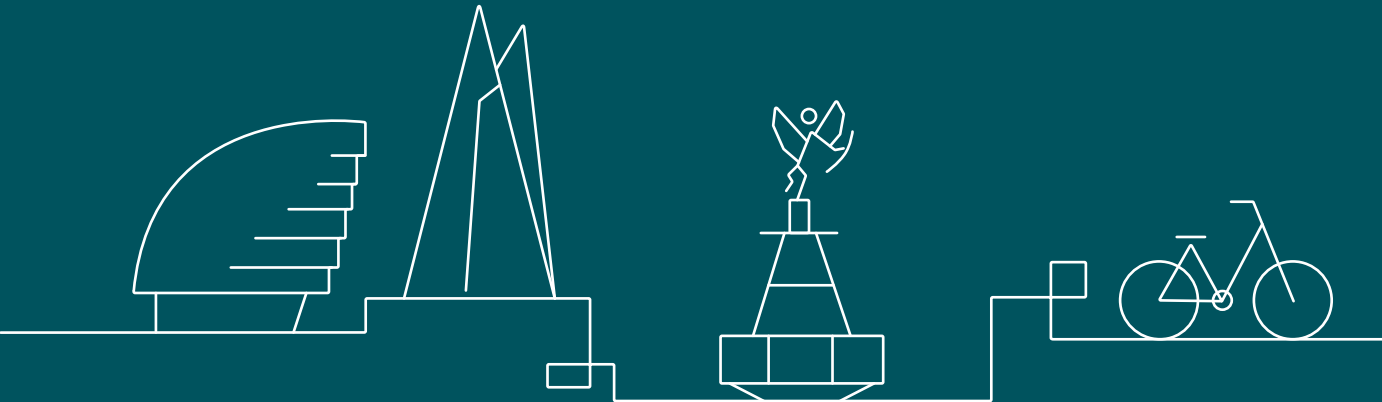


GROW LONDON LOCAL **BOROUGH UPDATES**



October – December 2024



LONDON
& PARTNERS



Introduction

I am very proud to share that this past quarter has been a record-breaking one for Grow London Local, as we reached **92,804 businesses**. This is an exceptional achievement and a culmination of the brilliant work our teams have been carrying out.

To ensure our helpful resources reach the right people, we increased marketing efforts this quarter, building on Grow London Local's brand awareness. We created our TikTok channel, launched the out-of-home campaign and saw a fleet of Grow London Local taxis taking over London's roads.

For London's small and medium-sized businesses to stay ahead, access to the right skills programmes is key. That's why I'm thrilled to have the Mayor of London's support for skills training opportunities at Grow London Local. We also hosted our first roundtable on skills.

Amplifying our community has been a focal point of this quarter for me. We introduced our own monthly Queer Business Networking Event, an inclusive and supportive space for LGBTQ+ entrepreneurs to connect with like-minded queer professionals and share resources. We proudly exhibited at the Mayor of London's annual Diwali on the Square, alongside two local businesses we've supported and launched our first festive gift guide. Both provided a brilliant opportunity to spotlight the creativity, passion and craftsmanship of our small and independent businesses, supporting the lifeblood of our communities.

Michelle Cuomo Boorer
Managing Director, Strategy

In the Community



 Potters Pantry, Barnet



 Santander WorkCafe, Camden



 Madras Flavours, Hounslow



 Unit Six Cafe, Stratford



 Blooming Scent Cafe, Gina's, Haringey



 1917 Chill Cafe, Bromley

TOTAL SINCE **GROW LONDON LOCAL** LAUNCH



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



Helped
16,000+
entrepreneurs
to access support



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



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



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



Pan-London Impact

October – December 2024

Entrepreneurs Reached



Entrepreneurs Helped



Most Represented Sectors Supported

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

Top Categories of Business Support Requested

1. Marketing
2. Finance
3. Planning

Entrepreneurs Supported by Business Stage



Notes for use

- The number of entrepreneurs helped in each borough is a combination of those who might not have established their business yet and established SMEs supported via our in-person and digital routes.
- We intend to provide the top three sectors using the platform, however, in cases where there are an equal percentage of sectors represented, more than three are shown.
- Equality data shown on sub regional partnership pages is calculated since the launch of Grow London Local and representative of the total number of entrepreneurs supported in that region. There is not enough data to accurately calculate this on an individual borough level. It is something we are looking at with further revisions to this report.
- The numbers reported in the Q2 Borough Report were calculated with an internal system error. This has now been rectified and the numbers displayed in the following slides are accurate.



SOUTH LONDON

PARTNERSHIP



South London Partnership

In the South London Partnership, the Grow London Local team has been actively attending, sponsoring and showcasing at various events and fairs. The team attended the Sutton College Careers, Training & Job Fair, Evolving Wimbledon and the South London Jobs Fair at Selhurst Park Stadium, where we promoted our services to more than 300 job seekers in the Croydon borough.

In Merton and Kingston, Grow London Local proudly sponsored a variety of events. From the community-led Namaste Kingston to Merton Chambers of Commerce’s Kingston & Merton Expo24 and its Women in Business Workshop and Networking Lunch, these events provided an excellent opportunity to gain wider brand visibility with key stakeholders in the community.



10%

Disabled



58%

Female



63%

Ethnic minority

729

Entrepreneurs
helped since launch

Richmond upon Thames

Number of entrepreneurs helped since launch

10

Oct – Dec
2023

22

Jan - Mar
2024

24

Apr - Jun
2024



105

Entrepreneurs
helped since launch

25

Jul - Sep
2024

24

Oct - Dec
2024

In the Borough of Richmond, led by Business Support Manager, **Nick Wadsworth** and Regional Manager **Danny O'Sullivan**, the Coffee Friday events are proving successful in Richmond and our connection with **Patch** has linked us to other key community partners.

Next quarter, we're excited to explore collaborative events with **St Mary's University, Twickenham**, **Founder Mums Walk and Talk** at **Marble Hill Park** and continue to host **Coffee Fridays** at **Drop In Richmond**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Sales



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Accommodation & food service
- Health, fitness & wellness
- Arts, entertainment & recreation/ Business services/ Construction/ Education/ General retail/ Professional consultant/ Tech & apps/ Wholesale & retail trade

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Kingston upon Thames

Number of entrepreneurs helped since launch

15

Oct – Dec
2023

17

Jan - Mar
2024

19

Apr - Jun
2024



142

Entrepreneurs
helped since launch

37

Jul - Sep
2024

54

Oct - Dec
2024

In the Borough of Kingston, headed up by **Lai Hung** and **Danny O'Sullivan**, the opportunity to sponsor a community-led event with **Namaste Kingston** to celebrate Diwali was a success. Demonstrating how we engage with key celebrations, faiths and communities across the boroughs we support.

In addition, we connected with, sponsored and attended **Merton and Kingston Business Expo** and recently confirmed our support to the **Kingston Business Awards 2025**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Beauty & cosmetics
- Health, fitness & wellness

Merton

Number of entrepreneurs helped since launch

10

Oct – Dec
2023

18

Jan - Mar
2024

18

Apr - Jun
2024



125

Entrepreneurs
helped since launch

40

Jul - Sep
2024

39

Oct - Dec
2024

In the Borough of Merton, led by **Edwina Hughes** and Regional Manager **Danny O'Sullivan**, we sponsored the **Merton Chamber Events**. The first event being **The Business Expo** with Kingston, the second being the **Women's Business Lunch**. Both provided us a great opportunity to create wider visibility of our brand within key stakeholders of the community.

Evolving Wimbledon helped us to link with stakeholders within the borough to widen our brand visibility and continue promoting opportunities to entrepreneurs and SMEs.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Construction
- Education
- Food & drink
- General retail

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Sutton

Number of entrepreneurs helped since launch



The Borough of Sutton, which is overseen by **Edwina Hughes** and Regional Manager **Danny O'Sullivan** continues to create opportunities for us to engage with key stakeholders and entrepreneurs looking for support. This quarter, our connection with **Sutton College** has provided us with an opportunity to attend a careers fair for people aged fifty and above - supporting those seeking to gain self-employment or grow their small business.

Our relationship with **Sutton Jobcentre Plus** has helped us with further presence within the borough, allowing us to increase brand awareness and continuing to support those in the local community. GLL are looking to engage with Ibento Small Business Events in 2025. It was a business we initially supported and we are now looking to collaborate with.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Planning
- Finance



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Beauty & cosmetics
- Creative & media
- Health, fitness & wellness

Croydon

Number of entrepreneurs helped since launch

13

Oct – Dec
2023

49

Jan - Mar
2024

62

Apr - Jun
2024



272

Entrepreneurs
helped since launch

70

Jul - Sep
2024

78

Oct - Dec
2024

The success continued in Croydon as **Croydon Jobcentre Plus** embedded Grow London Local into its offering, helping to increase inbound referrals for those looking to start a business or become self-employed. The team saw similar success with the recent jobs fair at Selhurst Park, which gave us the opportunity to promote our service to over 300 job seekers from in and around the borough.

The team led by Business Support Manager **Danny Gomez** and Regional Manager **Danny O'Sullivan**, also engaged with many small business owners and startup entrepreneurs on our promotional stand at **London South Bank University** Croydon Campus's **Black History Month** popup market.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Health, fitness & wellness
- Food & drink
- Creative & media

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

CENTRAL LONDON FORWARD



Central London Forward

This quarter, the team has been busy forging and solidifying relationships, as well as strengthening its presence across the sub-region.

Grow London Local proudly hosted its fourth Coffee Friday event in Blooming Scent at The Trampery Tottenham, two Coffee Friday events at London South Bank University and a Queer Business Networking Event in Shoreditch.

Our monthly hub at Westminster Business Library is such a hit, we launched a second at Somerset House. The Jobcentre Plus hubs in Barnsbury, Finsbury Park and Hackney have also been successful, fostering productive collaboration with partners such as Ingeus.



11%

Disabled



55%

Female



62%

Ethnic minority

3,593

Entrepreneurs helped
since Launch



Haringey

Number of entrepreneurs helped since launch



In Haringey, Grow London Local, through Business Support Manager **Joshua Ajibade** and Regional Manager **Abdus Salam** connected with **Haringey Works**, which helps residents into sustainable employment and the Migrants and Refugees Entrepreneurship Programme, a free 10-week initiative offering the opportunity to learn and develop new skills.

Another exciting development in Haringey was the hosting of a fourth Coffee Friday at the **Blooming Scent** at the Trampery in Tottenham, which is proving to be a big hit with the local community.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Planning
- Finance



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Fashion & jewellery
- Creative & media
- Food & drink

Hackney

Number of entrepreneurs helped since launch

33

Oct – Dec
2023

61

Jan - Mar
2024

64

Apr - Jun
2024



329

Entrepreneurs
helped since launch

73

Jul - Sep
2024

98

Oct - Dec
2024

Our relationship with **Hackney Impact** is proving successful as 20% of its referrals now come through Grow London Local. The team, **Geoffrey Evans** and **Abdus Salam** also continued to strengthen their relationship with the **Jobcentre Plus** in Hackney, enabling productive collaboration with Jobcentre Plus partners like **Ingeus**.

Additionally, we recently connected with the new Economic Lead at **Hackney Council** to explore further opportunities.

We've also established a reciprocal relationship with **Queertopia's LGBTQIA+ Business, Partners & Community Forum**. At their **Festive Extravaganza**, we presented, networked and explored opportunities for further partnership work.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Health, fitness & wellness
- Education
- Fashion & jewellery
- Food & drink
- Professional consultant

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Tower Hamlets

Number of entrepreneurs helped since launch

25

Oct – Dec
2023

42

Jan - Mar
2024

75

Apr - Jun
2024



329

Entrepreneurs
helped since launch

86

Jul - Sep
2024

101

Oct - Dec
2024

Our Business Support Manager, **Francis Hussey** and Regional Manager **Abdus Salam**, continued to attend the **White Chapel Jobcentre Plus** with a focus on engaging pre-starts and early-stage SMEs and linking them to Grow London Local's business support offerings.

We took part in the **Food Halal Festival** at the **Olympic Park**, a fantastic opportunity to connect with businesses seeking support. The next event is in February 2025 and we're looking to expand our collaboration with the Halal economy.

We've also built a strong partnership with **Karma Kitchen**, assisting businesses interested in starting a cloud kitchen service. This partnership currently supports two sites in Tower Hamlets and Hackney.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Health, fitness & wellness
- Tech & app
- Arts, entertainment & recreation
- Food & drink

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Camden

Number of entrepreneurs helped since launch



Our close relationship with **Santander Bank** has continued to flourish. This quarter we attended the **Santander** and **British Business Bank** Event where small businesses could learn about early-stage finance. This was an excellent networking event that put us in touch with businesses looking for support with finances.

We continue to host our ever-popular Coffee Fridays at **Santander Triton Square** and **Jobcentre Plus in Kentish Town** as we look to engage with the local business community.

Our Business Support Manager **Marie-Francois Baker-Madec** showcased our services at the **ESN FORUM: Employment & Skills Network - Inclusive Recruitment** and co-hosted **The Labs Hawley Wharf (Hospitality)** with **The Labs Camden**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Digital
- Finance



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Health, fitness & wellness
- Creative & media

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Islington

Number of entrepreneurs helped since launch



The **Jobcentre Plus** hubs at Barnsbury and Finsbury Park have strengthened our presence and solidified our partnership, fostering productive collaboration with the **Jobcentre Plus**. In February, we’re looking to host a monthly hub at the **Wenlock Studios Co Working Space** in **Angel**.

This quarter, our Business Support Manager **Joshua Ajibade** and Regional Manager **Abdus Salam** also exhibited at **Chapel Market** and through this, we were able to engage with various market stallholders in need of business support. Additionally, we’ve been working closely with **Further Education** colleges, including the **Capital City College** promoting skills provisions, which has campuses across Camden, Islington and Haringey.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Professional consultant
- Tech & apps

Westminster

Number of entrepreneurs helped since launch

21

Oct – Dec
2023

46

Jan - Mar
2024

45

Apr - Jun
2024



264

Entrepreneurs
helped since launch

74

Jul - Sep
2024

78

Oct - Dec
2024

This quarter, off the back of our successful monthly hub at **Westminster Library Hub**, we've launched our second monthly hub at **Somerset Hub**. Additionally, our Business Support Manager **Leanne Warinda** participated in networking events hosted by the **Abbey Centre**, further enhancing our connections.

We were also thrilled to be involved in the **Kensington, Chelsea and Westminster Chamber of Commerce Awards**, which was a chance to grow our brand awareness in those regions and engage other stakeholders with similar missions.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Beauty & cosmetics
- Arts, entertainment & recreation
- Food & drink
- Health, fitness & wellness
- Tech & apps

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Kensington & Chelsea

Number of entrepreneurs helped since launch



This quarter we were fortunate to sponsor the **Kensington, Chelsea and Westminster Chamber of Commerce Awards** and present an award. This was a chance to grow our brand awareness in those regions and engage other stakeholders with similar missions.

Grow London Local continued to engage with the local community through the Hub Sessions at the **Jobcentre Plus** in North Kensington. Our Business Support Manager, **Darya Simanovich**, attended **Chelsea FC Foundation's Edge of the Box Club** which aims to support people in the local community to start and scale their own business. We also held a Coffee Friday at **Chelsea Theatre** and at **South End Art and Community Centre**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Beauty & cosmetics
- Health, fitness & wellness

Southwark

Number of entrepreneurs helped since launch



Grow London Local sponsored the **Urban Elephant Festival**, engaging with local entrepreneurs in Elephant Park.

Our relationship with **London South Bank Universities** encourages collaboration with the local community and allowed us to host two Coffee Fridays at their premises. Grow London Local became part of their **Ignite Students** entrepreneurial programme and added value to the support already on offer - drop-in sessions are being planned for 2025 with students and staff entrepreneurs. Hosting of Coffee Fridays at **SoLo Craft Fair** in Elephant and Castle continues to be successful within the local community and draws large numbers to the event.

DWP offers regular borough presence for drop-in sessions to meet and support those that are or seeking to become self-employed or start businesses.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Health, fitness & wellness
- Food & drink
- Arts, entertainment & recreation
- Business services

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Wandsworth

Number of entrepreneurs helped since launch

17

Oct – Dec
2023

33

Jan - Mar
2024

46

Apr - Jun
2024



187

Entrepreneurs
helped since launch

28

Jul - Sep
2024

63

Oct - Dec
2024

In Q3, Grow London Local Business Support Manager, **Nicholas Wadsworth**, attended the **Wandsworth Jobs Fair**, hosted by the **Wandsworth Jobcentre Plus**. This has provided us with a great opportunity to create wider visibility of our brand within key stakeholders of the community.

We were fortunate to have received an invitation to join **Mission Kitchen's Mission Market**, a unique opportunity to engage with local start-ups in the food and beverage industry or FMCG sector. Through this event, we could engage directly with SMEs, gaining deeper insights into their stories and visions for their product/business.

Moving into Q4, we are looking to align services with **Tooting Works** and **BLP**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Creative & media
- Food & drink
- Professional consultant

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Lambeth

Number of entrepreneurs helped since launch

23

Oct – Dec
2023

50

Jan - Mar
2024

74

Apr - Jun
2024



394

Entrepreneurs
helped since launch

94

Jul - Sep
2024

153

Oct - Dec
2024

The Lambeth team, led by **Danny O’Sullivan** and **Danny Gomez**, has maintained a strong presence in the borough. We have attended the **Restart Careers Fair**, **Purple Tuesday Event**, **Jobcentre Plus Streatham** and **Jobcentre Plus Stockwell**. Grow London Local was also proud to sponsor the **Be Lambeth Business Awards** held in October.

Finally, Grow London Local had a stall at the **East London Expo**, hosted by the **Astor Business School**. This allowed us to engage with people looking to start or build a business in the local community.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Health, fitness & wellness
- Arts, entertainment & recreation
- Fashion & jewellery

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Lewisham

Number of entrepreneurs helped since launch

15

Oct – Dec
2023

46

Jan - Mar
2024

71

Apr - Jun
2024



307

Entrepreneurs
helped since launch

86

Jul - Sep
2024

89

Oct - Dec
2024

Grow London Local sponsored Lewisham's annual awards for SMEs in the borough. Business Support Manager **Winnie Cheng** was also asked to be part of the judging panel to shortlist SMEs ahead of the public vote. We are also looking to continue our partnership with **BIPC** at **Catford Library** and **Deptford Library**. Many inbound referrals have resulted in this council collaboration.

Grow London Local Business Support Managers also had the honour of presenting awards to the winners to the **Best Independent High Street Business** and **Best Independent Food Retailer**. The event was a wonderful way to round off the year and showcase Grow London Local in front of key businesses and stakeholders.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Health, fitness & wellness
- Arts, entertainment & recreation
- Creative & media
- Professional consultant

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

City of London corporation

Number of entrepreneurs helped since launch

26

Oct – Dec
2023

65

Jan - Mar
2024

52

Apr - Jun
2024



305

Entrepreneurs
helped since launch

91

Jul - Sep
2024

71

Oct - Dec
2024

The City of London team, led by **Abdus Salam** and supported by **Leeanne Warinda** and **Bola Pascal-Johnson**, has been continuing to build strong working relationships within the Borough. We have attended events such as **Future-proof Your Business - South-East Regional Event**, hosted by the **Small Business Charter**. We hosted a stand at the **Future Founders: Ignite Your Entrepreneurial Journey** hosted by **SBREC**, an event aimed at young people between 18 and 35, who are ready to embark on their business journey.

Grow London Local has also been hosting its mini business expo monthly with **SBREC** since August 2024, highlighting a partnership built on collaboration and shared successes.



TOP 3 AREAS OF SUPPORT REQUESTED

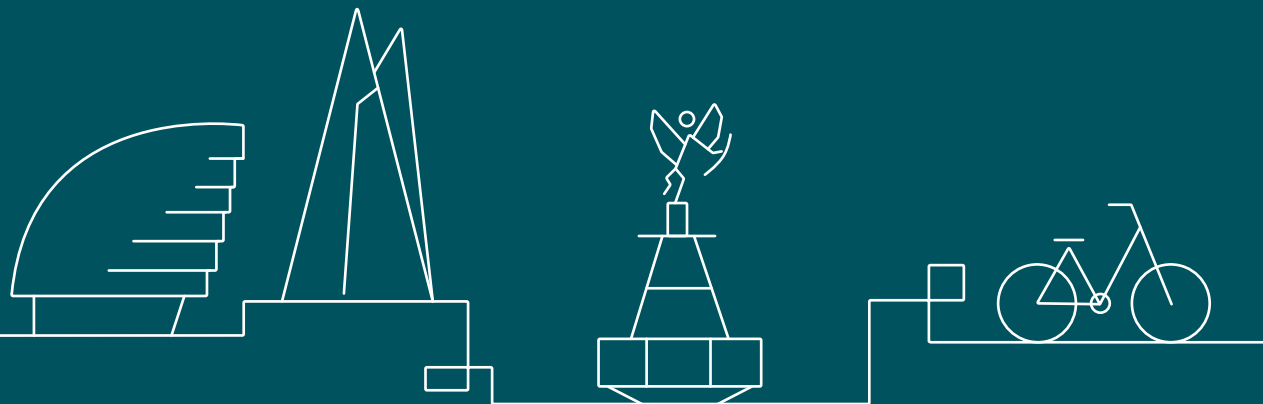
- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Fashion & jewellery
- Health, fitness & wellness

LOCAL LONDON



Local London

Grow London Local sponsored the University of East London (UEL) Creative Industries Festival, an inaugural multi-day event dedicated to improving connections between emerging creatives and leading organisations. This provided a brilliant opportunity to exhibit our services by offering local entrepreneurs face-to-face consultations.

This quarter, the team also further improved its relationship with UEL's Royal Docks Centre for Sustainability and attended many events including the Pathways to a Sustainable East London' and 'Business & Law' Undergraduate Talent (SCOUT) Programme, the launch of the new BIPC in Edmonton Green Library and the Beckenham Business Day event, hosted by Beckenham Business Association.



10%

Disabled



54%

Female



73%

Ethnic minority

1,560

Entrepreneurs helped
since launch

Enfield

Number of entrepreneurs helped since launch

15

Oct – Dec
2023

20

Jan - Mar
2024

38

Apr - Jun
2024



165

Entrepreneurs
helped since launch

36

Jul - Sep
2024

56

Oct - Dec
2024

Grow London Local was invited to the launch of the new **Business and Intellectual Property Centre** at Edmonton Green Library, where Business Support Manager **Geoffrey Evans** had the opportunity to meet the wider team at Enfield Council. This was our third **Business and Intellectual Property Centre** business support hub, in the area reflecting the strength of our collaborative efforts to support local businesses and entrepreneurs.

We've built a fantastic relationship and look forward to continuing our work together in the New Year!



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Fashion & jewellery
- General retail
- Health, fitness & wellness

Waltham Forest

Number of entrepreneurs helped since launch

13

Oct – Dec
2023

28

Jan - Mar
2024

44

Apr - Jun
2024



181

Entrepreneurs
helped since launch

48

Jul - Sep
2024

48

Oct - Dec
2024

Grow London Local continued to engage with the local community through continuing partnerships with **Jobcentre Plus in Walthamstow**, helping us to meet local SMEs and pre-starts. We can inform them of opportunities available through Grow London Local to help their business thrive.

In January, we have attended the **Waltham Forrest College** stakeholder presentation where we had the opportunity to present to various local stakeholders and make the most of a good networking opportunity.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Digital



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Creative & media
- Tech & apps
- Fashion & jewellery
- Food & drink

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Redbridge

Number of entrepreneurs helped since launch

10

Oct – Dec
2023

22

Jan - Mar
2024

32

Apr - Jun
2024



135

Entrepreneurs
helped since launch

30

Jul - Sep
2024

41

Oct - Dec
2024

Grow London Local hosted a successful Coffee Friday in Redbridge at **Hishashi Coffee** in Ilford. This was an informal networking morning providing local businesses the opportunity to connect with like-minded entrepreneurs, share challenges and opportunities. We conducted a visit, with Council lead **Maria Gerring**, of **Mercato Metropolitan** in Ilford town centre and we're in discussions around how to support activity with the space to increase footfall to the premises.

Grow London Local also engaged with local faith groups such as the **Ilford Islamic Centre** and **City Gates Church** to share information and collateral on how to access support and upcoming events, to ensure the service is as accessible to the community as possible.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Sales



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Fashion & jewellery
- Food & drink
- Business services
- Health, fitness & wellness
- Tech & apps
- Wholesale & retail trade

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Havering

Number of entrepreneurs helped since launch



Discussions were held with **Lucy Groen** of CEME and a partnership was established with the **Centre for Engineering and Manufacturing** (CEME) in Havering. CEME are well established with growth support but have requested Grow London Local to be their sole small business support.

Grow London Local, through our Business Support Manager **Frank Moran**, will be hosting hubs for tenants in the space, local businesses and on-site support staff.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Wholesale & retail trade
- Accommodation & food service
- Arts, entertainment & recreation
- Beauty & cosmetics
- Business services
- Construction
- Fashion & jewellery
- Financial & insurance activities
- Health, fitness & wellness
- Information & communication
- Professional consultant

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Barking & Dagenham

Number of entrepreneurs helped since launch



This quarter, Grow London Local engaged with various events and networking opportunities such as the **Social Value Networking Breakfast** hosted by the **Barking and Dagenham Business Forum** where our Business Support Manager, **Mohammad Monowar-Hossen**, had the opportunity to meet and discuss Grow London Local with SMEs and pre-starts.

I am an Arkivist, organised by the **Barking Learning Centre** was an opportunity to talk with local businesses looking to make their business more environmentally friendly or sustainable and offer services through Grow London Local that could help them work towards those goals.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Digital



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Food & drink
- Health, fitness & wellness

Newham

Number of entrepreneurs helped since launch



Grow London Local sponsored the **University of London Creative Festival**. This allowed us to exhibit the service to attendees and offer local entrepreneurs on site, face to face consultations. This continued the development of our relationship and collaboration with **Royal Docks Sustainability Centre & UEL**. As a result of our relationship with **UEL**, GLL was invited to other events including **'Pathways to a Sustainable East London' & 'Business & Law' Undergraduate Talent (SCOUT) Programme** - where one of our Business Support Managers, **Darryl Moraes**, judged on the panel for businesses pitching their new commercial ideas.

These opportunities showcase the recognition and credibility being built amongst Grow London Local and key stakeholders across Local London. We also hosted Coffee Fridays at **Myrna Japanese** restaurant with support from the **Newham Chamber of Commerce** and at **Sangetha's Veg Town** in **East Ham**, joined by the **State Bank of India**. Finally, we sponsored the **Newham Chamber Of Commerce** reception drinks.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Sales



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Education
- Health, fitness & wellness

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Greenwich

Number of entrepreneurs helped since launch

23

Oct – Dec
2023

39

Jan - Mar
2024

73

Apr - Jun
2024



235

Entrepreneurs
helped since launch

49

Jul - Sep
2024

51

Oct - Dec
2024

This quarter, Grow London Local, through our Business Support Manger **Bola Pascal-Johnson**, attended two **Start Up Greenwich Coffee Fridays**, hosted by **Start Up Greenwich** at the **Woolwich Centre Library**. This was a great opportunity for us to connect with entrepreneurs and SMEs in the local area, hear about their challenges and present offerings available to them through Grow London Local.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Fashion & jewellery
- Arts, entertainment & recreation
- Charities
- Creative & media
- Food & drink
- Professional consultant
- Wholesale & retail trade

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Bexley

Number of entrepreneurs helped since launch

5
Oct – Dec
2023

14
Jan - Mar
2024

19
Apr - Jun
2024



23
Jul - Sep
2024

24
Oct - Dec
2024

85
Entrepreneurs
helped since launch

The Bexley team, led by **Sunisha Varsani**, has continued collaborating with **Peabody Housing Association**, to generate interest in Grow London Local services amongst its residents.

Grow London Local will be looking into industrial states in Q3 and focus on other business groups in the area.

In attempt to reach more business in South-East of London, particularly **Bexley** and **Bromley**, GLL East Team have sponsored an advert in the **Life In Magazine**. This will be live in the magazine from January.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Tech & apps
- Business services
- Health, fitness & wellness

Bromley

Number of entrepreneurs helped since launch

15

Oct – Dec
2023

31

Jan - Mar
2024

31

Apr - Jun
2024



175

Entrepreneurs
helped since launch

52

Jul - Sep
2024

46

Oct - Dec
2024

Business support managers **Bola Pascal-Johnson** and **Maria Georgiou** and regional manager **Sunisha Varsani**, hosted two Coffee Friday events at **1917 Chill Café**. We reached out to the **Bids** regarding upcoming networking opportunities leading up to these events. We also attended the **Beckenham Business Day** event, hosted by **Beckenham Business Association** as a chance to improve our brand awareness and engage with local stakeholders. We are looking forward to attending the **Scaling Up for Success in 2025** event hosted by **Start Up Bromley**.

In attempt to reach more business in south-east London, particularly **Bexley and Bromley**, our east team have sponsored an advert in the **Life In Magazine**. This will be live in the magazine from January.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Arts, entertainment & recreation
- Education
- Health, fitness & wellness

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WEST LONDON ALLIANCE



West London

Grow London Local has had a busy quarter in the west London sub-region engaging with many new and existing small businesses, as well as attending and hosting a variety of events including Coffee Fridays and hubs at Jobcentre Plus.

Grow London Local proudly sponsored the West London Chambers of Commerce Business Awards in November. This was a unique opportunity to showcase our services among stakeholders and SMEs across the region.

In Barnet, the team supported National Older Workers Week at the Jobcentre Plus, an initiative helping those aged 50 and above into work. They also presented to the Hounslow Jobcentre Plus, connected with Harrow and Ealing JCP and Developed a strong partnership at Venture X in Chiswick Park. Finally, we engaged with a variety of community members at the Ealing Festival of business.



11%

Disabled



51%

Female



69%

Ethnic minority

1,428

Entrepreneurs helped
since launch



Hillingdon

Number of entrepreneurs helped since launch



The Hillingdon team, led by regional manager **Rishi Kardile**, were proud to host their first Coffee Friday in the borough at **We Love Coffee** in **Harefield**. This was a great opportunity for local entrepreneurs, enabling like-minded entrepreneurs to share their challenges, network and discuss support available to them through Grow London Local. The team also attended the **Hayes Job Fair** at **Uxbridge College**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Finance
- Planning



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services / Education
- Beauty & cosmetics
- Food & drink
- General retail
- Health, fitness & wellness
- Professional consultant
- Tech & apps

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Harrow

Number of entrepreneurs helped since launch



There was a lot of activity occurring in Harrow this quarter. The Grow London Local team attended the **Harrow Means Business** at **Victoria Hall** and the **Harrow Jobs Fair**. This has given us good momentum to be able to connect and extend our support to new entrepreneurs and existing SMEs from within the borough.

Additionally, we continued supporting the local community through our ever-popular Coffee Friday at **Daisy & Co** and connected with to the **Harrow Jobcentre Plus** at **Kings House**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Planning
- Sales



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Construction
- Arts, entertainment & recreation
- Business services
- Health, fitness & wellness
- Homewares
- Professional consultant

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Barnet

Number of entrepreneurs helped since launch

15

Oct – Dec
2023

45

Jan - Mar
2024

63

Apr - Jun
2024



286

Entrepreneurs
helped since launch

89

Jul - Sep
2024

74

Oct - Dec
2024

In Barnet, the team supported **National Older Workers Week** at the Jobcentre Plus in **Raydean House**, an initiative helping those aged 50 and above into work. This was a great initiative and allowed Grow London Local to engage with a unique cohort of new entrepreneurs and SMEs and promote our services.

In January 2025 we are also looking to attend the **Barnet Business Breakfast Briefing – Supporting the Community** and the **Barnet Post Office**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Planning
- Digital



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Arts, entertainment & recreation
- Education
- Food & drink
- Health, fitness & wellness

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Ealing

Number of entrepreneurs helped since launch

19

Oct – Dec
2023

32

Jan - Mar
2024

46

Apr - Jun
2024



232

Entrepreneurs
helped since launch

57

Jul - Sep
2024

78

Oct - Dec
2024

It was an exciting quarter for Grow London Local in Ealing. Through our participation in the **Ealing Festival of Business** at the **University of West London** and our stall in the **Winter Jobs Fair Ealing** at **The Dominion Centre**, we were able to connect and service many new entrepreneurs and SMEs from within the borough.

Grow London Local also continued to host our monthly Coffee Fridays at **Bobo Social in Ealing Broadway**.

Grow London Local also had the privilege of sponsoring and presenting an award at the **West London Chamber of Commerce's Business Awards**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Planning
- Sales



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Education
- Business services

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Brent

Number of entrepreneurs helped since launch

11

Oct – Dec
2023

23

Jan - Mar
2024

29

Apr - Jun
2024



208

Entrepreneurs
helped since launch

83

Jul - Sep
2024

62

Oct - Dec
2024

The Grow London Local team has been exploring partnerships with **The Old Oak and Park Royal Development Corporation (OPDC)** to look at future collaboration with local entrepreneurs.

The team also attended jobs fair at **London School of Science and Technology**.

Finally, the team connected with the **Brent Jobcentre** and will be looking forward to expanding on this connection and further developing a presence in the area.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Planning
- Finance



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Food & drink
- Business services
- Fashion & jewellery
- General retail

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Hammersmith & Fulham

Number of entrepreneurs helped since launch

10

Oct – Dec
2023

32

Jan - Mar
2024

26

Apr - Jun
2024



144

Entrepreneurs
helped since launch

36

Jul - Sep
2024

40

Oct - Dec
2024

It was an exciting period in Hammersmith and Fulham this quarter. We met a range of different local community members at the **Hammersmith Business Networking at Faber**, talking to them about the services that Grow London Local offers.

Additionally, our Business Support Manager **Darya Simanovich** and Regional Manager **Rishi Kardile** attended the **Hammersmith Winter Festival Lyric Square**, hosted by LBHF, which allowed us to engage with all the local celebrations and meet many small business owners.

Grow London Local was also fortunate to be given the opportunity to present an award for business at the **West London Chamber of Commerce-Business Awards**.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Planning
- Finance



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Professional consultant
- Tech & apps

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

Hounslow

Number of entrepreneurs helped since launch

20

Oct – Dec
2023

23

Jan - Mar
2024

33

Apr - Jun
2024



206

Entrepreneurs
helped since launch

54

Jul - Sep
2024

76

Oct - Dec
2024

This quarter, Grow London Local presented an award at the **West London Chamber of Commerce's Business Awards**. This was a unique opportunity to showcase and gain credibility amongst stakeholders and SMEs across three boroughs.

We also had the opportunity of presenting to **Hounslow Jobcentre Plus** and had a presence at the **VentureX** in **Chiswick**. This has given us good momentum to be able to connect and extend our support to new entrepreneurs and existing SMEs from within the borough.

Finally, the team continued to host the popular Coffee Friday in Hounslow, enabling like-minded entrepreneurs to share their challenges, network and find out how Grow London Local can support them.



TOP 3 AREAS OF SUPPORT REQUESTED

- Marketing
- Planning
- Digital



TOP SECTORS USING GROW LONDON LOCAL WEBSITE

- Business services
- Health, fitness & wellness
- Education
- Food & drink

Click [here](#) to view the Grow London Local Q3 Impact report which contains pan-London data

OUR IMPACT ACROSS LONDON

West London Alliance

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

1,428

Total Businesses Supported



"Grow London Local sponsored the University of East London (UEL) Creative Industries Festival, an inaugural multi-day event dedicated to improving connections between emerging creatives and leading organisations. This provided a brilliant opportunity to exhibit our services by offering local entrepreneurs face-to-face consultations."

Rishikesh Kardile - Regional Manager

Central London Forward

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

3,593

Total Businesses Supported



"Grow London Local sponsored the Urban Elephant Festival in September, engaging with local entrepreneurs in Elephant Park, and the annual Mayor of Lewisham Business Awards in November. This saw our Business Support Managers shortlisting SMEs as part of the judging panel and presenting awards to the winners. The event was a wonderful way to round off the year and showcase Grow London Local in front of key businesses and stakeholders."

Abdus Salam - Regional Manager

South London Partnership

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

729

Total Businesses Supported



"In Merton and Kingston, Grow London Local proudly sponsored a variety of events. From the community-led Namaste Kingston to Merton Chambers of Commerce's Kingston & Merton Expo24 and its Women in Business Workshop and Networking Lunch, these events provided an excellent opportunity to gain wider brand visibility with key stakeholders in the community."

Danny O'Sullivan - Regional Manager

Local London

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

1,560

Total Businesses Supported



"One highlight from work we have done in the WLA was in Barnet, the team supported National Older Workers Week at the Jobcentre Plus, an initiative helping those aged 50 and above into work."

Sunisha Varsani - Regional Manager



THANK YOU

