

GROW LONDON LOCAL BOROUGH UPDATES

January - March 2026



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 service delivered by London & Partners, the growth agency for London.

Our mission is to help small and micro businesses to thrive in the capital by connecting them with expert business support and creating opportunities for founders to connect with like-minded entrepreneurs.

The Grow London Local Community



📍 GLL Lates at Mercato Metropolitan, Southwark



📍 Coffee Friday at Gunnery Works Cafe, Greenwich



📍 Queer Business Networking at London LGBTQ+ Community Centre, Southwark



📍 Coffee Friday at Estadio Lounge, Brent



📍 Meet the founder series – female founder at Natwest Moorgate, City of London



📍 Coffee Friday at Social Yoga, Tower Hamlet

Total since Grow London Local Launch



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



87% of entrepreneurs supported in person are from an ethnic minority, female or have a disability.



Helped
43,300+
entrepreneurs to access support.



Entrepreneurs attended our community events – including Coffee Fridays – or visited one of our “hubs”.



entrepreneurs reached



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



Pan-London impact

January 2026 – March 2026

Entrepreneurs reached



43,171
Digital



3,132
In-person



46,303
Total

Entrepreneurs helped



4,804
Digital



1,661
In-person



6,465
Total

Ethnic minority



Female



Disabled



Top sectors supported

1. Business & professional services
2. Health, fitness & wellness
3. Food & drink

Most in demand areas of business support

1. Marketing
2. Finance
3. Digital Marketing

Entrepreneurs supported by business stage





SOUTH LONDON PARTNERSHIP

Activity within the region



11%
Disabled



57%
Female



62%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

203



1,706

Entrepreneurs
helped **January – March
2026**

Entrepreneurs
helped **since launch**



Danny Gomez, Business Support Manager

Activity across South London Partnership



The team delivered a presentation at **Merton College**. The session highlighted common early-stage challenges and explained how Grow London Local services can support entrepreneurs through tailored recommendations, diagnostics and ongoing support.



Drop-in sessions were delivered to provide face-to-face support at **Business Xchange Hub Croydon**, offering free consultations to both SMEs and pre-starts to help them overcome challenges and plan next steps.



Grow London Local hosted a **Coffee Friday in Wimbledon** using a local venue, Caddi Club, enabling founders to take time out of their business to build networks and learn from their peers.



At the **Federation of Small Businesses Business Bootcamp** in Croydon, the team delivered a presentation to promote Grow London Local's services and engage directly with existing business owners. The event was attended by the **Mayor of Croydon, Jason Perry**.

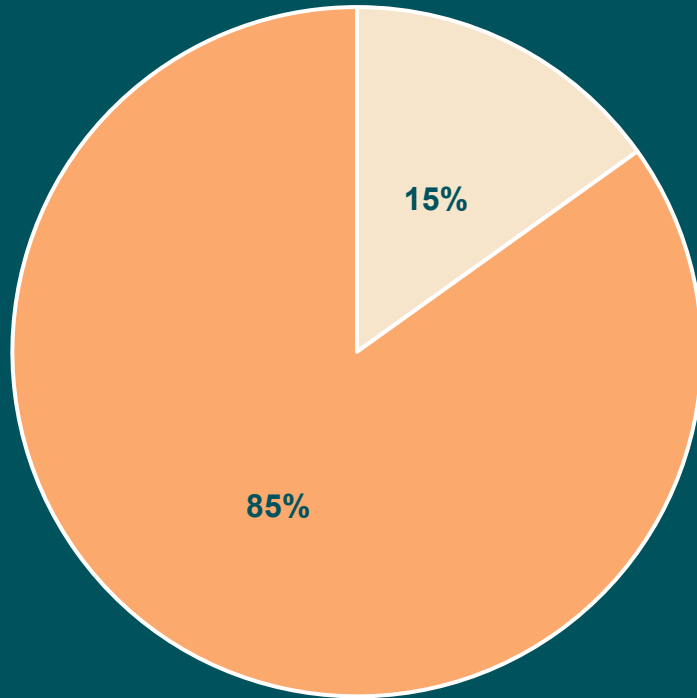


Developed a new relationship with **TownSq Kingston** and strengthened links with **Jobcentre Plus** in Streatham which will help businesses access shared spaces, trusted networks and growth support.





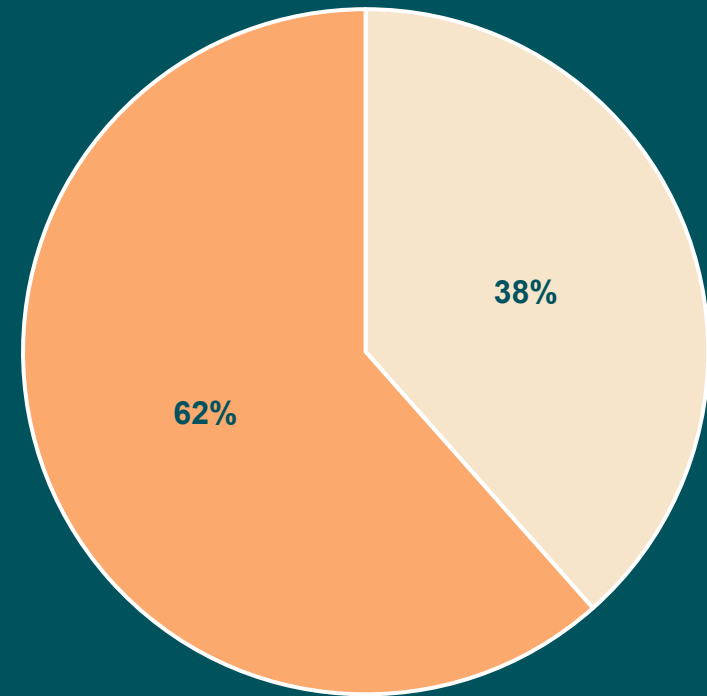
The team attended **Get Connected by Get Ahead** in Kingston and the **Sutton Lunch Club at Oru** to raise awareness of Grow London Local's services and engage with both existing and aspiring business owners.

South London Partnership Regional Statistics





Digital diagnostics vs in-person

-  Digital diagnostics
-  In-person total

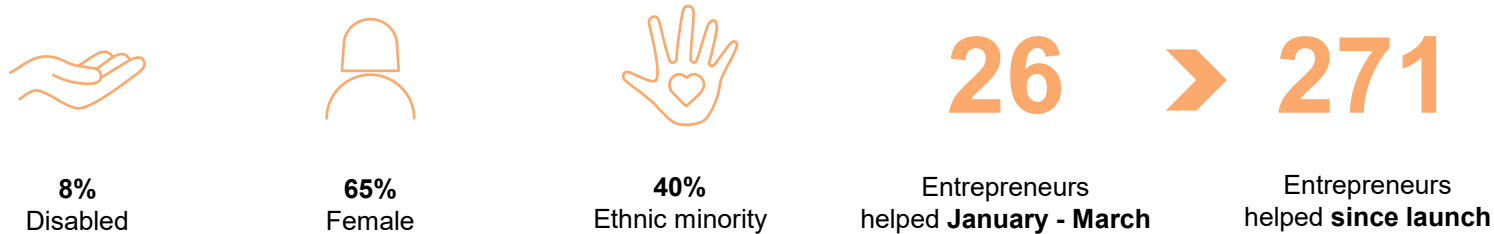


Pre-start vs SMEs

-  Pre-starts total
-  SMEs total

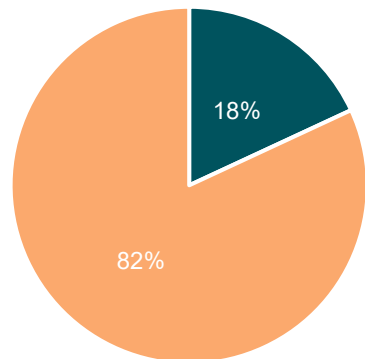
Richmond upon Thames

Number of entrepreneurs helped since launch



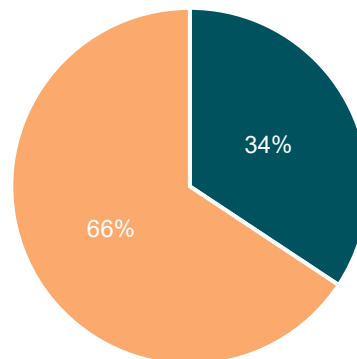
Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Digital diagnostic
In-person

Pre-starts vs SMEs



Pre-starts
SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

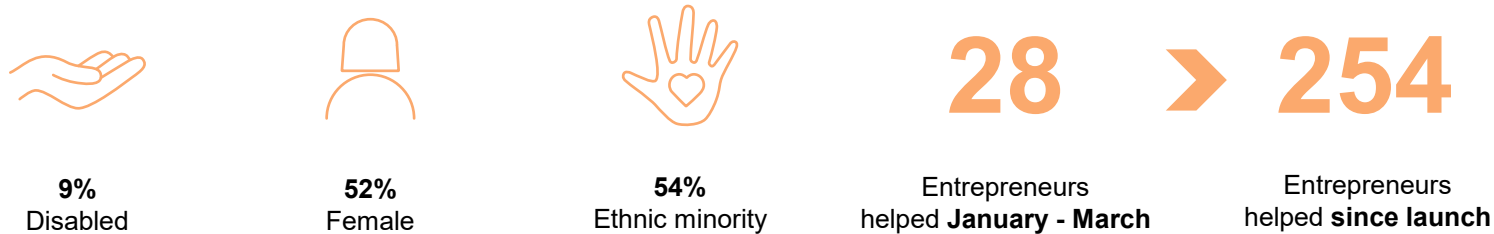


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

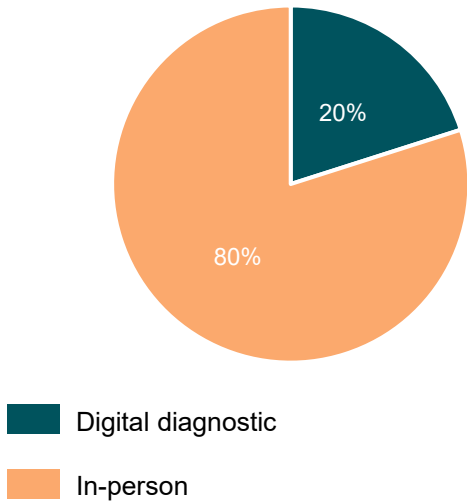
Kingston upon Thames

Number of entrepreneurs helped since launch

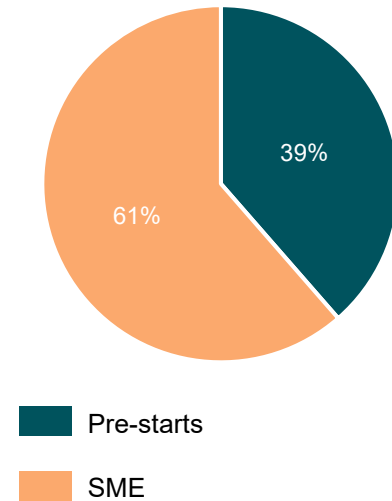


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

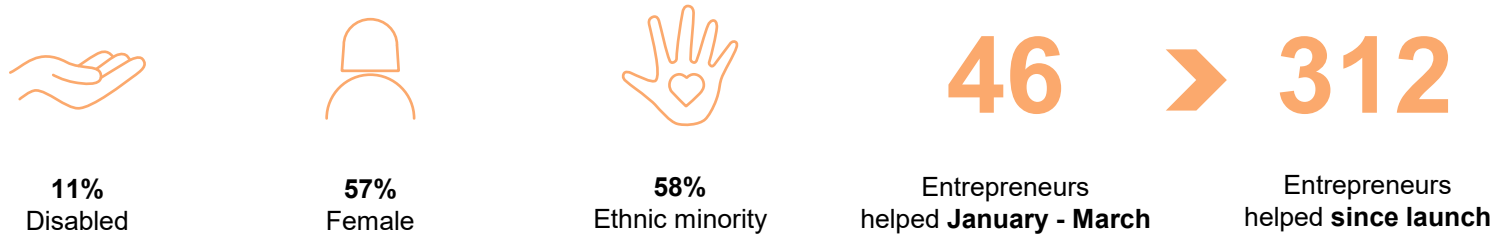


Top sectors helped by Grow London Local

- Business & professional services
- Retail, other
- Creative & media

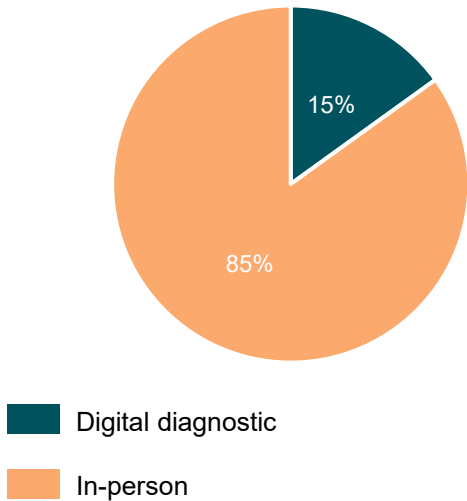
Merton

Number of entrepreneurs helped since launch

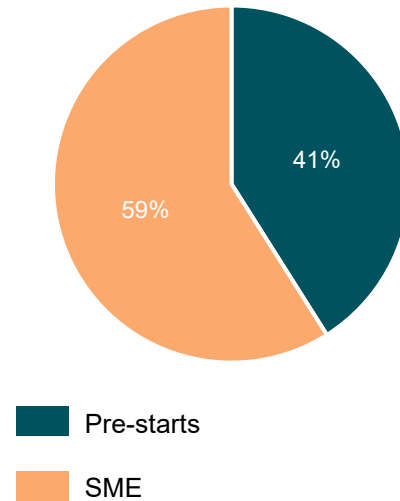


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

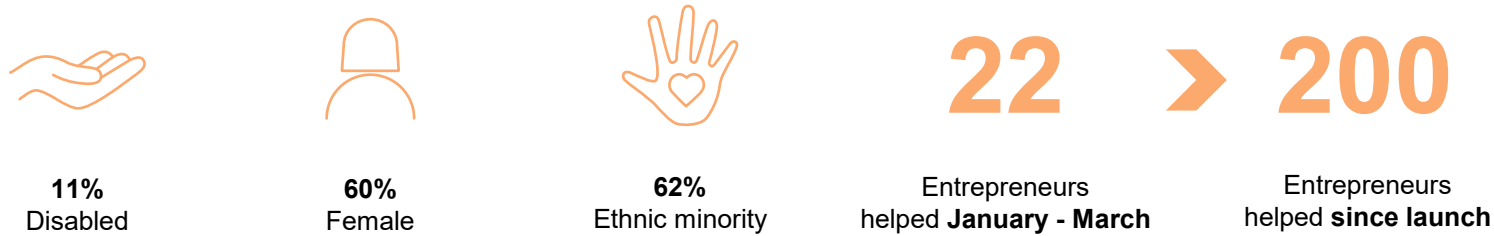


Top sectors helped by Grow London Local

- Business & professional services
- Retail, other
- Creative & media

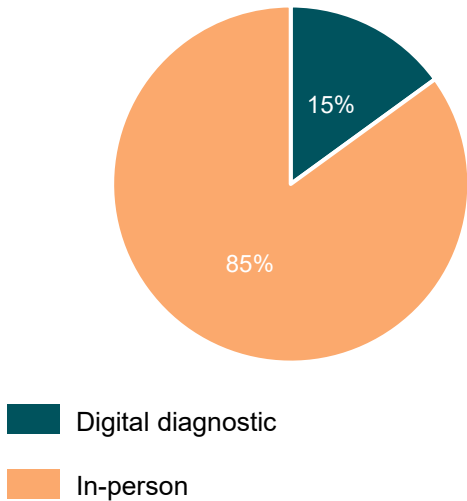
Sutton

Number of entrepreneurs helped since launch

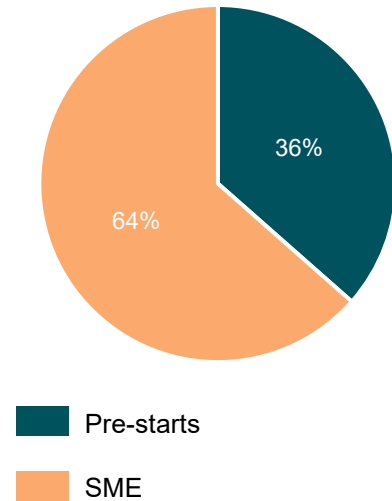


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

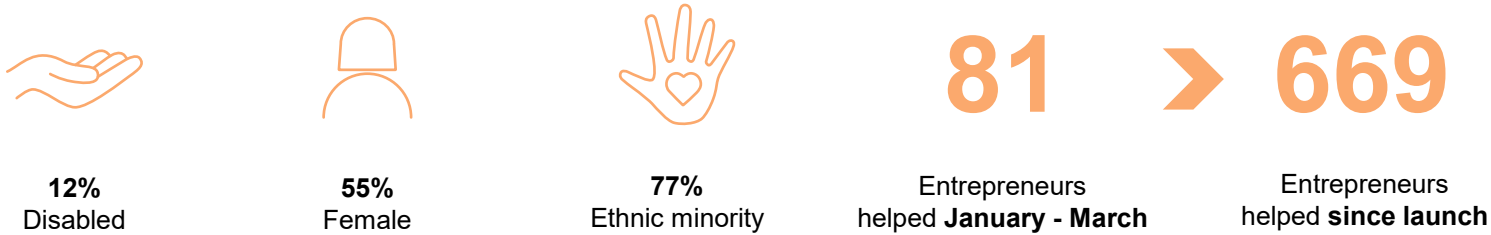


Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- Retail, other

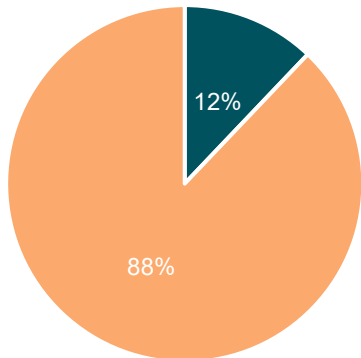
Croydon

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

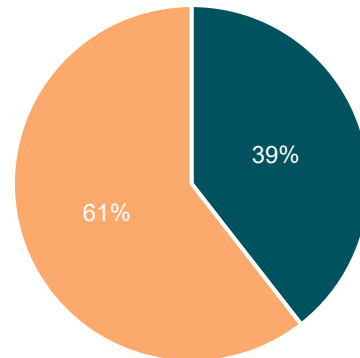
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

Marketing

Finance

Planning



Top sectors helped by Grow London Local

Retail, other

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

850

Entrepreneurs helped January – March 2026



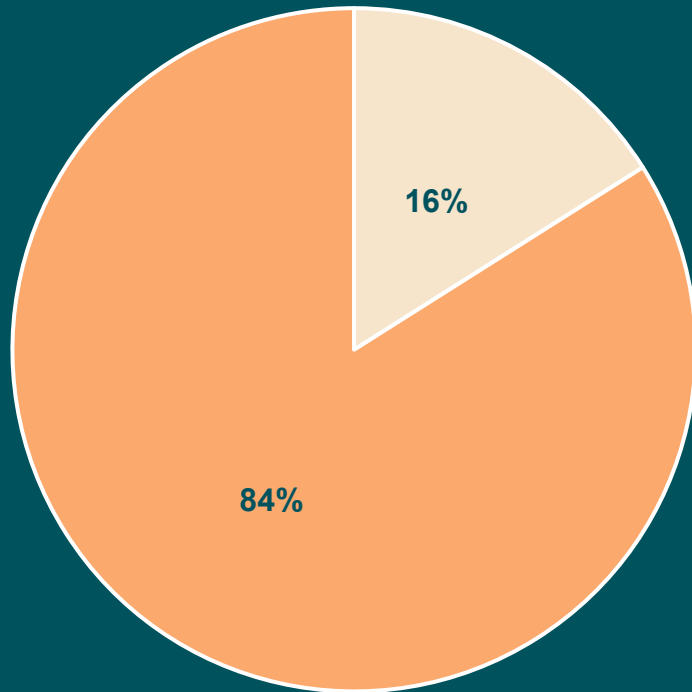
7,640

Entrepreneurs helped since launch





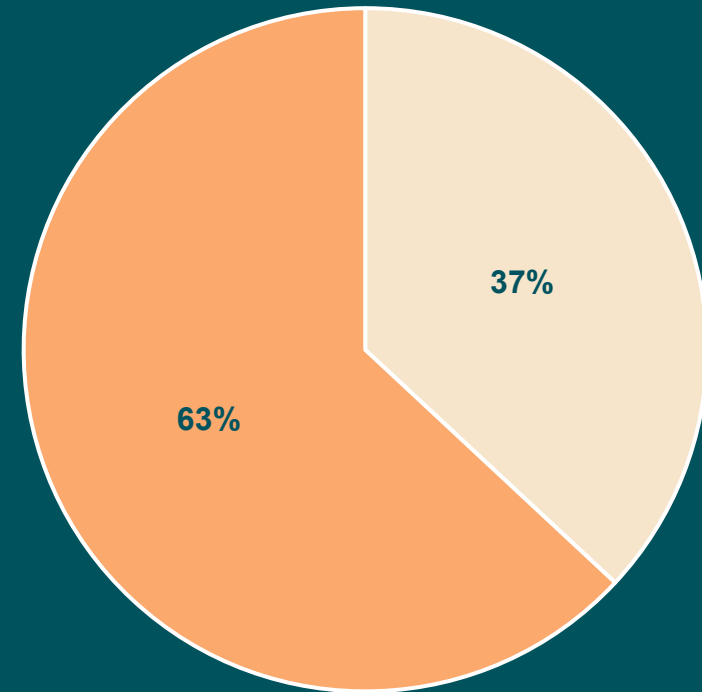
Monowar Hossen, Business Support Manager

Central London Forward Regional Statistics





Digital diagnostics vs in-person

-  Digital diagnostics
-  In-person total



Pre-start vs SMEs

-  Pre-starts total
-  SMEs total

Activity across Central London Forward



A new partnership was set up with **Social Yoga in Hackney Wick** providing free space for delivery of Grow London Local services. Partnerships were also strengthened with **Arbeit Studios** in Westminster, **LabTech** in Camden, and **Bath Spa University** (Canary Wharf branch), expanding access to venues, workshops and referral routes for local businesses.



Jobcentre Plus Hubs in Islington, Tower Hamlets and Kensington & Chelsea continued monthly, fully booked hubs supporting claimants with structured one-to-one business support.



Hosted five **Coffee Fridays** across Tower Hamlets, Wandsworth, Kensington & Chelsea, Lewisham and Southwark. All sessions enabled businesses to build peer networks and learn about available business growth support.



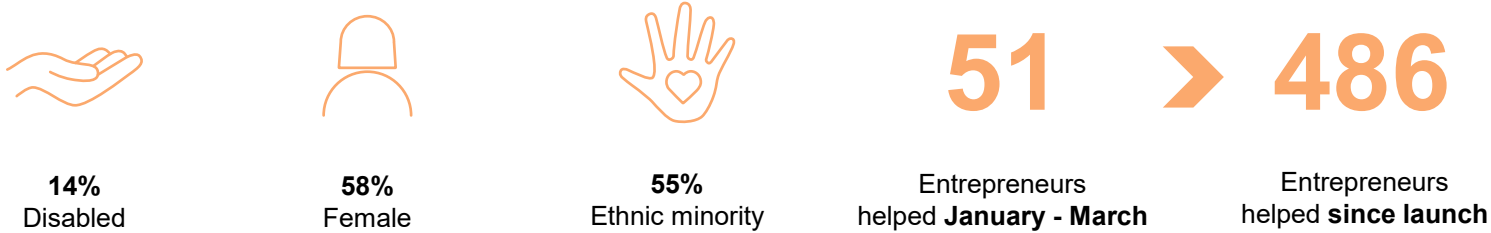
Attended a range of community, cultural and education-led events including **Chinese New Year celebration** in Camden, **Muslim Shopping Festival** at ExCeL London, **Chinese Business and Social Network Winter Social** and **Roehampton University Career Development Week**, supporting individuals and aspiring entrepreneurs to explore next steps and access Grow London Local services.



Presented at the **Women in Business Festival** at Tower Hamlets, monthly **Ewa Janas Business Networking** events in Kensington and Chelsea, **Mayor of London's Creative Enterprise Zones** celebration event in Lewisham to raise awareness of available support through Grow London Local for entrepreneurs.

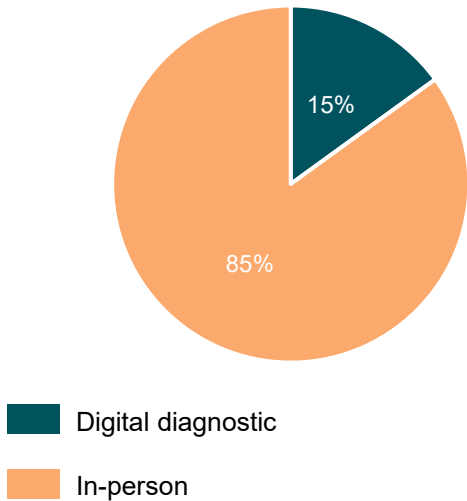
Haringey

Number of entrepreneurs helped since launch

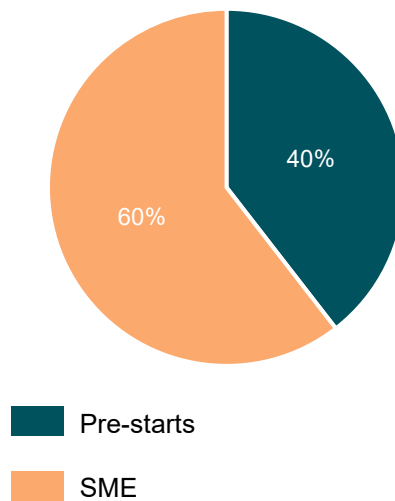


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

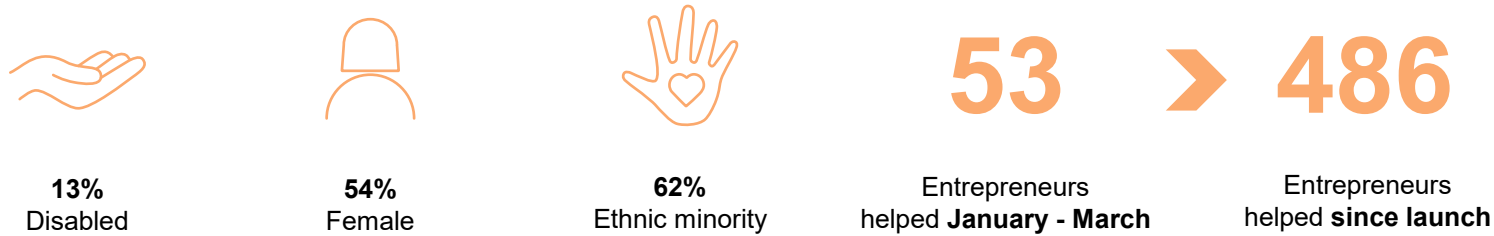


Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- Retail, other

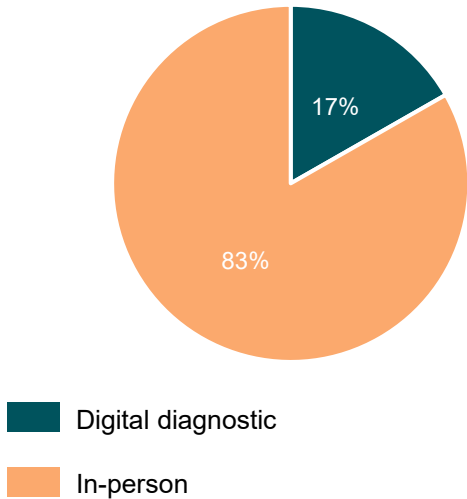
Hackney

Number of entrepreneurs helped since launch

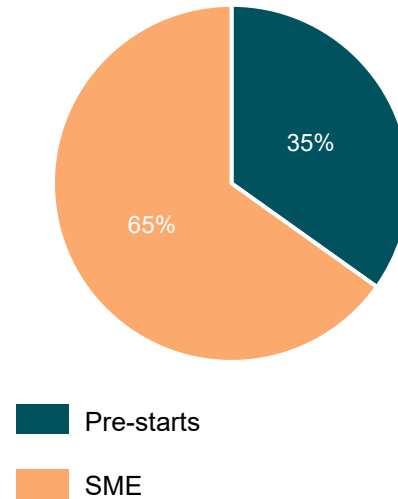


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

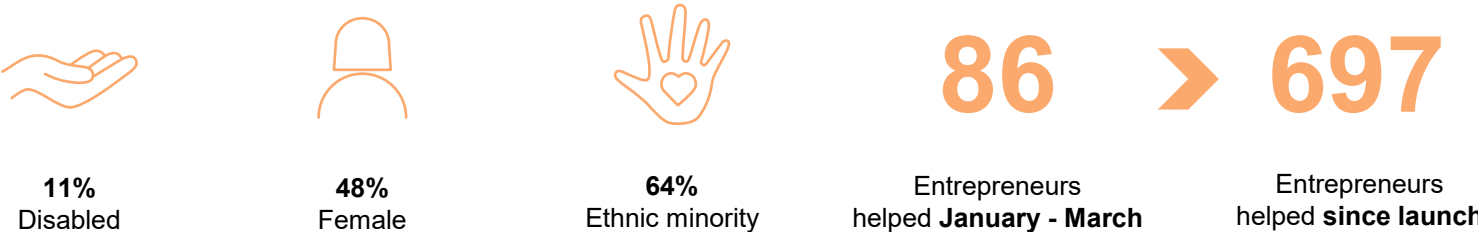


Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- Retail, other

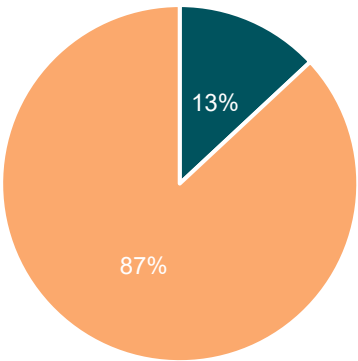
Tower Hamlets

Number of entrepreneurs helped since launch



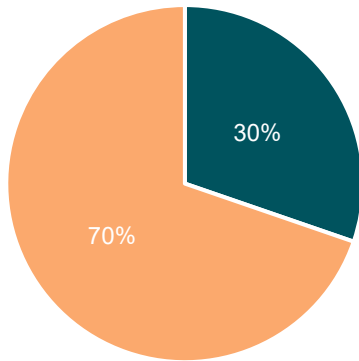
Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Digital diagnostic
In-person

Pre-starts vs SMEs



Pre-starts
SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning



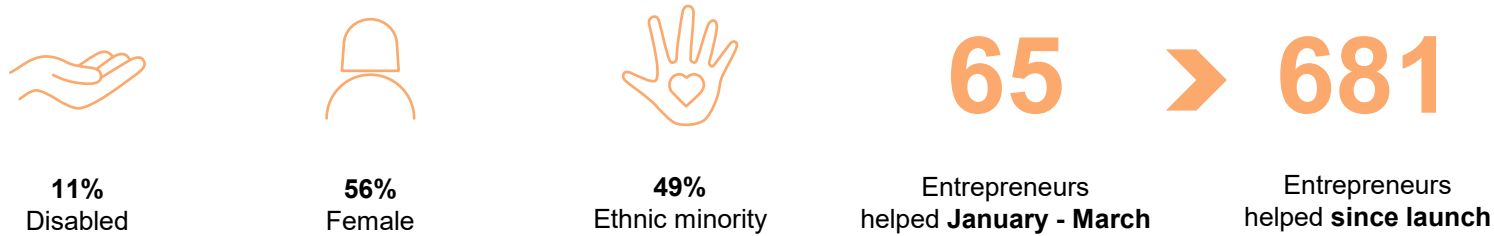
Top sectors helped by Grow London Local

- Business & professional services
- Retail, other
- Creative & media

Click [here](#) to view the Q4 Grow London Local Data Release which contains pan-London data.

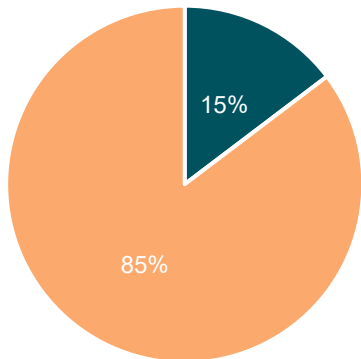
Camden

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

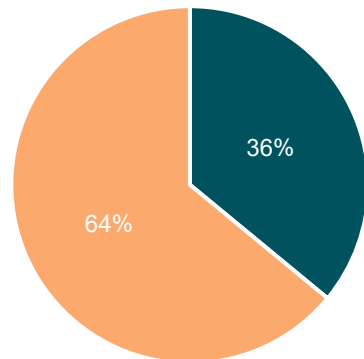
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

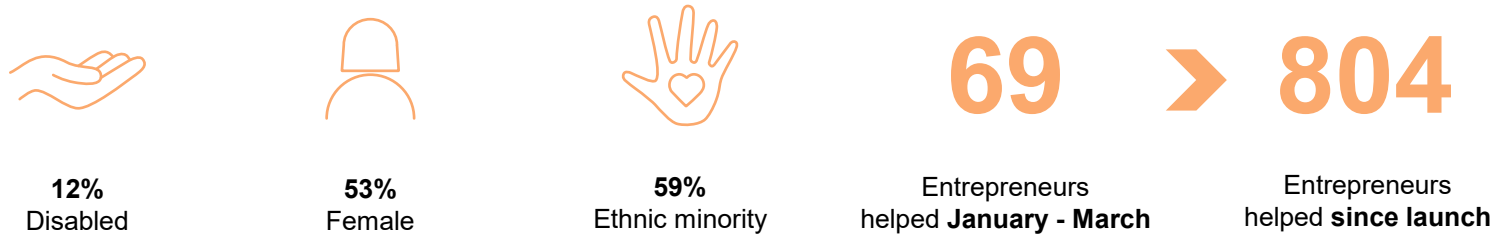


Top sectors helped by Grow London Local

- Creative & media
- Retail, other
- Business & professional services

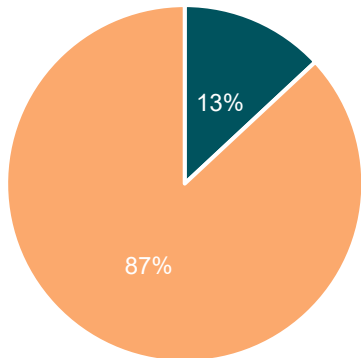
Islington

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

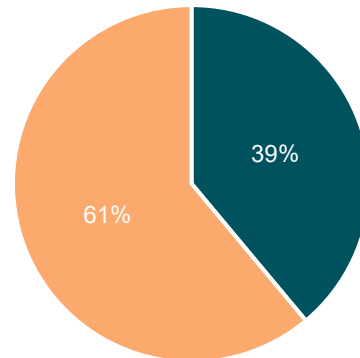
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

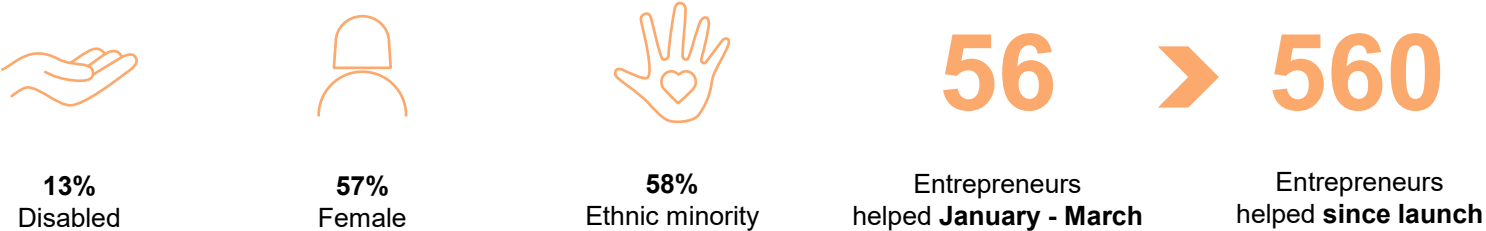


Top sectors helped by Grow London Local

- Creative & media
- Business & professional services
- Retail, other

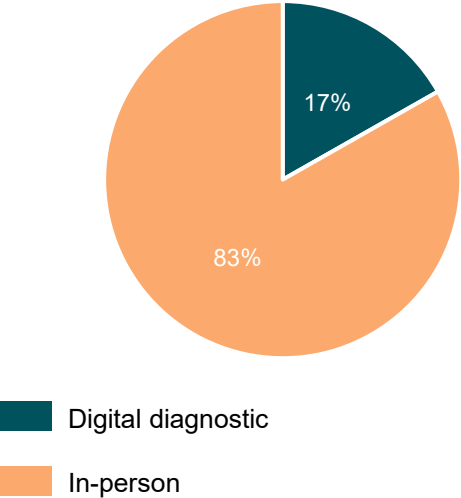
Westminster

Number of entrepreneurs helped since launch

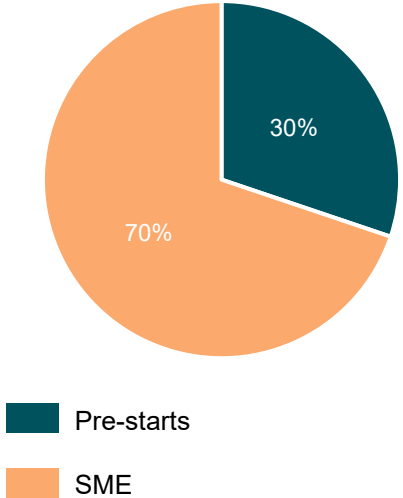


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

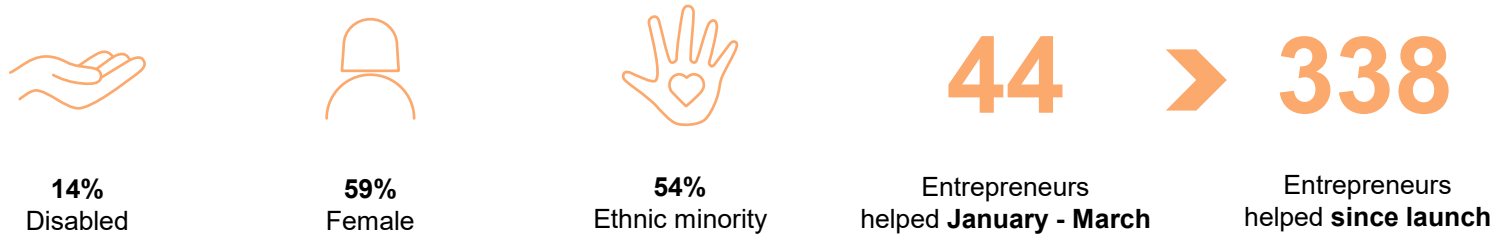


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

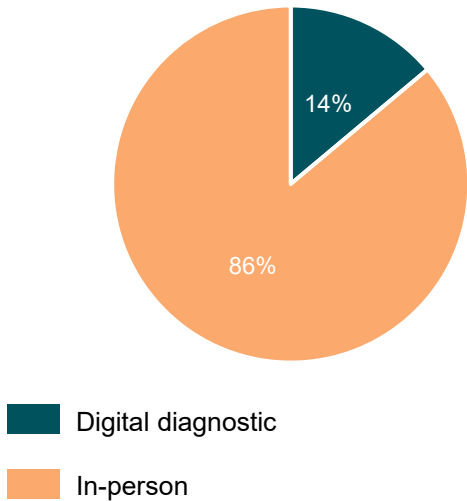
Kensington & Chelsea

Number of entrepreneurs helped since launch

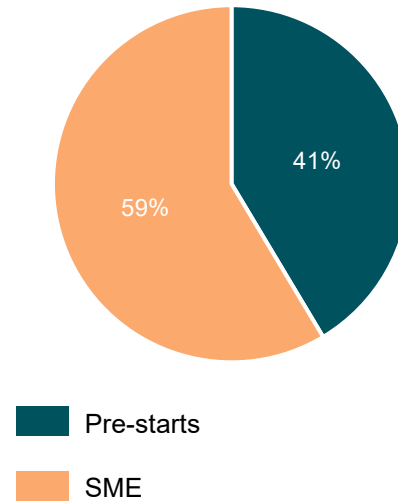


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

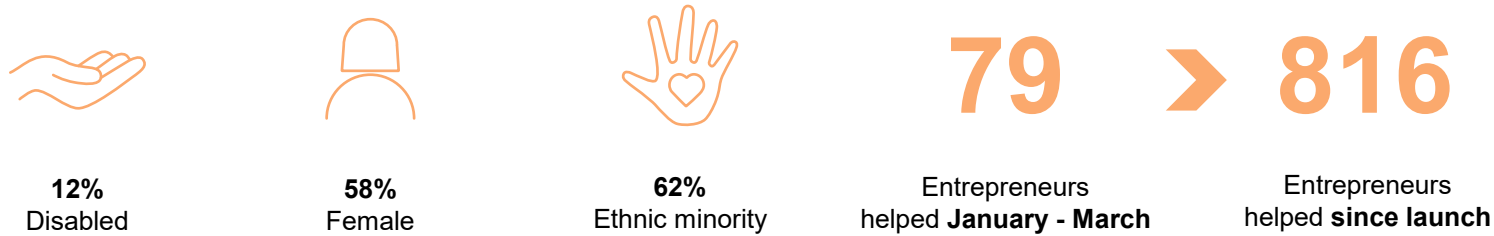


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

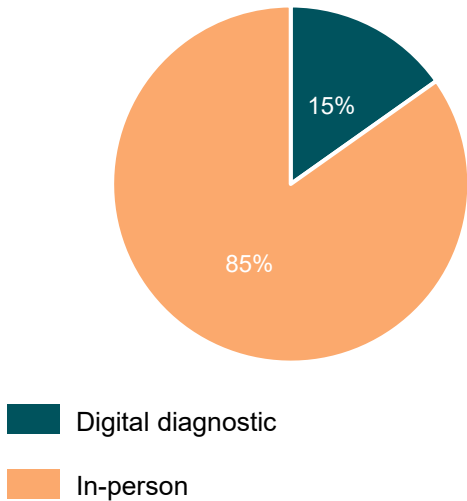
Southwark

Number of entrepreneurs helped since launch

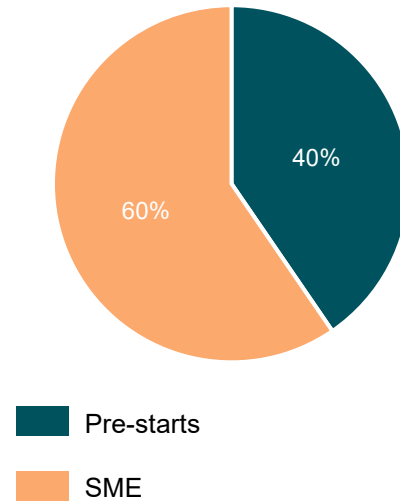


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

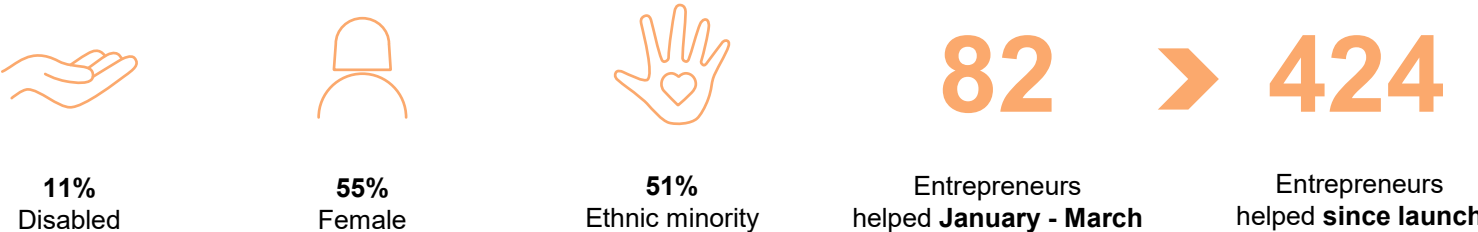


Top sectors helped by Grow London Local

- Creative & media
- Retail, other
- Business & professional services

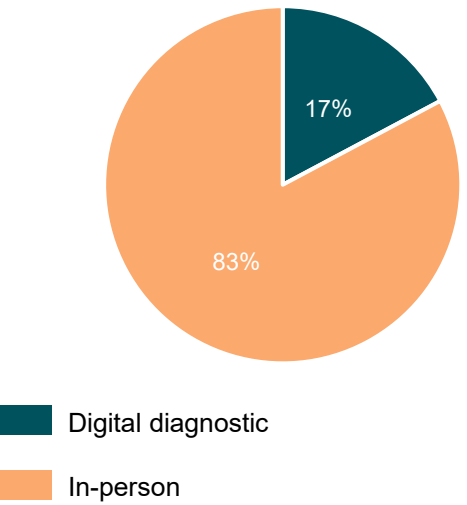
Wandsworth

Number of entrepreneurs helped since launch

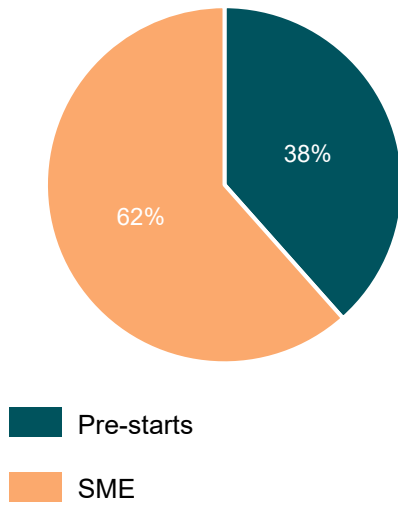


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



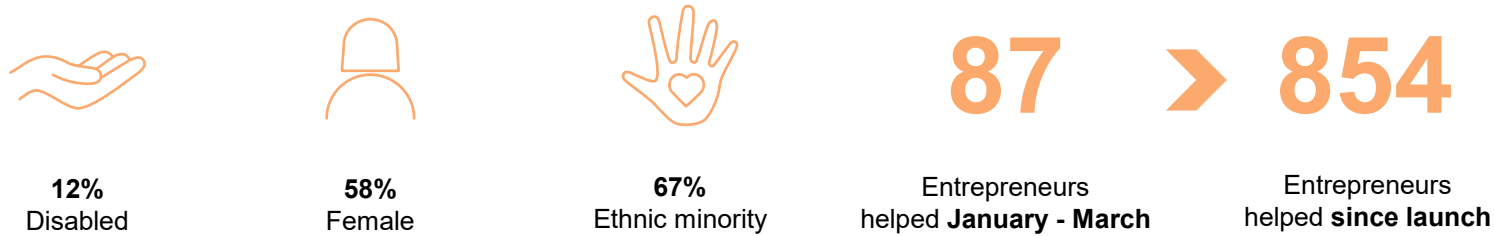
Top sectors helped by Grow London Local

- Retail, other
- Business & professional services
- Creative & media

Click [here](#) to view the Q4 Grow London Local Data Release which contains pan-London data.

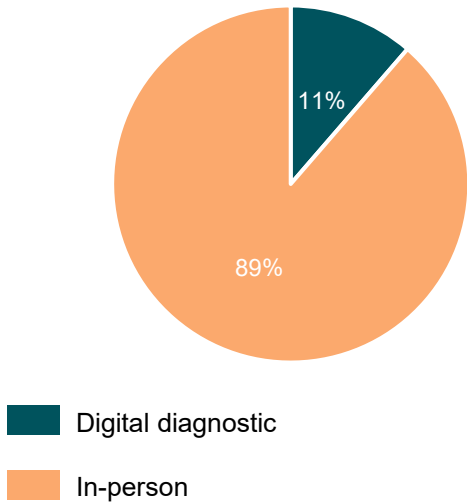
Lambeth

Number of entrepreneurs helped since launch

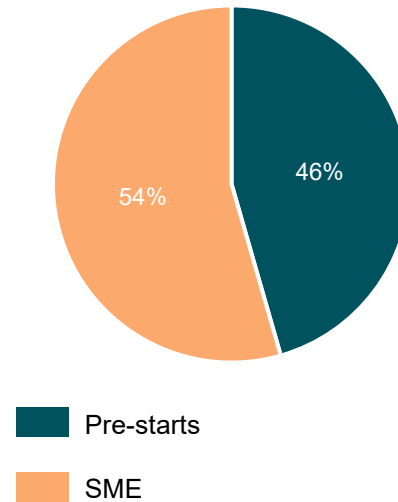


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning

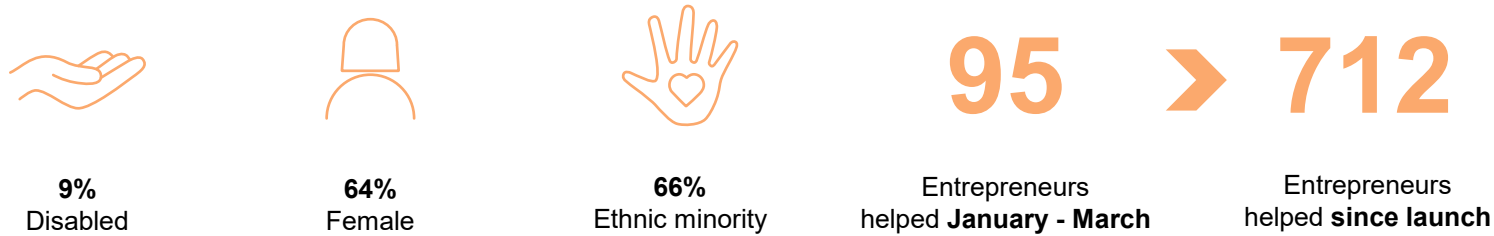


Top sectors helped by Grow London Local

- Retail, other
- Creative & media
- Business & professional services

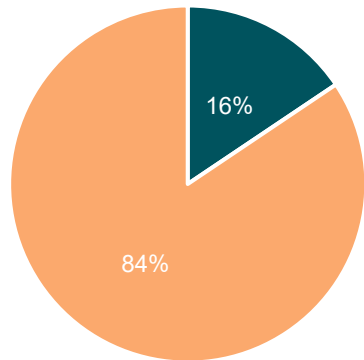
Lewisham

Number of entrepreneurs helped since launch



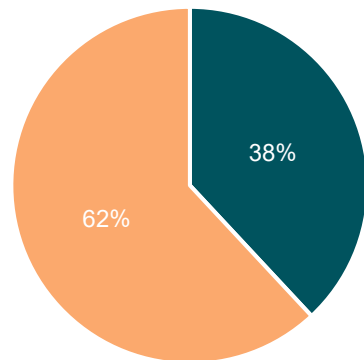
Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Digital diagnostic
In-person

Pre-starts vs SMEs



Pre-starts
SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

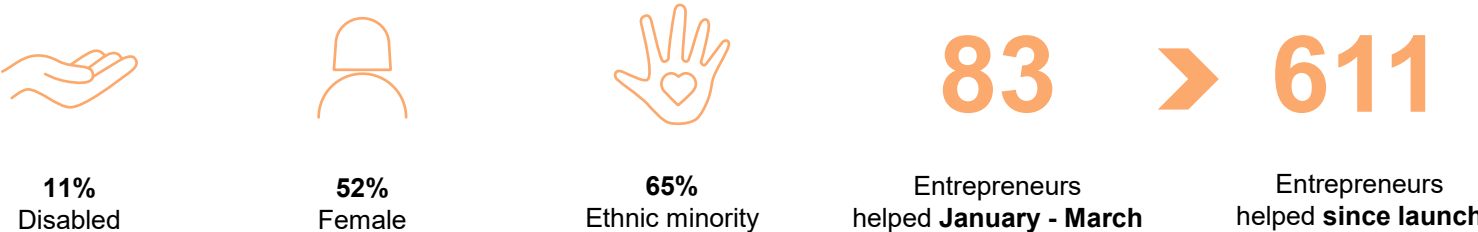


Top sectors helped by Grow London Local

- Retail, other
- Creative & media
- Business & professional services

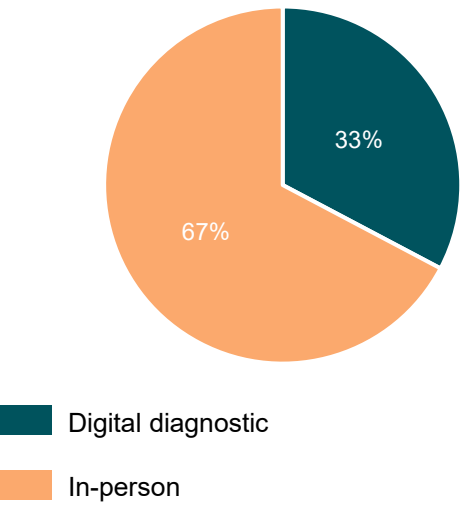
City of London Corporation

Number of entrepreneurs helped since launch

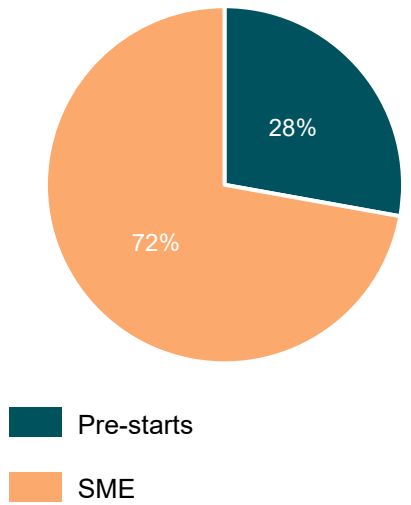


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

Click [here](#) to view the Q4 Grow London Local Data Release which contains pan-London data.



LOCAL LONDON

Activity within the region



10% Disabled



55% Female



71% Ethnic minority

*Equalities data of entrepreneurs helped since launch

476

Entrepreneurs helped January – March 2026



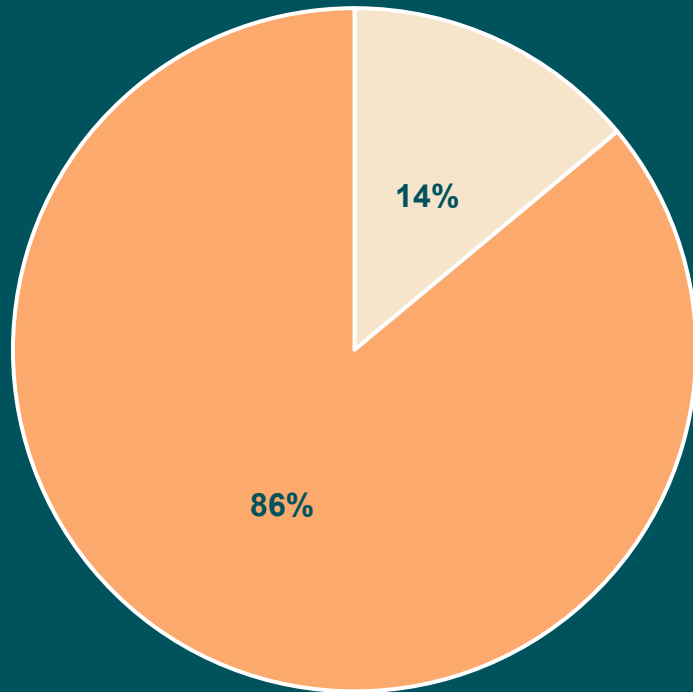
3,830

Entrepreneurs helped since launch

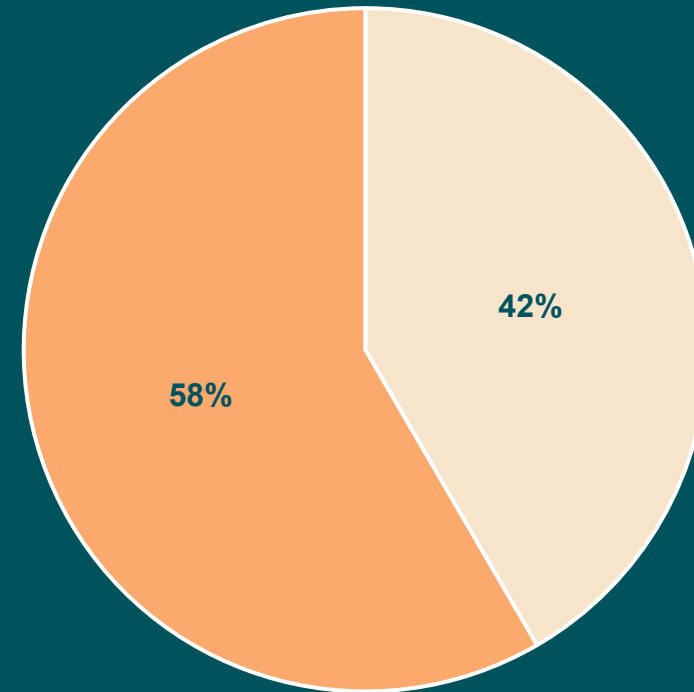
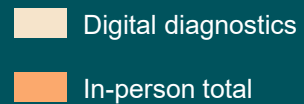


Sunisha Varsani, Regional Manager

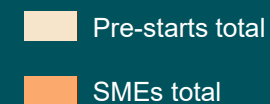
Local London Regional Statistics



Digital diagnostics vs in-person



Pre-start vs SMEs



Activity across Local London



Grow London Local team participated in the **Dagenham Green Construction Industry Forum**. Invited by Barking and Dagenham Council, it was an opportunity to develop relationships with potential partners, including developers and local businesses.



Grow London Local have been engaging with the center manager for **Vicarage Field Shopping Centre** in Barking and strengthened trader engagement through on-the-ground outreach & hosting a Coffee Friday networking event in the centre.



By invitation from the local MP, Stella Creasy, Grow London Local team hosted a stand at the **Waltham Forest job fair**, engaging with pre-start businesses and local community marking increased activity in an area where previous engagement had been limited.



We organised a networking event in Bromley, collaboration with **Newman Workspace**, to attract new people to the workspace and offer free in-person networking breakfast.



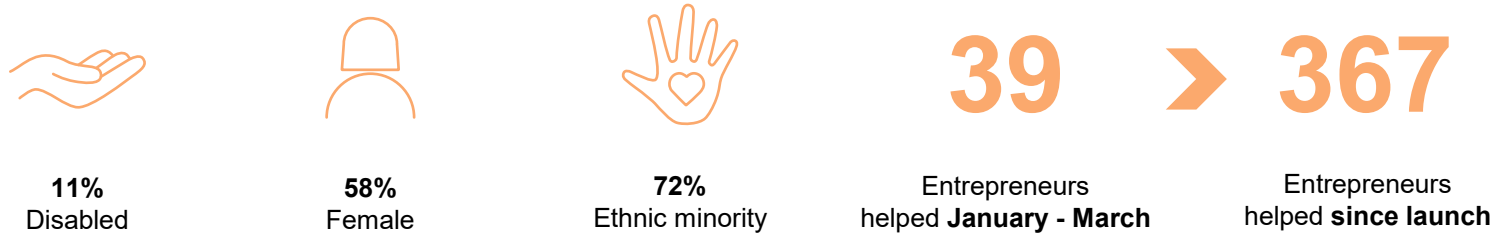
We held five **Coffee Friday events** in the region. It was Grow London Local's first Coffee Friday in Enfield, in collaboration with Enfield council. It was a strong local turnout with 40+ attendees looking to grow their networks.



Grow London Local delivered a **Meet the Founder** event in Stratford focused on business resilience for Black & ethnic minority founders. We invited three local founders who each shared their success stories and provided tips to overcome business challenges.

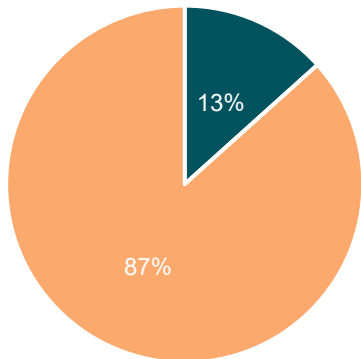
Enfield

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

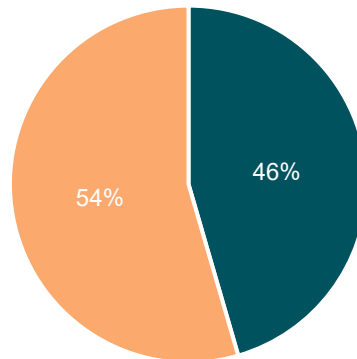
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

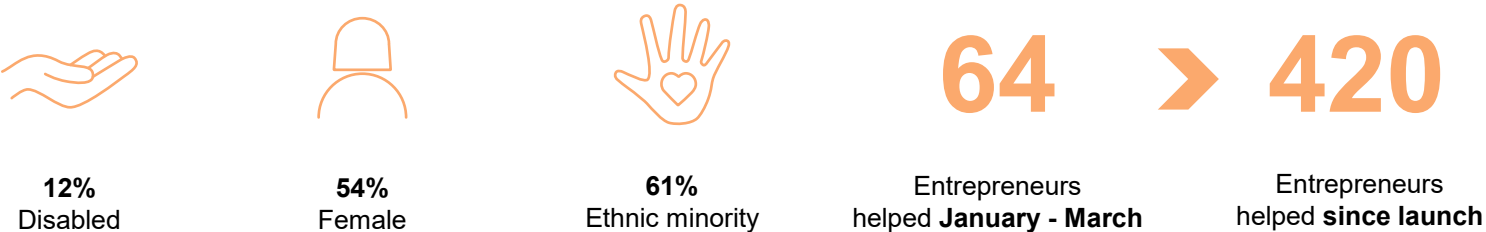


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

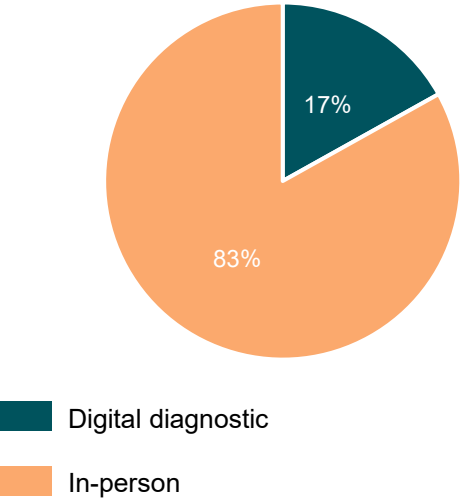
Waltham Forest

Number of entrepreneurs helped since launch

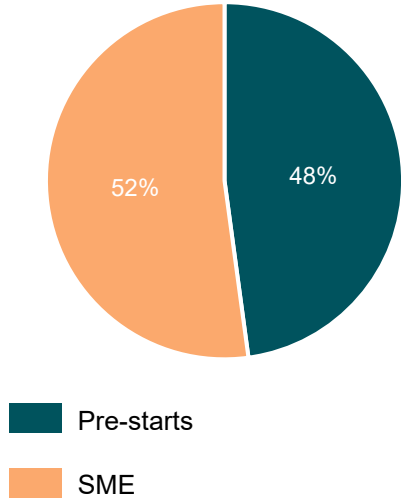


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

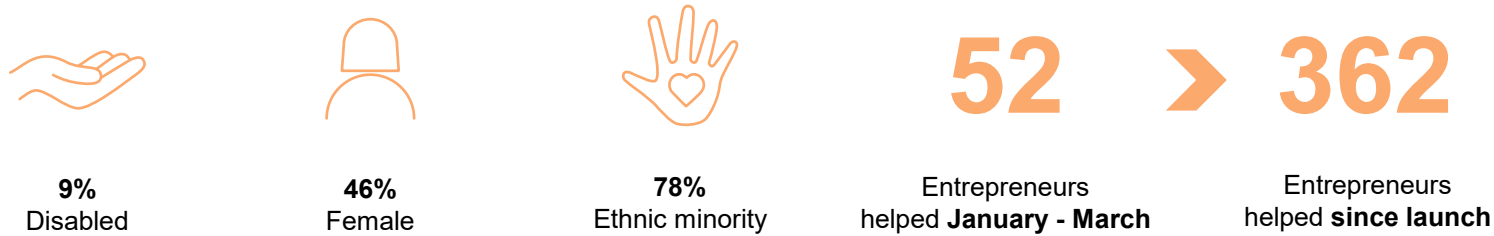
- Marketing
- Finance
- Digital

Top sectors helped by Grow London Local

- Retail, other
- Creative & media
- Business & professional services

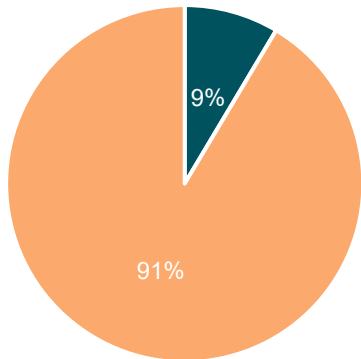
Redbridge

Number of entrepreneurs helped since launch



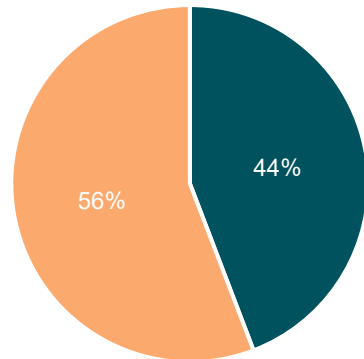
Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Digital diagnostic
In-person

Pre-starts vs SMEs



Pre-starts
SME



Top 3 areas of support requested

Marketing
Finance
Digital



Top sectors helped by Grow London Local

Business & professional services
Retail, other
Creative & media

Havering

Number of entrepreneurs helped since launch



5%
Disabled



54%
Female



60%
Ethnic minority

21



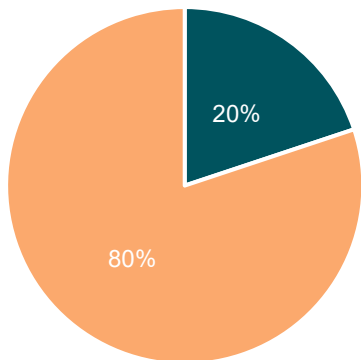
191



Entrepreneurs
helped **January - March**

Entrepreneurs
helped **since launch**

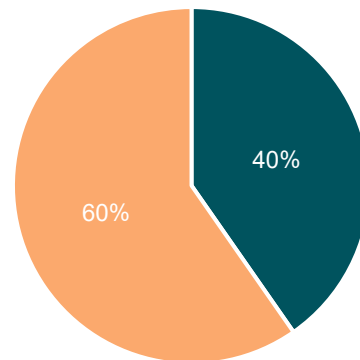
Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



 Digital diagnostic
 In-person

Pre-starts vs SMEs



 Pre-starts
 SME



Top 3 areas of support requested

Marketing

Finance

Digital



Top sectors helped by Grow London Local

Business & professional services

Retail, other

Creative & media

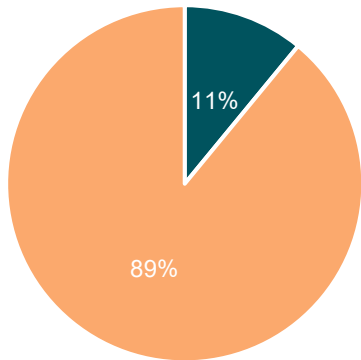
Barking & Dagenham

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

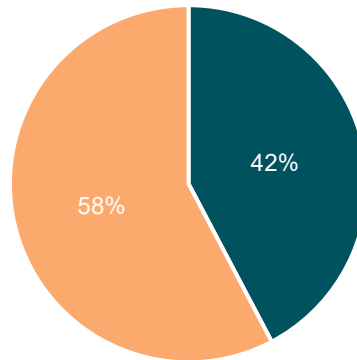
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Finance
- Digital

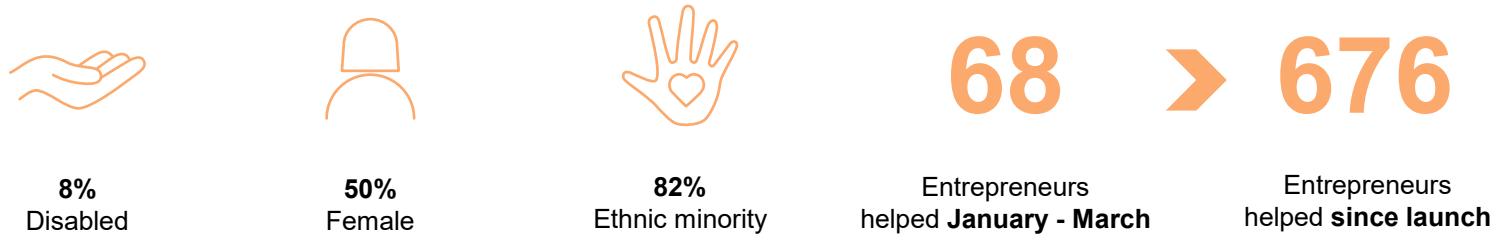


Top sectors helped by Grow London Local

- Retail, other
- Business & professional services
- Food & drink

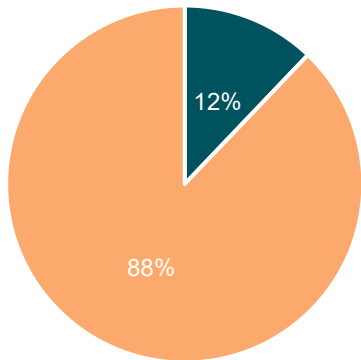
Newham

Number of entrepreneurs helped since launch



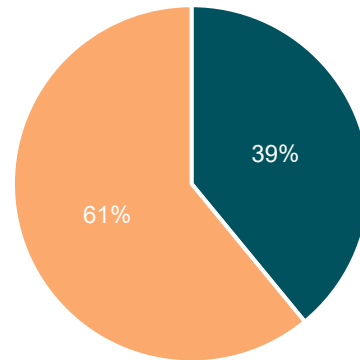
Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Digital diagnostic
In-person

Pre-starts vs SMEs



Pre-starts
SME



Top 3 areas of support requested

- Marketing
- Finance
- Digital

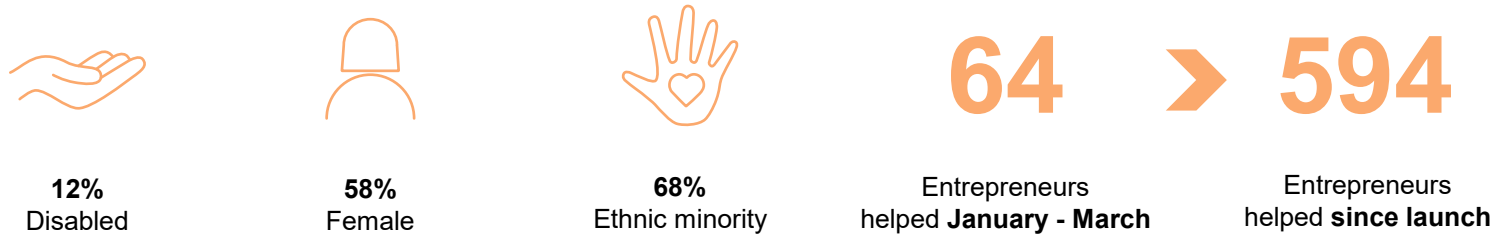


Top sectors helped by Grow London Local

- Retail, other
- Business & professional services
- Creative & media

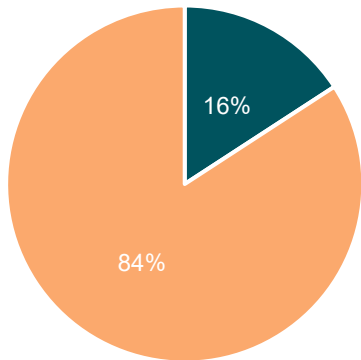
Greenwich

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

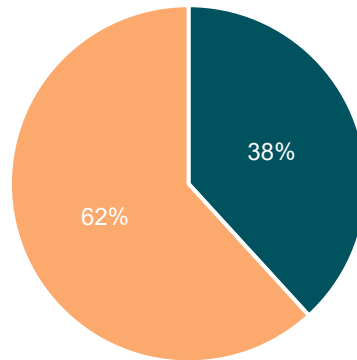
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

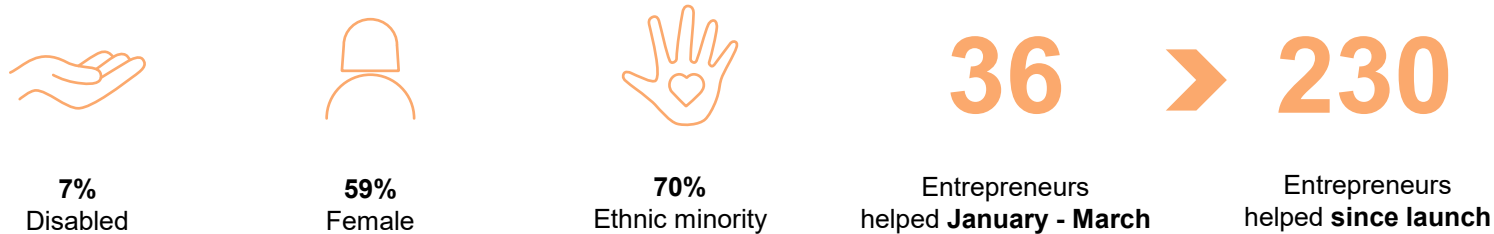


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

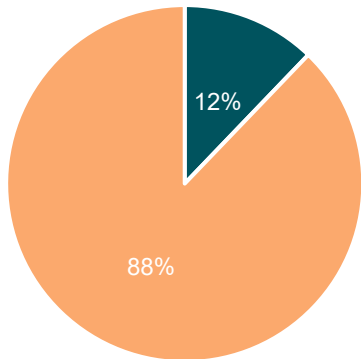
Bexley

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

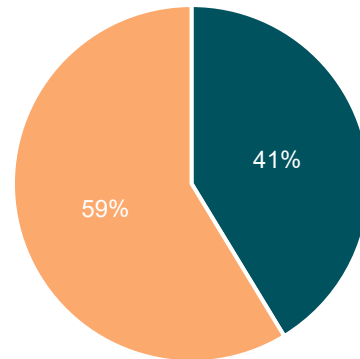
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

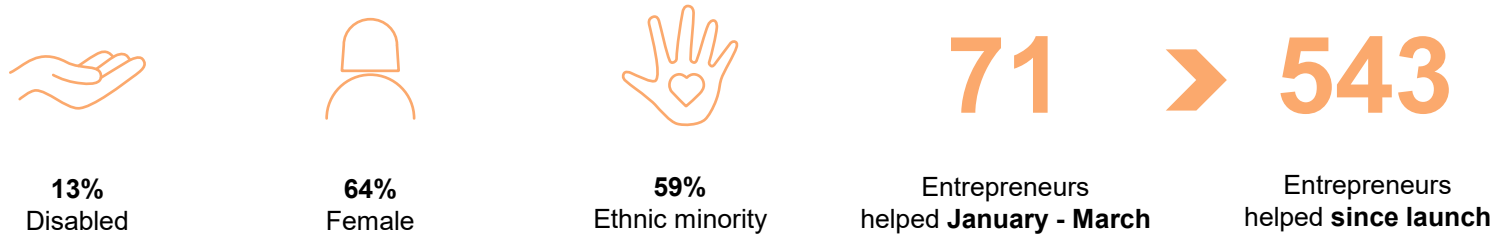


Top sectors helped by Grow London Local

- Business & professional services
- Retail, other
- Creative & media

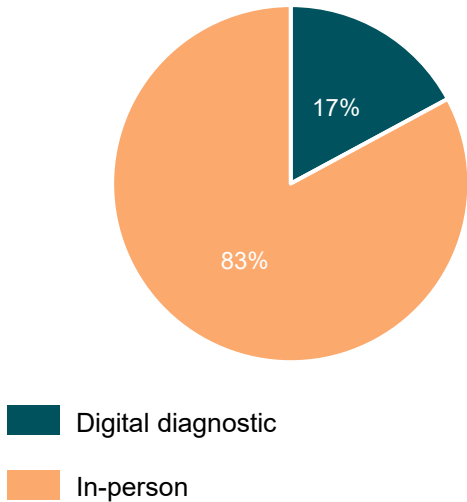
Bromley

Number of entrepreneurs helped since launch

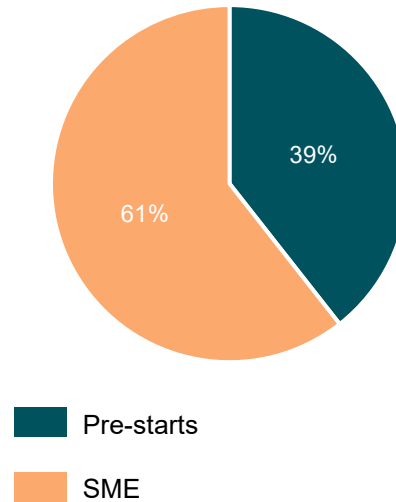


Equalities data of entrepreneurs helped since launch

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 services
- Retail, other
- Creative & media



WEST LONDON ALLIANCE

Activity within the region



11%
Disabled



54%
Female



68%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

378



3,248

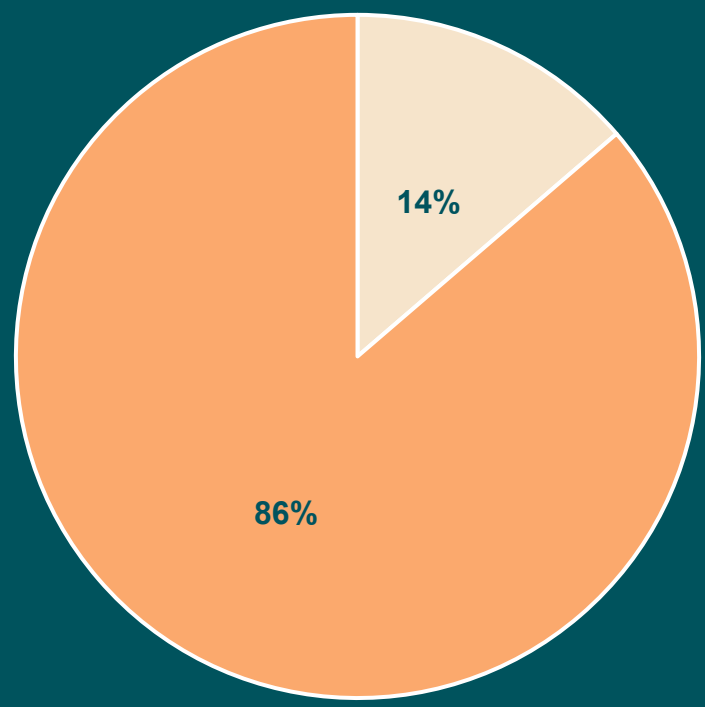
Entrepreneurs
helped **January – March
2026**

Entrepreneurs
helped **since launch**





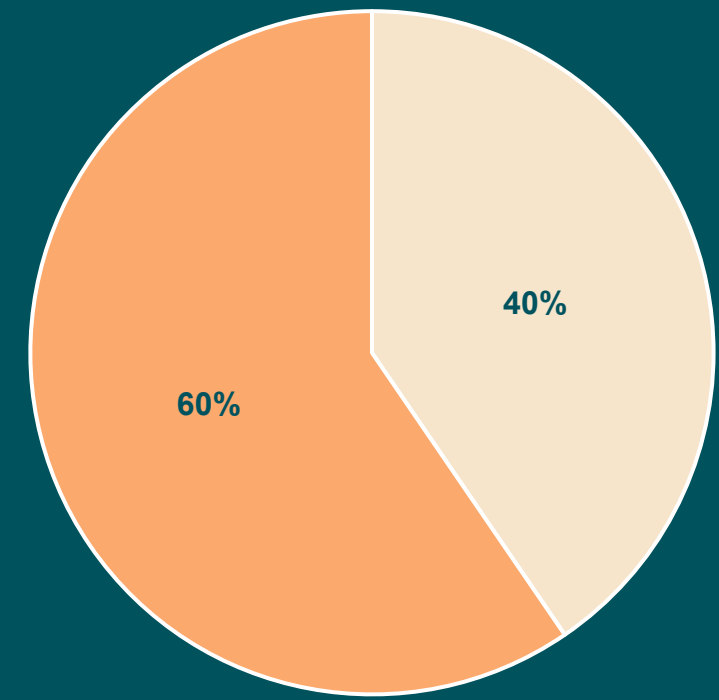
Darya Simanovich, Business Support Manager

West London Alliance Regional Statistics





Digital diagnostics vs in-person

-  Digital diagnostics
-  In-person total



Pre-start vs SMEs

-  Pre-starts total
-  SMEs total

Activity across West London Alliance



At the monthly **Park Royal Business Group Breakfast Forum**, the team presented a three-minute pitch to raise awareness of Grow Local London's services, as well as connected with existing business owners.



Held regular Hubs at **Chiswick Coworking West London** and **Middlesex University**, providing on-site diagnostics for business owners and students. Expanded to **Jobcentre Plus Hubs** in Brent and continue monthly sessions in Harrow and Hammersmith & Fulham. The team maintained strong connections with local businesses.



The team attended the **Hammersmith & Fulham Business Awards Launch** for networking with over 50 attendees from the area, and for promoting and raising awareness of Grow London Local's services.



We attended and had a stand at events including the **West London Festival of Business** and the **London Allianz Stadium Job Fair**, engaged with aspiring and existing business owners around the West London area, and generated around 50 leads.



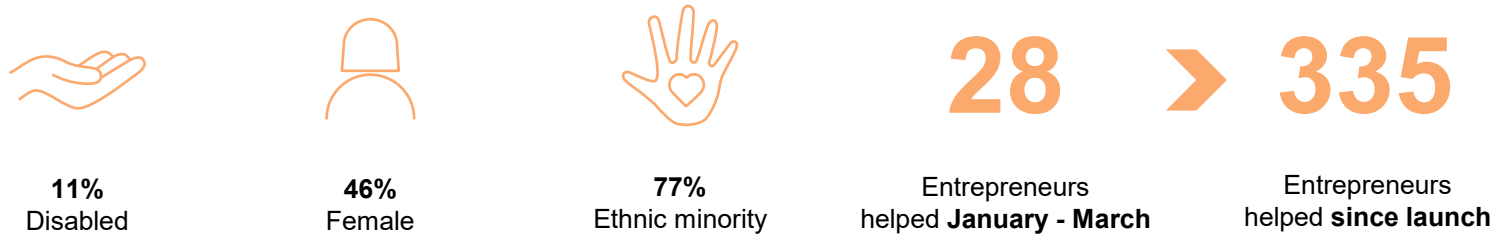
Grow London Local hosted four **Coffee Fridays** in the region enabled local entrepreneurs to build networks. Keith Trotter and Tom Brooks from Hounslow Council joined the Weir, in Hounslow.



Attended **Resourceful Women's Network Event** held on International Women's Day, featuring a 15-minute Grow London Local presentation on our service offerings to connect and support female founders in Harrow and surrounding areas.

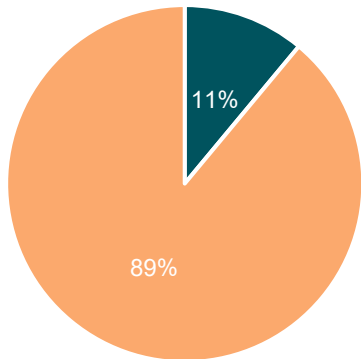
Hillingdon

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

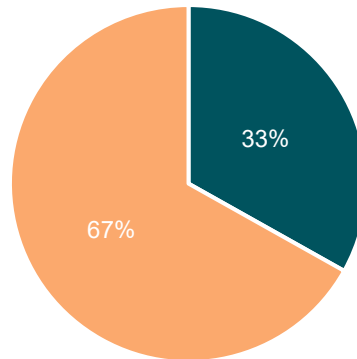
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Planning
- Finance

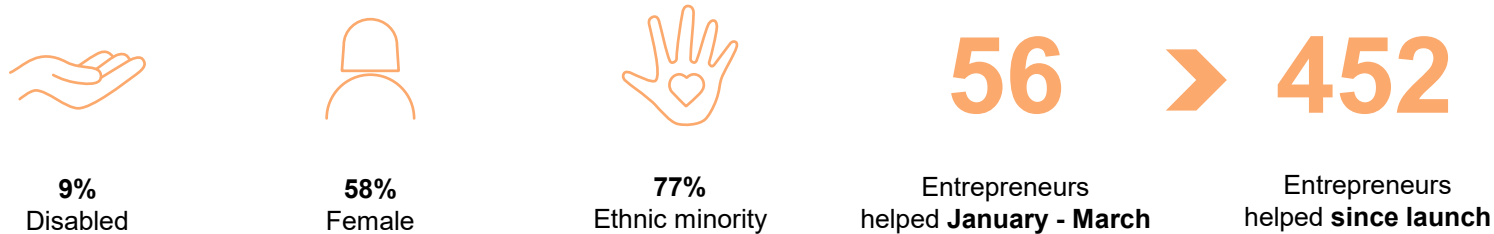


Top sectors helped by Grow London Local

- Business & professional services
- Retail, other
- Creative & media

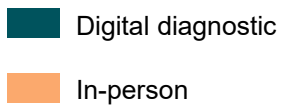
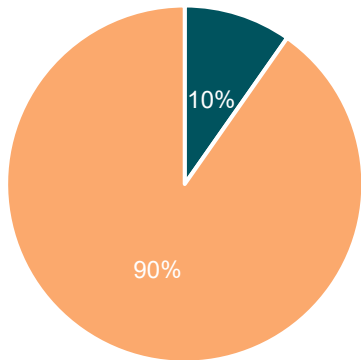
Harrow

Number of entrepreneurs helped since launch

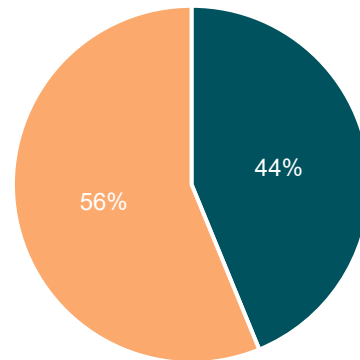


Equalities data of entrepreneurs helped since launch

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
- Retail, other

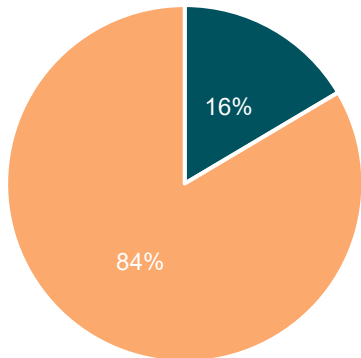
Barnet

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

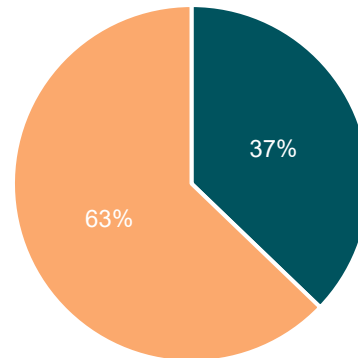
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Planning
- Finance

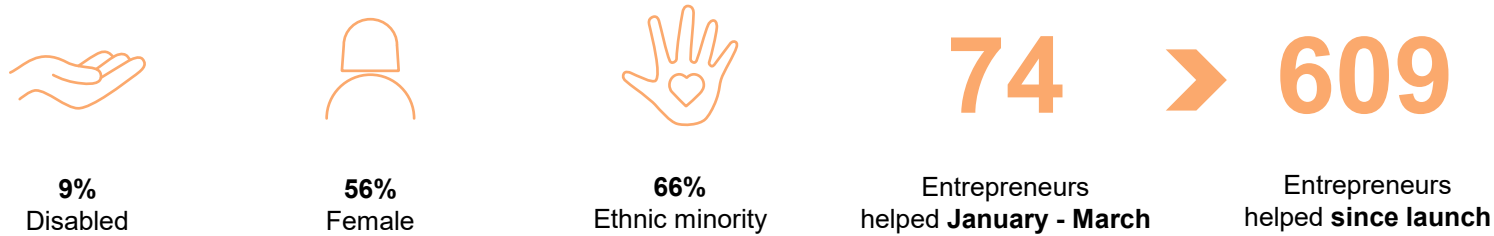


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

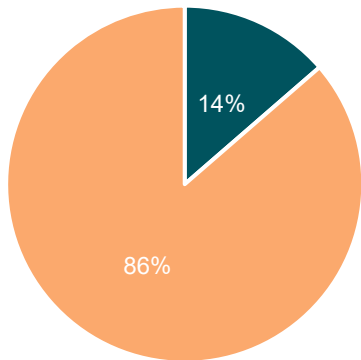
Ealing

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

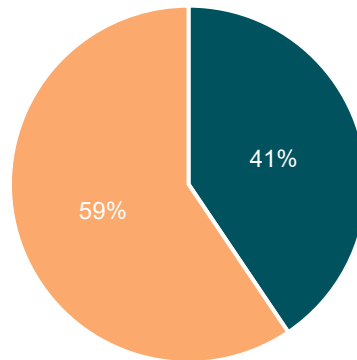
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Planning
- Finance

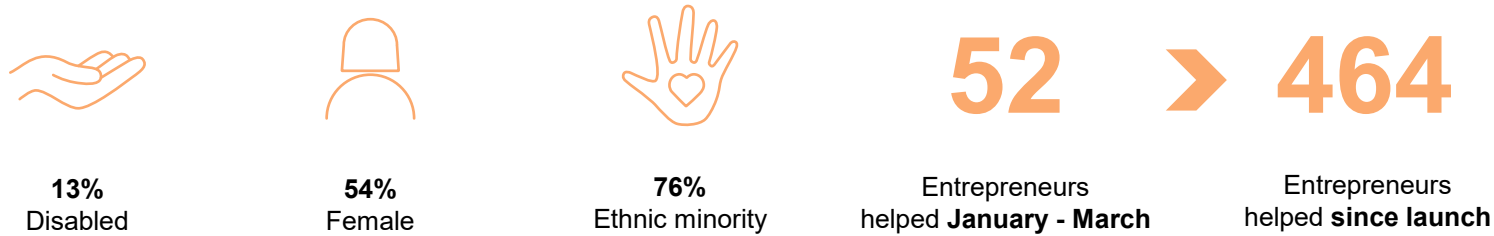


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

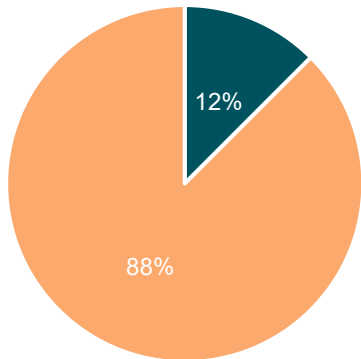
Brent

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

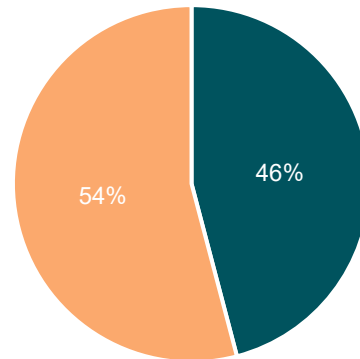
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

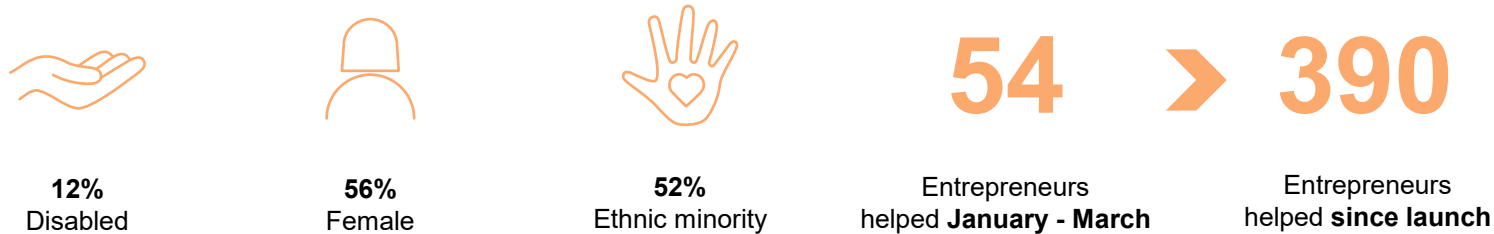


Top sectors helped by Grow London Local

- Business & professional services
- Retail, other
- Creative & media

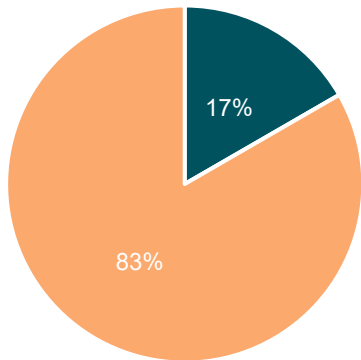
Hammersmith and Fulham

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

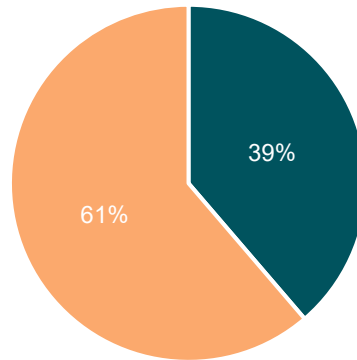
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Finance
- Planning

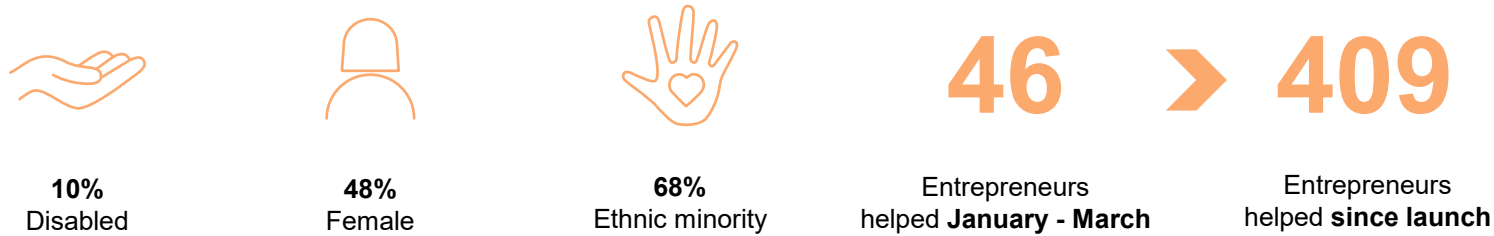


Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

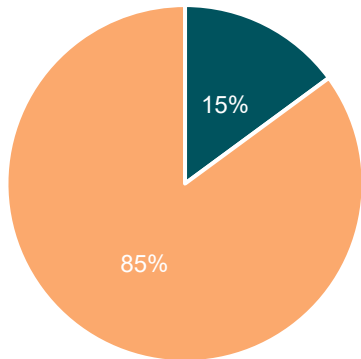
Hounslow

Number of entrepreneurs helped since launch



Equalities data of entrepreneurs helped since launch

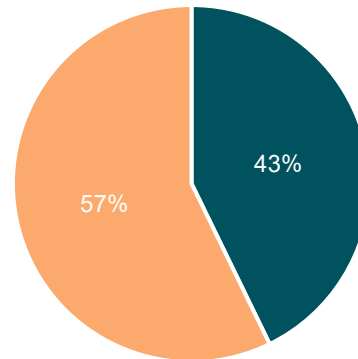
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME



Top 3 areas of support requested

- Marketing
- Planning
- Finance



Top sectors helped by Grow London Local

- Business & professional services
- Creative & media
- Retail, other

GROW  **LOCAL**
LONDON

**THANK
YOU**