Grow London Local Borough Update

July – September 2026

GROW LOCAL LONDON

DELIVERED BY LONDON & PARTNERS

Introduction

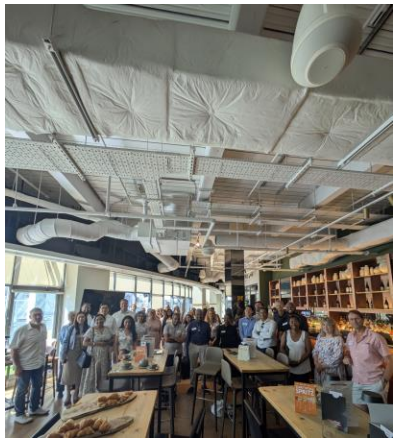
There are more than one million Small and Medium Enterprises (SMEs) and Entrepreneurs in London, employing thousands of people and playing a key role at the heart of their local communities. The success of these businesses is imperative to London's economy, society and culture. And yet it's often difficult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



Coffee Friday – Caddi Club, Wimbledon



Coffee Friday – Kunna Coffee, Ilford



Coffee Friday – NetMind.AI, City of London



Coffee Friday – The Weir, Brentford



Meet the Founder – Black & Minority, UCL East



Coffee Friday – Great Western Studios, Chelsea

Total since Grow London Local Launch

55

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

55,300+

entrepreneurs to access support.

5,900+

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

561,700+

entrepeneurs reached.

720+

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

Pan-London impact

July – September 2026

Entrepreneurs reached

23,701 Digital

2,859 In-person

26,560 Total

Entrepreneurs helped

4,404 Digital

1,690 In-person

6,094 Total

Ethnic minority 66%

Female 54%

Disabled 12%

Top sectors supported

1. Business & Professional Services
2. Health, fitness & wellness
3. Food & Drink

Most in demand areas of business support

1. Planning
2. Accounting, finance & funding
3. Digital Marketing

Entrepreneurs supported by business stage

40% Pre-start up

60% SME



Central London Forward

Entrepreneurs helped

Central London Forward

12%
Disabled

56%
Female

61%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

850

Entrepreneurs helped **July – September 2026**

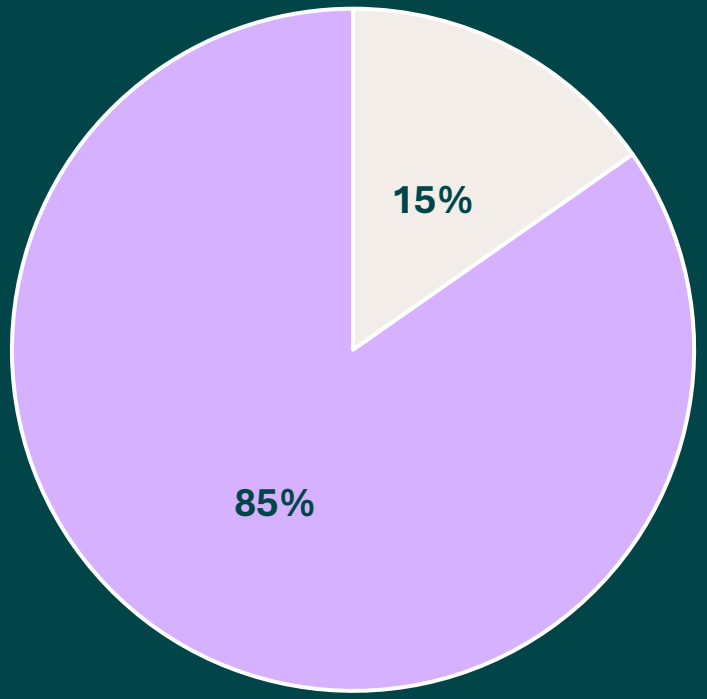
9,346

Entrepreneurs helped **since launch**



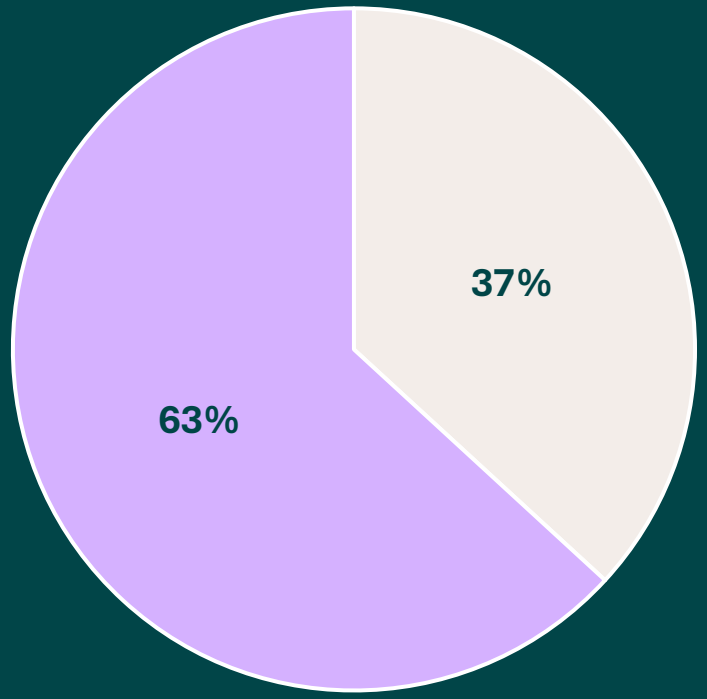
Regional statistics

Central London Forward



Digital diagnostics vs In-person

- Digital diagnostics
- In-person

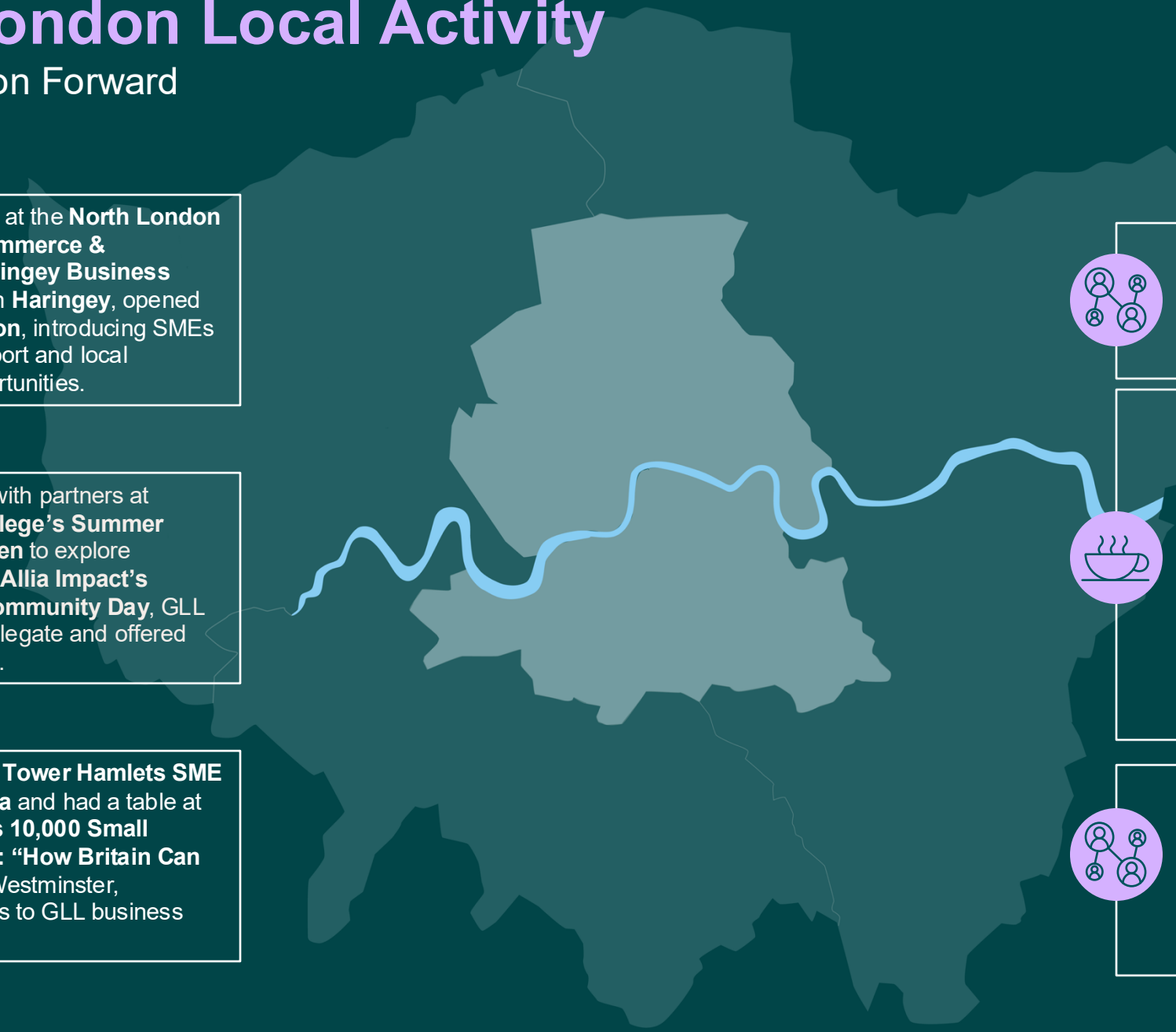


Pre-starts vs SMEs

- Pre-starts
- SMEs

Grow London Local Activity

Central London Forward



GLL had a stand at the **North London Chamber of Commerce & Enterprise / Haringey Business Forum launch** in **Haringey**, opened by **Cllr Ann-Dixon**, introducing SMEs to business support and local networking opportunities.

GLL networked with partners at **Capital City College's Summer Soirée in Camden** to explore collaboration. At **Allia Impact's Wandsworth Community Day**, GLL attended as a delegate and offered support to SMEs.

GLL exhibited at **Tower Hamlets SME Celebration Gala** and had a table at **Goldman Sachs 10,000 Small Businesses UK: "How Britain Can Win" Summit**, Westminster, introducing SMEs to GLL business support.

GLL networked as a delegate at the **BIPC Lewisham Creatives Business Forum** and delivered a separate **BIPC Lewisham drop-in session**. BIPC referred SMEs for further GLL support.

GLL hosted **Coffee Friday - Great Western Studios, Chelsea, Kensington & Chelsea, Coffee Friday - Containerville, Tower Hamlets**, exploring tenant group support. At **Coffee Friday - NetMind.AI, City of London**, the host demonstrated AI for SMEs. **Coffee Friday - Highbury Roundhouse**, Islington, welcomed Cllr James Potts, council representatives and the venue director, strengthening local links.

GLL held **Tooting Works Drop In Sessions**, Wandsworth, giving SMEs free consultations, and the **Latin Elephant - Latino Community Drop In Session**, Southwark, engaging Latino business owners on their support needs.

Haringey

Entrepreneurs helped

14%
Disabled

59%
Female

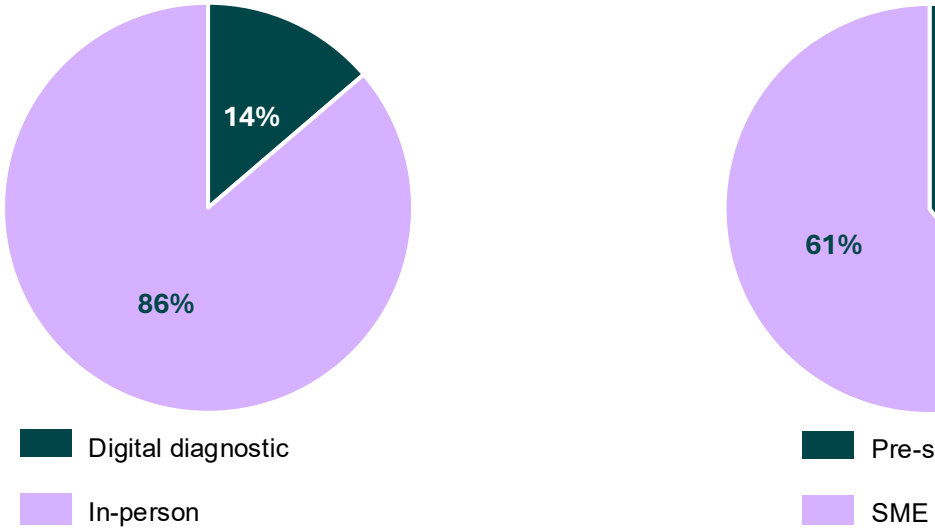
56%
Ethnic minority

75 › 619

Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs

Top 3 areas of support requested

Accounting, finance and funding

Planning

Digital Marketing

Top sectors helped by Grow London Local

Creative & media

Business & professional services

Retail, other

Hackney

Entrepreneurs helped

13%
Disabled

55%
Female

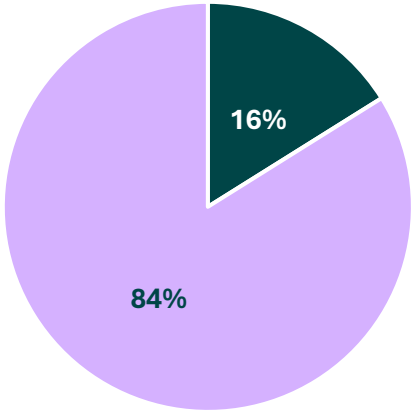
62%
Ethnic minority

66 > 801

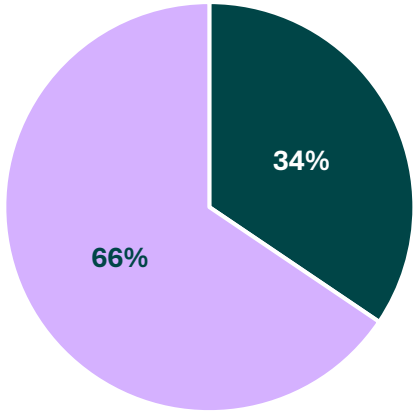
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Digital marketing

Accounting, finance and funding

Top sectors helped by Grow London Local

Creative & media

Business & professional services

Retail, other

Tower Hamlets

Entrepreneurs helped

11%
Disabled

48%
Female

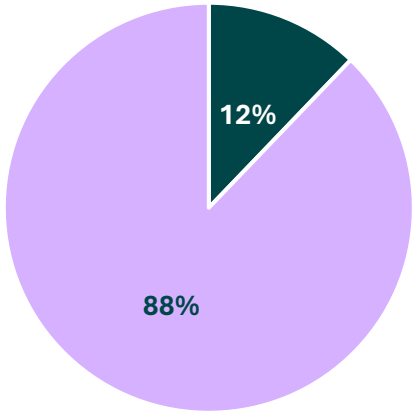
63%
Ethnic minority

75 > 854

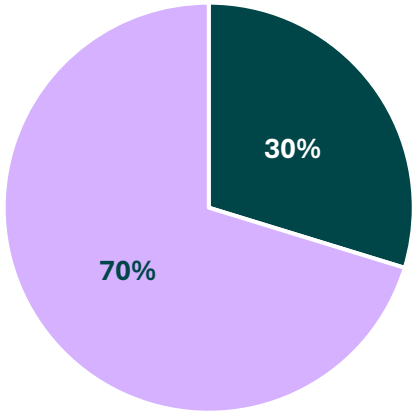
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Digital marketing

Accounting, finance and funding/ Marketing

Planning

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

Camden

Entrepreneurs helped

13%
Disabled

55%
Female

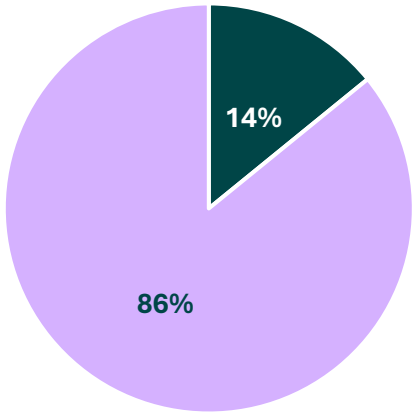
51%
Ethnic minority

76 > 821

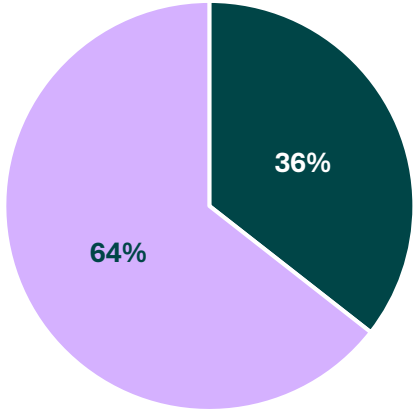
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning/ Accounting, finance and funding

Marketing

Digital marketing

Top sectors helped by Grow London Local

Creative & media

Business & professional services

Retail, other

Islington

Entrepreneurs helped

13%
Disabled

53%
Female

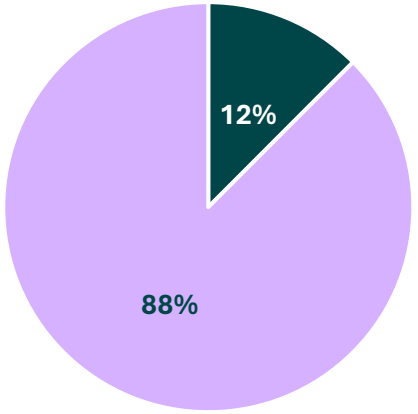
59%
Ethnic minority

78 > 961

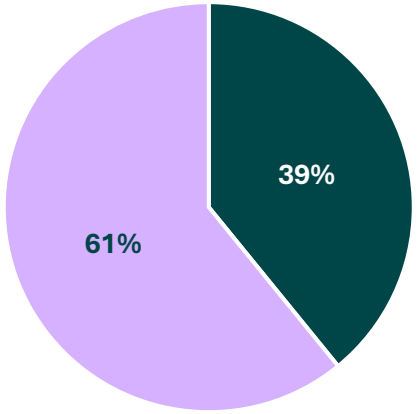
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Accounting, finance and funding

Planning

Digital marketing/ Marketing

Top sectors helped by Grow London Local

Creative & media

Business & professional services

Retail, other

Westminster

Entrepreneurs helped

13%
Disabled

55%
Female

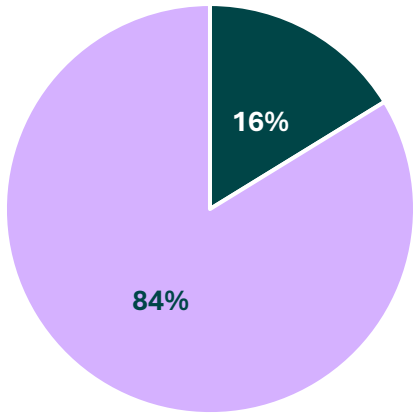
58%
Ethnic minority

80 > 696

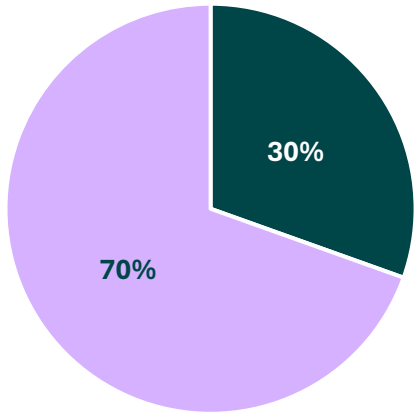
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Accounting, finance and funding

Digital marketing

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

Kensington & Chelsea

Entrepreneurs helped

15%
Disabled

61%
Female

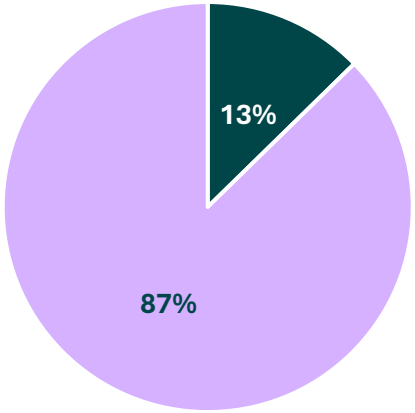
55%
Ethnic minority

47 > 418

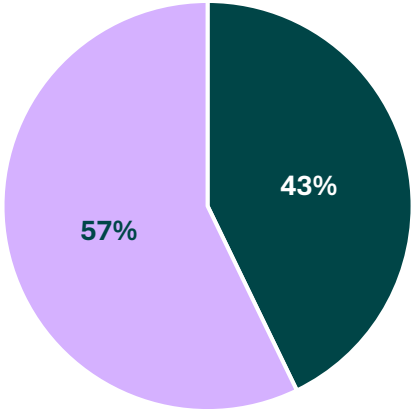
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Digital marketing

Accounting, finance and funding/ Leadership and management/ Marketing

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

Southwark

Entrepreneurs helped

12%
Disabled

58%
Female

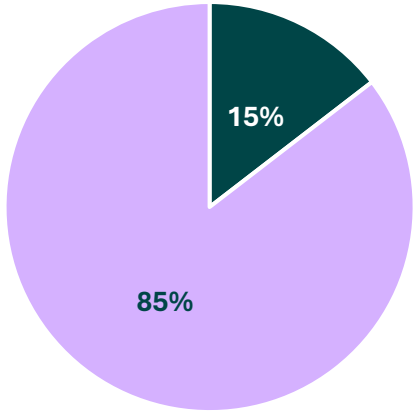
64%
Ethnic minority

81 › 1003

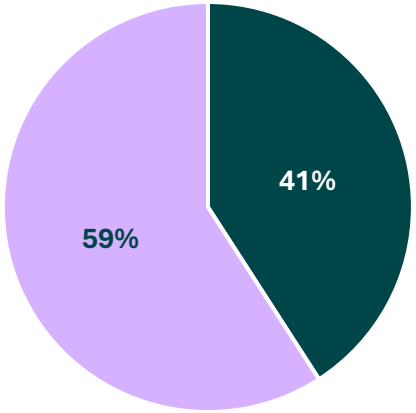
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Accounting, finance and funding

Digital marketing/ Leadership and management

Top sectors helped by Grow London Local

Creative & media

Business & professional services

Retail, other

Wandsworth

Entrepreneurs helped

12%
Disabled

57%
Female

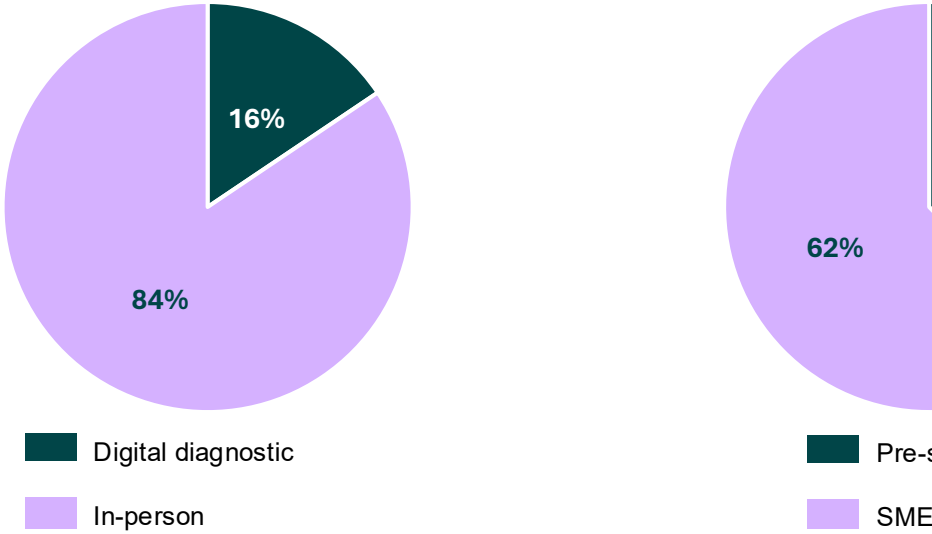
52%
Ethnic minority

50 > 533

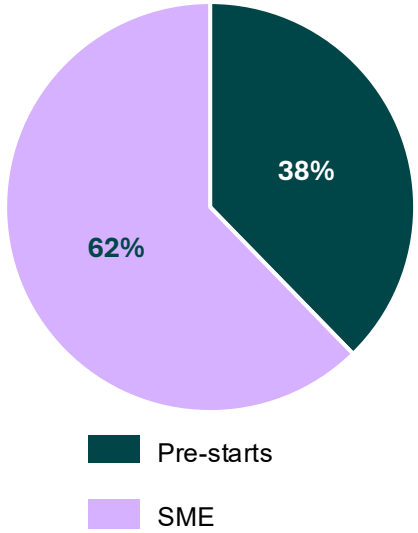
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Accounting, finance and funding

Planning

Leadership and management/ Digital marketing

Top sectors helped by Grow London Local

Business & professional services

Retail, other

Creative & media

Lambeth

Entrepreneurs helped

11%
Disabled

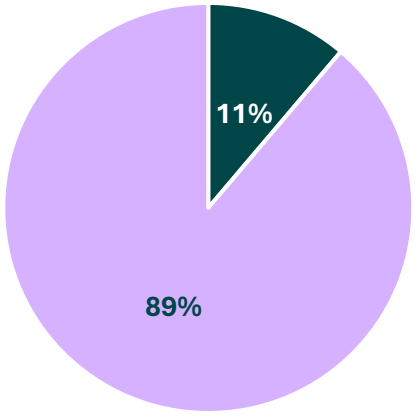
58%
Female

67%
Ethnic minority

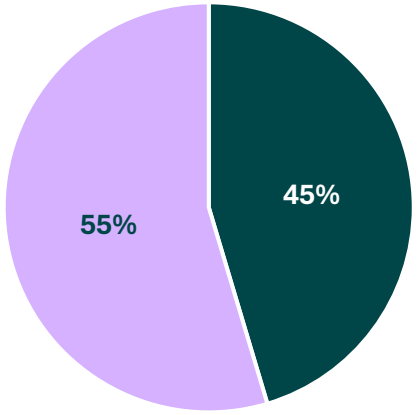
82
Entrepreneurs helped **July – September 2026**

> 1018
Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Accounting, finance and funding/ Leadership and management

Digital marketing/ Planning

Marketing

Top sectors helped by Grow London Local

Retail, other

Business & professional services

Creative & media

Lewisham

Entrepreneurs helped

9%
Disabled

64%
Female

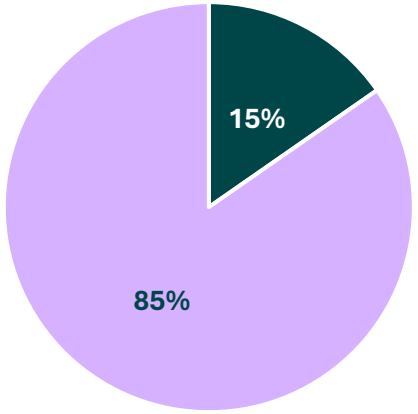
67%
Ethnic minority

82 > 874

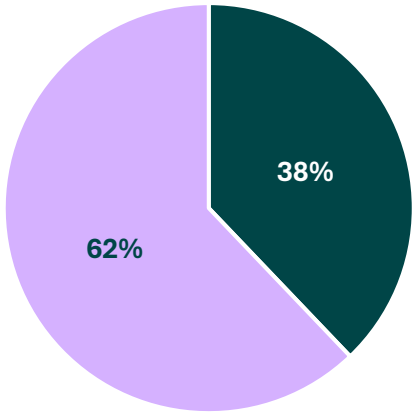
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Digital marketing

Accounting, finance and funding/ Marketing

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

City of London Corporation

Entrepreneurs helped

11%
Disabled

50%
Female

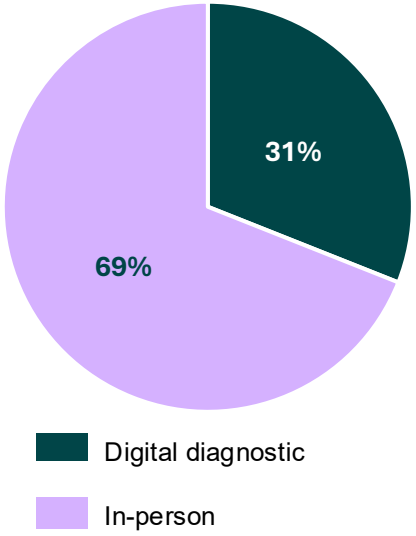
66%
Ethnic minority

58 > 748

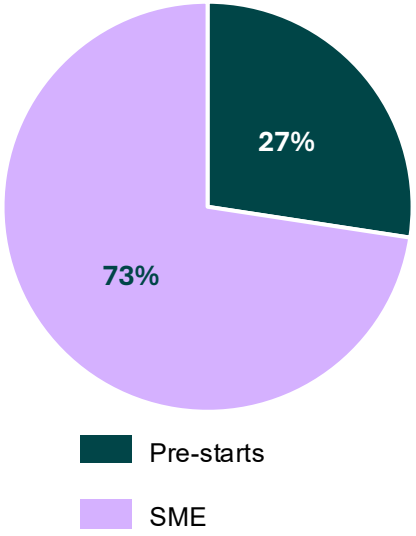
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Accounting, finance and funding

Digital marketing

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

South London Partnership

Entrepreneurs helped

South London Partnership

11%
Disabled

56%
Female

64%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

205

Entrepreneurs helped **July – September 2026**

›

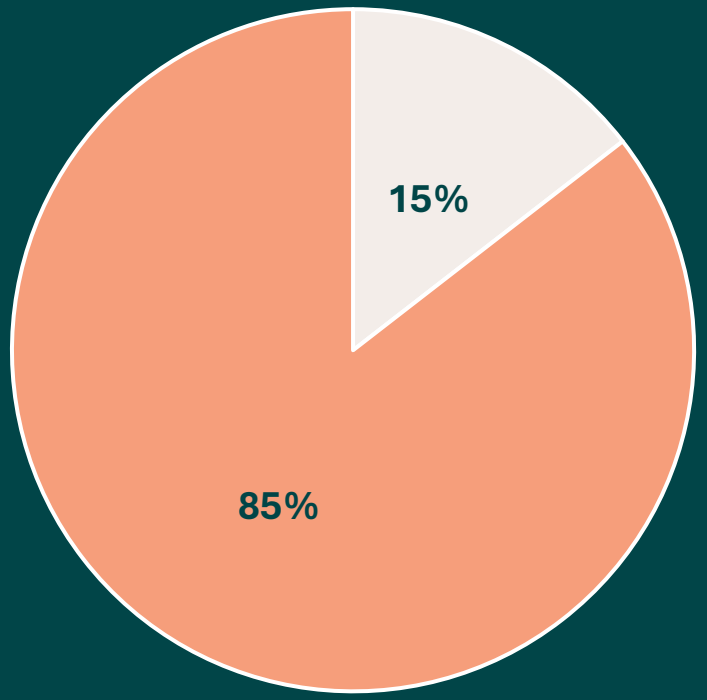
2,130

Entrepreneurs helped **since launch**



Regional statistics

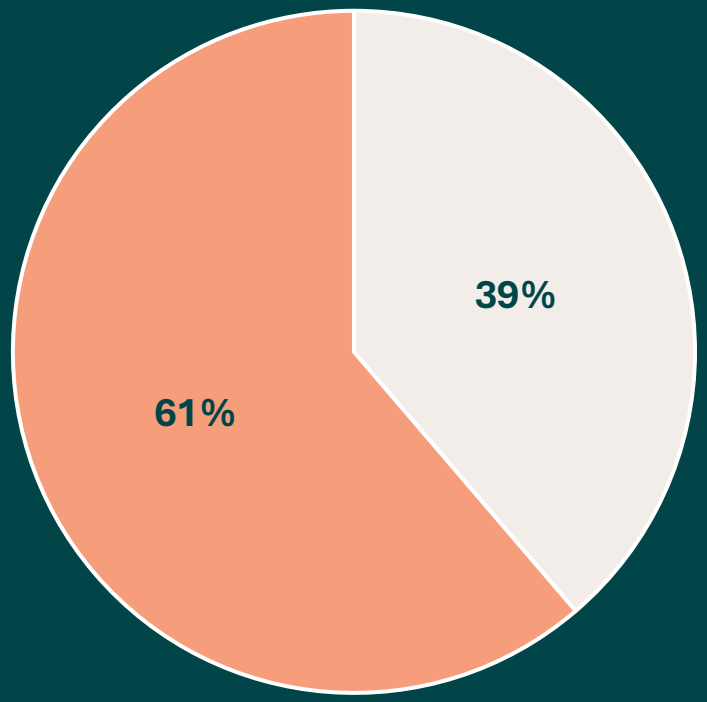
South London Partnership



Digital diagnostics vs In-person

Digital diagnostics

In-person



Pre-starts vs SMEs

Pre-starts

SMEs

Grow London Local Activity

South London Partnership



GLL attended **Croydon Means Business** to reconnect with stakeholders and coordinate future support for local SMEs.

GLL networked at the **50+ Jobs Fair in Croydon**, offering aspiring and existing business owners access to support to start or develop their business.

GLL's stand at **Sutton Meet the Buyer: Construction Supplier Directory Launch** gave business owners information on support and connected GLL with council leads.

GLL has established regular one-to-one sessions at **Wimbledon Citizens Hub in Merton**, giving entrepreneurs direct access to a business support manager.

GLL hosted **Coffee Fridays** at **Croydon CEZ (Creative Enterprise Zones)**, **Town Sq Kingston**, and **Caddi Club** in **Merton**, giving SMEs opportunities to grow their network of like-minded founders.

Richmond upon Thames

Entrepreneurs helped

8%
Disabled

63%
Female

39%
Ethnic minority

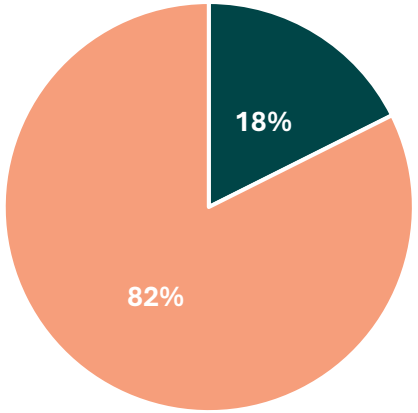
21

Entrepreneurs helped **July – September 2026**

> 318

Entrepreneurs helped **since launch**

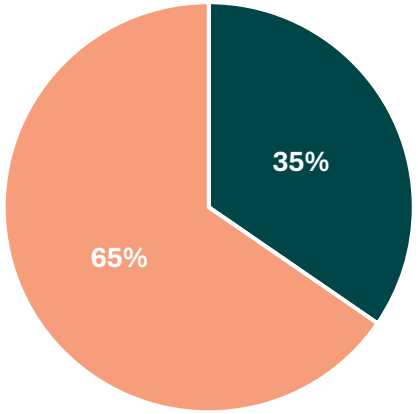
Digital diagnostic vs In-person



Digital diagnostic

In-person

Pre-starts vs SMEs



Pre-starts

SME

Top 3 areas of support requested

Accounting, finance and funding

Planning

Digital Marketing

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

Kingston Upon Thames

Entrepreneurs helped

10%
Disabled

52%
Female

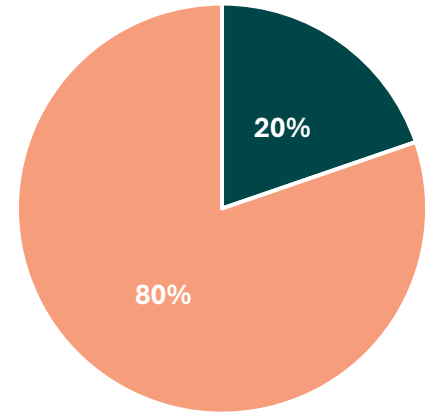
55%
Ethnic minority

21 > 299

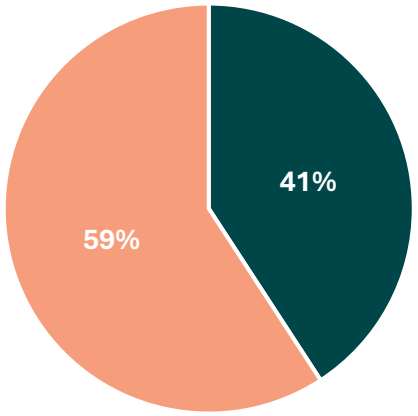
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Digital marketing

Accounting, finance and funding/ Marketing/ Planning

Sales/ Upskilling

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

Merton

Entrepreneurs helped

12%
Disabled

57%
Female

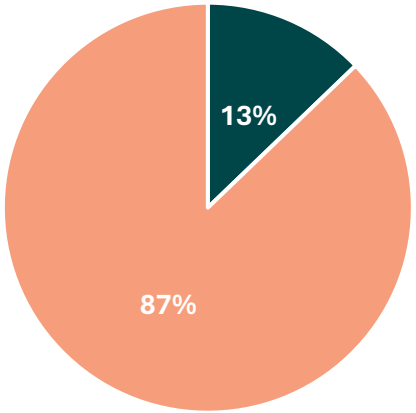
60%
Ethnic minority

45 > 398

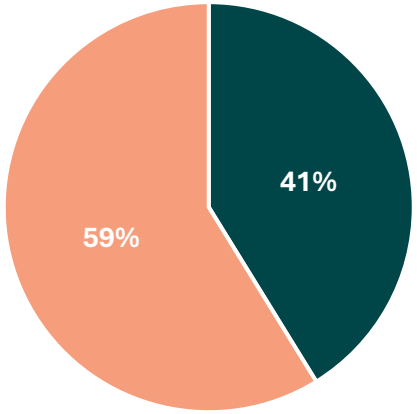
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Digital Marketing

Marketing

Top sectors helped by Grow London Local

Business & professional services

Retail, other

Creative & media

Sutton

Entrepreneurs helped

13%
Disabled

58%
Female

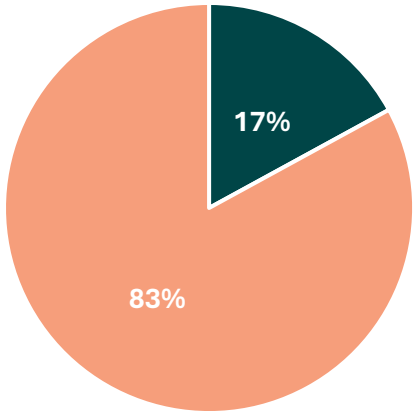
62%
Ethnic minority

27 > 264

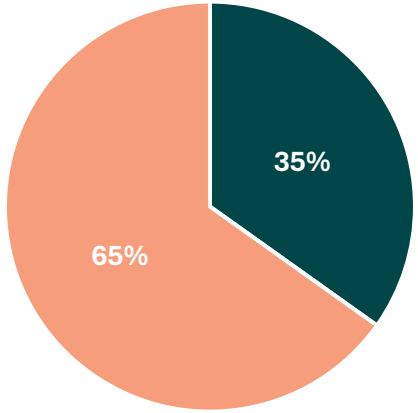
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Accounting, finance and funding/ Marketing/ Planning

Digital marketing

Leadership and management

Top sectors helped by Grow London Local

Creative & media

Business & professional services

Retail, other

Croydon

Entrepreneurs helped

11%
Disabled

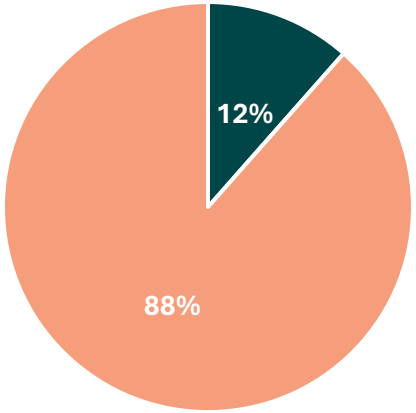
55%
Female

78%
Ethnic minority

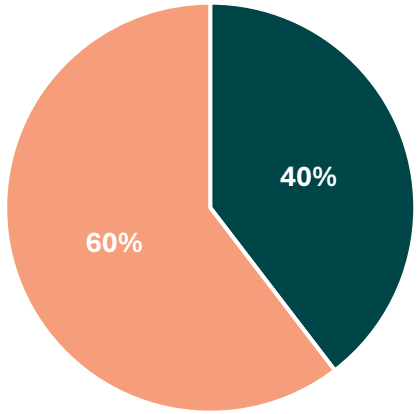
91
Entrepreneurs helped **July – September 2026**

851
Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Accounting, finance and funding

Planning

Digital marketing

Top sectors helped by Grow London Local

Business & professional services

Retail, other

Creative & media

Local London

Entrepreneurs helped

Local London

11%
Disabled

56%
Female

72%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

488

Entrepreneurs helped **July – September 2026**

›

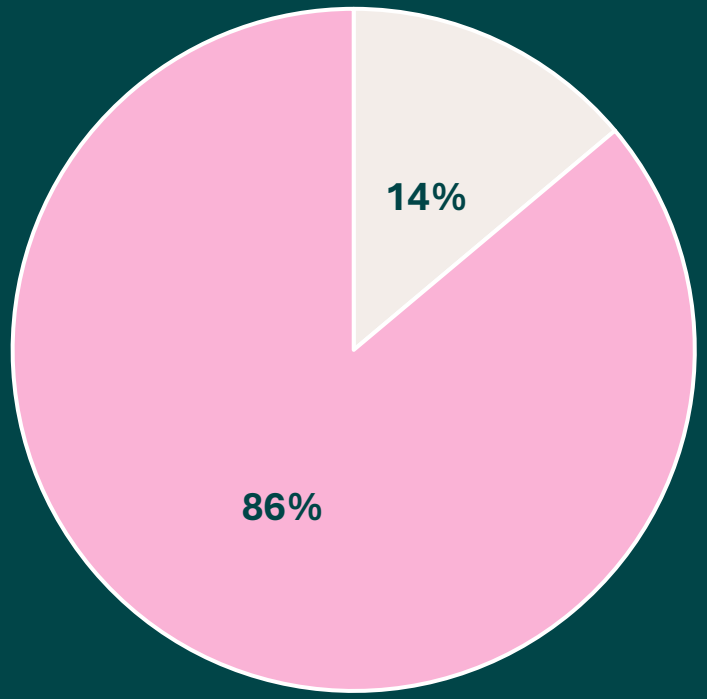
4,753

Entrepreneurs helped **since launch**



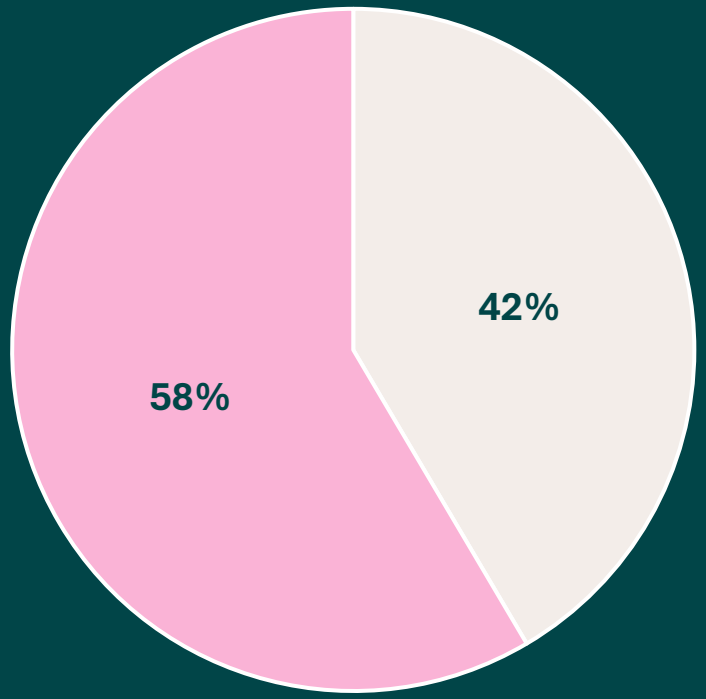
Regional statistics

Local London



Digital diagnostics vs In-person

- Digital diagnostics
- In-person

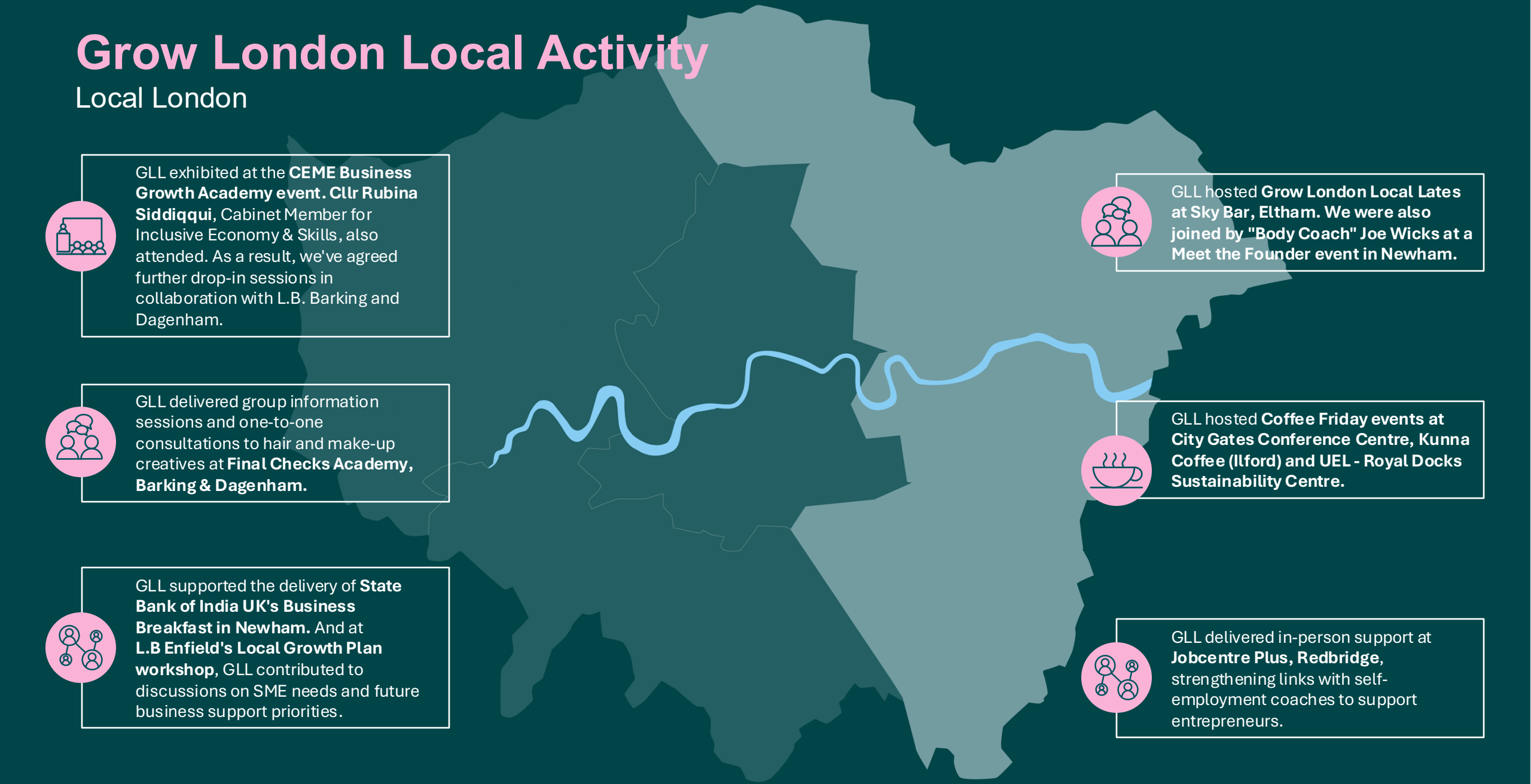


Pre-starts vs SMEs

- Pre-starts
- SMEs

Grow London Local Activity

Local London



GLL exhibited at the **CEME Business Growth Academy event. Cllr Rubina Siddiqqui**, Cabinet Member for Inclusive Economy & Skills, also attended. As a result, we've agreed further drop-in sessions in collaboration with L.B. Barking and Dagenham.

GLL delivered group information sessions and one-to-one consultations to hair and make-up creatives at **Final Checks Academy, Barking & Dagenham.**

GLL supported the delivery of **State Bank of India UK's Business Breakfast in Newham.** And at **L.B Enfield's Local Growth Plan workshop**, GLL contributed to discussions on SME needs and future business support priorities.

GLL hosted **Grow London Local Lates at Sky Bar, Eltham. We were also joined by "Body Coach" Joe Wicks at a Meet the Founder event in Newham.**

GLL hosted **Coffee Friday events at City Gates Conference Centre, Kunna Coffee (Ilford) and UEL - Royal Docks Sustainability Centre.**

GLL delivered in-person support at **Jobcentre Plus, Redbridge,** strengthening links with self-employment coaches to support entrepreneurs.

Enfield

Entrepreneurs helped

12%
Disabled

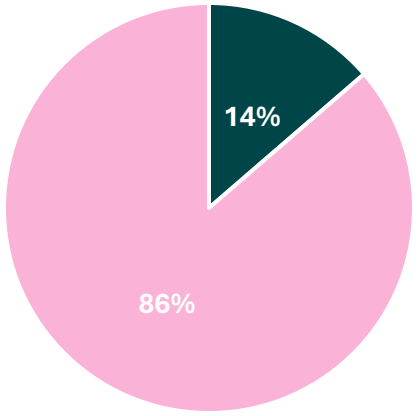
60%
Female

72%
Ethnic minority

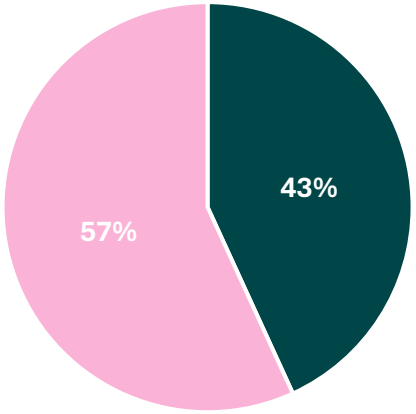
39 Entrepreneurs helped **July – September 2026**

> 461 Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Digital Marketing

Planning

Accounting, finance and funding

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Health, fitness & wellness

Waltham Forest

Entrepreneurs helped

12%
Disabled

54%
Female

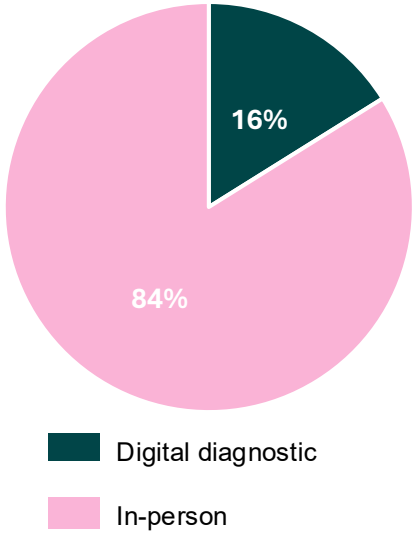
62%
Ethnic minority

62 > 546

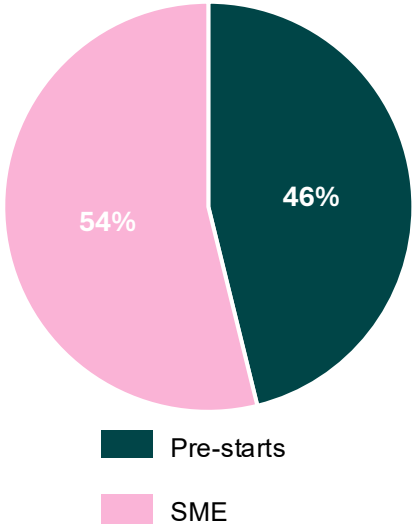
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Accounting, finance and funding

Digital Marketing

Planning

Top sectors helped by Grow London Local

Creative & media

Business & professional services

Retail, other

Redbridge

Entrepreneurs helped

9%
Disabled

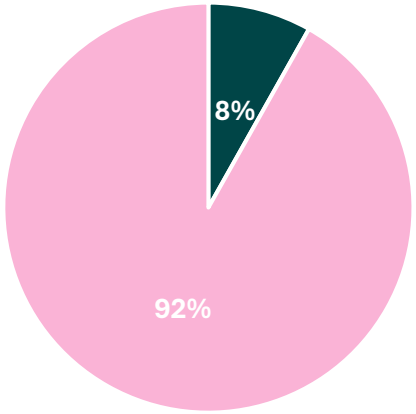
48%
Female

79%
Ethnic minority

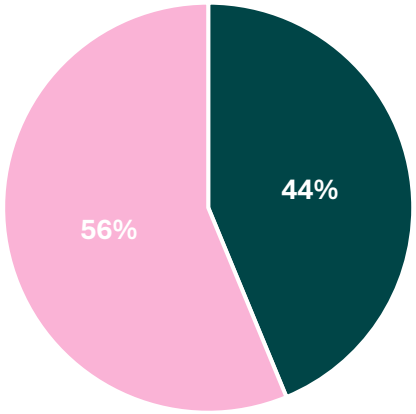
44
Entrepreneurs helped **July – September 2026**

> 441
Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Accounting, finance and funding

Digital marketing

Planning

Top sectors helped by Grow London Local

Business & professional services

Retail, other

Creative & media

Havering

Entrepreneurs helped

5%
Disabled

56%
Female

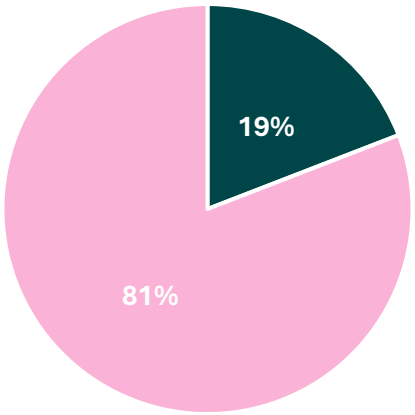
63%
Ethnic minority

39 > 251

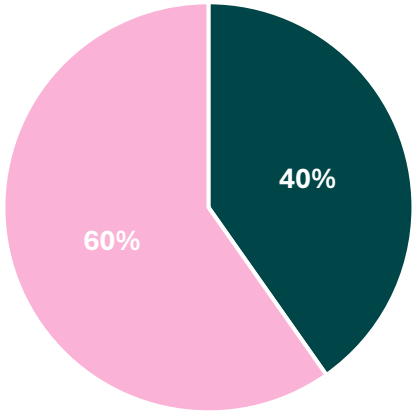
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Accounting, finance and funding/ Digital marketing/ Planning

Marketing

Leadership and management

Top sectors helped by Grow London Local

Business & professional services

Retail, other

Health, fitness & wellness

Barking & Dagenham

Entrepreneurs helped

11%
Disabled

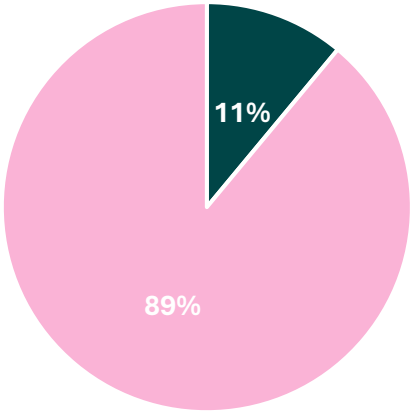
48%
Female

80%
Ethnic minority

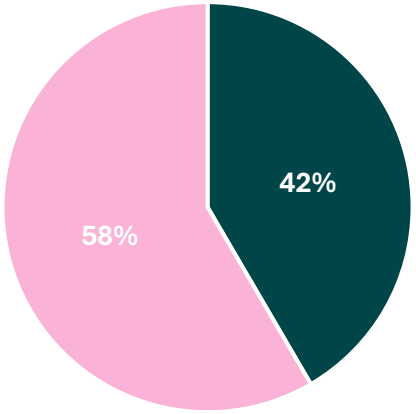
62 Entrepreneurs helped **July – September 2026**

553 Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Accounting, finance and funding/ Digital marketing/ Marketing

Leadership and management

Top sectors helped by Grow London Local

Business & professional services

Retail, other

Food & drink

Newham

Entrepreneurs helped

9%
Disabled

51%
Female

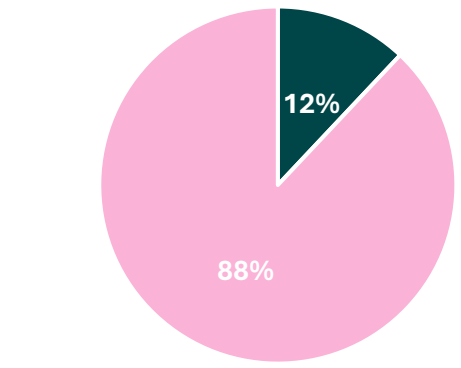
83%
Ethnic minority

81 > 813

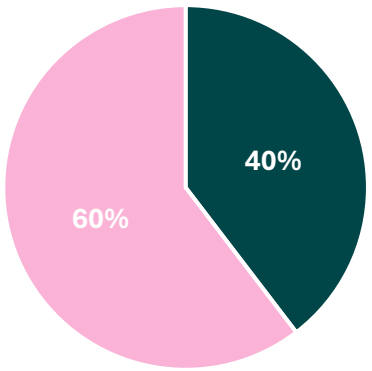
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Digital marketing

Accounting, finance and funding

Planning

Top sectors helped by Grow London Local

Business & professional services

Retail, other

Creative & media

Greenwich

Entrepreneurs helped

12%
Disabled

60%
Female

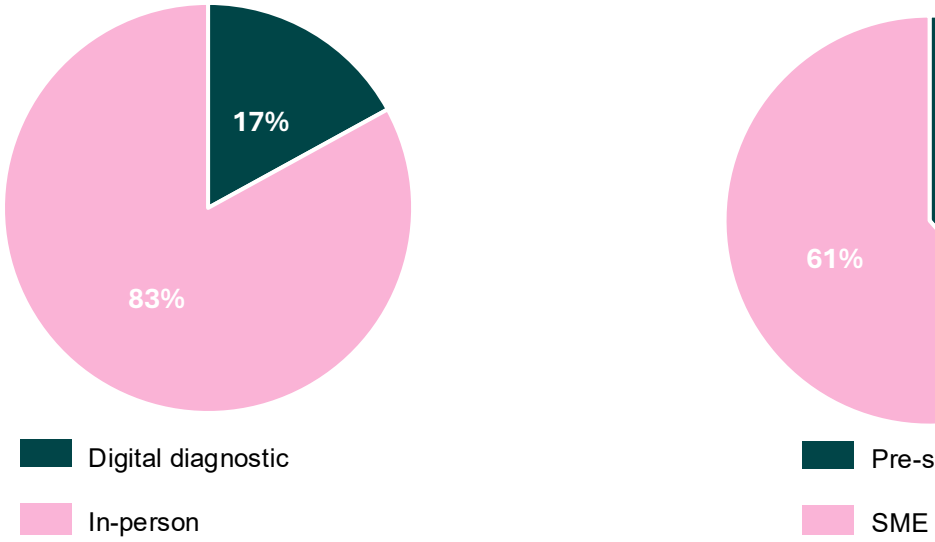
69%
Ethnic minority

72 > 729

Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs

Top 3 areas of support requested

Accounting, finance and funding

Planning

Digital Marketing

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

Bexley

Entrepreneurs helped

8%
Disabled

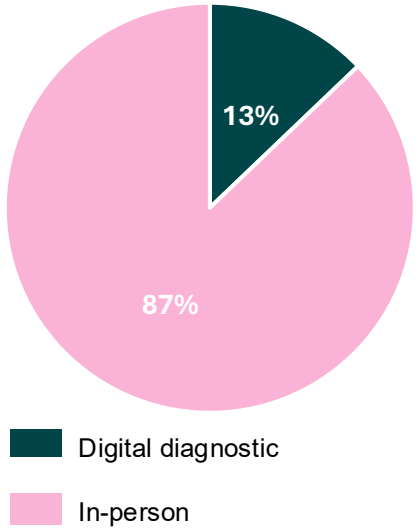
62%
Female

71%
Ethnic minority

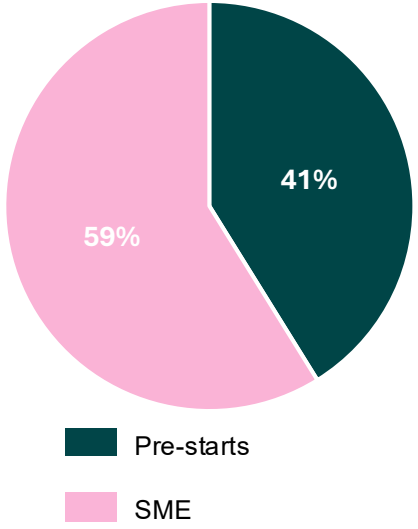
40
Entrepreneurs helped **July – September 2026**

311
Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Digital marketing

Marketing/ Planning

Leadership and management

Top sectors helped by Grow London Local

Business & professional services

Health, fitness & wellness

Creative & media

Bromley

Entrepreneurs helped

14%
Disabled

64%
Female

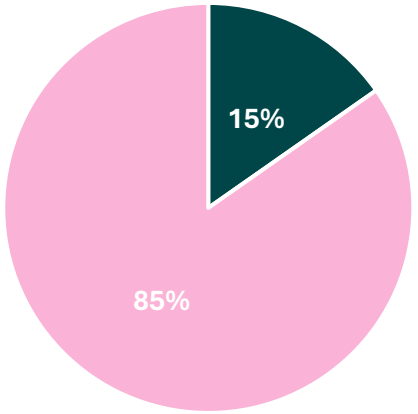
59%
Ethnic minority

49 > 648

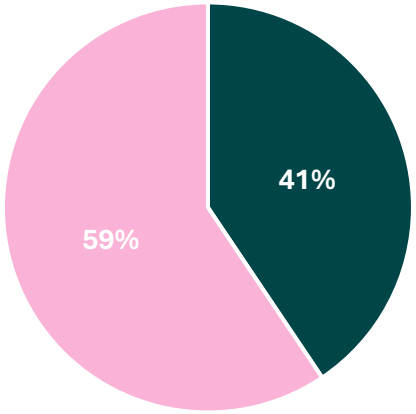
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning/ Digital marketing

Leadership and management/ marketing

Accounting, finance and funding

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

West London Alliance

Entrepreneurs helped

West London Alliance

10%
Disabled

54%
Female

68%
Ethnic minority

*Equalities data of entrepreneurs helped since launch

420

Entrepreneurs helped **July – September 2026**

>

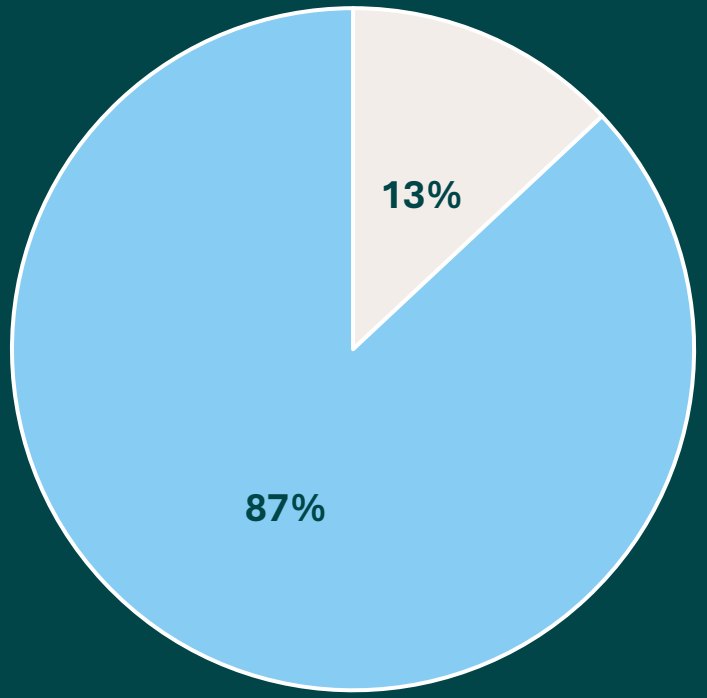
4,138

Entrepreneurs helped **since launch**



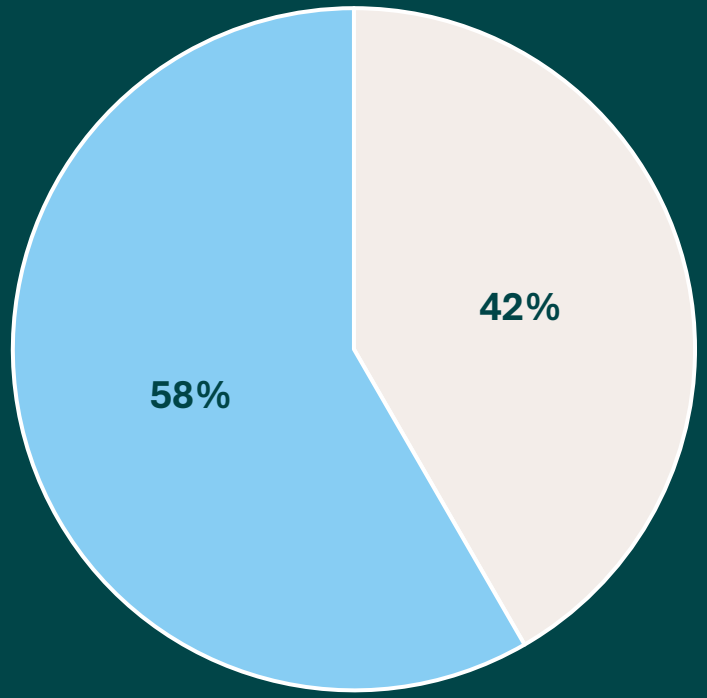
Regional statistics

West London Alliance



Digital diagnostics vs In-person

- Digital diagnostics
- In-person



Pre-starts vs SMEs

- Pre-starts
- SMEs

Grow London Local Activity

West London Alliance

GLL hosted Business Diagnostic Hub sessions at **Chiswick Co-Working, Hounslow**, **Middlesex University, Barnet**, and **Great Western Studios, Kensington & Chelsea**, giving aspiring and existing business owners access to business support.

GLL hosted **Coffee Friday - The Weir, Brentford**, Hounslow, and **Coffee Friday - Best Western London Heathrow Ariel Hotel, Hillingdon**, connecting owners with peers and service providers. **Cllr Rajawat**, Hounslow Council Leader, attended The Weir. Assembly Member **Bassam Mahfouz** attended in Hillingdon.

GLL had stand at the **Fulham FC Foundation jobs fair in Hammersmith & Fulham**, and **Wembley Jobs Fair 2026, Brent**, introducing aspiring and existing business owners to available GLL support.

GLL networked at **FSB Connect at Metro Bank Harrow in July** and **Wembley Business Networking in Partnership with FSB**, Brent, and had a stand at **Fit for Business: Harrow Health & Wellbeing Expo**, helping owners access relevant support.

GLL networked at **Barnet Business Breakfast Briefing: AI for Growth** and attended **Practical AI for Business**, a University of West London conference in Ealing. At **Hammersmith & Fulham Business Awards**, GLL judged two categories and presented an award, raising awareness of GLL.

GLL hosted **Jobcentre Plus Business Diagnostics** in **Acton and Ealing**, **Hammersmith & Fulham**, **Brent** and **Kensington & Chelsea.** Aspiring owners received customised business action plans. Existing owners connected with relevant business support.

Hillingdon

Entrepreneurs helped

10%
Disabled

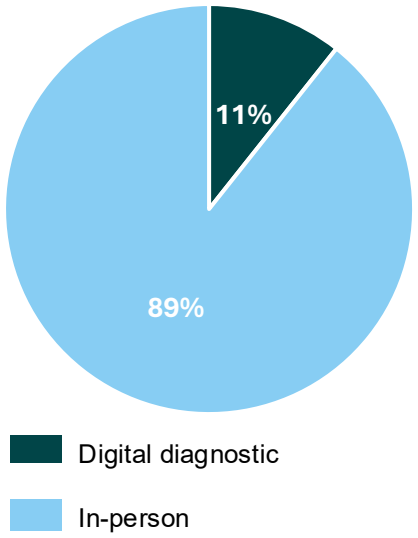
47%
Female

76%
Ethnic minority

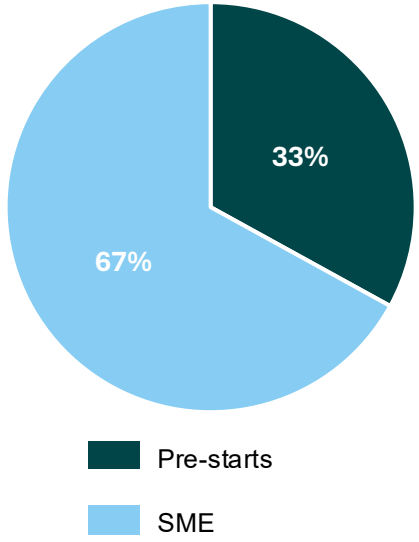
34
Entrepreneurs helped **July – September 2026**

412
Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Accounting, finance and funding

Digital marketing

Top sectors helped by Grow London Local

Business & professional services

Health, fitness & wellness

Creative & media

Harrow

Entrepreneurs helped

11%
Disabled

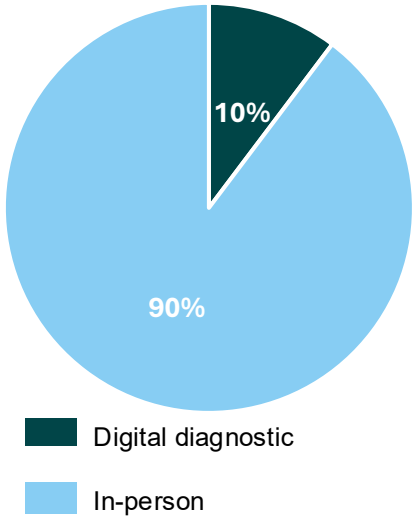
55%
Female

78%
Ethnic minority

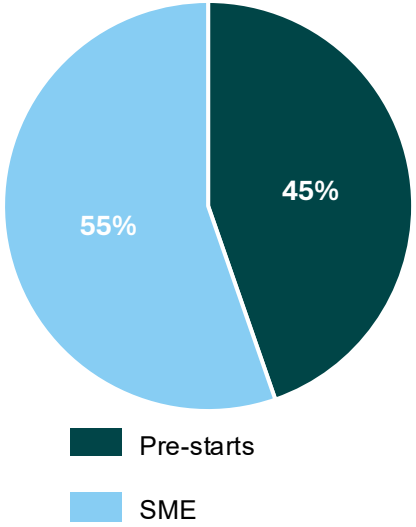
55
Entrepreneurs helped **July – September 2026**

564
Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Digital marketing/ Planning

Accounting, finance and funding

Upskilling

Top sectors helped by Grow London Local

Business & professional services

Health, fitness & wellness

Creative & media

Barnet

Entrepreneurs helped

11%
Disabled

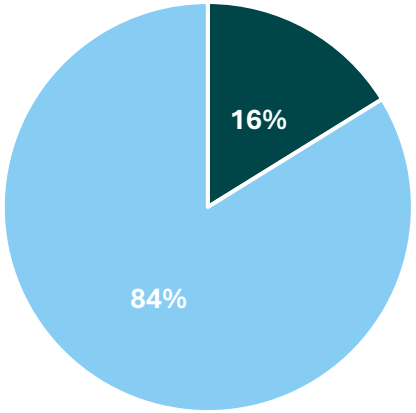
56%
Female

62%
Ethnic minority

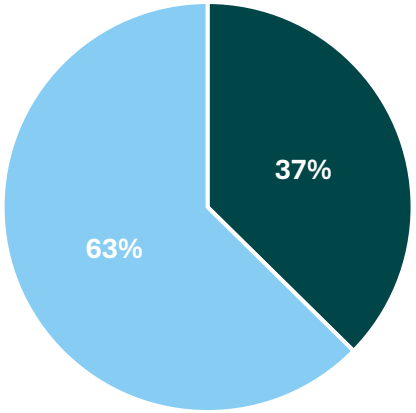
54
Entrepreneurs helped **July – September 2026**

> 717
Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Accounting, finance and funding/ Upskilling

Digital marketing

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Education & training

Ealing

Entrepreneurs helped

9%
Disabled

54%
Female

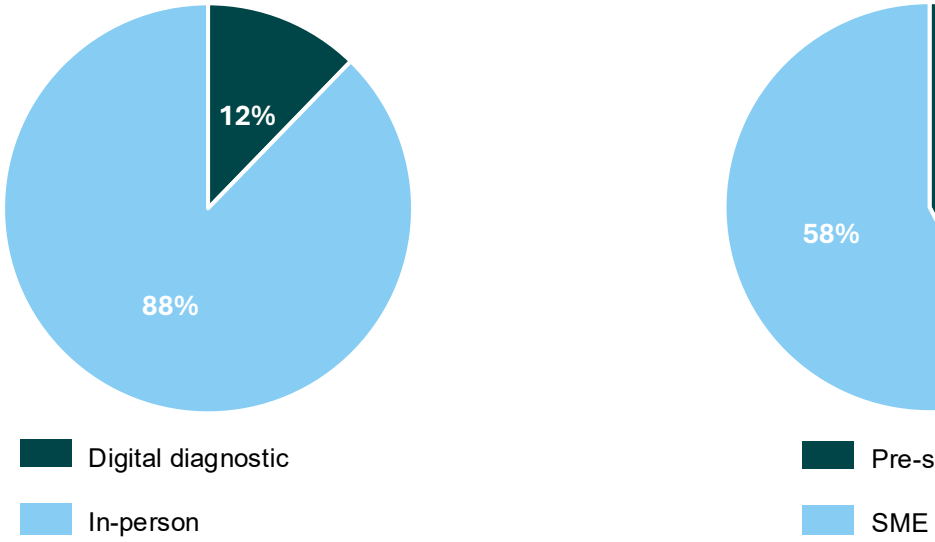
65%
Ethnic minority

99 > 824

Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs

Top 3 areas of support requested

Planning

Accounting, finance and funding

Digital marketing

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

Brent

Entrepreneurs helped

12%
Disabled

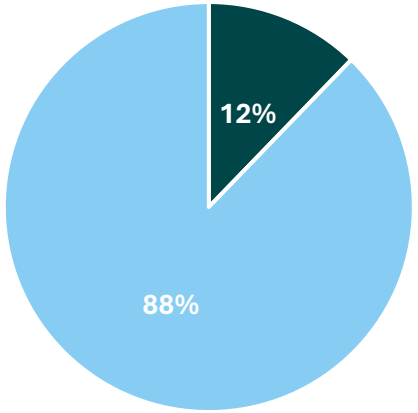
55%
Female

74%
Ethnic minority

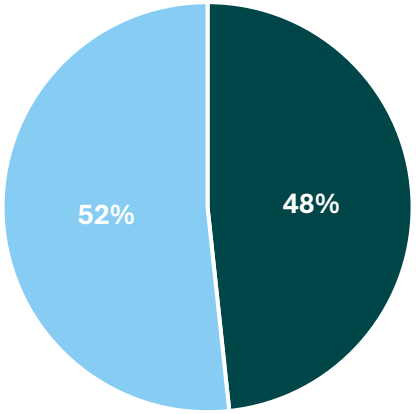
95
Entrepreneurs helped **July – September 2026**

621
Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Digital marketing/ Accounting, finance and funding

Legal

Top sectors helped by Grow London Local

Business & professional services

Retail, other

Creative & media

Hammersmith and Fulham

Entrepreneurs helped

11%
Disabled

57%
Female

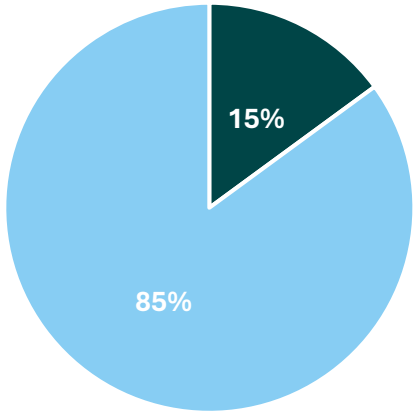
53%
Ethnic minority

53 > **502**

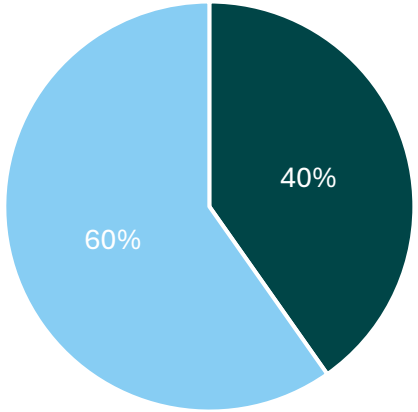
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Digital marketing

Accounting, finance and funding

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Health, fitness & wellness

Hounslow

Entrepreneurs helped

9%
Disabled

48%
Female

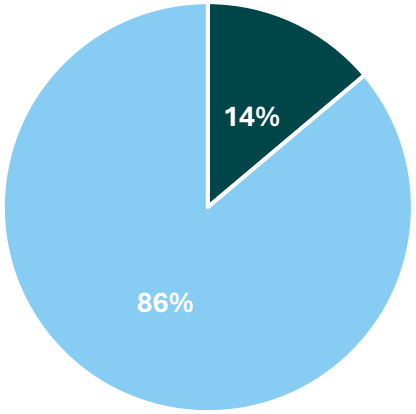
69%
Ethnic minority

30 > 498

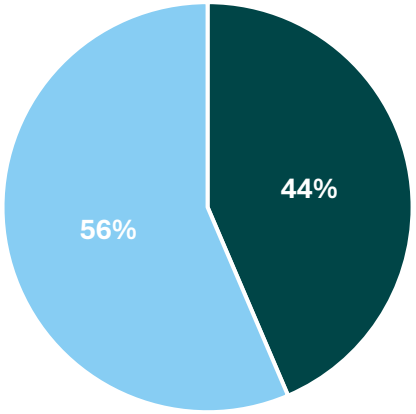
Entrepreneurs helped **July – September 2026**

Entrepreneurs helped **since launch**

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

Planning

Digital marketing

Accounting, finance and funding

Top sectors helped by Grow London Local

Business & professional services

Creative & media

Retail, other

Thank you

CTA can go here

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