



GROW LOCAL
LONDON

QUARTERLY IMPACT REPORT

15 JULY 2024

INTRODUCTION & WELCOME

Welcome to Grow London Local (GLL), the one place to get free access to small business support in our city.

There are more than 1m small and medium enterprises (SMEs) 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.

Small businesses have faced significant challenges as they recover from the cumulative effects of the coronavirus pandemic, Brexit and the cost-of-living crisis, and it is vital that we offer them as much support as possible to navigate these challenges.

We're on a mission to change that – to remove barriers and to create a level playing field for London-based entrepreneurs and small business founders.

No matter where businesses are based in London, they can find relevant support and guidance, as well as opportunities to connect with like-minded business owners at our events.



Laura Citron
CEO London & Partners

WHAT IS GROW LONDON LOCAL

When I joined London & Partners a year ago, Grow London Local was just a concept!

Over the last year we have steadily built a team of Business Support Managers, who can be seen out and about in community settings from Post Offices to your local corner shop! Their experience covers everything from construction to hospitality to social care and everything in between. They also speak a range of languages from Arabic, Bengali, Urdu, Spanish, Cantonese, Ghanaian, Punjabi, French and Polish, helping small businesses navigate all the business support available, so that entrepreneurs can focus on what they love: running their business.

We have also been busy building our website, grow.london/local connecting entrepreneurs with relevant support and guidance on business planning, skills, sales and marketing and much more, as well as providing opportunities to connect with like-minded business owners.

In our first 100 days, we engaged more than 52k businesses and more than 250 service providers joined our community to support micro and small businesses; a number that is steadily growing. I am delighted that since we launched, we have now directly helped 3,550 entrepreneurs to get the support they need to thrive!

This impact report will be produced quarterly, sharing data on how many businesses we have supported across London, the areas of support they need and the types of entrepreneurs we have been reaching. It will also showcase the type of support we have available for businesses.

Supporting micro and small business across the capital, Grow London Local is truly a pan-London support service!



Michelle Cuomo Boorer
Managing Director of Small Business

TOTAL SINCE GLL LAUNCH



Helped
3,550
entrepreneurs
to access support.



by our in-community Business Support Managers – meeting entrepreneurs in markets, Jobcentre Plus locations, libraries, colleges and more.

88%

of SME founders are Black or minority ethnic, female or have a disability



support providers across London boroughs, FE colleges, universities, chambers of commerce, business improvement districts, charities and businesses.



57

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

SMALL BUSINESSES

APRIL – JUNE 2024

Businesses Engaged



62,595
Digital



2,519
In-person



65,114
Total

Businesses Supported



485
Digital*



1,338
In-person



1,823
Total

Ethnic
Minority



66%

Female



56%

Disabled



10%

Top Business Sectors Supported

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

Top Requests – Business Support

1. Marketing
2. Finance
3. Planning

SMEs Supported by Business Stage



32% Pre-start up



68% SME

**Thousands of additional businesses have been supported by the digital platform that have not been included and will be included in the next report.*

SMALL BUSINESS SUPPORT



298

Business Support Providers



605

Service Provisions*

“Partnering with Grow London Local has been a transformative experience for our business. The referrals we’ve received have consistently exceeded our expectations, contributing to our overall business expansion. The seamless integration of services, paired with high-quality referrals, underscores the value that Grow London Local brings to local businesses. Our experience has been nothing short of outstanding.”

Startup UK



Service Provision Types



Top Service Provision Categories Available

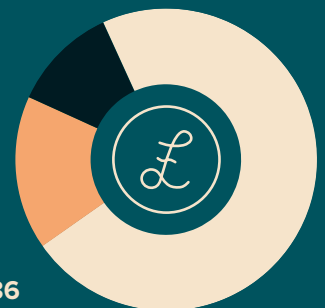
1. Marketing
2. Planning
3. Finance / People

Costs of Provision

£ Partly funded - 69

£ Fee payable - 100

£ Free to access - 436
(Government or privately funded)



*Service provision is support delivered by a service provider to provide information, advice or guidance to meet a business need, address a problem or enhance the resilience of a business.

SKILLS SUPPORT FOR SMALL BUSINESSES



10

Skills Providers



29

Skills Service Provisions*

‘It’s been a really positive start for City Lit on this new initiative from GLL, who have been great to work with setting us up as a provider.

We look forward to collaborating further to bridge the gap between us and SMEs so that City Lit can upscale our skills training for London’s workforce.”

Jamie Smith, Director of Funding & Policy, City Lit



SMEs Supported to Access Skills Provision



211
Digital*



162
In-person



373
Total

Ethnic Minority



63%

Female



56%

Disabled



11%

*Equalities data is not currently captured for digital users

“I have used the platform to learn more about marketing, strategy and e-commerce for my business. I can’t believe that it’s a free platform! I am really busy so it helps that I can arrange the calls in my own time and I’ve made a lot of changes to my business based on the advice given. Thanks a lot again for connecting me with the right people. You really made a difference in my business.”

Denisa Melusova
Dendo Solutions Ltd



*Skills provision is defined as courses and resources enabling business founders and employees to develop existing skills or acquire new ones to support business operations and growth.



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Website grow.london/local

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