



GROW LOCAL
LONDON

QUARTERLY IMPACT REPORT

JANUARY 2025

INTRODUCTION & WELCOME

I am very proud to share that this past quarter has been a record-breaking one for Grow London Local, as we have reached 92,804 businesses. This is an exceptional achievement and a culmination of the brilliant work our teams have been carrying out.

To ensure our helpful resources reach the right people, we increased marketing efforts this quarter, building on Grow London Local’s brand awareness. We created our TikTok channel, launched the out-of-home campaign and saw a fleet of Grow London Local taxis taking over London’s roads.

For London’s small and medium-sized businesses to stay ahead, access to the right skills programmes is key. That’s why I’m thrilled to have the Mayor of London’s support for skills training opportunities at Grow London Local. We also hosted our first roundtable on skills.

Amplifying our community has been a focal point of this quarter for me. We introduced our own monthly Queer Business Networking Event, an inclusive and supportive space for LGBTQ+ entrepreneurs to connect with like-minded queer professionals and share resources.

We proudly exhibited at the Mayor of London’s annual Diwali on the Square, alongside two local businesses we’ve supported, and launched our first festive gift guide. Both provided a brilliant opportunity to spotlight the creativity, passion and craftsmanship of our small and independent businesses, supporting the lifeblood of our communities.

Next quarter, I’m looking forward to the launch of Grow London Local Lates, an evening alternative to our successful Coffee Friday events. In January, we are excited to exhibit at the UK’s biggest startup event, the StartUp Show. This is set to be a brilliant event, so do visit us on our stand and meet some of our incredible businesses. We’re also carrying out a digital diagnostic refresh to help you get more tailored support and achieve your business goals.

Grow London Local is the one place to get free access to all the support you need to help start and grow your business in London. We help small businesses remain competitive, achieve sustainable growth and access learning and accredited courses. This report not only showcases the quantitative data but also features testimonials and case studies from some of the businesses we have already supported.



Michelle Cuomo Boorer
Managing Director, Strategy



ONE YEAR OF GROW LONDON LOCAL

 **Helped 16,000+ entrepreneurs** to access support.

 **1,000+**

entrepreneurs attended our events including Coffee Fridays, Hubs and at the Post Office.

88%  **of Entrepreneurs** supported in person are from an ethnic minority, female or have a disability.

 **245,000+** entrepreneurs reached

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

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

MEET THE TEAM

At our core is a team of small business champions on a mission to empower London's entrepreneurs to start and grow great businesses.

We're 'out and about' every day, across all 33 London boroughs, meeting with founders and aspiring business owners to discuss their business goals and identify their most urgent needs. Simultaneously, we're building a trusted network of expert support providers from public, private and third sectors, each offering low or no cost solutions that help small businesses to overcome their challenges.

Our multilingual team connects the two; marrying SMEs with programmes, events, services and training courses designed to help them thrive. We attend and host both in-person and virtual events, canvass high streets and markets and organise drop-in sessions and local community events. We've also curated a library of online resources and built digital tools to ensure that small businesses are supported around the clock.



* Five members of the wider Grow London Local Team



"The support which is offered by Grow London Local is wide ranging and tailored to suit your individual business needs."

Julia Packwood,
Nurturing Wild Ltd



TEAM SPOTLIGHTS



Darya Simanovich
Business Support Manager

Having founded multiple successful businesses of her own – including Chelsea Swim Spa and the Chelsea Creperie – Darya understands first-hand the challenges faced by SMEs and is on a mission to help others thrive. With a particular passion for female entrepreneurs and mothers in business, she's previously worked as a mentor for the Help to Grow: Management Course and recently earned a diploma for coaching and mentoring.

Fluent in Russian, English and French, Darya has helped over 140 founders to access support since joining Grow London Local – and regularly hosts or attends our Coffee Friday and LGBTQ+ networking events. Outside of work, Darya is a proud mum of three and enjoys an active lifestyle filled with travel, Zumba, and yoga.

Brandon Merrifield
Small Business Service
Relationship Manager

Introducing Brandon Merrifield, one of Grow London Local's Relationship Managers. Brandon joined the team recently and brings a wealth of experience in supporting small businesses from his previous role as Business Support Manager here at Grow London Local.

Brandon is now sourcing and onboarding fantastic new providers and their support for SMEs, focusing on areas including, but not limited to: wellbeing, people & HR, work and incubator spaces. As well as this, Brandon is currently managing 50 existing GLL providers including Universities across London as well as coordinating London's Growth Hub and cluster. Enjoying meeting new people and identifying opportunities to improve support for SMEs, Brandon can often be found visiting new and existing providers, so if you spot him, please do say hi and he'll be very happy to help.



SMALL BUSINESSES

October - December 2024

Entrepreneurs Reached



Entrepreneurs Helped



Most Represented Sectors Supported

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

Top Categories of Business Support Requested

1. Marketing
2. Finance
3. Planning

Entrepreneurs Supported by Business Stage



*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

HEAR FROM HAPPY BODY



“The Business Support Manager has been so kind, I genuinely never expected this much from Grow London Local. She really nailed the type of support I needed, and I am eternally grateful.”

Samantha Gnimavo,
Happy Body

- Islington
- Health, Fitness and Wellness
- One employee
- Female founder
- Early stage business

Challenge

Samantha is a nutritionist with a passion for women’s health. After launching her business in 2022, she has faced difficulties in generating consistent leads and managing her digital presence.

Solution

We introduced Samantha to a handful of providers including Wenta, who assisted her in enhancing her online presence and developing a comprehensive six-month business plan.

Impact

Samantha has gained new clients, and based on her business plan, this will now be her business offering, once she gains her Health Coach certification in 2025. She hopes to collaborate with personal trainers or health care professionals focused on health and wellbeing.

SMALL BUSINESS SUPPORT

January – December 2024

372
Support Providers

1,270
Business Support Offerings

Here at Grow London Local, we have a team of dedicated Relationship Managers who source and onboard business support providers to deliver free and affordable services for London’s micro and small businesses.

With a platform packed full of excellent support offers including skills and training, events, webinars and mentoring. Grow London Local is the one place for SMEs to access the support they need to grow. London’s entrepreneurs can find the help they need to thrive through booking a free consultation with a Business Support Manager, get personalised recommendations through the ‘Business Success Check’ **tool** or browsing the digital platform.

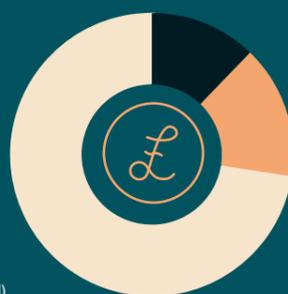
The team also welcomes businesses interested in becoming support providers opportunity windows to submit an expression of interest via the Grow London Local website.

Top Categories of Business Support Available

1. Marketing
2. Digital
3. People

Costs of Business Support

- £ Partly funded - 152
- £ Fee payable - 180
- £ Free to access - 938
(Government or privately funded)



*Business support offerings 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.

OUR COMMUNITY

We love getting to know London’s small businesses – and sharing their success stories with other founders and aspiring entrepreneurs. This quarter saw us celebrate more small businesses than ever via our newsletters, website, socials, and our first ever festive gift guide. Lucky competition winners were given the chance to showcase their products at high-profile events.

In-person ‘hubs’ offer direct access to our business support team, and monthly webinars give SMEs the chance to put their questions to our network of expert support providers.

We also love connecting small businesses with each other, with our Coffee Friday and LGBTQ+ networking events continuing to take the loneliness out of entrepreneurialism for hundreds of London-based entrepreneurs.



“Grow London Local networking events are a great way of supporting local small businesses. Also, your organisers do great job: The Business Support Managers have been orchestrating remarkable networking events!”



“My experience with Grow London Local has been invaluable! I would definitely recommend them to anyone who wants to kickstart their business in London.”



SKILLS SUPPORT FOR SMALL BUSINESSES

January – December 2024



23

Skills Support Providers



190

Skills Support Offerings*



“Our partnership with Grow London Local has been pivotal in connecting us with businesses that benefit from Hackney Impact’s comprehensive range of support services. Grow London Local has been an invaluable source of referrals, enabling us to concentrate on delivering high-quality assistance to nearly 400 businesses in Hackney.”

Paul Wight,
Programme Manager at
Hackney Impact (Allia)



“I would like to thank Grow London Local for promoting our business courses to SME’s. Business support managers have been copying me into referrals and many of these have now converted into enrolments on our leadership and management modules. This is great news and much appreciated, as it proves there is a real need for these types of courses, which can only benefit the businesses themselves and the wider economy.”

Melanie Butcher, Morley College



Entrepreneurs Helped to Access Skills Support Provision



2,113
Digital



1,695
In-person



3,808
Total



Most Viewed Skills Support

- English for Speakers of Other Languages
- English reading and writing skills
- Leadership and management

Most Referred to Skills Support

- Business Advice & Strategy
- Digital Skills
- Social Media Marketing

Challenge

Morley College have a range of excellent courses available for entrepreneurs that they want to promote to London’s small businesses such as Business Strategy Communication and Relationship Management or Accounting Principles and Project Management.

Solution

The college registered with Grow London Local, and courses are now available via the Grow London Local digital platform so entrepreneurs can browse and register themselves. Business Support Managers are also referring entrepreneurs to the college’s courses to develop their leadership and management skills in business.

Impact

The partnership with Grow London Local is helping Morley College to reach more of London’s SMEs, leading to more enrolments.

*Skills support offerings 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. *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

OUR IMPACT ACROSS LONDON

West London Alliance

(Barnet, Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow)

1,428

Total Businesses Supported



“Grow London Local sponsored the University of East London (UEL) Creative Industries Festival, an inaugural multi-day event dedicated to improving connections between emerging creatives and leading organisations. This provided a brilliant opportunity to exhibit our services by offering local entrepreneurs face-to-face consultations.”

Rishikesh Kardile - Regional Manager

South London Partnership

(Croydon, Kingston upon Thames, Merton, Richmond upon Thames and Sutton)

729

Total Businesses Supported



“In Merton and Kingston, Grow London Local proudly sponsored a variety of events. From the community-led Namaste Kingston to Merton Chambers of Commerce’s Kingston & Merton Expo24 and its Women in Business Workshop and Networking Lunch, these events provided an excellent opportunity to gain wider brand visibility with key stakeholders in the community.”

Danny O’Sullivan - Regional Manager

Central London Forward

(Camden, the City of London, Hackney, Haringey, Islington, Kensington and Chelsea, Lambeth, Lewisham, Southwark, Tower Hamlets, Wandsworth and Westminster)

3,593

Total Businesses Supported



“Grow London Local sponsored the Urban Elephant Festival in September, engaging with local entrepreneurs in Elephant Park, and the annual Mayor of Lewisham Business Awards in November. This saw our Business Support Managers shortlisting SMEs as part of the judging panel and presenting awards to the winners. The event was a wonderful way to round off the year and showcase Grow London Local in front of key businesses and stakeholders.”

Abdus Salam - Regional Manager

Local London

(Barking & Dagenham, Bexley, Bromley, Enfield, Greenwich, Havering, Newham, Redbridge and Waltham Forest)

1,560

Total Businesses Supported



“One highlight from work we have done in the WLA was in Barnet, the team supported National Older Workers Week at the Jobcentre Plus, an initiative helping those aged 50 and above into work.”

Sunisha Varsani - Regional Manager

St Thomas' Hospital
County Hall

JCDecaux

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