



**QUARTERLY**  
**DATA RELEASE**

October 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.

# OUR IMPACT SINCE LAUNCH



**Helped**  
**29,000+**  
**entrepreneurs**  
to access support.



**2,800+**  
**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.



**345,000+**  
**entrepreneurs reached**



**57**

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



**430+**  
**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



July – September 2025

## Entrepreneurs reached



28,866  
Digital



2,716  
In-person



31,582  
Total

## Entrepreneurs helped



3,444  
Digital



1,716  
In-person



5,160  
Total



## Top sectors supported

1. Business and Professional Services
2. Creative and Media
3. Retail

## Top categories of business support requested

1. Marketing
2. Finance
3. Planning

## Entrepreneurs supported by business stage



44% Pre-starts



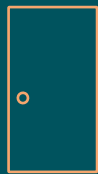
56% SME

\*Equalities and sector 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.

\*\*The top sector supported is 'other' however work has taken place to align sectors across the in-person and digital service.

# SMALL BUSINESS SUPPORT

January 2024 – September 2025



436

Business Support Providers



2,132

Business Support Offerings\*

## Top categories of business support available

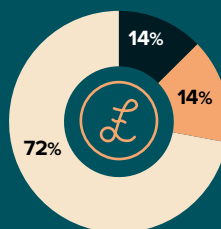
1. Marketing
2. Digital
3. People

## Top options for accessing business support

1. Events
2. Skills
3. Programme

## Costs of business support

- £ Partly funded 297
- £ Fee payable 306
- £ Free to access 1,529



## Accessibility of business support available



452  
Hybrid



707  
In-person

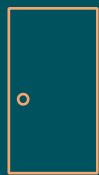


973  
Virtual

\* 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 – September 2025



36

Skills Support Providers



404

Skills Support Offerings\*

## Most viewed skills support

1. Digital promotion for businesses

2. English for speakers of other languages (ESOL)

3. Start your own business

## Most referred to skills support

1. Digital Skills Academy

2. Start Your Own Business

3. How to become a successful content creator

## Entrepreneurs helped to access skills support provision this quarter



617  
Digital



1,093  
In-person



1,710  
Total

Ethnic minority ●●●●●●●●●● 66%

Female ●●●●●●●●●● 56%

Disabled ●●●●●●●●●● 13%

\* 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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