GROW LOCAL LONDON

QUARTERLY DATA RELEASE

January 2026

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
37,000+
entrepreneurs
to access support.

3,800+
entrepreneurs attended our community events - including Coffee Fridays - or visited one of our "hubs".*

87%
of entrepreneurs supported in person are female, from an ethnic minority or have a disability.

372,000+
entrepreneurs reached

58
Net Promoter Score from entrepreneurs supported – considered **"excellent"** by industry standards.*

500+
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
* We host "Hubs" at trusted locations across London, including branches of Jobcentre Plus.

SMALL BUSINESSES

October – December 2025

Entrepreneurs reached

29,314 Digital

2,384 In-person

31,698 **Total**

Entrepreneurs helped

3,493 Digital

1,652 In-person

5,145 **Total**

Ethnic minority	**60%**
Female	**56%**
Disabled	**11%**

Top sectors supported*

1. Business and Professional Services
2. Food and drink
3. Health, fitness and wellness

Most in demand areas of business support

1. Marketing
2. Finance
3. Planning

Entrepreneurs supported by business stage

43% Pre-starts

57% 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.
* "Other" ranks within the top three sectors supported, but it has been omitted to allow a clearer presentation of the three specific sectors driving the trends.

SMALL BUSINESS SUPPORT

January 2024 – December 2025

502
Business Support Providers

2,377
Business Support Offerings*

Top categories of business support available

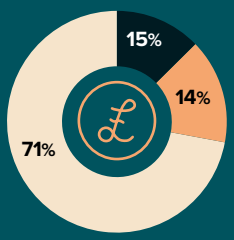
1. Marketing
2. Digital
3. People

Top types of business support available

1. Events
2. Skills
3. Programme

Costs of business support

- Partly funded **364**
- Fee payable **331**
- Free to access **1,682**



Accessibility of business support available

510
Hybrid

808
In-person

1,059
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 – December 2025

54
Skills Support Providers

445
Skills Support Offerings*

Most viewed skills support

1. English for speakers of other languages (ESOL)
2. Net Zero Training
3. Leadership and Management

Most referred to skills support

1. Digital Skills Academy
2. Start Your Own Business
3. Social Media Marketing

Entrepreneurs helped to access skills support offerings this quarter

757
Digital

1,138
In-person

1,895
Total

Ethnic minority	**60%**
Female	**58%**
Disabled	**11%**

* 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.

GROW LOCAL
LONDON

CONTACT US

- **For member enquiries**
  Email: hello@growlondonlocal.london

- **For business support provider enquiries**
  Email: BSPQueries@growlondonlocal.london

- **For partner enquiries**
  Email: PartnerEnquiries@growlondonlocal.london

- **For media related enquiries**
  Email: press@growlondonlocal.london

- **Head office**
  London & Partners
  1st Floor
  169 Union Street
  London SE1 0LL