

IMPACT REPORT 2024-25

LONDON
& PARTNERS

Paddington In Peru street art mural at Waterloo, created by Peruvian artist Gisella Stapleton



IMPACT REPORT

INTRODUCTION

Welcome to London & Partners' Impact Report for 2024-25.

London & Partners is London's growth agency, working to create economic growth that is resilient, sustainable and inclusive. This means delivering economic benefit to London by supporting businesses and attracting investment, and promoting the capital as a place to invest, grow and visit.

We are immensely proud of what we have achieved with our partners in 2024-25¹, set out here in this report.

We added £677m to London's economy, our highest annual contribution since we were established in 2011². We continued to grow a successful new service to support small businesses in our local communities. We continued to deliver strong export growth for scaling businesses, and attract inward investment to the capital. We promoted London internationally as a place to visit and do business. For every £1 of taxpayers' money we spent, we generated £27 in the London economy.

The end of the year saw the launch of the London Growth Plan, an ambitious shared vision to realise the huge potential of London as a global and local city.

Our results show we have the toolkit to deliver growth for our capital, and our expertise has been recognised by other parts of the UK, by national government and by international partners. Our role as London's growth agency is to use our tools and expertise to deliver growth for the benefit of all Londoners.



Howard Dawber
Deputy Mayor of London,
Business and Growth
Chair, London & Partners



Laura Citron OBE
Chief Executive Officer
London & Partners

Report Published May 2025.

Front cover: In November 2024, London & Partners, working with Studiocanal, London South Bank Business Improvement District, Network Rail and Global Street Art, brought Paddington Bear to welcome visitors to London with an online campaign and a new Paddington In Peru street art mural at Waterloo, created by Peruvian artist Gisella Stapleton

Inside cover: City of London aerial view

Back cover: St Paul's Cathedral across Millennium Bridge

LONDON & PARTNERS

LONDON'S GROWTH AGENCY

London & Partners is London's growth agency. Our mission is to create economic growth that is resilient, sustainable and inclusive. We do this through our tailored business and investment programmes, our destination promotion and development activity, and sharing our knowledge about what works to deliver growth for London.

Since we were founded, we have added **£4.1bn** to the capital's economy and created or supported more than **99,000 jobs**, by promoting London as a place to invest, grow and visit.

We support one-third of foreign direct investment (FDI) in high productivity London sectors³, and half of new jobs created by international investors. We have supported **8,640** London businesses including **one in five** of London's scaleups that raise venture capital investment, and last year alone, we provided personal support to **5,022** everyday businesses and more than **1,400** aspiring entrepreneurs.

We're government backed but politically neutral. Our mandate is set by London Government, including the Mayor of London and the London boroughs. We work closely with central government and public bodies at city, regional, national and international level, and in partnership with leading businesses across London.

Delivering London's growth plan

The London Growth Plan sets a framework within which we work. The growth plan aims to grow the London economy to improve the lives of all Londoners, drive London's green transition and support prosperity in London and across the UK.

London & Partners delivers impact across the four ambitions of the growth plan: productivity, inclusion, green growth and strengthening London's position as a global capital. In this report, we set out how we have delivered against each ambition in 2024-25.



Guests including Mayor of London and Chair of London Councils, attending the launch of the London Growth Plan, February 2025

OUR IMPACT IN NUMBERS SINCE 2011

London & Partners makes a difference. Since we were founded in 2011, we have created significant growth and jobs in London and made an important contribution to London's brand internationally.



£4.1bn

added to
London's economy



99,000

jobs created
or supported



8,640

London businesses
supported in person



1 in 5

of London scaleups that raise venture
capital investment supported by us



1 in 3

overseas companies in key sectors
set up in London supported by us



231

events attracted to London
every year on average



17m

people inspired through
visitlondon.com every year on average



61

our NPS score, a measure of client
satisfaction, on a scale from -100 to 100⁴

HOW WE DELIVER GROWTH FOR LONDON

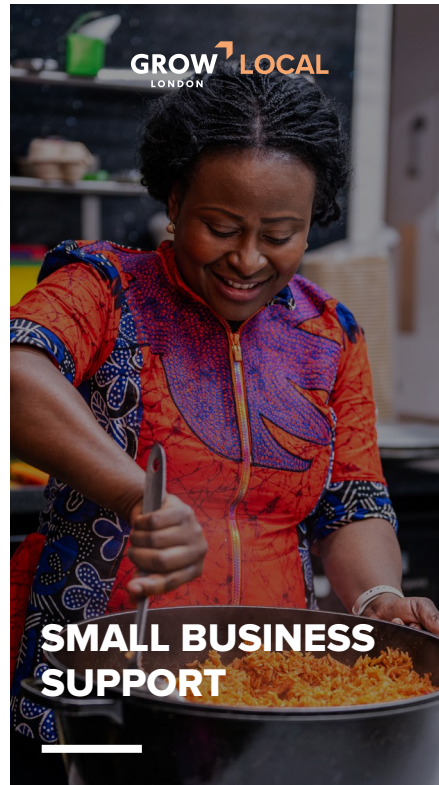


We support international and domestic businesses in high-productivity sectors to scale.

Our Grow London suite of support programmes for high-productivity sectors and innovation helps businesses to expand and export, and our Grow Summit is the UK's leading scaleup event with more than **500** attendees annually.

Since 2011, our support has helped **2,621** international businesses set up and expand in London while creating more than **50,000** jobs in London.

We have also helped more than **1,000** London businesses expand abroad, contributing to productivity and growth in the London and UK economies.



We help small, local business owners and aspiring entrepreneurs get the support they need to thrive.

Our Grow London Local programme has provided support to more than **22,000** everyday businesses and aspiring entrepreneurs since launching in January 2024, of which almost **6,800** received personal support.

88% of businesses and aspiring entrepreneurs that received personal support were from backgrounds underrepresented in entrepreneurship. Leveraging digital solutions has enabled **14,095** entrepreneurs to access support through self-service tools.

This tailored support is helping to make London's economy more inclusive and widening opportunity.



We make London the best destination in the world, working with London's places to encourage visitors to see more of the city and giving visitors and Londoners brilliant experiences to enjoy.

Our Visit London digital channels inspire and inform millions of people each year to find things to do in the city, generating **£6m** in ticket sales revenue from London experiences. Since 2011, **242** million people have been inspired by visitlondon.com alone and our social channels have almost **4** million followers.

We also attract major events and experiences, and run large visitor campaigns with partners. We have generated **£1.2bn** GVA since 2012.



We help event professionals, meeting organisers and incentive planners unlock the city and create events.

We help promote London as one of the most important meetings destinations in the world, and work with our partners across the capital to leverage our intellectual capital and help underpin economic growth.

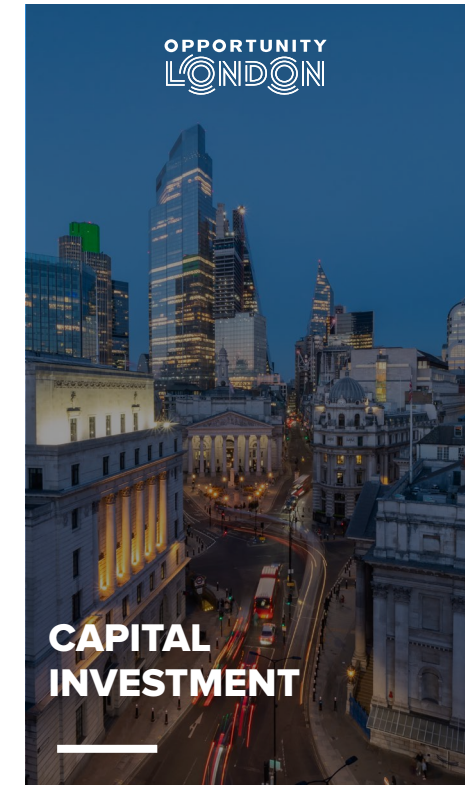
Since 2011, our London Convention Bureau has helped more than **3,000** international business conferences, meetings and major events to choose London, creating or supporting **7,600** jobs as a result.



We protect, build and shape London's brand as a world class destination, across our domestic and international audiences, to inspire and attract visitors, events, investment and talent.

We do so via reputation management and PR, marketing campaigns, owned channels including Visit London, sector specific events such as London Tech Week and London Life Sciences Week, the London Convention Bureau and the management of .LONDON Ltd.

We generate media coverage in key markets for London, building the city's brand as a world-class business growth and visitor destination.



We bring global institutional capital to London to fund priority real estate, energy and infrastructure.

Opportunity London is the public-private partnership to unlock capital investment for London. A joint venture between New London Architecture (NLA) and London & Partners to drive good growth, it has helped secure **£500m** of capital wins as of May 2025.

Opportunity London is backed by the Mayor of London, London Councils, the City of London Corporation, HM Government and a consortium of private sector developers, investors and built environment specialists.

2024-25

HIGHLIGHTS

April 2024

Sustainability trade mission to the Nordics
14 of London’s most exciting and wide-ranging sustainability companies travelled to the Nordics.

Launch of Grow London Local Skills programme
The programme supports small businesses in identifying skills gaps, accessing training and navigating the skills landscape, ultimately aiming to boost London's productivity.

Reveal of Taylor Swift mural
Visit London, in partnership with Global Street, ran a competition offering an artist the opportunity to create a Taylor Swift mural.

May 2024

Trade cohort launch
London’s most ambitious scaleups joined our 12-month world-class international trade programme.

Creative trade mission to LA 2024
16 of London's most exciting and innovative creative companies explored the collaboration between London and LA.

Life sciences trade mission to Boston 2024
We visited the global hub for biotech with 15 Grow London Global life sciences companies.

Grow London Local Coffee Friday launch
Monthly networking events across London, enabling small business owners and entrepreneurs to meet like-minded founders and get guidance from our Business Support Managers.

Open Innovation Fellowship cohort 10 launch
We continued to grow our community and support the development and delivery of their open innovation with a cohort-based three-month programme, delivered in collaboration with the Royal College of Art.

June 2024

London Tech Week
As cofounders of the annual event, we help tech businesses start, scale and succeed in the world’s most dynamic tech hub.

Fintech trade mission to Frankfurt and Zurich 2024
We took 15 innovative fintech companies to explore these prominent hubs in the European fintech industry.

July 2024

Retailtech trade mission to New York 2024
15 retailtech companies brought innovative solutions to the biggest brands in the world of fashtech, AI, immersivetechnology, data, adtech and sustainability.

IMEX Frankfurt
We exhibited alongside hotel and venue partners, aiming to showcase why London is the ultimate destination for business events, meetings and team building.

September 2024

Trade cohort launch
London’s most ambitious scaleups joined our 12-month world-class international trade programme.

Grow London Local Black on the Square competition
Two amazing Black-owned small businesses from London won our competition to join Grow London Local at the Black on the Square event, hosted by the Mayor, Sir Sadiq Khan.

Grow London Global regional roadshow
Over two days, we travelled from London to Birmingham and Glasgow, bringing together 50+ UK scaleups, corporate innovators, and ecosystem leaders for non-stop networking, innovation and discovery.

Launch of London’s Life Sciences offer
We hosted an event to unveil London’s offer with leaders from across the sector coming together to hear how we plan to promote and support life sciences in the capital.

October 2024

IMEX Las Vegas
We exhibited alongside hotel and venue partners, aiming to showcase why London is the ultimate destination for business events, meetings and team building.

Life Sciences Gateway to Asia trade mission 2024
10 of London’s most innovative life sciences scaleups embarked on a journey to explore the life sciences ecosystem.

Expand North Star Dubai trade mission 2024
14 of London’s most exciting sustainability and enterprise companies explored opportunities in the UAE.

Fintech trade mission to North America 2024
15 delegates travelled to New York and Toronto, showcasing London’s fintech ecosystem.

BioJapan
Travelled to Japan with key life sciences stakeholders in the London ecosystem and delegates from the Grow London Global programme.

October 2024 (cont.)

Grow London Local LGBTQ+ network launch
An inclusive gathering to share resources and inspire collaboration among queer professionals from various industries.

Paddington: Welcome Ambassador
Visit London announced Paddington as its first official ambassador with a mural in Waterloo.

November 2024

IBTM World
The premier event provides an opportunity to showcase London’s diverse selection of hotels, venues and services.

League of Legends World Championship Finals
We worked with Riot Games to bring the League of Legends World Championships Finals to the O2 arena.

Creative and enterprise trade mission to Singapore 2024
This mission supported 15 of London’s most innovative enterprise and creative tech companies in Singapore.

Sustainability trade mission to Paris and Amsterdam 2024
10 of London’s most innovative sustainability companies travelled to markets at the forefront of Europe's green revolution.

Inaugural London Life Sciences week
We hosted a programme of events to enhance global collaboration, visibility and the promotion of London life sciences.

Grow Summit
The annual leading scaleup summit, bringing together scaleup founders with serial entrepreneurs, advisors and investors.

Open Innovation Fellowship cohort 11 launch
We continued to grow our community and support the development and delivery of their open innovation with a cohort-based three-month programme, delivered in collaboration with the Royal College of Art.

December 2024

Fintech and enterprise trade mission to India 2024
12 of London's most innovative fintech and enterprise companies travelled to Bangalore and Mumbai, meeting with top Indian banks, corporates and investors.

January 2025



Fintech and enterprise trade mission to the UAE 2025
15 of London’s fastest-growing, innovative financial technology companies travelled to Frankfurt and Zurich.

Grow London Local one year
We celebrated one year of the Grow London Local service, the one place supporting small businesses across London.

February 2025

Trade cohort launch
London's most ambitious scaleups joined our 12-month world-class international trade programme.

Life sciences trade mission to Germany and Switzerland 2025
13 companies travelled to Germany and Switzerland, two of Europe’s key life sciences markets.

Open Innovation Fellowship cohort 12 launch
We continued to grow our community and support the development and delivery of their open innovation with a cohort-based three-month programme, delivered in collaboration with Royal College of Art.

March 2025

Cross-sector mission to China and Hong Kong
14 of our most innovative Grow London Global companies travelled to Shenzhen, Hong Kong and Shanghai, led by the Deputy Mayor of London.

Consumertech and next-gen trade mission to California 2025
Our programme took us on a deep dive into the collaboration between London and LA, exploring how we can collectively transform the world of content, music, experiences, and so much more.

Tourism Means Business
London & Partners’ annual half-day conference for our tourism members and partners.

PRODUCTIVITY

We raise the productivity of London's businesses

Productivity is output per hour worked. Higher productivity means that businesses can pay higher wages to their staff, higher incomes to their owners and more taxes to fund public services and investment. Productivity growth is the path to higher living standards for all Londoners.

London's growth plan places productivity growth at the heart of delivering higher living standards for all Londoners. Its ambition is to deliver an average of **2%** productivity growth in the capital over the next decade. This would make the London economy at least **£100bn** bigger by 2035 and would mean approximately **£11,000** more in pre-tax income for every Londoner (on average) and an extra **£27.5bn** in taxes to the Treasury⁵.

London's priority sectors are set out in the growth plan:

- Financial, professional and business services and technology.
- Creative industries and technologies.
- The experience economy.
- International education.
- Innovation at the frontier of science and technology.

London & Partners supports businesses to expand, export and improve productivity. We have particular expertise in high-productivity sectors.

Supporting London's businesses to scale up and expand internationally

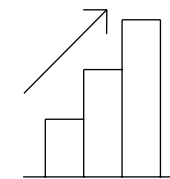
In 2024-25, we provided 12 months of tailored, intensive support for international expansion to 215 UK scaleup businesses in growth sectors. **Eight in 10** of them overcame barriers as a result of our support and **six in 10** either started exporting for the first time or increased their export during the 12-month programme. Only **one in 10** similarly sized UK businesses were exporters in 2023⁶.

Delivering growth in high-productivity sectors

In 2024-25, London & Partners added a record **£677m** gross value added (GVA) to London's economy. To put this in perspective, it is equivalent to around **9%** of London's average annual economic growth over the past decade⁷, and **£27** for every **£1** of taxpayer funding invested into our organisation in 2024-25. The **£677m** growth will create or support a total of **8,200** jobs. This includes **£661m** in high productivity sectors.

Foreign investors bring higher productivity and pay higher wages compared to UK firms⁸. During 2024-25, London & Partners supported **110** businesses in high-productivity sectors from **24** countries across the world to invest and establish or grow their presence in London. **75** of the **110** businesses were considering investing elsewhere when we first contacted them.

**LONDON-BASED SCALEUP BUSINESSES
SUPPORTED BY LONDON & PARTNERS
GROW 15% FASTER
IN THEIR FIRST TWO YEARS COMPARED
TO SIMILAR, UNSUPPORTED BUSINESSES.**



SYMBOLICA AI



Symbolica AI is an AI research lab pioneering the application of category theory to enable logical reasoning in machines.

The US company connected with London & Partners as they were looking to set up their UK subsidiary.

London & Partners supported the company by: advising and guiding them to understand the process of setting up an entity in the UK; helping them to understand the benefits of Research and Development tax credits; and invited Symbolica's CEO to attend our annual AI dinner to connect with leading AI experts from scaleups and corporates. In turn, the company has supported the launch of London & Partners' "London for AI" campaign on social media.

London & Partners' support for Symbolica AI has helped them accelerate the process of setting up and growing in London, ensuring they were introduced to relevant, high-quality industry connections and able to settle comfortably in London in a short space of time.

The company now has a lease on an office in Old Street and is employing AI and machine learning experts from London, Cambridge and Oxford.

Symbolica AI was ranked as one of the top 100 emerging AI companies in 2025 by CB Insights.



Fintech Club, hosted by London & Partners



**7 IN 10
INTERNATIONAL BUSINESSES
WE SUPPORTED IN 2024-25
WERE CONSIDERING INVESTING
ELSEWHERE WHEN WE FIRST
CONTACTED THEM.**

PRODUCTIVITY

Tailored support for London's businesses

We provide tailored support for London's businesses, from the scaleup looking to expand into new markets to the small business on the high street.

During 2024-25, London & Partners provided in-person support to more than **5,500** London-based businesses, including almost **5,000** local, small businesses and more than **500** businesses that have raised venture capital funding. Furthermore, more than **1,400** aspiring entrepreneurs received tailored action plans to assess their business ideas and take them to the next stage.

More than a thousand small businesses overcame challenges due to the support we referred them to, and said they would have struggled to find support without Grow London Local. The challenges included gaining access to new equipment or digital technology and improving their marketing or sales strategy. **865** small businesses became more productive as a result.



Grow London Local Coffee Friday event



Samantha Gnimavo, Happy Body

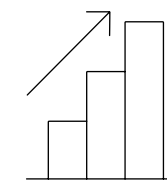
HAPPY BODY

Samantha Gnimavo is the owner of Happy Body, a wellness business supporting women. She struggled with lead generation and maintaining consistent clients, and sought help from London & Partners' support programme for small businesses, Grow London Local.

A Business Support Manager worked with Samantha to clarify her business support needs, and then referred her to a number of organisations for specific support. This included sessions on access to finance and workspace, one-to-one startup mentoring and help to enhance her business' digital presence.

As a result of the support provided by London & Partners, Happy Body has recently featured in the Metro and Stylist publications – helping to amplify the business brand.

"I didn't know what to expect and ended up speaking to a Business Support Manager called Jo, who was just an angel. She really took the time to listen to me and provided me with the support I needed. I genuinely never expected this much from Grow London Local. Jo really nailed the type of support I needed and I'm eternally grateful." **Samantha Gnimavo**



INTELLIGENT LAB ON FIBER

Intelligent Lab on Fiber (iLoF) is a digital health company pioneering a breakthrough AI platform to accelerate the future of personalised drug discovery and development.

iLoF wanted to expand its operation internationally to enable the business to grow. The MedCity team at London & Partners invited iLoF to join the Grow London Global trade mission to Japan. This enabled the iLoF team to learn about business culture in Japan, including local processes, visa requirements, hiring practices and support with networking. The trade mission coincided with BioJapan, the premier bioindustry partnering event in Asia which enabled further networking, and helped raise its profile.

The Grow London Global programme enabled iLoF to achieve a much greater understanding of a key market. As a result, iLoF secured a partnership and investment from a strategic corporate.



Grow London Global cohort three launch event



The MedCity team with delegation at our Grow London Global trade mission to Bio Japan 2024

INCLUSION

We extend opportunity

London's growth plan aims to stimulate inclusive economic growth in every borough and corner of our city, so that all Londoners feel the benefit in their pockets or see the positive change it brings to their area.

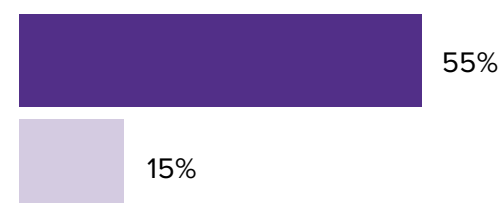
Too many in our city are excluded from contributing to and benefiting from growth. Lower income Londoners, women, people from minoritised backgrounds and Londoners with disabilities face barriers to growing their businesses⁹. This includes accessing appropriate business support.

London & Partners is working to grow London's economy and ensure that it is accessible to the widest range of people

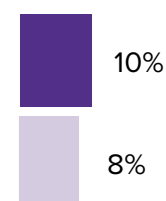
London-based businesses supported by London & Partners in 2024-25 were to a much larger extent led by women, minoritised ethnicities and disabled entrepreneurs than businesses in the UK in general, as displayed in the chart¹⁰. This demonstrates how we manage to reach underserved entrepreneurs. The businesses were from all of London's 32 boroughs and the City of London, four in five from outside central London (the West End) and the Canary Wharf area.

Characteristics of business leaders

Women



Disabled



Minoritised ethnicities



■ Supported by London & Partners
■ UK

LOCATIONS OF LONDON BUSINESSES SUPPORTED IN 2024-25



Supporting London's home-grown entrepreneurs

Business leaders say that improving skills is the biggest lever for growth¹¹. Our targeted support for London's small and medium-sized enterprises (SMEs) helped owners or staff at more than **400** businesses which would have struggled to find support without Grow London Local upskilling as a result of the support they accessed.

More than **100** businesses reported that they themselves or their staff had improved their wellbeing through the support they were referred to.

TEAM REPAIR

Team Repair is a business that provides schools with tools to teach electrical repairs skills to children. It aims to increase STEM uptake and skills, while tackling the e-waste crisis. London & Partners worked with Team Repair on its strategy for engaging public sector organisations, particularly in relation to engaging councils.

London & Partners advised a more proactive approach structured into smaller, palatable services. This enabled Team Repair to establish a repeat sponsorship arrangement with four London boroughs, where young people are sponsored to receive Team Repair kits each year. With seven additional pilots underway and 23 in the pipeline, Team Repair has now reached 8,500 children.

The company has also seen its public profile grow, with high-profile events and media coverage, including during Repair Week 2025.

GROW LONDON LOCAL: INCLUSIVE BUSINESS SUPPORT

London has a diverse entrepreneurial landscape but many business founders face challenges to growing their business and are not able to access appropriate business support¹².

Grow London Local is a business support offering that is inclusive by design. In honour of International Women's Day, we partnered with Stylist magazine to celebrate some of the fantastic female entrepreneurs that we've worked with. Our multilingual team also exhibited at the London Muslim Shopping Festival at Excel London and joined the Chinese New Year parade through Camden Market. Alongside our flagship Coffee Friday and Grow London Local Late events, we continue to host a monthly networking series for LGBTQ+ founders – and soon we will see the launch of our Inclusive Network events for a range of entrepreneurs.

Website accessibility remains key for our team too, ensuring that small business support is available to the widest possible audience.



Grow London Local Coffee Friday event

GREEN GROWTH

We grow London's green economy

The Mayor of London's goal is for London to be a net zero city by 2030 and the London Growth Plan aims to accelerate progress towards this goal.

The transition to net zero creates economic opportunities for London and Londoners – domestic growth created by the capital's own green transition and export growth from selling London's green innovation and green finance to the world. London's green economy is already worth almost **£50bn** per annum, making it the largest green economy in the UK¹³.

London & Partners is working to accelerate the capital's green economy by supporting green companies to setup and grow in London, and establishing London as a global hub for green innovation.

During 2024-25, we attracted **15** international green businesses to London, creating **209** green jobs and adding **£19m** to London's green economy.

We also supported **53** London businesses in expanding their green footprint internationally - helping **11 of 27** non-exporting green businesses begin exporting, and enabling **21 of 26** existing exporters to grow their overseas sales, contributing a further **£130m** to the capital's green economy. Our support included connecting London businesses with businesses abroad and improving their knowledge of international markets.

We are taking a leadership role in sustainable convening in London. Over the last 12 months, we have grown the number of our partners with green accreditations to **115** (out of a total of **350** partners). We created a sustainable London hub on our London Convention Bureau website to showcase the green accredited venues in London and developed a green meetings guide to London for event planners. We support London Climate Action Week, founded by the Mayor of London and now in its seventh year of working to harness the unique power of London for global and local climate action.

SUPPORTING LONDON'S NET ZERO TRANSITION

Through Opportunity London, our joint venture with New London Architecture, we are working to bring capital investment to the city. We are focusing on low carbon as an investable asset class and showcasing Bunhill heat network as part of our investment prospectus.



Greenwich Park

REDAPTIVE

Redaptive is an Energy-as-a-Service provider. It funds and installs energy-saving and energy-generating equipment. Redaptive's programmes help organisations reduce energy waste, save money, lower their carbon emissions and meet their sustainability goals.

Redaptive, which is headquartered in Denver and first engaged with London & Partners' North America office, needed help learning more about the UK market and connecting with the local ecosystem to help it promote its offer. London & Partners helped facilitate connections to enable the company to provide its service in the UK.

London & Partners did this through conversations with industry experts, and provided market intelligence, including opportunities and insights into regulations. As Redaptive's plans were fast moving and constantly changing, it needed substantial support through its journey.

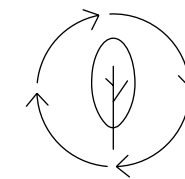
To help with Redaptive's market access strategy, it was also introduced to organisations like New London Architecture (NLA) and Institute of Directors (IoD). The company became a member of the IoD, and has since met a number of potential clients.

London & Partners' introductions helped it connect with key stakeholders and potential clients, making it viable to set up in London.

Redaptive is now working through partners to offer its solutions, helping organisations with energy efficiencies and contributing to London's net zero targets.



Redaptive



Royal Botanic Gardens, Kew

A GLOBAL CAPITAL

We show London to the world, to the benefit of all of the UK

London drives growth across the UK, creating economic opportunity through international trade, attracting investment and visitors to the UK. London's growth plan aims to increase London's services exports by at least **6%** on average per year, maintaining the growth rate achieved from 2016 to 2021.

London is a unique and attractive destination for visitors, investors, students and businesses¹⁴, and London & Partners plays a key role in maintaining that position. We promote London as a destination, attracting global talent, visitors and investors.

Boosting the UK economy

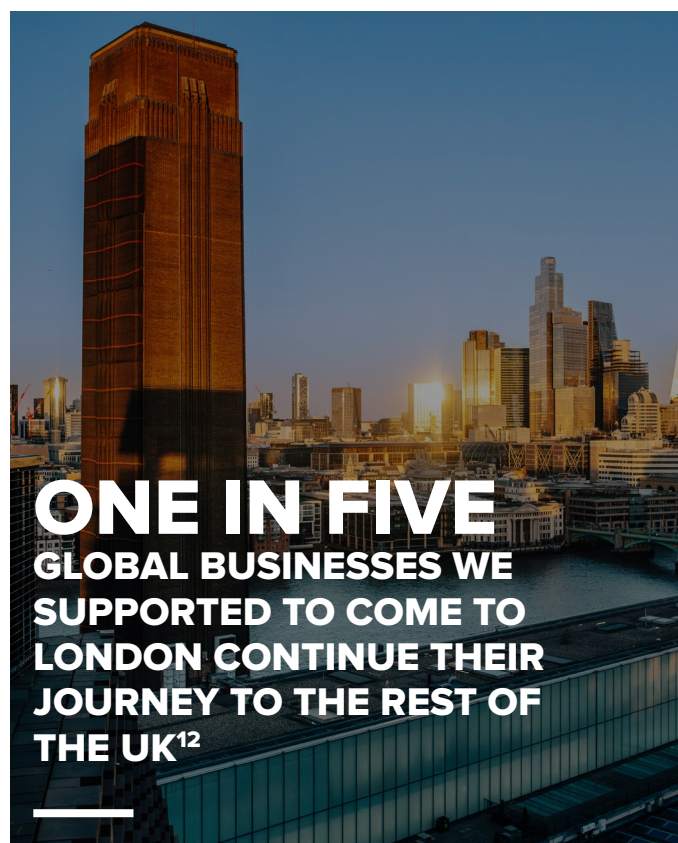
Foreign direct investors often start in London then expand to other parts of the UK¹⁵. Of the **110** foreign companies we supported in expanding to London in 2024-25, **44** stated an interest in expanding to other UK locations. We help by connecting them to follow through on their interest.

Our research shows that one in five international businesses supported by London & Partners continue their journey beyond London to the rest of the UK.

London & Partners supports London-based businesses to export, maintaining the UK's strength in services and other export sectors. In 2024-25, we also helped **25** scaleup businesses based in the Midlands, Yorkshire and The Humber, and across north, east and south England to expand abroad.



Grow London Global regional roadshow



VISIT LONDON

London & Partners operates the Visit London digital channels, London's official visitor guide.

The team works closely with partners and places in London to promote the city using a data driven, audience first approach to ensure content aligns to visitor motivations. We strive to improve the visitor experience, encouraging them to stay longer, exploring more of the city during their visit.

Visit London covers a broad range of inspirational things to do in the city, helping our partners reach millions of visitors. The Visit London channels inspire and inform millions of people each year, selling more than £6m tickets to London experiences. Since 2011, 242 million people have been inspired by visitlondon.com alone and our social channels have almost 4 million followers.

LEAGUE OF LEGENDS WORLD CHAMPIONSHIP FINALS

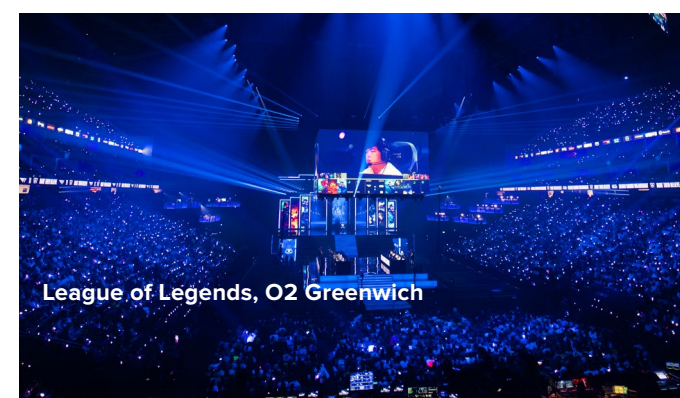
Riot Games were looking for a new host city for the largest global esports event – League of Legends.

Following the growth of esports in London in 2023, London & Partners was successful in the bid, supporting the city's mission to become the global centre for esports and gaming.

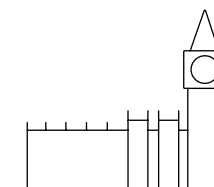
London & Partners provided support by co-funding economic reports providing audience demographic insight and showcasing the value of these tournaments to the city; hosting a series of networking events before the championships; convening stakeholders to work cohesively to grow the sector; and providing immigration support via the UK Visas and Immigration office to streamline travel operations for players and staff.

Hosting League of Legends has cemented London's position in the global esports industry, and as a result, London has received a marked increase in the number of active enquiries from other event organisers looking to host their events in the city.

Based on pre-tournament economic models, the tournament was forecast to provide more than £12m of economic benefit to London. Riot Games also hosted a free fanzone outside The O2, in north Greenwich, allowing fans to engage with the event and driving footfall outside of the Central Activities Zone.



League of Legends, O2 Greenwich



GROW LONDON REGIONAL PROGRAMME

In January 2024, we expanded our successful Grow London Global programme beyond the capital, supporting businesses with the potential to scaleup and export in the West Midlands, Essex and Scotland, in partnership with the West Midlands Growth Company, Essex County Council and Scottish Enterprise.

One participant of the programme is Agilyx Group, a business transformation company based in Birmingham. Harpal Mattu, Managing Director, joined the programme, attending multiple events and two trade missions to Dubai in October 2024 and China in March 2025. Agilyx expects export revenue to have increased by more than £700k within 18 months of receiving support by London & Partners.

"If you are serious about scaling your business and are prepared to get uncomfortable and challenged, there isn't a programme regionally that can match Grow London Global, and this is a statement said with confidence. My mindset has grown from being on the programme." **Harpal Mattu**

RAISING THE PROFILE OF LONDON

We generate media coverage in key markets for London, building the city’s brand. Below is a selection of coverage we secured in 2024.

Bloomberg

Raspberry Pi’s ‘Once in a Lifetime’ Chip Disruption



From left, Bloomberg Radio Anchor Stephen Carroll, Raspberry Pi’s Eben Upton and angel investor Sherry Coutu at the GROW Summit event in London on Nov. 7. Photographer: Paul Clarke/Paul Clarke Photography

Business Traveller

London: Business tourism brings record-breaking revenues

中国日报网 CHINADAILY.COM.CN

The rise of London’s AI ecosystem: Lessons from taxi strategy to global innovation hub

Source: Xinhua News Network 2025-02-07 14:04

CITYAM

These nine London mega-projects could transform the face of the capital

Jace Tyrrell, CEO Opportunity London, said: “London is a trillion-dollar European Economy, the most diverse global city, and has pioneered innovation for over 2,000 years. We have stable political, legal, financial, and regulatory environments and consistently deliver returns for investors while deploying that capital for public good.

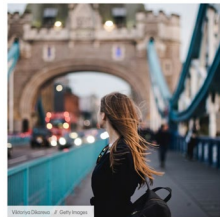
ConferenceNews

London crowned Cvent’s top MICE destination

Fiona Plumptre, head of London Convention Bureau Services said: “We’re delighted to lead the Cvent Top Meeting Destinations in Europe list again. London saw significant growth last year with 30 new hotels. This year, we’re on track to nearly double that number. We’re particularly excited about the upcoming transformation of ExCeL London, with a £200m investment breathing new life into the venue. Cvent has been instrumental in showcasing what London offers and bringing us great new clients. We truly value the partnership.”

COSMOPOLITAN

Oh, These? Just the 19 Best Places to Travel Solo as a Woman in 2024.



7 London, United Kingdom Get your push self to the city that gave us India Anantello and the scotch egg. Public transportation is super easy—you can take the tube for a quick trip or the Tootbus for a hop-on-hop-off experience to see sites like the London Eye and Buckingham Palace—and museum festivals and artful deals are great excuses for even just a weekend visit. Sleep on the plane or at The Londoner in Leicester Square, where you’ll be close to everything you want to do in town (eat, shop, and people-watch while gossiping about the Royals, dah).

ET THE ECONOMIC TIMES

'Unicorns make India a market to watch & collaborate,' says MD London & Partners

India is the second-largest Foreign Direct Investment (FDI) contributor to the UK, as per Grant Thornton's (GT) 2024 research. Among the 100 FDI projects in London in 2023, India led with a 29% share (29 new companies), followed by Europe (24%) and North America (23%). The opportunities provided by the Indian market has encouraged London & Partners, a business growth agency supporting Indian and UK companies to expand their operations.

India pegged as No 1 source market for London's ambitious new 'Growth Plan'

By PTI | Last Updated Mar 19, 2025, 02:08:01 PM IST

Synopsis London's new 'Growth Plan' by Mayor Sadiq Khan aims to boost productivity and make its economy £100bn larger by 2035. India's significant FDI contributions, student presence, and tech investments are vital. The plan focuses on job creation, housing, infrastructure, and innovation, targeting to increase revenues and enhance public services. The UK's capital city has unveiled an ambitious new 'Growth Plan' to provide an estimated 20 billion pounds extra tax revenue to fund vital public services in London and across the country, with

Frankfurter Allgemeine ZEITUNG FÜR DEUTSCHLAND

London's Olympic Village blossoms



Forbes

Tips For Taking Your Startup Talents To London, Or L.A.



FINANCIAL TIMES

What Paris should learn from London 2012 Olympic legacy



Les Echos

Twelve years after the Olympics, the radical transformation of London's Olympic Park



LONDON Post

More than a quarter of a million local businesses benefit from Mayor of London's new support service

By Ldn-Post February 5, 2025 6



More than 250,000 of the capital's entrepreneurs and small businesses have accessed a dedicated support service set up by the Mayor Sadiq Khan to help them grow and thrive.

Grow London Local provides in-person and online support for small and medium sized enterprises (SMEs) through the capital's business growth agency London & Partners. Business Support Managers work in communities to help entrepreneurs overcome barriers through skills training, expert guidance, and connecting with other business leaders to foster peer learning.

News Shopper

The Vegan Patty Lady named Best New Business in Lewisham

Dan Adair-Wright, head of SMEs at Grow London Local, said: "We are thrilled to see The Vegan Patty Lady and so many of the SMEs we support achieve such well-deserved recognition.

The Indian EXPRESS

Bengaluru leads Indian cities in FDI contribution to British capital: London & Partners

Bengaluru has emerged as a frontrunner among Indian cities driving foreign direct investment (FDI) into London, accounting for an impressive 13 per cent of global FDI inflows into the British capital last year, according to Hemin Bharucha, Regional Director-India and Middle East, London & Partners, a business growth agency.



The Standard

League of Legends World Championship final to bring London £12m economic boost

Taylor Swift comes to London: 'I haven't ever seen this level of excitement for an artist arriving here'



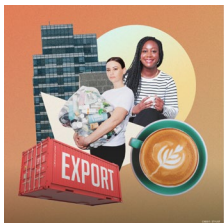
Play time: how London is setting the gaming world alight

In November, they will return for the world championship at the O2 Arena: something that London and Partners' (which is working to bring eSports tournaments to London) Ailsa Buck, the team's Head of Major Events & City Experience, says is "essentially like the Super Bowl equivalent coming to London."

STARTUPS MAGAZINE

LONDON THE LEADING GLOBAL CITY FOR AI BUSINESSES TO GROW

STYLIST MAGAZINE



Want to start or grow your small business but not sure where to begin? This free support service is here to help

GROW LOCAL

THE TIMES

Climate tech is forcing its way on to the main stage

Last year, over a quarter of the total \$12.9 billion of venture capital funding which went into London's start-ups was poured into a range of green technology, according to figures from Dealroom and London & Partners.

TTW TRAVEL AND TOUR WORLD

Visit London Debuts First Covent Garden Shop with Exclusive Experiences and London-Inspired Gifts



yahoo! finance

Meet the CEO responsible for selling London to the world

Rod Gilmour · Feature writer 10 January 2025 · 6 min read

In this article GBPUSD-X USD-X GBP-X

Watch: CEO Says – Laura Citron, London & Partners



CEO SAYS

"There was so much riding on it," recalls Laura Citron of the multi-million pound Let's Do London campaign to revitalise travel back to the capital. "The tourism sector was on its knees after COVID. It felt like it was everyone's campaign and it was a weight on my shoulders."

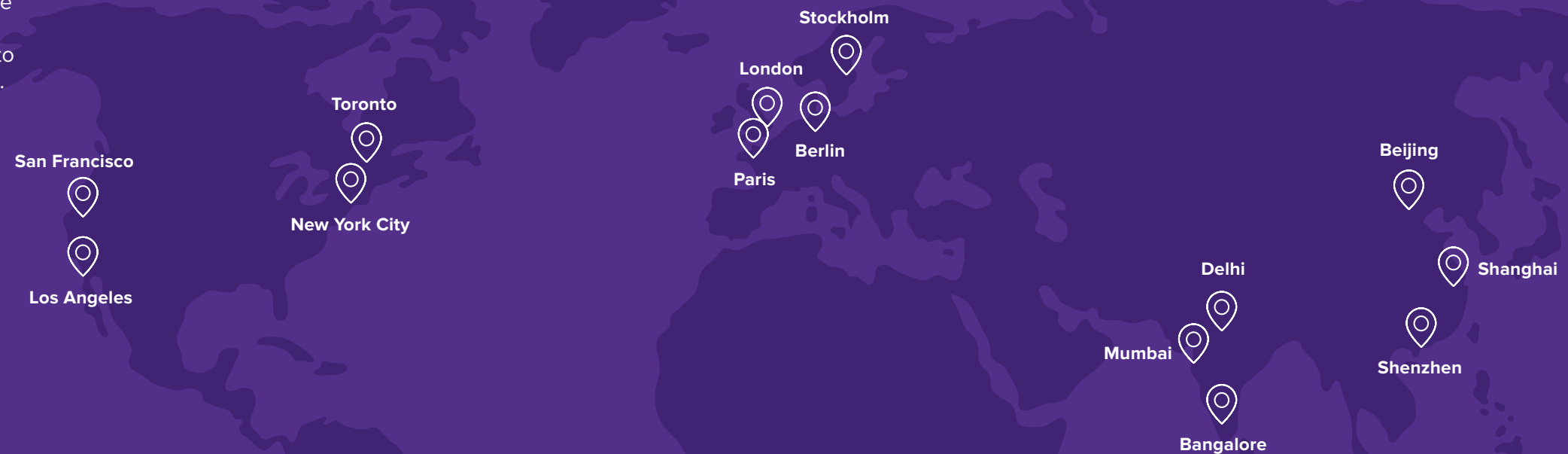
In May 2022, Citron, CEO of London & Partners, was present in Times Square for a US campaign launch along with the cast of Six, the hit

LONDON & PARTNERS

AROUND THE WORLD

We are global and operate at scale – our teams are on the ground in 14 cities across North America, Europe, India and China.

We focus on the markets, sectors and audiences likely to generate most value for London. We have in-market representation in core markets across the world and continue to monitor opportunities to ensure we are responsive to future opportunities.



EUROPE

London & Partners' Europe team of six based in Paris, Berlin and Stockholm supports London-based scaleups to access the European market and attracts European innovative high-growth clients to expand to London. We provide everything a client needs to support their international expansion strategies including access to thriving business ecosystems in London and across Europe, access to talent, investors and corporates via our tailored, bespoke and free Grow London programmes.

NORTH AMERICA

Our North America team supports US companies expanding into the UK and London-based scaleups exploring North America. With offices in New York, San Francisco, Los Angeles and Toronto, we help innovative businesses choose London for growth and connect clients to the essential network, connections and resources to make their journey a success. Key sectors: fintech, creative technologies, enterprise technologies, life sciences and green innovation.

CHINA

We have a team of six in Greater China, with offices in Beijing, Shanghai and Shenzhen, covering the most developed business clusters in mainland China, Hong Kong, Macau and Taiwan.

London & Partners' China team actively fosters cross-border growth, supporting Chinese enterprises' global expansion through London's ecosystem and accelerating London's scaleups access business opportunities into China's vast markets.

INDIA & MIDDLE EAST

We have a team of seven in India, with offices in Mumbai, Delhi and Bangalore.

India is one of London's most important global partners for trade, investment and innovation. As the world's fifth largest economy with a young, digital first population and a vibrant startup ecosystem, India offers immense growth potential for London-based companies. The team in India also overlooks the Middle East region with a focus on the Gulf Cooperation Council countries.



Neil Brigden
Director of FDI &
Business Growth and
interim Director Europe



Stephen Feline
Regional Director for
North America



Bingbing Zhao
Regional Director for
Greater China



Hemin Bharucha
Regional Director for
India and the Middle East

WORKING IN PARTNERSHIP

Partnership is in our DNA and our partners are embedded in everything we do.

Together, we deliver maximum impact for London, fuelling resilient, inclusive and sustainable economic growth.

We work with our partners to:

- Shape and curate London's global offering.
- Jointly promote London to international audiences.
- Deliver the best services and support to our audiences.
- Curate world-class programmes and events.
- Use data, insights and feedback to develop business support and thought leadership.
- Champion diversity and inclusion.
- Collectively seek to drive growth, working together as one Team London.

Our partners

Our partners are committed to driving resilient and sustainable growth for London. By aligning and delivering our activity with partners, we scale our impact and generate income to reinvest in our work for London.



Lyceum Theatre, West End



Painted Hall, Greenwich



The Barbican Centre, City of London

WITH THANKS TO OUR PARTNER NETWORK



ABOUT LONDON & PARTNERS

We are a social enterprise and a company limited by guarantee. That means we have a social purpose to deliver growth for London and Londoners, and we undertake commercial activity to help drive this mission. We are funded by grants and commercial income from partners and our portfolio of profit-making venture businesses. Our commercial income enables us to reinvest into our mission to deliver economic growth.

Our members are the Mayor of London, the Association of British Travel Agents, the London Chamber of Commerce and Industry, the Society of London Theatre and UK Hospitality.

We are overseen by an independent board, comprising up to 13 non-executive directors and two executive directors. We currently have 12 board members, who are industry experts from the private sector. Our chair and one other director are appointed by the Mayor of London. Our chair is Howard Dawber.



Howard Dawber, Chair of L&P, at Grow Summit 2024

Our board

Amanda Dickens
Non Executive Director

Brian Bickell
Non Executive Director

Chris Hayward
Non Executive Director
Policy Chairman, City of London Corporation

Dominic Field
Non Executive Director

Cllr. Elizabeth Campbell
Leader of the Royal Borough of Kensington and Chelsea

Eyal Malinger
Non Executive Director

Howard Dawber
Deputy Mayor of London, Business and Growth
Chair, London & Partners

Jane Boardman OBE
Non Executive Director

Jo Pisani
Non Executive Director

Joanna Wright
Non Executive Director

Laura Citron OBE
Executive Director (CEO)

Manju Malhotra
Non Executive Director

Nayan Rughani
Executive Director (Managing Director, Operations)

Our management committee

Janet Coyle CBE
Managing Director, Business Growth

Laura Citron OBE
Chief Executive Officer

Michelle Cuomo Boorer
Managing Director, Strategy

Nayan Rughani
Managing Director, Operations

Rose Wangen-Jones
Managing Director, Marketing, Destination
& Commercial



London & Partners' staff conference

Transparency

While London & Partners is not a public body, we recognise the importance of being accountable for how we spend public money. Our transparency arrangements ensure we provide full and relevant information about value for money and enable us to run as a commercial arms-length organisation.

Following a public consultation in early 2019, we have developed a transparency policy which sets out additional measures to demonstrate how we spend public funds and make decisions.

The information we publish focuses on five key areas:

- Strategy and performance.
- Value for money.
- Procurement.
- Our people.
- Governance and board.

Each year, London & Partners publishes a governance statement as part of our annual business plan. In this, we describe any major challenges or changes to our governance model. Our award-winning and externally audited evaluation methodology is published on our website. The auditor, RSM Consulting, has stated that “overall, the methodologies underpinning the outputs appear to be robust and based on best practice. In this regard, London & Partners, should be commended for a deliberate and conservative approach to KPI reporting”.

As a company limited by guarantee, operating as a social enterprise that receives both public and commercial income, we carefully balance the highest quality governance for a limited company with strong transparency policies.

ABOUT LONDON & PARTNERS

At London & Partners, we have built a team that is diverse, highly skilled, motivated, and represents London. Our culture is important to us. We strive to create an organisation that not only motivates our colleagues but also supports and develops them.

Our people make London & Partners a fantastic place to work, and we are proud to be ranked as one of the top five best not-for-profit companies to work for in the UK.

We have an excellent team that is driven to deliver the best outcomes for London and make a difference to our city.

Our employees demonstrate an exceptional level of engagement, as evidenced by our high scores in the reputable Best Companies survey.

In the 2024 survey, London & Partners secured the position of ninth best mid-sized company to work for in London, and were also awarded the third best not-for-profit body to work for in the UK.

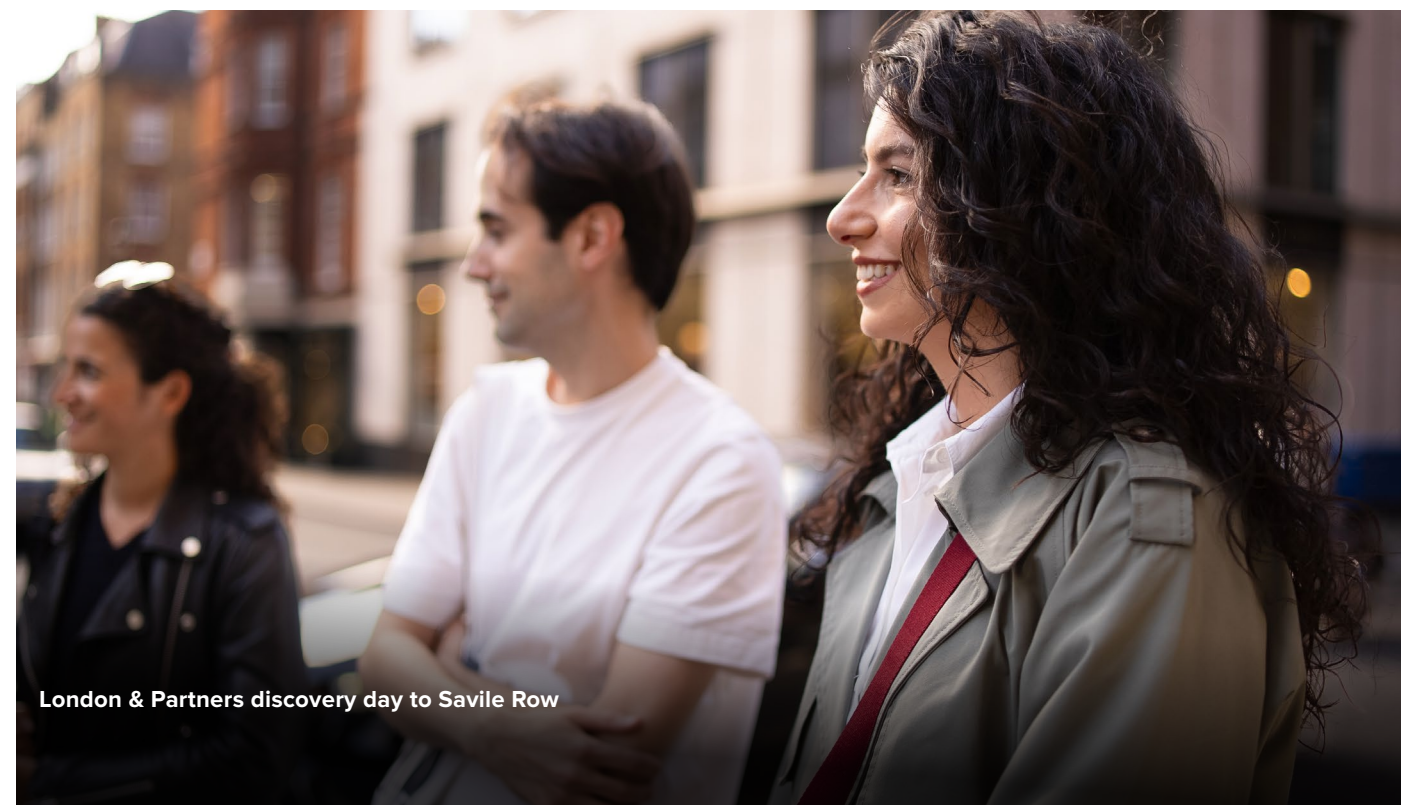


In support of our culture, we have a number of staff networks which include:

- Origins
- Pride & Partners
- Interfaith
- Livewell
- Sustainability
- Womens
- Neurodiversity
- Parents

Discovery Days programme

At London & Partners, we run a London Discovery Days programme for our staff. It is inspired by the Let's Do London campaign, offering staff a way to get out and experience parts of London they may not otherwise have the opportunity to, and to connect with colleagues from across the company. These experiences are diverse, ranging from guided tours of Shakespeare's Globe theatre (Pride and Partners) to a tour of Old Oak & Park Royal, the biggest regeneration site in Europe.



London & Partners discovery day to Savile Row

Our Values



London & Partners summer social



London & Partners discovery day, Royal London Walking tour



London & Partners iftar staff meal

WE ARE PASSIONATE ABOUT LONDON

We are passionate about London – its history, culture and creativity.

We work to build a vibrant future for London and across the UK.

We are proud to serve our city.

WE ARE ENTERPRISING

We are curious, creative and resilient.

We work with partners and with the market to achieve our mission for London.

We generate profit to reinvest in London's future growth.

WE ARE INCLUSIVE

We champion diversity internally and externally.

We strive to reflect the city that we represent.

We create communities where people feel valued and belong.

REFERENCES & GLOSSARY

References

1. This impact report relates to the financial year, 1 April 2024 - 31 March 2025.

2. Based on London & Partners’ evaluation of activities, see full methodology: londonandpartners.com/about-us/how-we-measure-our-impact.

3. ICT and electronics, financial services, creative industries, professional services, life sciences, energy and environmental technology.

4. Net Promoter®, NPS®, NPS Prism®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., NICE Systems, Inc., and Fred Reichheld.

5. Growth Plan (2025): growthplan.london

6. Small Business Survey 2023: www.gov.uk/government/statistics/small-business-survey-2023-businesses-with-employees

7. London & Partners calculations based on London GVA figures from GLA Economics (Greater London Authority)

8. The Productivity Institute (2024): www.productivity.ac.uk/news/why-does-inward-investment-matter-for-productivity/

9. British Business Bank (2020): www.british-business-bank.co.uk/about/research-and-publications/alone-together-entrepreneurship-diversity-uk

10. gov.uk (2025): <https://www.gov.uk/government/calls-for-evidence/small-business-access-to-finance/small-business-access-to-finance#under-served-entrepreneurs>

11. PwC (2024): www.pwc.co.uk/industries/industry-in-focus/framework-for-growth/pwc-framework-for-growth.pdf
12. gov.uk (2024): www.gov.uk/government/statistics/small-business-survey-2023-businesses-with-employees/longitudinal-small-business-survey-sme-employers-businesses-with-1-to-249-employees-uk-2023#business-support-1

gov.uk (2011): www.gov.uk/government/publications/research-to-understand-the-barriers-to-take-up-and-use-of-business-support

13. London Growth Plan (2025): growthplan.london

14. Best Cities (2025): www.worldsbestcities.com/rankings/worlds-best-cities/

15. Data from FDI Markets shows that between 2003 and 2015, FDI projects originating in London created about 39,000 jobs across the rest of the UK and generated about £8bn in GVA.

Image references

Guests including Mayor of London Sir Sadiq Khan attending the launch of the London Growth Plan, February 2025

L to R: Howard Dawber, Chair of London & Partners and Deputy Mayor of London for Business and Growth, Hugh Brady, President, Imperial College, London, Cllr Claire Holland, Chair, London Councils, Sir Sadiq Khan, Mayor of London, Laura Citron OBE, CEO at London & Partners, Alex Norris MP, Parliamentary Under-Secretary of State at the Ministry of Housing, Communities and Local Government

British Mayoral Delegation in China, March 2025

Harpal Mattu, Managing Director at Agilyx Group, Howard Dawber, Deputy Mayor of London for Business and Growth and Chair, London & Partners, Richard Parker, Mayor of the West Midlands and Sage Lal, Chief Digital Officer at School of Coding & AI

GLOSSARY OF KEY TERMS

Gross Value Added (GVA)

Gross Value Added (GVA) measures the value of goods and services produced, minus the cost of inputs and raw materials. It is similar to GDP.

Net Promoter Score (NPS)

Net Promoter Score® (NPS) is a measure of customer loyalty and satisfaction.

Net Promoter Score is calculated based on asking businesses “On a scale from 0 to 10, how likely are you to recommend London & Partners to other businesses and peers?”.

Foreign direct investment (FDI)

FDI is when a company or an individual invests directly in business operations in another country. London & Partners focuses on “greenfield investment”, which is when international companies come to set up an entirely new operation in London.

Scaleup

A fast growing company with a business idea that works. London & partners’ definition is businesses that:

- Have a minimum of 10 employees (including founders).
- Have a turnover and/or investment of more than £1m.
- Demonstrate 20% YoY growth with active projects, domestically or internationally.

Venture capital

Money provided to early-stage, high-potential companies in exchange for shares in the company.



London Tech Week 2024

