



QUARTERLY IMPACT REPORT

APRIL 2025

INTRODUCTION & WELCOME

I am incredibly pleased to share that Grow London Local has exceeded all targets, helping over 22,000 entrepreneurs to date! Not only have we exceeded all of our targets, but from the SMEs we supported, 9 in 10 felt that the Business Support Managers took the time to fully understand their needs as a small business owner*. I believe that this really demonstrates not only the value of the service we provide but the role we play in connecting entrepreneurs to the support they need to thrive in London.

As London's growth agency, we are working to deliver London's Growth Plan ambitions; to grow the London economy and improve the lives of all Londoners. Since the launch of Grow London Local, 88% of all entrepreneurs helped in-person by Grow London Local were female, from an ethnic minority or have a disability.

Thanks to Egg and Keg in Mercato Metropolitano, we held our first Grow London Local Lates in March. It was a fantastic evening of connection, conversation, and community with a diverse group of entrepreneurs. We even had our first furry [dog] attendee!

It's quite possible that you have seen Grow London Local posters as you travelled on the London Underground recently. It's been fantastic to see our adverts across the network, which have helped us reach more entrepreneurs and resulted in a better understanding of the service across London.

This quarter has also seen a number of improvements to our website, designed to quickly match entrepreneurs with the right support. Further changes will be launched next quarter, including our refreshed digital diagnostic tool that will make it easier for all entrepreneurs to navigate and benefit from Grow London Local.

In the upcoming quarter, we are excited to build on the success of our LGBTQ+ networking events by exploring the establishment of other inclusive networks. We will also work with even more local businesses across London, providing connections to business support services, but also to each other, growing our community to help more SMEs grow.

As we look to the future, our focus remains on creating inclusive opportunities and building stronger networks. I am confident that Grow London Local will support more entrepreneurs to achieve their full potential and drive innovation within our city.



Michelle Cuomo Boorer
Managing Director, Strategy



*Data from survey of entrepreneurs supported by Grow London Local, March 2025

OUR IMPACT SINCE LAUNCH



Helped
22,000+
entrepreneurs
to access support.



entrepreneurs attended our community events including Coffee Fridays, local hubs and drop-in sessions at the Post Office.



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



support providers across London boroughs, FE colleges, Universities, Chambers of Commerce, Business Improvement Districts, charities and businesses.



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

*A Net Promoter Score (NPS) is a customer experience metric that measures how likely customers are to recommend a company, product, or service to others

MEET THE TEAM

At our core is a team of small business champions on a mission to empower London's entrepreneurs to start and grow great businesses. Our multilingual team connects SMEs with programmes, events, services and training courses designed to help them thrive.

We regularly attend and host both in-person and virtual events, canvass high streets and markets and organise drop-in sessions and local community events. We've also curated a library of online resources and built digital tools to ensure that small businesses are supported around the clock.

Every day, you can find us out and about in all 33 London boroughs, meeting with founders and aspiring business owners to discuss their business goals and identify their most urgent needs. We're also building a trusted network of expert support providers from the public, private and third sectors, with most of them offering low or no-cost solutions that help small businesses to overcome their challenges.



"Grow London Local has been an invaluable partner in our journey as a startup. From day one, their team has provided us with unwavering support, whether it was connecting us with the right people for funding opportunities or offering expert advice on marketing strategy and building brand awareness."

Gregory French, Atlas Accessories



TEAM SPOTLIGHTS



Maria Georgiou
Business Support Manager

Since joining the Grow London Local team earlier this year, Maria has connected over 70 entrepreneurs with support.

With a background in supporting individuals into work – in particular during her time on The Work Programme. Maria is passionate about helping entrepreneurs to start businesses.

Over the last few months, she's been working hard to promote our service across South East London. Through her extensive personal network, she's established relationships with Bromley JCP and Grow Box, a community space in Canning Town where she's helped entrepreneurs in the creative sector to monetize their passion projects. She has also partnered with independent cafes to host Grow London Local Coffee Friday events. A keen traveller – and fluent in Greek - Maria is also a proud mum of two.

Tomi Alabi
Skills Relationship Manager

Currently, Tomi is building relationships with key stakeholders such as FE Colleges, adult and community learning arms of local councils and independent training providers – to bring together a variety of skills courses available across London, for the benefit of our SMEs looking to grow both personally and professionally.

The Grow London Local service is looking to speak to skills providers with different areas of expertise, ensuring the service remains open and accessible to Londoners from all industries. Tomi is passionate about supporting young people to consider self-employment and entrepreneurship as a viable career route and enjoys speaking at events where he can empower young people in this journey.



SMALL BUSINESSES

January 2025 - March 2025

Entrepreneurs reached



Entrepreneurs helped



Top sectors supported

1. Food & Drink
2. Other / Health, Fitness & Wellness
3. Business Services

Top categories of business support requested

1. Marketing
2. Finance
3. Planning

Entrepreneurs supported by business stage



*Equalities data is captured from in-person and digital diagnostics however is not available for users who self-serve content on the Grow London Local website.

HEAR FROM INNER FREEDOMS



“

Grow London Local has given me access to services that have given me mentorship and business direction. I have clarified my business concept. They have opened up a world of the benefits from networking and I feel supported”

Shirley Lafond,
Inner Freedoms



Kingston Upon
Thames



Health, Fitness
and Wellness



One employee



Female founder



Early-stage
business

Challenge

As a qualified therapist and parent to four neurodiverse children, Shirley recognised a gap in the market and wanted to provide help to the parents of children with Autism or ADHD. Her challenges included clarifying her offering, formulating a strategic approach to gain new clients, the implementation of marketing strategies and gain confidence with this new path.

Solution

Grow London Local introduced Shirley to Digital Boost and Enterprise Enfield who helped her to develop a marketing plan, sales strategy and boost her digital marketing. Grow London Local also helped to expand her networking activity, introducing her to local business groups where she was able to make mutually beneficial connections.

Impact

Shirley's growth in confidence is palpable. She exhibited at The Mind Body Spirit Festival at the Birmingham NEC which raised her profile, exposing her to a nationwide audience. She is now delivering online courses and workshops, and selling self-care packages, as well as, providing individual/family therapy sessions.

SMALL BUSINESS SUPPORT

January 2024 – March 2025

 **375**
Support Providers

 **1,491**
Business Support Offerings*

Here at Grow London Local, we have a team of dedicated relationship managers who source and onboard business support providers to deliver affordable (or free) services for London’s small businesses.

Our website is packed with support including skills and training, events, webinars and mentoring – Grow London Local is the one place for SMEs to access the support they need to grow.

London’s entrepreneurs can also find the help they need to thrive through booking a free consultation with a Business Support Manager, get personalised recommendations through the ‘Business Success Check’ or by browsing the website to find the help they need – with access to our low-cost support offerings throughout.

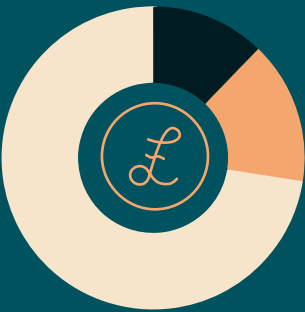
We’re actively looking to engage with new business support providers that meets the demands of London’s entrepreneurs. The team also welcomes businesses interested in becoming support providers to submit an expression of interest via the Grow London Local website.

Top categories of business support available

- 1. Marketing
- 2. Digital
- 3. Planning

Costs of business support

-  **Partly funded - 179**
-  **Fee payable - 222**
-  **Free to access - 1,090**
(Government or privately funded)



*Business support and skills support offerings is support delivered by a provider to provide information, advice or guidance to meet a business need, address a problem or enhance the resilience of a business.

OUR COMMUNITY

Embracing London’s diverse entrepreneurial landscape remains front and centre of Grow London Local’s mission, supporting underrepresented founders to start and grow great businesses.

This quarter, and in honour of International Women’s Day, we partnered with Stylist Magazine to celebrate some of the [fantastic female entrepreneurs](#) that we’ve worked with. Our multi-lingual team also exhibited at the Muslim Shopping Festival at ExCel London and joined the Chinese New Year parade through Camden Market.

Alongside our flagship Coffee Friday and Grow London Local Late events, we continue to host a monthly networking series for LGBTQ+ founders. Next quarter, we’re launching our Inclusive Network events for female, ethnic minority or disabled entrepreneurs.

Website accessibility remains key for our platform team too, ensuring that small business support is available to the widest possible audience, regardless of disability, capability or technology.



“

“When you set up a business for the first time it’s hard to know what you don’t know! The Business Support Manager looked at the bigger picture and provided me with solutions.”

Katie Hanlon,
Bee connection C.I.C

“

“The event at the LGBTQ+ centre was absolutely perfect for us. We learned so much around challenges these business owners deal with. The Business Support Manager was absolutely incredible and really knows how to create a supportive environment for business owners. She curated a really great event. We’d love to attend again in the future.”



SKILLS SUPPORT FOR SMALL BUSINESSES

January 2024 – March 2025



26

Skills Support Providers



242

Skills Support Offerings*



“Our partnership with Grow London Local has been pivotal in connecting us with businesses that benefit from Hackney Impact’s comprehensive range of support services. Grow London Local has been an invaluable source of referrals, enabling us to concentrate on delivering high-quality assistance to nearly 400 businesses in Hackney.”

Paul Wight,
Programme Manager
at Hackney Impact (Allia)



Entrepreneurs helped to access skills support provision



2,740
Digital



2,732
In-person



5,472
Total

Ethnic minority ●●●●●●●●●● **65%**

Female ●●●●●●●●●● **57%**

Disabled ●●●●●●●●●● **13%**

Most viewed skills support

1. English for Speakers of Other Languages
2. English reading and writing skills
3. Leadership and management

Most referred to skills support

1. Digital Skills
2. Business Advice & Strategy
3. Social Media Marketing

*Skills support offerings is defined as courses and resources enabling business founders and employees to develop existing skills or acquire new ones to support business operations and growth. *Equalities data is captured from in-person and digital diagnostics however is not available for users who self-serve content on the Grow London Local website.

HEAR FROM MERTON COLLEGE

part of South Thames Colleges Group



“Our short courses provide guidance on business planning and growth. With support from Grow London Local, learners gain access to invaluable resources, expert insights, and networking opportunities. Grow London Local support has helped local start-ups, and we look forward to continuing this partnership through workshops, guest visits and collaborations.”



Martina Collett-Creedy, Team Leader, South Thames Colleges Group



Challenge

SMEs face a range of challenges, including limited business and marketing knowledge, financial constraints, market competition and complex tax and employment laws.

Merton College’s ‘Free Introduction to Business Start Up’ course teaches business skills with expert guidance and support to create a business plan.

Solution

Knowing the initial requirements of a start-up can increase its chances of succeeding.

If people want to start a business or develop and progress their current business plan, this course - available via the Grow London Local website - will support with the right skills.

Impact

Grow London Local has helped raise awareness of skills courses at Merton College, encouraging entrepreneurs to develop their skills and build connections with other local support organisations.

Business Support Manager from Grow London Local, Edwina Hughes, visited Merton College, offering invaluable insights to learners. She also provided access to resources and networking.

OUR IMPACT ACROSS LONDON

West London Alliance

(Barnet, Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow)

1,770

Total Businesses Supported



“The London Borough of Barnet kindly introduced Grow London Local to Wenta in June 2024. Since then, over 650 pan-London cross-sector businesses referred by Grow London Local have benefitted from practical free advice and support. Our excellent partnership clearly demonstrates collaborative reach and impact.”



wenta

Michael Martin, Head of Net Zero & Advice Team, Wenta

South London Partnership

(Croydon, Kingston upon Thames, Merton, Richmond upon Thames and Sutton)

971

Total Businesses Supported



“Grow London Local strengthens LSEC’s impact in boroughs by promoting online digital courses and apprenticeship programmes offered by LSEC. These initiatives boost skill development, empower local communities, and support sustainable growth.”



Nina Sian, Director of Employer Engagement, Partnerships & Commercial, London South East Colleges

Central London Forward

(Camden, the City of London, Hackney, Haringey, Islington, Kensington and Chelsea, Lambeth, Lewisham, Southwark, Tower Hamlets, Wandsworth and Westminster)

4,529

Total Businesses Supported



“Digital Boost and Grow London Local share a common mission: to ensure that every business can get the right support, in the right moment. Their business advisors have made it easier for us to find and connect with hard-to-reach businesses across London, and importantly, understand their needs, so we can give them the most relevant free support.”



Karen Licurse, Managing Director, Digital Boost

Local London

(Barking & Dagenham, Bexley, Bromley, Enfield, Greenwich, Havering, Newham, Redbridge and Waltham Forest)

1,963

Total Businesses Supported




“Working with Grow London Local has been incredibly rewarding. Supporting new founders as they find their direction and build confidence has been a real highlight. Thames Brand Consultants is all about helping others grow, and this key partnership has made it easy to do just that, right where it’s needed most in the heart of an entrepreneurial metropolis.”



Paul Fraine, Owner of Thames Brand Consultants

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 Grow London Local

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