

GROW LONDON LOCAL BOROUGH UPDATES

July – September 2025



GROW  **LOCAL**
LONDON



Introduction

There are more than one million Small and Medium Enterprises (SMEs) and entrepreneurs in London, employing thousands of people and playing a key role at the heart of their local communities. The success of these businesses is imperative to London's economy, society and culture. And yet it's often difficult for them to find and access the right support at the right time.

Grow London Local is the one place to get free access to support needed to help entrepreneurs in London start and grow a business. It is a free programme delivered by London & Partners, the growth agency for London.

Our mission is to help small and micro businesses to thrive in the capital by providing expert business support and opportunities for founders to connect with like-minded entrepreneurs at local events or drop-in sessions.



The Grow London Local Community



 Coffee Friday at The Cockpit, Westminster



 Coffee Friday at Dialogue café, Royal Docks, Newham



 Coffee Friday at Caddi Club, Wimbledon



 Coffee Friday at Barclays Hammersmith

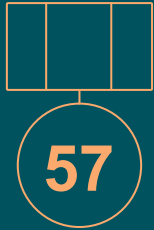


 Meet The Founder Event at City Lit College, Holborn



 Coffee Friday at Tapri Junction, Harrow

Total since Grow London Local Launch



Net Promoter Score from entrepreneurs supported – considered “**excellent**” by industry standards.



88% of **Entrepreneurs** supported in person are from an ethnic minority, female or have a disability.



Helped
29,000+
entrepreneurs
to access support



entrepreneurs attended our events including Coffee Fridays, Hubs and at the Post Office.



visitors to our website



support providers across London boroughs, FE colleges, universities, chambers of commerce, business improvement districts, charities and businesses.



July – September 2025

Entrepreneurs reached



28,866 Digital



2,716 In-person



31,582 Total

Entrepreneurs helped



3,444 Digital



1,716 In-person



5,160 Total



Top sectors supported

- 1. Business and Professional Services
- 2. Creative and Media
- 3. Retail

Top categories of business support requested

- 1. Marketing
- 2. Finance
- 3. Planning

Entrepreneurs supported by business stage



Daryl Moraes, Business Support Manager



SOUTH LONDON PARTNERSHIP

Activity within the region



10%
Disabled



57%
Female



63%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

177



1,341

Entrepreneurs
helped July –
September 2025

Entrepreneurs
helped since launch



Danny Gomez, Business Support Manager

Activity across South London Partnership

Established a Creating Future Opportunities (CFO) Evolution programme activity Hub. Aimed at people looking to get back into the workplace or gain business support.

Grow London Local exhibited at the South London Jobs Fair at Crystal Palace helping to reach more entrepreneurs.

Collaborated with Oru Space and continued developing a positive relationship with them. Grow London Local was a delegate at their Sutton Lunch Club and are in talks to host regular hubs.

Hosted a Coffee Friday event at the new Caddi Club venue (formerly Golf Groove) in Merton, attended by approx. 40 participants including representatives from the Department for Business and Trade. The event will now take place every two months.

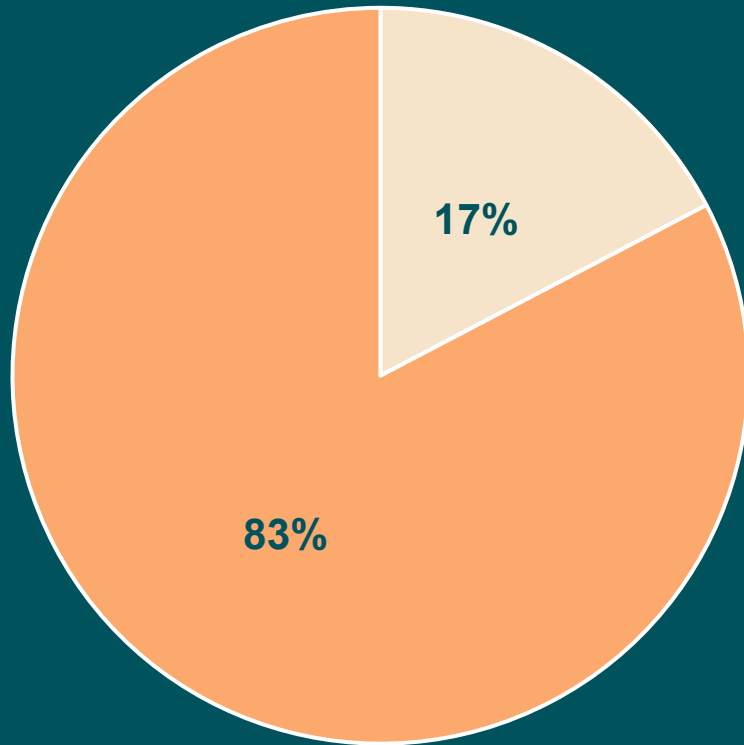
Participated in a networking sessions at the Zenith Enterprise Programme and the Third Tuesday Club where aspiring entrepreneurs can share ideas and support each other.

Through our partnership with Sutton College, we are attending their six-week programme for young entrepreneurs. Grow London Local staff talked to the cohort in the final week and then helped them to access other support providers.



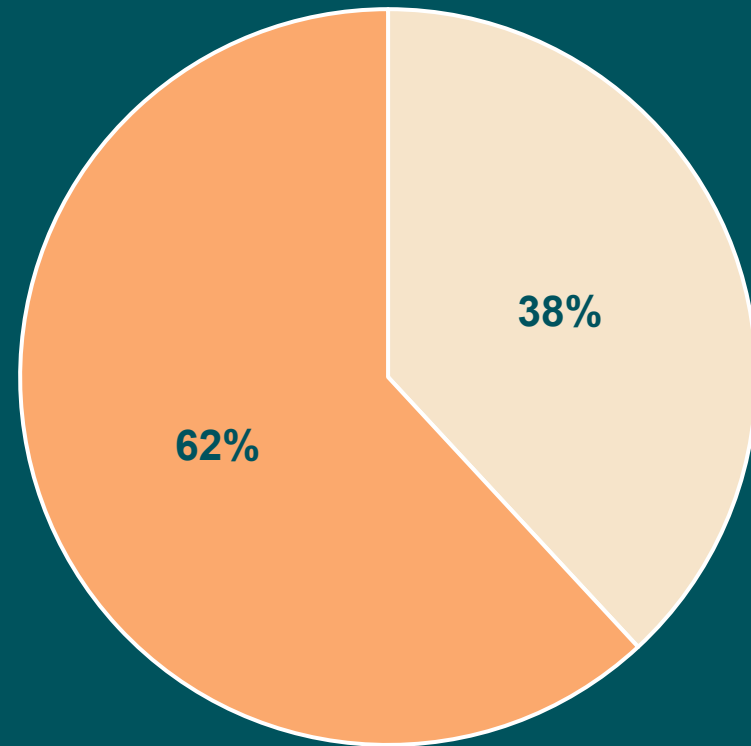


South London Partnership Regional Statistics



Digital diagnostic vs In-person

- Digital diagnostic
- In-person



Pre-starts vs SMEs

- Pre-starts
- SMEs

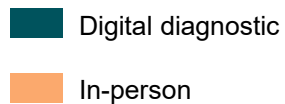
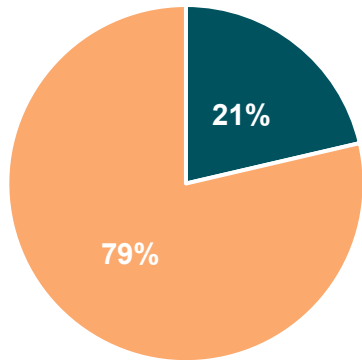
Richmond upon Thames

Number of entrepreneurs helped since launch

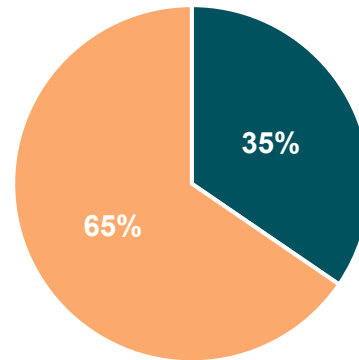


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Business & professional services
- General retail
- Creative & media

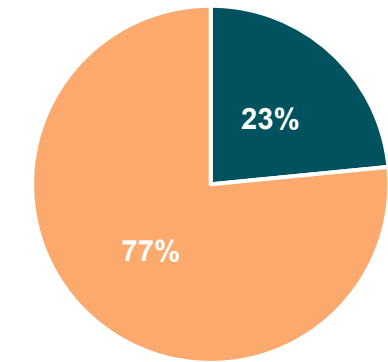
Kingston upon Thames

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

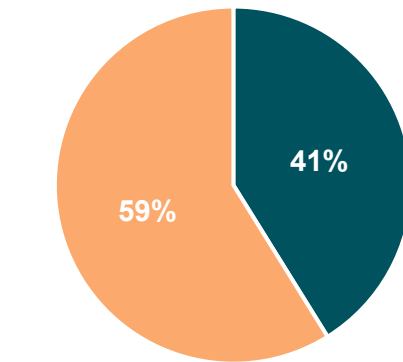
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Business & professional services
- General retail
- Creative & media

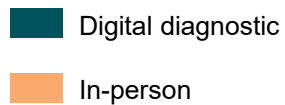
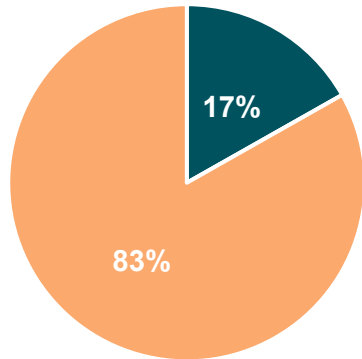
Merton

Number of entrepreneurs helped since launch

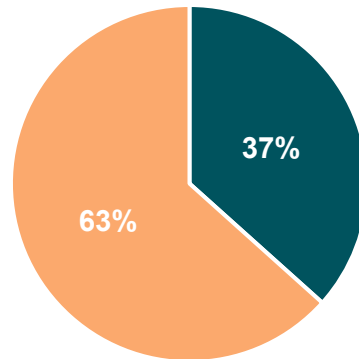


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- General retail
- Business & professional services
- Creative & Media

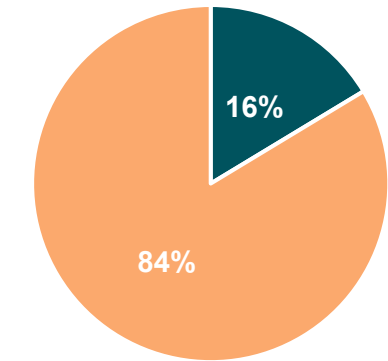
Sutton

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

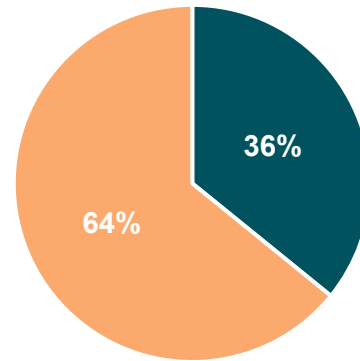
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- General retail

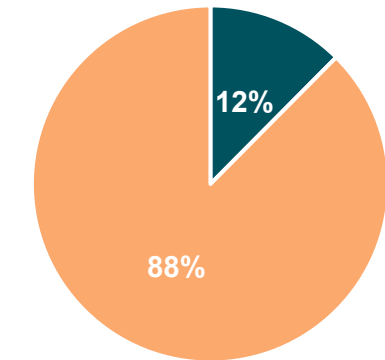
Croydon

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

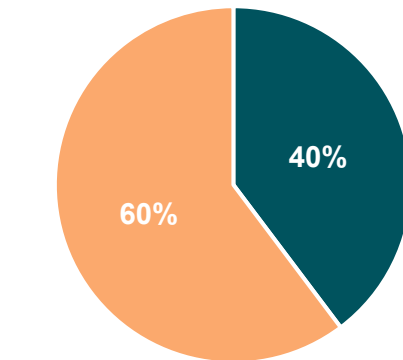
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- General retail
- Business & professional services
- Creative & media



CENTRAL LONDON FORWARD

Activity within the region



12%
Disabled



56%
Female



60%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

849



6,195

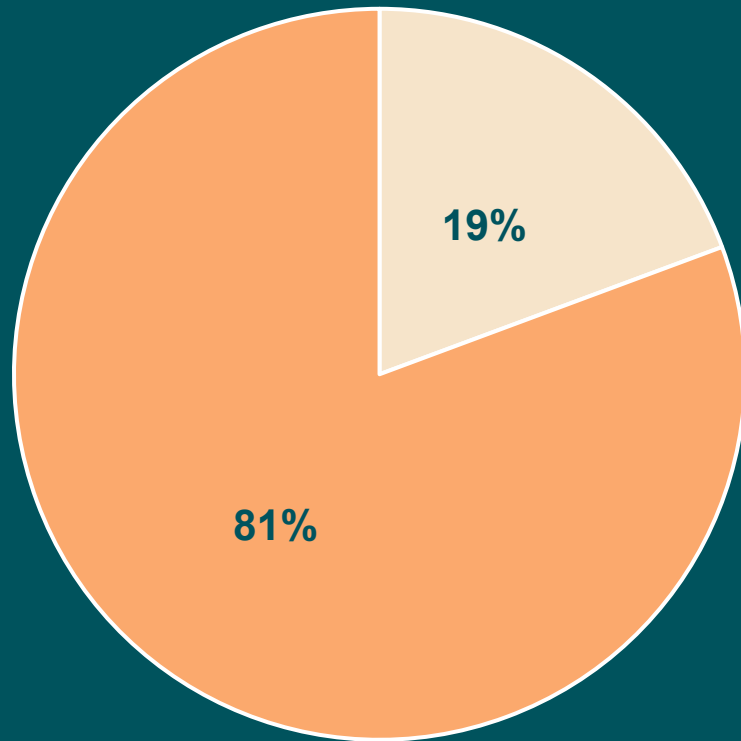
Entrepreneurs
helped July –
September 2025

Entrepreneurs
helped since launch

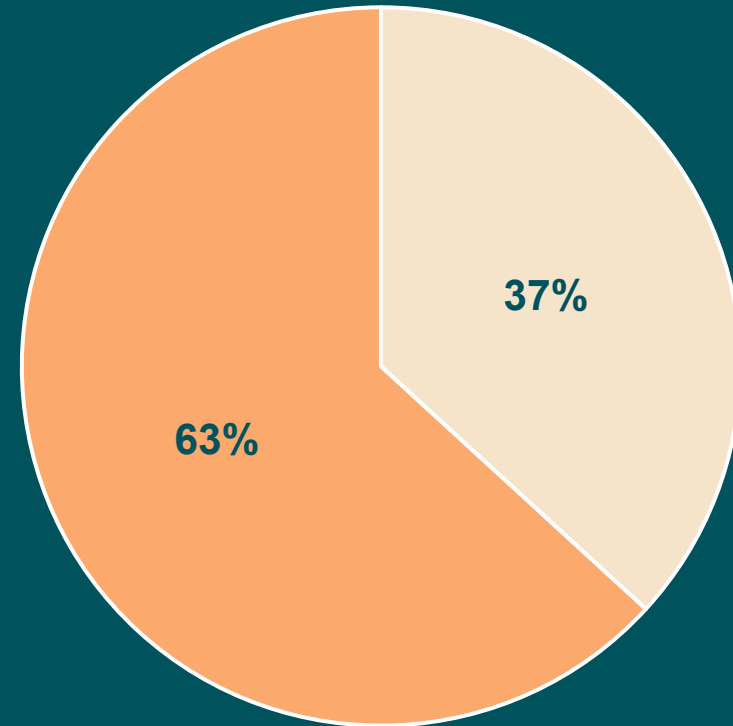
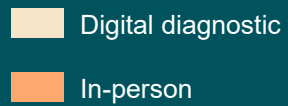


Monowar Hossen, Business Support Manager

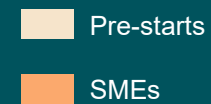
Central London Forward Regional Statistics



Digital diagnostic vs In-person



Pre-starts vs SMEs



Activity across Central London Forward



Supported the Tooting Works Summer Party. This relationship has enabled Grow London Local to host two hubs.

Hosted ten Coffee Fridays this quarter and are continuing to see success with our Grow London Local Lates, with three taking place this quarter.

Hosted our first disabled entrepreneurs 'Meet the Founder' networking event at City Lit with 17 attendees. We also hosted our second female led 'Meet the Founder' event at Conduit, attracting 38 attendees.

Attended a hub hosted by Impact Hub. Central and North West London NHS Foundation Trust and Camden Council also attendance. As a new Grow London Local support provider, Impact Hub presented us to the local community.

Grow London Local exhibited at major events such as London Cocktail week, Bread & Jam Festival, Black Ballad Weekender and Black on the Square helping to engage with a wide range of entrepreneurs.

Attended the Urban Garden Fair, supporting the local Hong Kong community, at Goldsmith University. Sponsored the event and spoke to over 50 traders about Grow London Local.

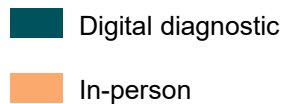
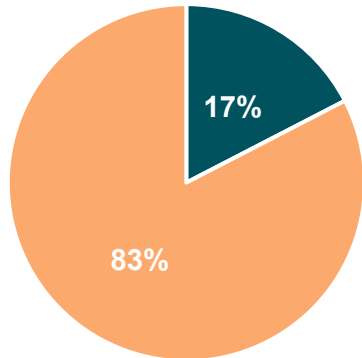
Haringey

Number of entrepreneurs helped since launch

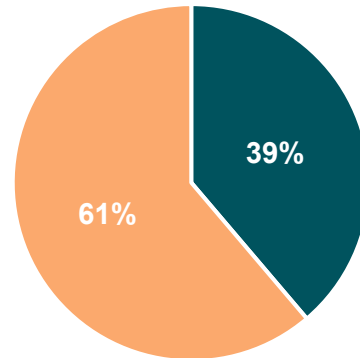


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- General retail

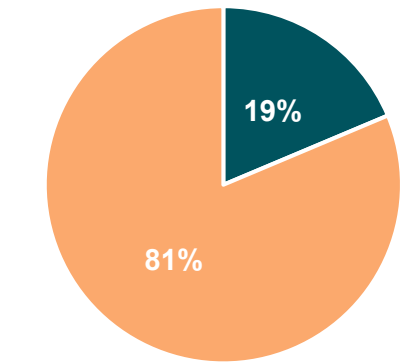
Hackney

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

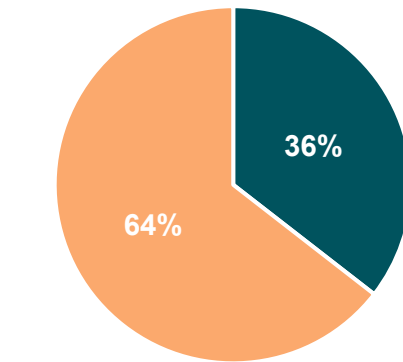
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

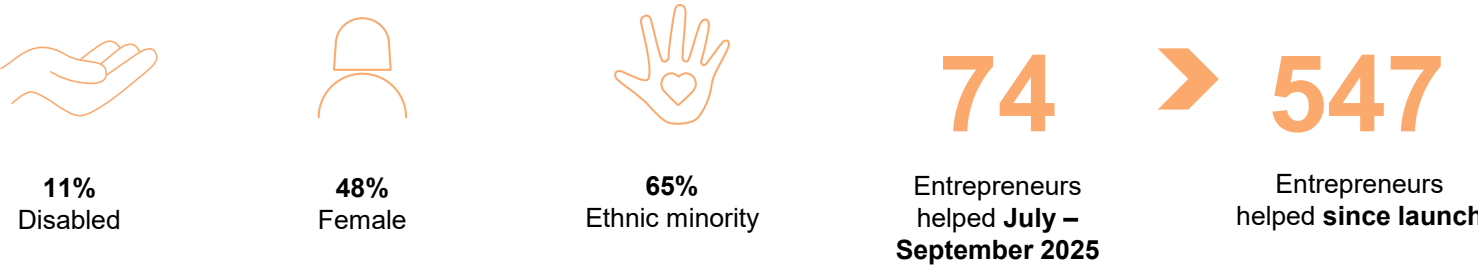


Top sectors helped by Grow London Local

- Creative & media
- General retail
- Business & professional services

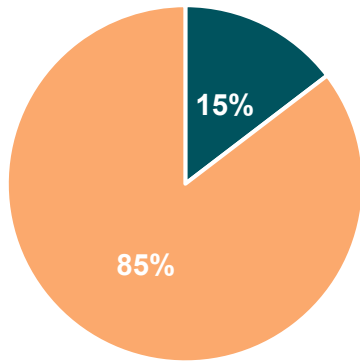
Tower Hamlets

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

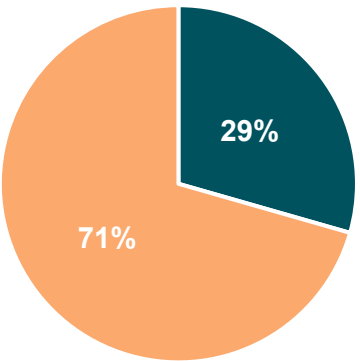
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Digital



Top sectors helped by Grow London Local

- General retail
- Business & professional services
- Creative & media

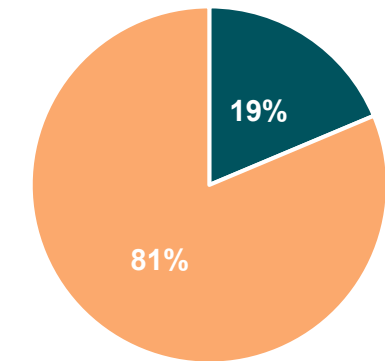
Camden

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

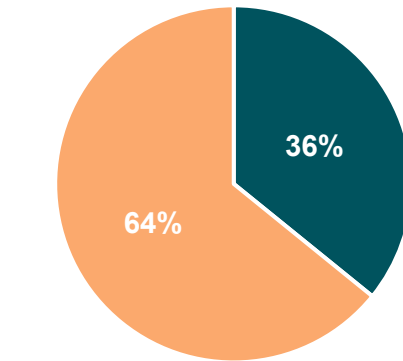
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Digital



Top sectors helped by Grow London Local

- Creative & media
- General retail
- Business & professional services

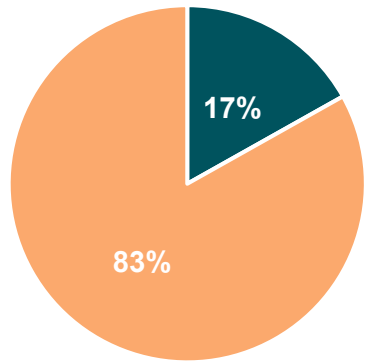
Islington

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

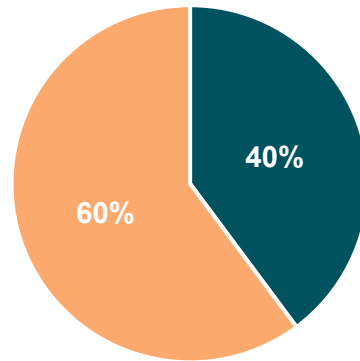
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

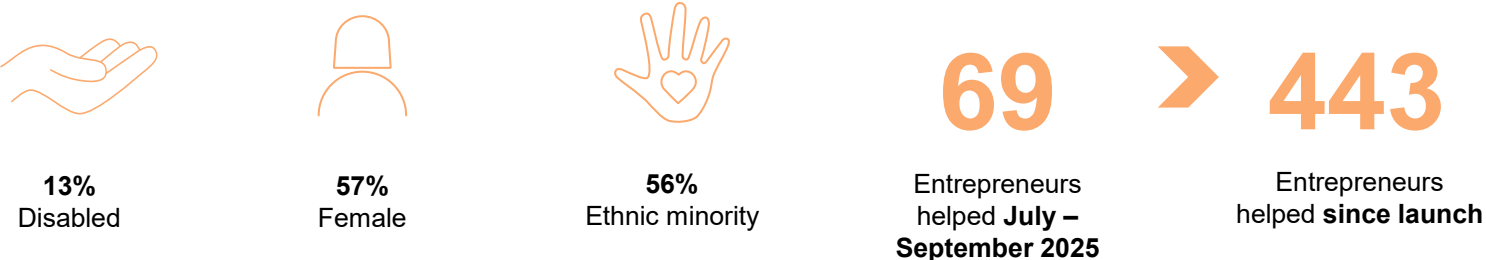


Top sectors helped by Grow London Local

- Creative & media
- General retail
- Business & professional services

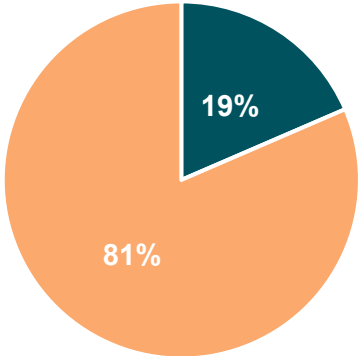
Westminster

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

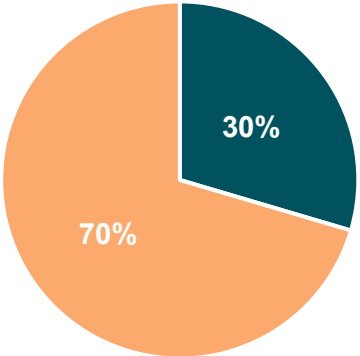
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

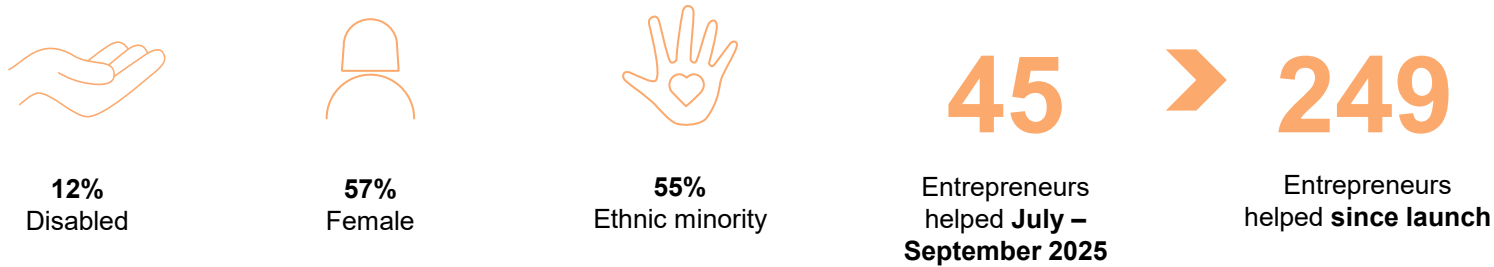


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- General retail

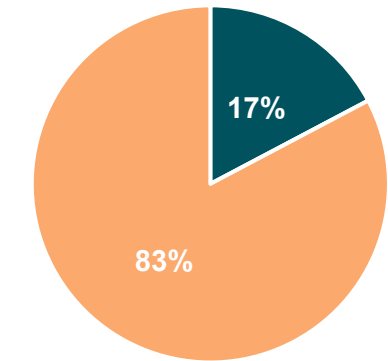
Kensington & Chelsea

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

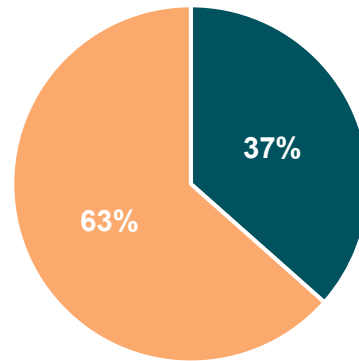
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- General retail

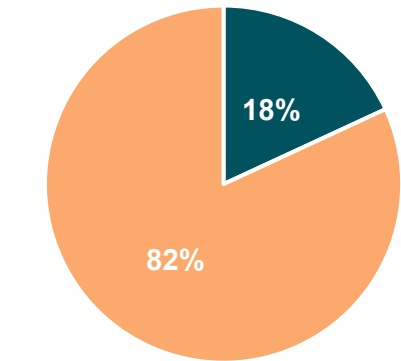
Southwark

Number of entrepreneurs helped since launch



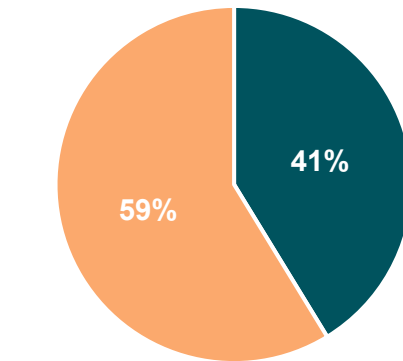
Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Digital diagnostic
In-person

Pre-starts vs SMEs



Pre-starts
SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Creative & media
- General retail
- Business & professional services

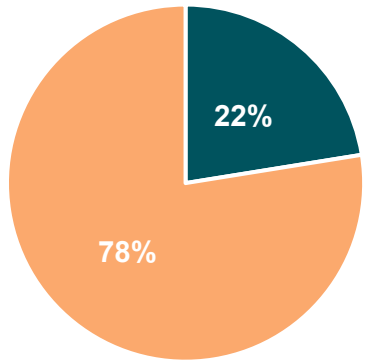
Wandsworth

Number of entrepreneurs helped since launch



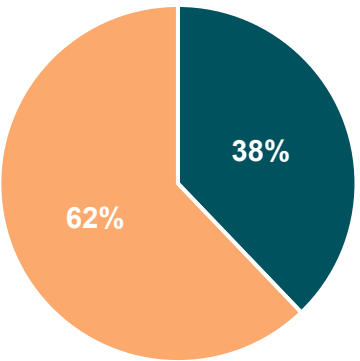
Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Digital diagnostic
In-person

Pre-starts vs SMEs



Pre-starts
SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- General retail
- Creative & media
- Business & professional services

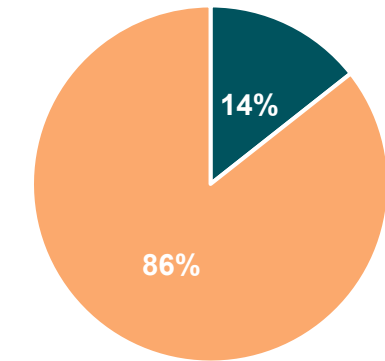
Lambeth

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

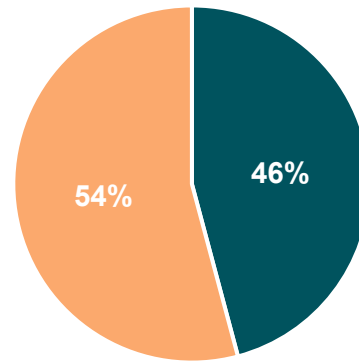
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- General retail
- Creative & media
- Business & professional services

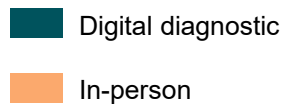
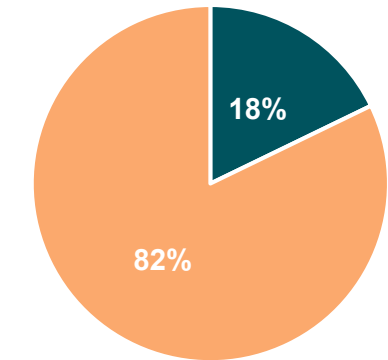
Lewisham

Number of entrepreneurs helped since launch

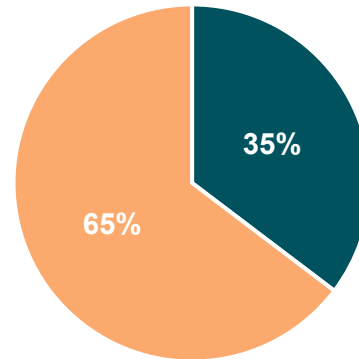


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

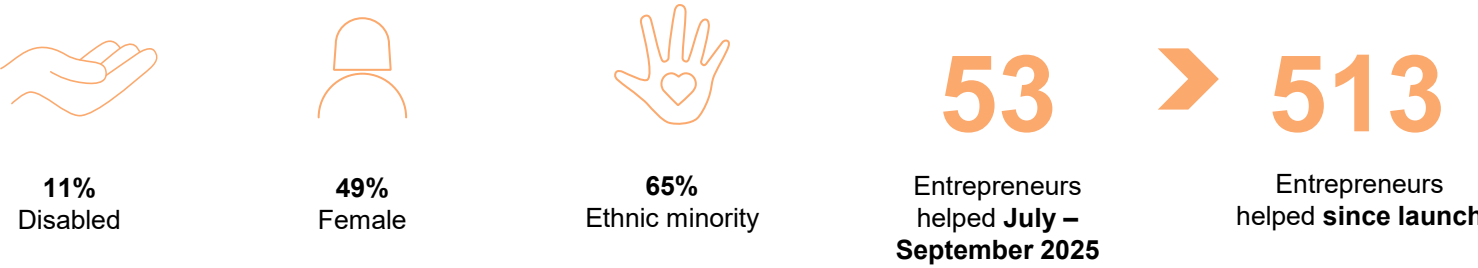


Top sectors helped by Grow London Local

- General retail
- Creative & media
- Business & professional services

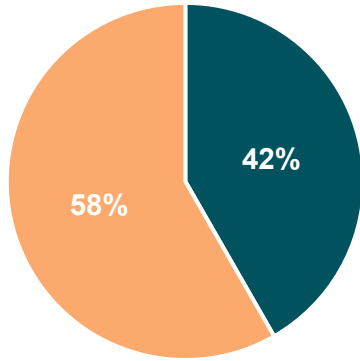
City of London corporation

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

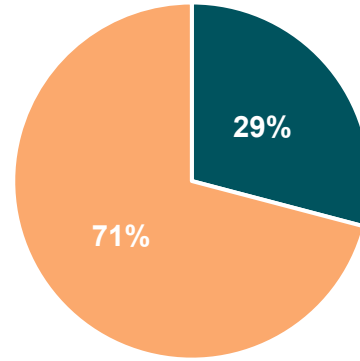
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- General retail

Click [here](#) to view the Q2 Grow London Local Impact Report which contains pan-London data.



LOCAL LONDON

Activity within the region



10%
Disabled



54%
Female



72%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

493



2,919

Entrepreneurs
helped July –
September 2025

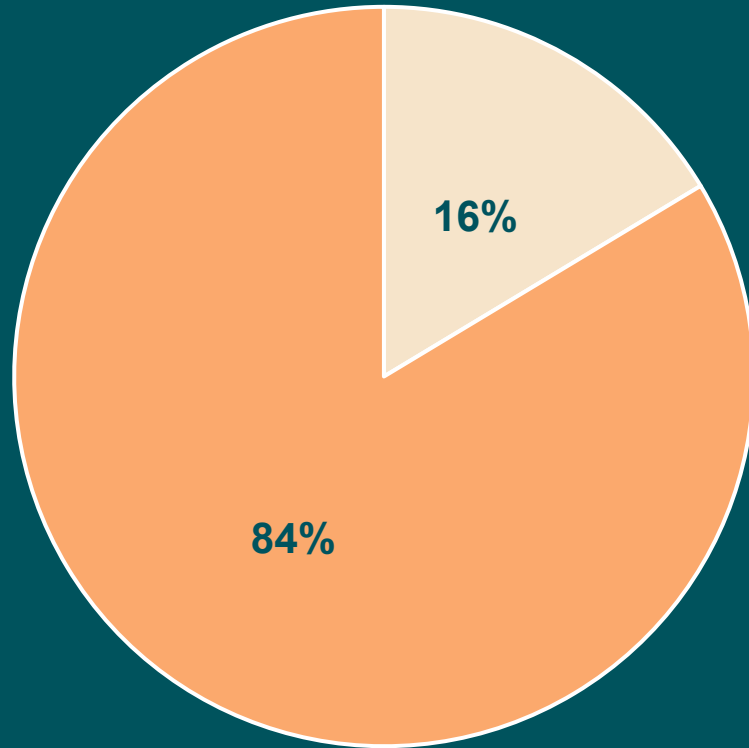
Entrepreneurs
helped since launch





Sunisha Varsani, Regional Manager

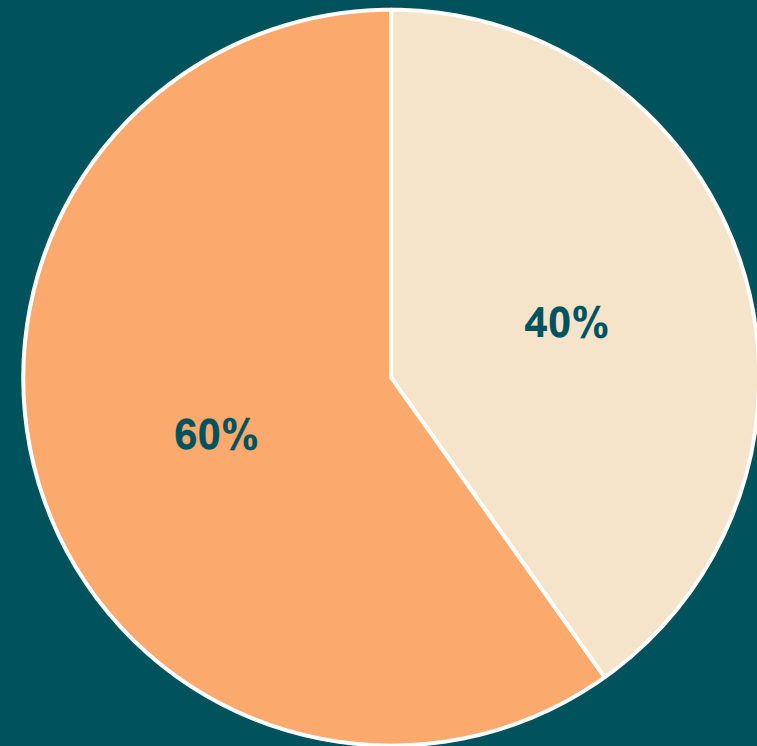


Local London Regional Statistics





Digital diagnostic vs In-person

-  Digital diagnostic
-  In-person



Pre-starts vs SMEs

-  Pre-starts
-  SMEs

Activity across Local London

In Bromley, we utilised our relationship with Life In Magazines to advertise Grow London Local. An editorial featuring the 1917 Chill Cafe Coffee Friday boosted numbers of entrepreneurs attending the event.

Supported Romford Shopping Centre traders to build websites, improve their social media and to build an online presence. Engaged with Romford Business Improvement District and Chamber of Commerce to promote Coffee Friday and networking sessions.

Hosted seven Coffee Fridays across the region with locations in Greenwich, Bromley and Newham.

Hosted a special Coffee Friday at Newham where we showcased the Stratford Market Village success to the Deputy Mayor of Newham, Labour MP for Stratford and Bow and Deputy Mayor for Business and Growth. We connected attendees to business support provider, Prompt Tech Global Ltd who provided free social media, billing software and website advice.

Grow London Local has further established our relationship with the centre manager of Vicarage Field Shopping Centre and have supported a range of traders.

Promoted Grow London Local at the Greenwich Link 'n Drink and Greenwich Connect events. Exhibited to over 100 attendees at the Royal Arsenal Riverside Business Network.

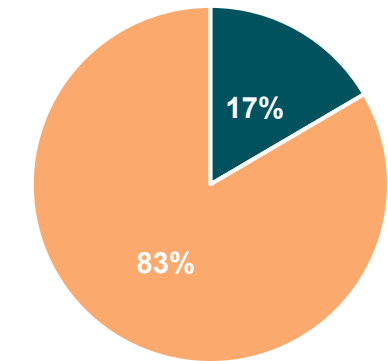
Enfield

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

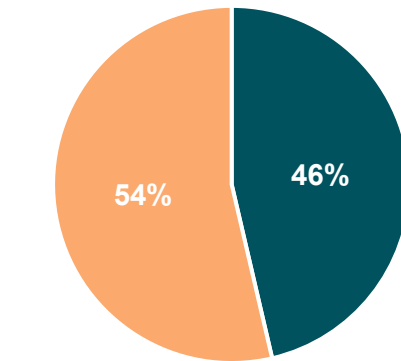
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- General retail

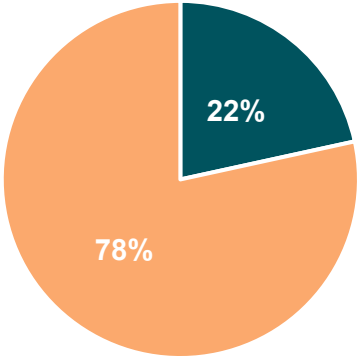
Waltham Forest

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

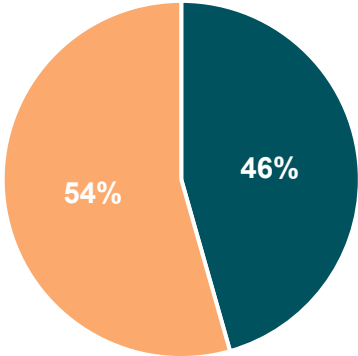
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Digital



Top sectors helped by Grow London Local

- General retail
- Creative & media
- Business & professional services

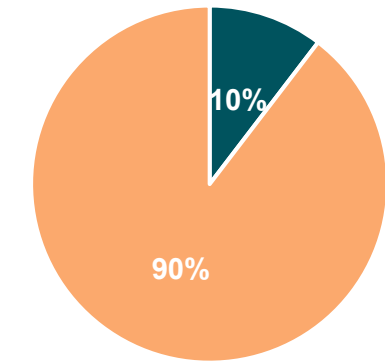
Redbridge

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

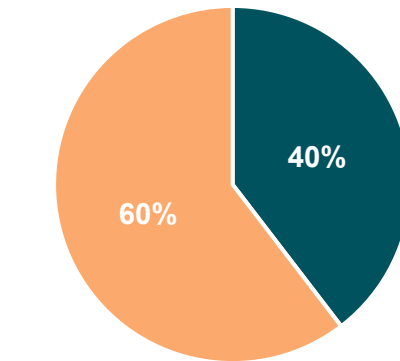
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning/Sales



Top sectors helped by Grow London Local

- Business & professional services
- General retail
- Creative & media

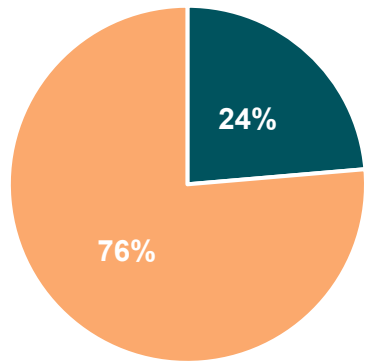
Havering

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

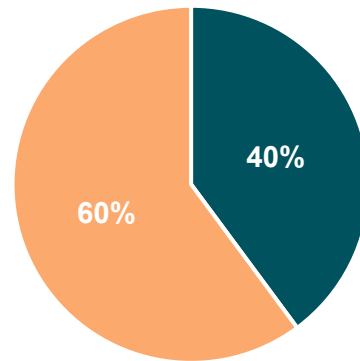
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Digital



Top sectors helped by Grow London Local

- General retail
- Creative & media
- Business & professional services

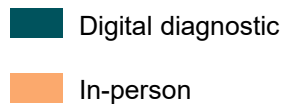
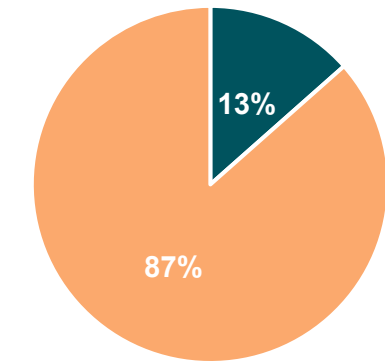
Barking & Dagenham

Number of entrepreneurs helped since launch

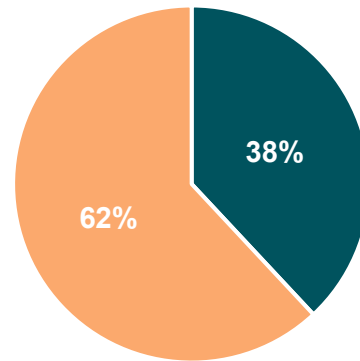


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Digital



Top sectors helped by Grow London Local

- General retail
- Business & professional services
- Food services (Restaurants & takeaways)

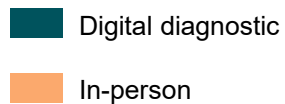
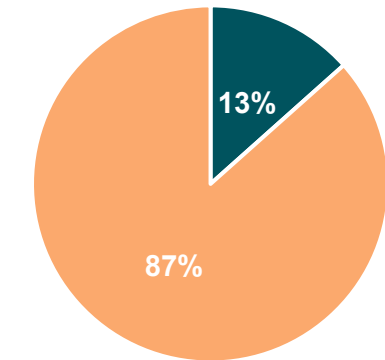
Newham

Number of entrepreneurs helped since launch

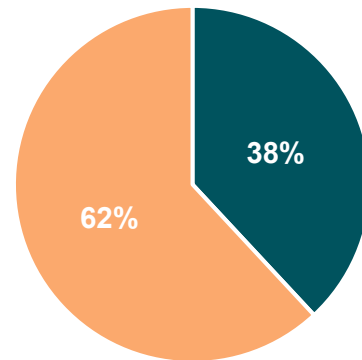


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Digital



Top sectors helped by Grow London Local

- General retail
- Business & professional service
- Creative & media

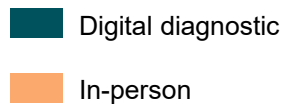
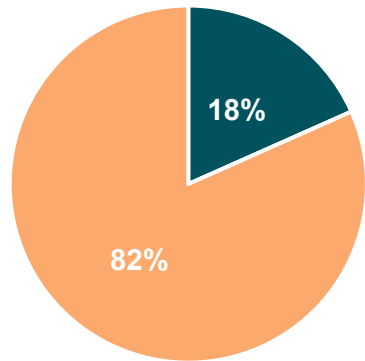
Greenwich

Number of entrepreneurs helped since launch

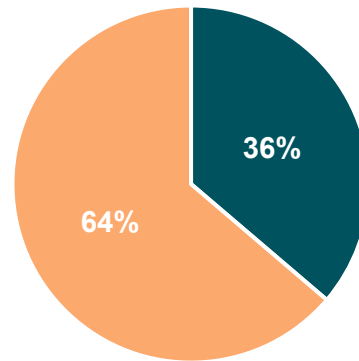


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Creative & media
- Business & professional service
- General retail

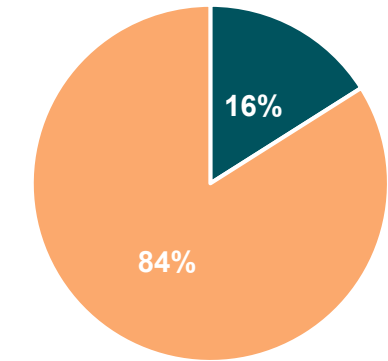
Bexley

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

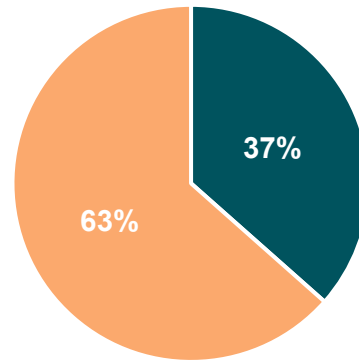
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Business & professional service
- Creative & media
- General retail

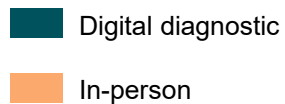
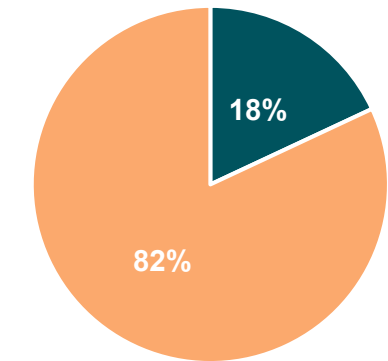
Bromley

Number of entrepreneurs helped since launch

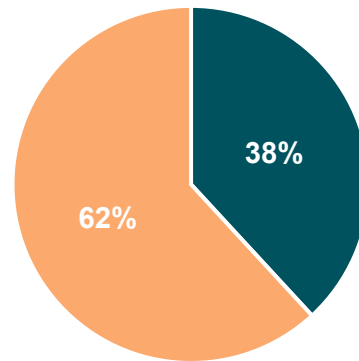


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Business & professional service
- General retail
- Creative & media



WEST LONDON ALLIANCE

Activity within the region



11%
Disabled



52%
Female



68%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

424



2,553

Entrepreneurs
helped July –
September 2025

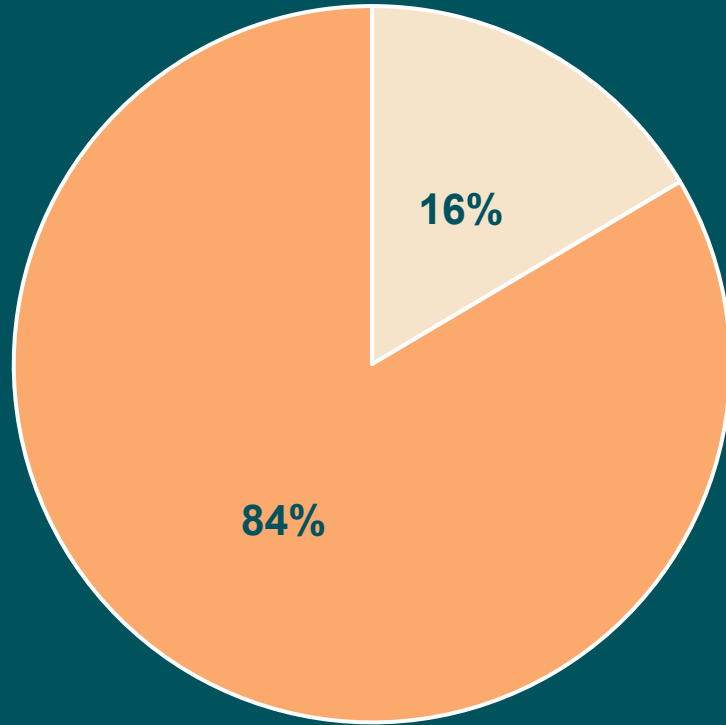
Entrepreneurs
helped since launch





Darya Simanovich, Business Support Manager

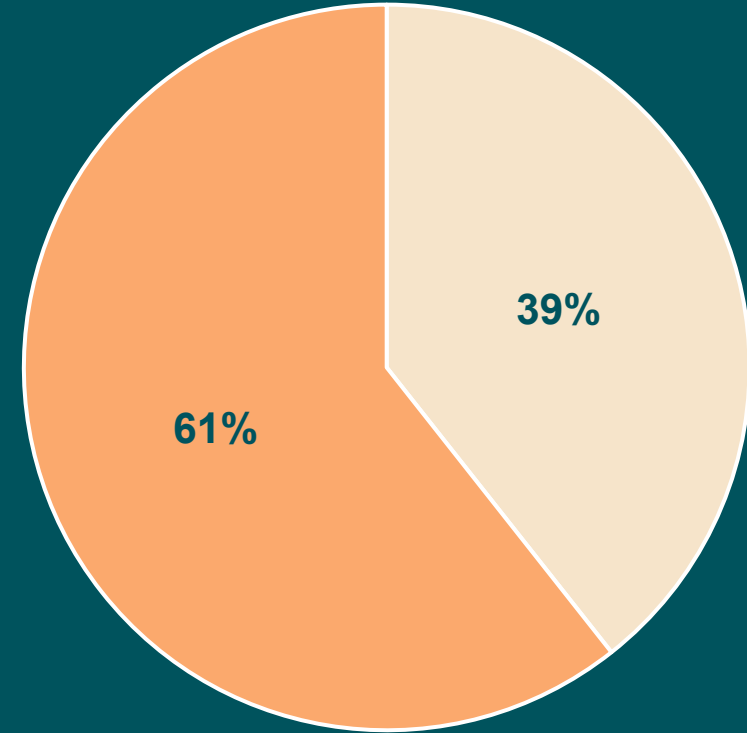


West London Alliance Regional Statistics




Digital diagnostic vs In-person

-  Digital diagnostic
-  In-person



Pre-starts vs SMEs

-  Pre-starts
-  SMEs

Activity across West London Alliance

Grow London Local hosted several Coffee Friday events including one at Tapri Junction in Harrow. The event was attended by a London Assembly Member representatives from Harrow Business Improvement District.

Exhibited at the Muscular Skeletal (MSK) Trailblazer Community Day, to promote Grow London Local to a diverse group of entrepreneurs.

Presented at Jobcentre Plus locations in Ealing, Harrow, Hillingdon and Barnet. Attended the Wembley and Harrow Job Fairs.

Developed a strong relationship with Middlesex University. Plans in place to organise hub sessions, host Coffee Fridays and for the university to refer students to Grow London Local. They are in the process of becoming a support provider.

Grow London Local attended the Barnet Business Breakfast where local business owners heard about opportunities and resources from Barnet Council and Grow London Local.

Hosted six Coffee Fridays across the region with two in Hammersmith & Fulham along with one each in Ealing, Brent, Barnet and Harrow.



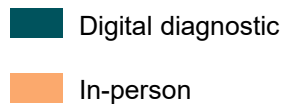
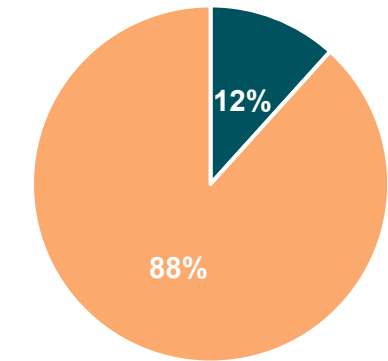
Hillingdon

Number of entrepreneurs helped since launch

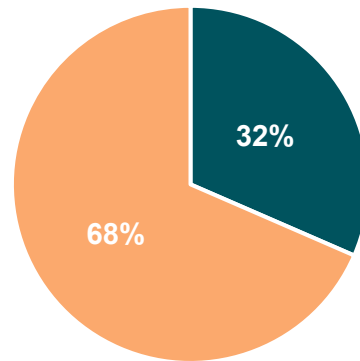


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Planning
- Finance



Top sectors helped by Grow London Local

- Business & professional services
- General retail
- Creative & media

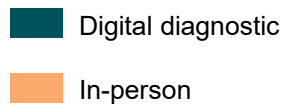
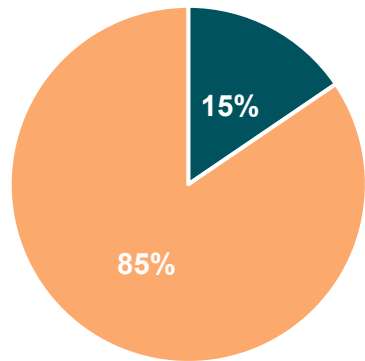
Harrow

Number of entrepreneurs helped since launch

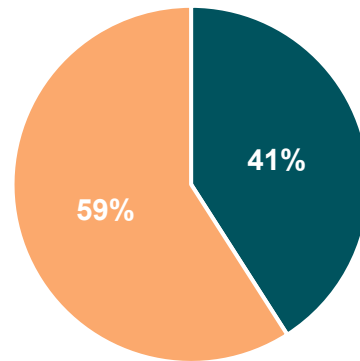


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Planning
- Finance



Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- General retail

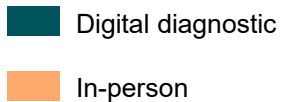
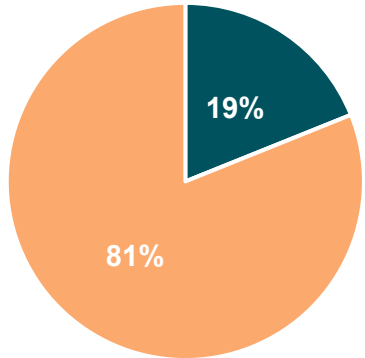
Barnet

Number of entrepreneurs helped since launch

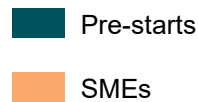
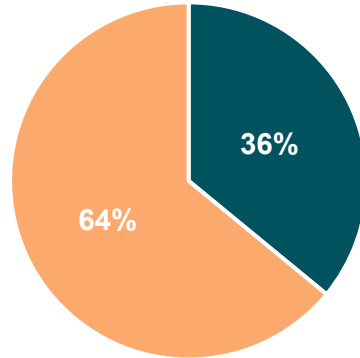


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Planning
- Finance



Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- General retail

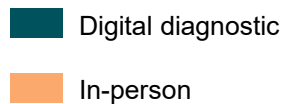
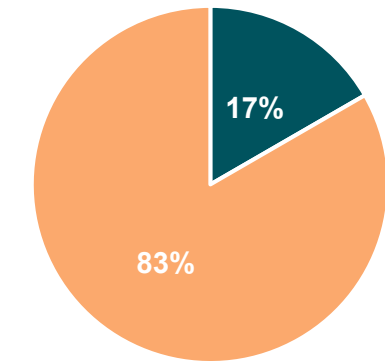
Ealing

Number of entrepreneurs helped since launch

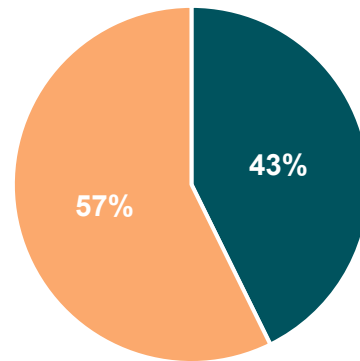


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Planning
- Finance



Top sectors helped by Grow London Local

- Business & professional services
- General retail
- Creative & media

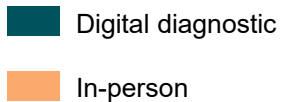
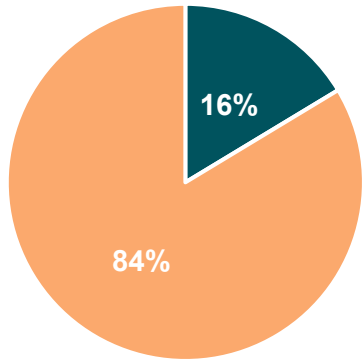
Brent

Number of entrepreneurs helped since launch

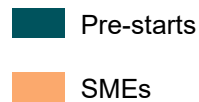
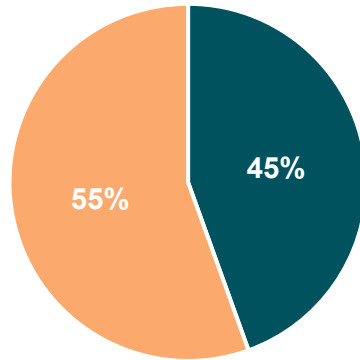


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Planning
- Finance



Top sectors helped by Grow London Local

- General retail
- Creative & media
- Business & professional services

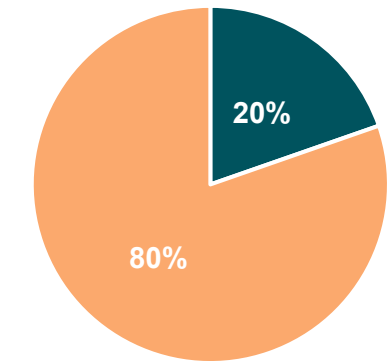
Hammersmith & Fulham

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

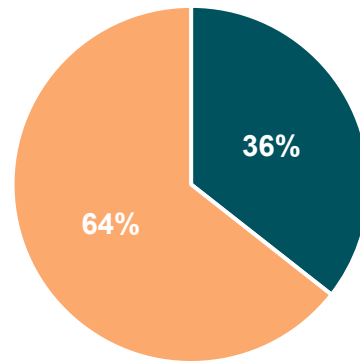
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- General retail

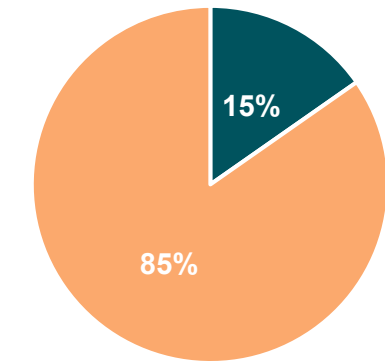
Hounslow

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

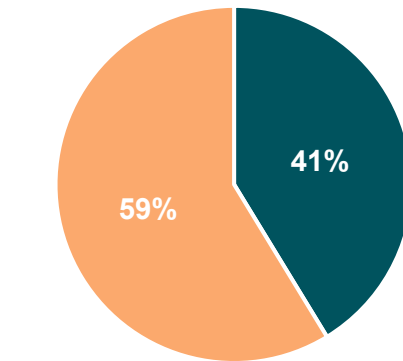
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SMEs



Top 3 areas of support requested

- Marketing
- Planning
- Finance



Top sectors helped by Grow London Local

- Business & professional service
- General retail
- Creative & media

GROW  **LOCAL**
LONDON

**THANK
YOU**