GROW LOCAL LONDON

DELIVERED BY LONDON & PARTNERS



Quarterly data release

JULY - SEPTEMBER 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

55,300+

entrepreneurs to access support

561,700+

entrepreneurs reached

88%

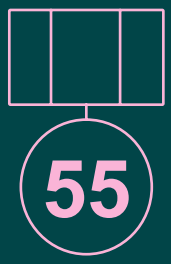
of entrepreneurs supported in person are female, from an ethnic minority or have a disability.

5,900+

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



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



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



23,701
Digital



2,859
In-person



26,560
Total

Entrepreneurs helped



4,404
Digital



1,690
In-person



6,094
Total

Ethnic minority — **66%**

Female — **54%**

Disabled — **12%**

Top sectors supported

1. Business & Professional service
2. Health, fitness & Wellness
3. Food & Drink

Most in demand areas of business support

1. Planning
2. Accounting, finance & funding
3. Digital marketing

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

727
Business Support Providers

2,985
Business Support Offerings*

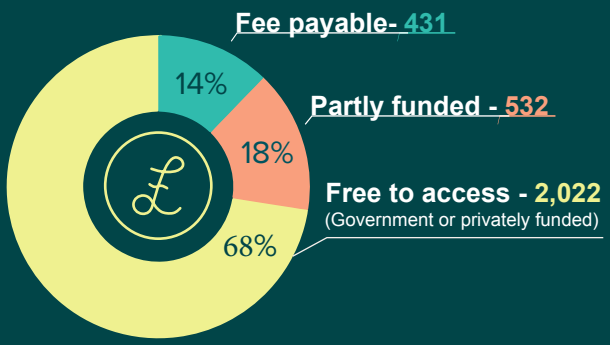
Top categories of business support available

1. Marketing
2. Planning
3. Digital Products

Top types of business support available

1. Events
2. Skills
3. Services

Costs of business support



Accessibility of business support available

674
Hybrid

1,015
In-person

1,296
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

78
Skills Support Providers

588
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. Social Media Marketing

Entrepreneurs helped to access skills support offerings in this quarter

606
Digital

1,069
In-person

1,675
Total

Ethnic minority	68%
Female	60%
Disabled	12%

* 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

- **For general enquiries**
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