



Quarterly data release

APRIL - JUNE 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 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.



Our impact since launch



Helped

49,200+

entrepreneurs to access support

532,700+

entrepreneurs reached



87%

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



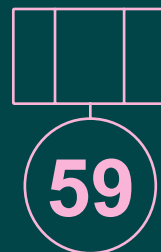
5,200+

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



690+

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



59

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

*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

Entrepreneurs reached



24,238
Digital



2,448
In-person



26,686
Total

Entrepreneurs helped



4,161
Digital



1,731
In-person



5,892
Total

Ethnic minority ●●●●●●●●●● 70%

Female ●●●●●●●●●● 58%

Disabled ●●●●●●●●●● 12%

Top sectors supported

1. Business & Professional services
2. Health, Fitness & Wellness
3. Food & Drink

Most in demand areas of business support

1. Finance
2. Marketing
3. Planning

Entrepreneurs supported by business stage



40% Pre-start



60% 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



690

Business Support Providers



2,750

Business Support Offerings*

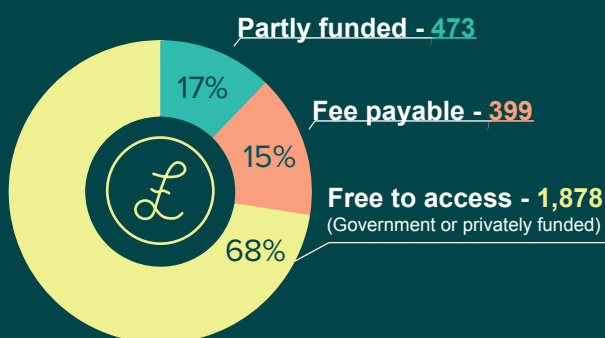
Top categories of business support available

1. Marketing
2. Digital
3. People

Top types of business support available

1. Events
2. Skills
3. Services

Costs of business support



Accessibility of business support available



595
Hybrid



931
In-person



1,224
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



73

Skills Support Providers



539

Skills Support Offerings*

Most viewed skills support

1. English for Speakers of Other Languages
2. Start your own business
3. English reading and writing skills

Most referred to skills support

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

Entrepreneurs helped to access skills support offerings in this quarter



606
Digital



1,147
In-person



1,753
Total

Ethnic minority ●●●●●●●●●● 71%

Female ●●●●●●●●●● 62%

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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