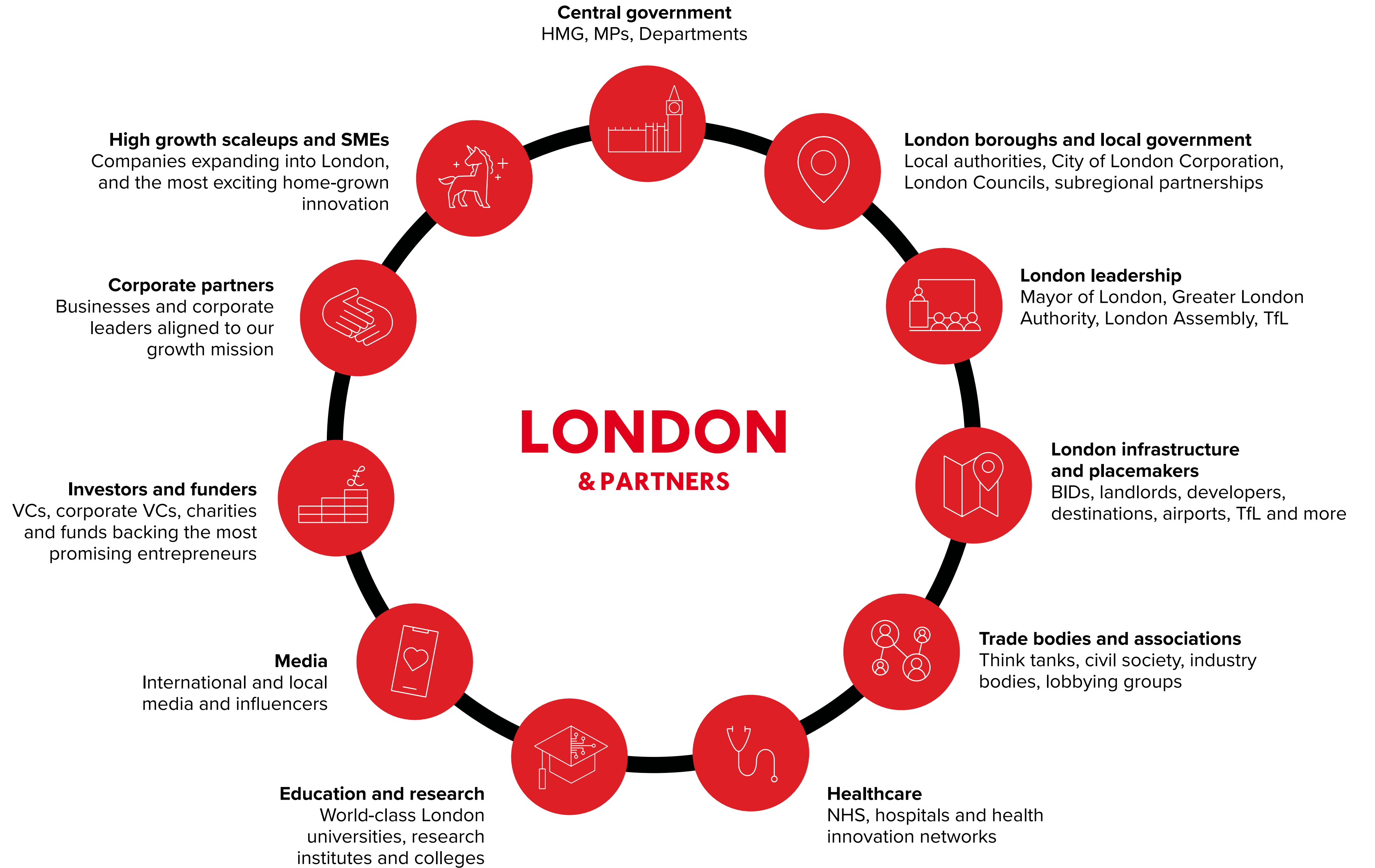
Digital health
Medtech
Biopharma
Diagnostics
Wellbeing
Healthcare



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





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.

Laura Citron OBE, London & Partners CEO

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

”

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 4.6m followers. Our most recent tourism marketing campaign had a return on investment of 52:1.

Curating London's offer in growth sectors and places



Marketing and communications



Events and international trade missions



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)



Business growth

We connect SMEs, including social enterprises and charities, with the support they need to grow.

We have supported one in five of London's scaleups that raise venture capital investment. 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.



Small business navigation

(Grow London Local)



Trade/export accelerator for UK scaleups

(Grow London Global)



Business support programmes

(incl. Made Smarter and Early Stage)



Innovation ecosystem building



CONTEXT



“London is resilient because it reinvents itself as the world changes, and in doing so, London changes the world”

- London Growth Plan, 2025

Like the city we serve, London & Partners evolves as the world changes. This strategy is about our next reinvention as London’s growth agency in a new global context.



Our strategy responds to the **London, UK and global context**

High performing and ready to evolve

London & Partners

London Growth Plan sets 10-year direction

Next mayoral election May 2028

Housing crisis and high poverty levels

London

Growth the national priority

Major regional inequalities

Post-Brexit trading relationships

Demographic changes to the workforce

Stable UK government

UK

Rapidly changing global trade patterns

Accelerating adoption of AI

Major conflicts reshaping global alliances

Growing competition from other cities

Climate change

Changing audience behaviours at a global level

Global

London Growth Plan

London has a 10-year growth plan – and London & Partners is at the heart of delivering it.

Our strategy is aligned to the growth plan and sets out our contribution towards it.



Howard Dawber OBE, Professor Hugh Brady, Cllr Claire Holland, Sir Sadiq Khan, Laura Citron OBE at the launch of the London Growth Plan

OUR STRATEGY





As London's growth agency, we will evolve 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.

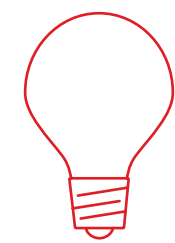
Large scale is about tackling systems and structures, not just delivering programmes. This includes unpicking the systemic barriers to inclusion for entrepreneurs, building innovation ecosystems and underpinning London's collective promotion.



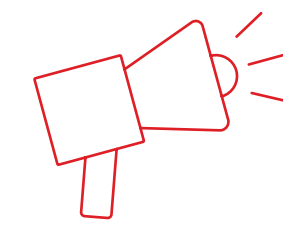
Six evolutions to make us more long term and large scale



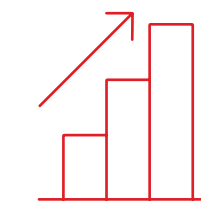
Our six evolutions



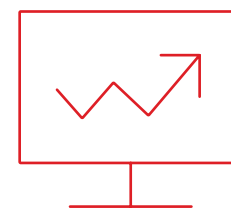
1. Market intelligence



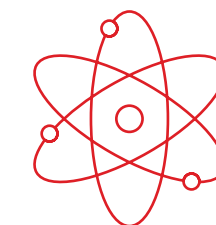
2. Convening for collective action



3. Sectors and places of the future



4. Strategic inward investment



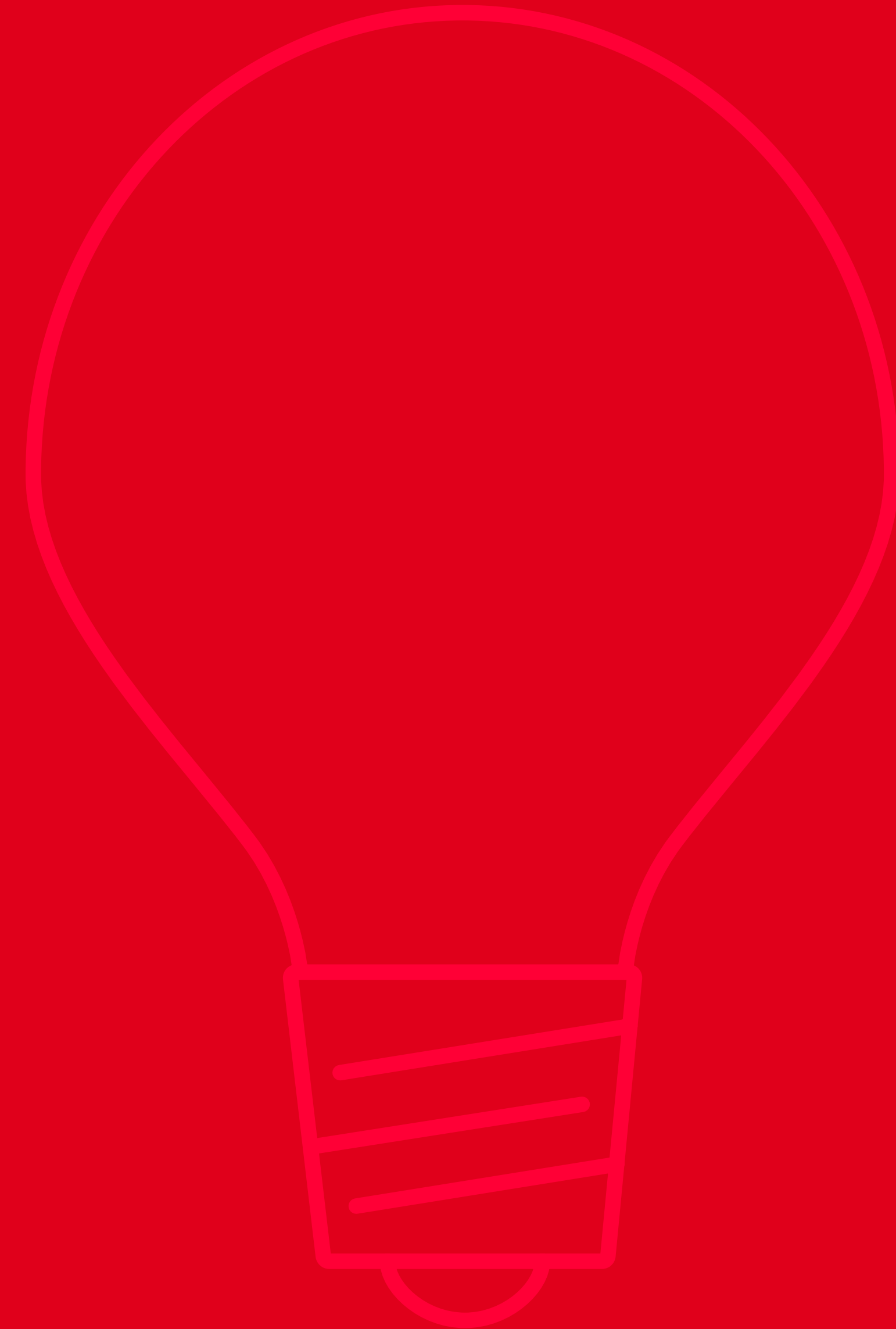
5. Scale through technology



6. Funding sources

1. Market intelligence

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



Evolving our market intelligence offer

What's new or different



1.1 Insights

Share our data and intelligence more effectively to shape London's growth



1.2 Business support

Shape London's strategy for business support

2. Convening for collective action

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



Evolving our approach to convening for collective action

What's new or different



2.1 Messaging refresh

Refresh London's messaging to reflect new London and global context



2.2 London's official offers

Convene stakeholders to shape London's official sector "offers", starting with quantum, AI and sustainability



2.3 Team London

Create coalitions to tell London's story globally and coordinate messaging and activity



2.4 Team London on tour

Lead a calendar of major "civic" delegations to key global cities to promote London internationally



2.5 Group structures

Review the structure of advisory groups so that they are effective and aligned to the London Growth Plan

3. Sectors and places of the future

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



Evolving our approach to sectors and places

What's new or different



3.1 Frontier innovation

Stronger focus on life sciences, deeptech and green innovation including strategy and promotion



3.2 Experience economy

Holistic approach to London as a destination to improve the visitor experience through strategy, promotion and investment



3.3 Working with places

Strategic relationship management of the priority places identified in the London Growth Plan to support their growth

4. Strategic inward investment

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



Evolving strategic inward investment

What's new or different



4.1 Strategic anchors

Focus on winning strategic anchors for frontier innovation sectors, places and clusters, alongside our existing “volume” FDI



4.2 Market footprint

Review our international office footprint to reflect a changing global economy



4.3 Experience economy

Start proactively landing investment into the experience economy



4.4 Integrated investment

Better integrate activity across FDI, capital investment and investment in R&D to maximise impact



4.5 Measuring successes

Revise our GVA metrics to reflect capital and research investment

5. 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.



Evolving scale through technology

What's new or different



5.1 Business growth service

Upgrade our tech and data to make our business growth services more effective, inclusive and scalable



5.2 Navigation

Extend the coverage of our digital navigation service



5.3 Access to finance

Improve our ability to help London SMEs get access to finance via digital services



5.4 AI for lead generation

Using AI tools to identify, understand and engage clients more efficiently

6. Funding sources

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



Evolving our funding sources

What's new or different



6.1 Grant income

Build capability and capacity to bid, secure and retain funding from multiple public and philanthropic sources



6.2 Non-grant income

Expand approach to non-grant income so that it continues to grow sustainably



6.3 Corporate governance

Review corporate governance to ensure it is appropriate for a more diverse set of future funding streams



6.4 Our Impact

Better capture our longer-term impact to support income diversification



6.5 London & Partners corporate reputation

Grow our reputation with potential funders through corporate brand, media, public affairs, insights and events

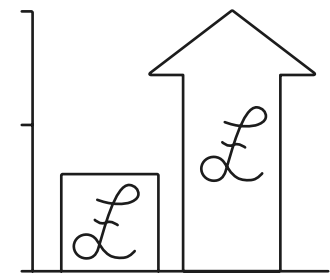
MEASURING OUR IMPACT



Our mission is

We do this by

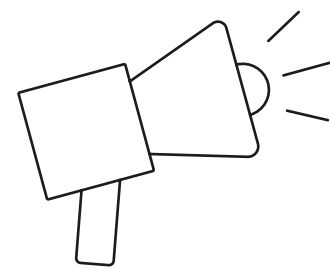
Metrics



TO CREATE ECONOMIC GROWTH

- Scaling SMEs in London's growth sectors.
- Winning investment in housing and infrastructure to enable growth.
- Attracting international companies to expand into London.
- Winning international capital investment.
- Raising the productivity of London SMEs.
- Attracting conferences and events to London.

Growth created
(GVA, £m)



THAT IS RESILIENT

- Nurturing London's growth sectors of the future.
- Building London's global brand and reputation.
- Supporting investment in research and development.
- Shaping a world-class experience for London.

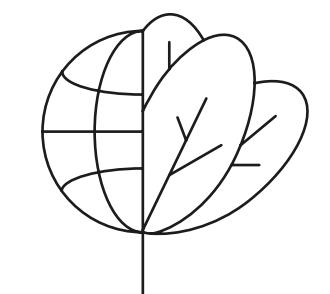
Growth created
(GVA, £m)



INCLUSIVE

- Supporting minoritised entrepreneurs to thrive.
- Reducing economic inactivity by helping people to start a business.
- Increasing resilience of SMEs that provide local, accessible jobs.
- Supporting high-growth companies to recruit inclusive workforces.

**Entrepreneurs supported
from under served groups**
(% of total UK clients)



AND SUSTAINABLE

- Scaling businesses in the green economy.
- Winning investment in green infrastructure and energy.

Growth in the green economy
(Green GVA % of total GVA)

Preparation year



Delivery years



Contact us

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