

A man with a grey beard and short hair, wearing a white t-shirt with a 'HUGO BOSS' logo, is smiling and holding a large piece of patterned fabric. The background is a textile factory with shelves of fabric and a sewing machine. The image has a teal overlay.

**QUARTERLY**  
**DATA RELEASE**

July 2025



# INTRODUCTION TO GROW LONDON LOCAL

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

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

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

Over the past year, quarterly Impact Reports have highlighted key milestones and achievements. Moving forward, we're transitioning to an annual Impact Report. This change will enable the delivery of a more comprehensive and insightful overview capturing the full impact of Grow London Local for the previous year.

We're excited to continue keeping stakeholders informed about the progress of Grow London Local and the meaningful contributions we're making to London's small business community in this quarterly data release. This data release includes all the insights typically featured in our Grow London Local Impact Reports.

# OUR IMPACT SINCE LAUNCH



**Helped**  
**27,000+**  
**entrepreneurs**  
to access support.



**2,100+**

**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.



**300,000+**  
**entrepreneurs** reached



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

**58**



**400+**

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

\*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

# SMALL BUSINESSES



April – June 2025

## Entrepreneurs reached



28,738  
Digital



2,657  
In-person



31,395  
Total

## Entrepreneurs helped



3,133  
Digital



1,709  
In-person



4,842  
Total



## Top sectors supported

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

## Top categories of business support requested

1. Marketing
2. Finance
3. Planning

## Entrepreneurs supported by business stage



38% Pre-starts

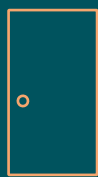


62% SME

\*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.

# SMALL BUSINESS SUPPORT

January 2024 – June 2025



**406**

Business Support Providers



**1,831**

Business Support Offerings\*

## Top categories of business support available

1. Marketing

2. Digital

3. People

## Top types of business support available

1. Events

2. Skills

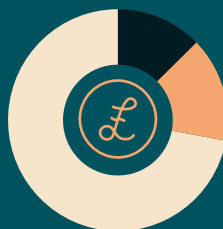
3. Programme

## Costs of business support

£ Partly funded **232**

£ Fee payable **280**

£ Free to access **1,319**



## Accessibility of business support available



**370**  
Hybrid



**594**  
In-person

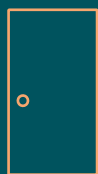


**867**  
Virtual

\* Business support offerings are services, events, courses and programmes that have been designed to meet a business need, address common challenges or enhance the resilience of a small business.

# SKILLS SUPPORT FOR SMALL BUSINESSES

January 2024 – June 2025



32

Skills Support Providers



341

Skills Support Offerings\*

## Entrepreneurs helped to access skills support provision



584  
Digital



1,103  
In-person



1,687  
Total



## Most viewed skills support

1. English for speakers of other languages

2. English reading and writing skills

3. Net zero training

## Most referred to skills support

1. Digital skills

2. Support for starting your own business

3. Social media marketing

\* Skills support offerings are 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.

# CONTACT US

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