

Impact report 2026



Natural History Museum

**LONDON &
PARTNERS**

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Welcome and *executive summary*



London & Partners' staff at Grow Summit 2024. Credit: Paul Clarke

A view from *our leadership*



Howard Dawber OBE
Deputy Mayor of London
for Business and Growth



Laura Citron OBE
CEO London & Partners

The strength of our economy is ultimately measured not just in pounds and percentages, but in the opportunities it creates for people and businesses.

That is why we are particularly proud of what London & Partners has achieved in 2025-26 – our 15th anniversary year.

This was our strongest year yet for economic impact. Our activity generated **£796m in gross value added (GVA) for London's economy and will create or support more than 9,000 jobs¹**. These are significant numbers, but what matters most is what sits behind them: businesses choosing to grow, international companies and visitors choosing London, entrepreneurs turning ideas into businesses and Londoners gaining new opportunities as a result.

The breadth of that work is huge, from our support for small businesses and entrepreneurs across London to our work attracting international investment, events and talent to the capital. And London's success is connected to the rest of the country. The relationships we build with businesses, government, other regions and our partners across the UK are an increasingly important part of how we maximise the benefits of London's growth for the rest of the country.

We are especially pleased that our impact is reaching businesses and communities across the capital. We **supported more than 22,000 businesses this year**, with our in-person support reaching businesses in every London borough and 87% of our face-to-face business navigation support by Grow London Local reaching entrepreneurs from underrepresented groups. This is an important test of whether growth is genuinely inclusive: not simply whether the economy is growing, but whether more Londoners are able to participate in and benefit from that growth.

We are also thinking about what London needs to remain competitive in the years ahead. Our work to grow the green economy², support innovation and improve productivity is about more than this year's results. It is about making sure London is equipped to respond to the changes ahead.

This has been an important year for London & Partners in another respect. As part of our new strategy, we have taken on a broader role in bringing business and government together around the future of London's economy. The **Business Support Strategy** is a good example of the kind of collaboration that will be increasingly important if we are to tackle the opportunities and challenges facing the capital.

We believe London is at its best when its businesses, communities, public institutions and partners pull in the same direction. Our collective experience of working across business and the public sector has reinforced a simple truth: no single organisation can deliver sustainable growth on its own. Our role is often to bring the right people together, open doors and turn ambition into action.

There is much to be optimistic about. But there is also no room for complacency. London faces significant challenges, and the benefits of its economic strength are still not felt equally by everyone.

We need to keep improving access to effective business support, strengthen our connections with other parts of the UK and make sure that the jobs and opportunities created by growth are accessible to more Londoners.

That is the challenge for the years ahead, and it is also the opportunity.

We would like to thank the London & Partners team, our partners and the thousands of businesses we have worked with this year. **The results in this report reflect their ambition, energy and collaboration.**



Southwark Plaza

Our year at a glance

At London & Partners, we want to make a difference to the people who start, scale and work in one of London's one million businesses³.

As London's growth agency, our role is to drive economic growth that is resilient, sustainable and creates opportunity for all Londoners. We do that by working with our wide network of partners to support the capital's diverse business communities to grow and create new jobs, and by attracting visitors and businesses to the capital who spend money in our economy.

As part of our 2025-28 strategy, we also took on a broader role in bringing businesses and government together to set London-wide strategies that can further strengthen the capital's economy and benefit the lives of Londoners.

In 2025-26, this work delivered our **strongest annual results** to date.

Tens of thousands of businesses supported to grow, with thousands of jobs

Our work generated **£796m in GVA for London's economy in 2025-26** – equivalent to more than £2m of economic value every day. This is our highest annual contribution to date and 18% higher than in 2024-25.

These are significant numbers, but just as important is what sits behind them: **our work to attract businesses and events to London**, and particularly our support for businesses looking to grow internationally, which generated **£595m in GVA**.

In 2025-26, **we supported more than 22,000 businesses** across all our programmes, including more than 7,300 businesses in-person. We helped businesses enter new global markets, supported international companies to set up and grow in London and helped entrepreneurs and small businesses find the right support for them. **London-based scaleups supported by London & Partners grow 15% faster in their first two years** compared to similar, unsupported businesses⁴.

The impact of our work on people is what matters. Creating and supporting jobs is an important part of how we turn economic growth into opportunities for Londoners. Our support for businesses is expected to create or support more than **9,000 jobs in 2025-26, a 10% increase** on the previous year.

+18%
higher than 2024-25



£796m
in GVA added to the
London economy
in 2025-26



more than
22,000
businesses supported

Deicola, owner of Camden Guitars
Credit: Elliott Wilcox

Growth reaching businesses across communities and every London borough

The strength of London's economy is not just about how much it grows, but about who is able to participate in and benefit from that growth.

In 2025-26, we helped more than **5,800 businesses led by women, people from minoritised communities and disabled people** to find the right support to grow their business through our small business in-person service. **That represents nearly nine in 10 of all the businesses we supported face-to-face.** We helped businesses in every London borough, making sure that our work reached communities across the capital.

Green businesses driving sustainable growth

We are also thinking about what London needs to remain competitive and resilient both now and in the years ahead. Our work to grow the green economy is about more than this year's results, it is about helping London's businesses respond to change and creating the foundations for sustainable growth.

In 2025-26, we contributed **£137m in GVA to London's green economy**. Through our foreign direct investment (FDI) activities we supported 14 international green businesses to set up or expand in London, creating 392 green jobs and adding £29m in GVA to London's green economy. We also supported 57 London based green businesses to expand internationally, up from 53 in 2024-25 contributing £107m to London's green economy.

Growth beyond London

Our work to support businesses and attract visitors to London has potential benefits that extend far beyond our borders. For example, nearly two in five of the international businesses we supported to set up or expand in London in 2025-26 expressed an interest **expanding to other UK locations**.

We want to expand our work with partners across the UK's regions and nations to maximise potential benefits for the UK. We're already starting this. In 2025-26, we worked with partners in **Essex, Scotland** and the **West Midlands** to support businesses in those regions to expand globally.

We also encouraged **more than 13,000 people to book a holiday to Scotland and London** through a joint marketing campaign, demonstrating how working across regions and nations can create benefits beyond the capital.

Hill Garden and Pergola, Hampstead



Grow London Local Meet the Founder event



Nearly **9 in 10**
entrepreneurs supported **in person**
are from **underrepresented groups**



£137m
contributed to London's
green economy.

Events bringing investment, visitors and global connections

In 2025-26, we attracted almost **250 events** to London, bringing visitors, investment and international connections to the capital and supporting the wider visitor economy.

These events form part of our broader work to strengthen London's position as a leading global city – a place where businesses can grow, international organisations can connect and people want to visit.

Through Opportunity London, we also promoted more than 20 live infrastructure opportunities seeking more than £22bn of investment to global investors.

Support that businesses value

The businesses and partners we work with continue to rate our support highly.

Our overall Net Promoter Score was 61, maintaining the same level as the previous year and remaining above the score of 50 considered “**excellent**”⁵.

56% of supported businesses and partners gave us a score of 10 out of 10 when asked how likely they were to recommend London & Partners, broadly consistent with the previous year.

These results reflect the experience of hundreds of businesses and partners we have worked with this year. They are an important measure of the value people place on our support and of the relationships that underpin the impact we deliver.

Extending our impact

The results of 2025-26 provide a strong foundation for the next phase of our work.

As part of our revised strategy, we have taken on a broader role in bringing businesses, government and partners together to shape London-wide approaches to growth. This gives us new opportunities to build on the impact described in this report – **supporting a more inclusive, resilient and sustainable economy**, and ensuring that more Londoners and businesses can benefit from London's growth.



56% of supported businesses and partners gave us a score of

10 out of 10



London & Partners' staff at London Life Sciences Week 2025

Our impact since our creation in 2011



Growing London's economy
We've created an additional
£4.9bn in GVA

Creating and supporting jobs:
We've created or supported more than
108,000
additional jobs in London

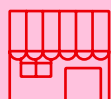
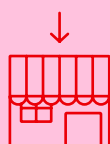
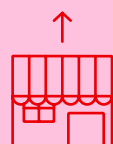
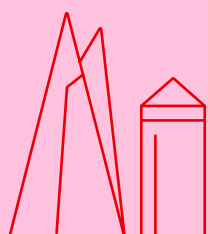
Supporting business to grow:
We've supported more than
48,000
businesses in total including:

1,200+
London businesses to grow overseas

2,700
international businesses to establish or expand in London

43,000+
everyday businesses and aspiring entrepreneurs to access the business support they need online and in-person

Attracting events:
We've helped secure more than
3,200
international business conferences, meetings and major events for London



The difference *we made*



Camden Lock

Turning connection *into growth*

Our mission is to grow London's economy in a way that is sustainable, inclusive and resilient. We know we can't do that alone. Our strength lies in the relationships we build across London and beyond, turning trusted connections into opportunities, bringing the right people together and helping ideas move from conversation to action.

We work with businesses, investors, public sector organisations and other partners across London, with the London Growth Plan providing a shared direction for our collective efforts.

Our 2025-28 organisational strategy sets out how we contribute to that growth. We **attract businesses, tourists, events and investment** to London, help London-based businesses expand into global markets, promote London internationally and work with partners to shape strategies that support growth across the capital. Our new theory of change shows how these activities lead to impact. By connecting and working directly with businesses, investors, visitors, partners and policymakers, we **attract investment, trade, jobs and wider economic opportunities in London and beyond**.

We track our performance throughout the year, reporting quarterly and publishing the results on our website. This annual impact report brings that picture together, showing what we have delivered, what difference it has made and how we are contributing to London's long-term growth.



Olympia Roof Terrace

Our action...



...enables our partners to take action...



...which grows London's economy...



Guildhall reception at London Tech Week 2026

...in a way that is...



...and benefits the rest of the UK

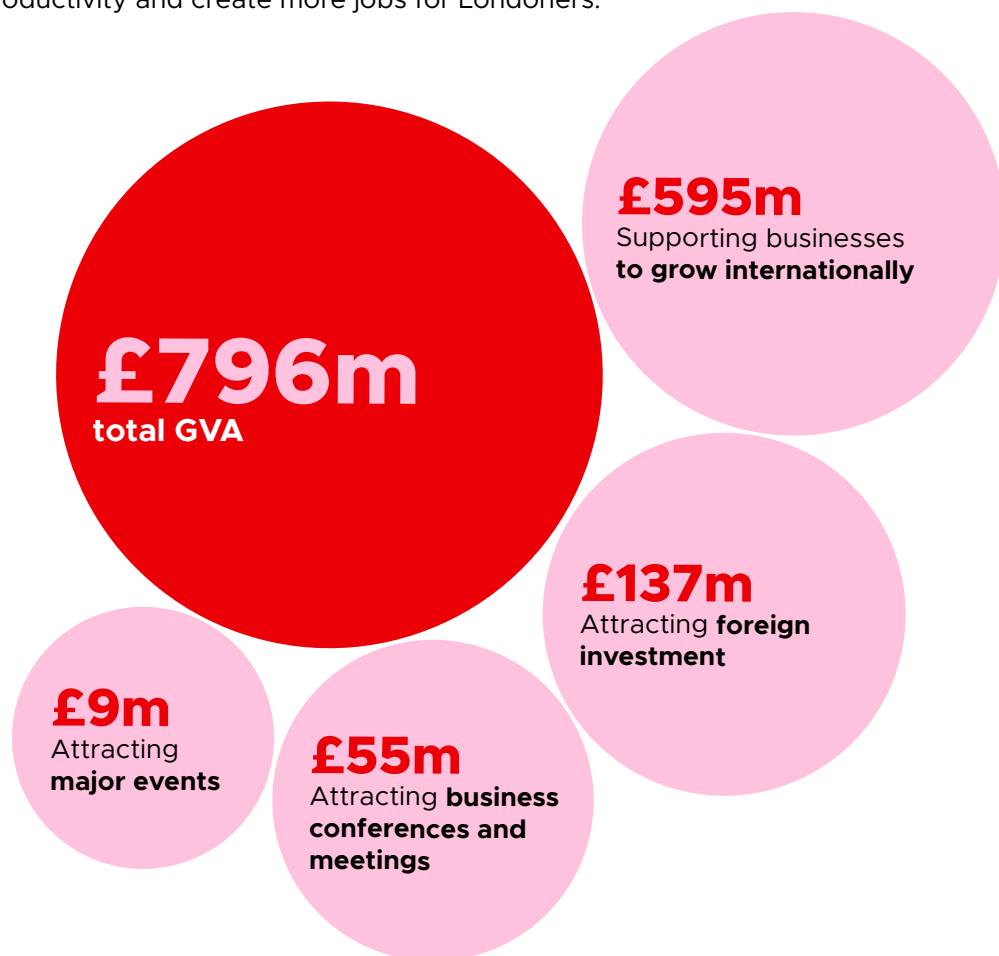
More investment, GVA and jobs in other parts of the UK.

Creating growth. *Creating opportunity*

A strong economy creates jobs, raises living standards and opens opportunities for Londoners. At London & Partners, we play a central role in creating additional economic growth and jobs in the capital, as part of our contribution to delivering the **London Growth Plan**. In 2025-26, we delivered **£796m in GVA to London's economy**, our highest annual contribution to date, and **our activities are expected to create or support more than 9,000 jobs**.

We work with businesses of all sizes, providing tailored support that helps them overcome barriers to growth, from gaps in knowledge and skills to access to networks. We also help businesses **seize opportunities in high-growth sectors** identified in the London Growth Plan, including life sciences, AI and quantum.

By helping more businesses grow, innovate and connect to new opportunities, we strengthen London's economy, boost productivity and create more jobs for Londoners.



Delivering growth in high-productivity sectors

We support businesses to grow in high-productivity sectors, which include creative technologies, enterprise and deeptech, fintech and cyber, green innovation and life sciences⁶. Of our total GVA generated in 2025-26, **£770m (97%) was generated in these sectors**, which is expected to create or support almost **8,700 jobs**.

We help overseas businesses to locate in London

Global competition for investment is intense and through our FDI programme, we make sure businesses choose London. Our teams in global offices across the world build relationships with high-potential investors, while dedicated London account managers use data, insight and targeted connections to make the strongest case for London.

In 2025-26, we supported 80 businesses from 20 countries to invest and establish or expand their presence in the capital, with more than 1,500 jobs expected to be created and £137m generated in GVA. Nearly eight in 10 of these companies were considering investing elsewhere when we first engaged with them.

We support London scaleups to grow internationally

Through our 12-month **Grow London Global** programme, we help businesses expand internationally, providing dedicated account managers that connect businesses with investors and customers and help them access markets and investment faster.

London-based scaleups supported by London & Partners **grow 15% faster** in their first two years compared to similar, unsupported businesses⁷.

In 2025-26, **Grow London Global supported 265 scaleup businesses to export internationally**, generating **£595m in GVA**, with more than **6,600 jobs expected**. This is our **highest GVA generation** from Grow London Global to date.



Trade mission to Africa 2025

£595m

generated in GVA from
Grow London Global

FOREIGN DIRECT INVESTMENT



Credit: Shutterstock

Funcell Games

Kolkata-based mobile gaming company Funcell Games chose London as its European base as part of its ambition to expand internationally and access new markets. Drawn by London's creative talent, technology expertise and strong gaming ecosystem, the company saw the capital as the ideal launchpad for its next phase of growth.

London & Partners supported Funcell Games throughout its **relocation journey**, helping the business establish a UK entity, navigate visa requirements and connect with specialist relocation and industry support, including connecting directly with key players in the global gaming space. As a result, Funcell Games successfully established operations in London and is growing its London-based team while strengthening access to European and global opportunities.

The investment is expected to **generate £1.5m in GVA for London**, demonstrating how international investment contributes to productivity, innovation and economic growth in the capital.



On the talent front, we've made our first local hire, a quality analyst, and are actively expanding our London-based team to support upcoming projects.

Abhishek Malpani
CEO and founder, Funcell Games

We connect businesses in London's high-productivity sectors to opportunities that help them grow

Growth of our high-productivity sectors depends on strong connections within ecosystems - businesses, investors, markets, government and more. But these networks do not always form on their own.

We play a central role in creating these necessary connections for growth through super-connector events. **As co-founders of London Tech Week**, we brought together more than **30,000 people** in June 2025, creating new opportunities for businesses, investors and innovators to collaborate.

In November 2025, we convened **1,000-plus** attendees across business, investment and government at **London Life Sciences Week**. We also welcomed **more than 500** business leaders, investors and policymakers from London's innovation ecosystem to our **Grow Summit**.

1,000+
attendees at **London Life Sciences Week**

300+
joined our
Grow Summit

30,000+
attendees at
London Tech Week



Trade mission to Japan 2026

Thymia

London-based life sciences scaleup Thymia joined Grow London Global to accelerate international growth and build partnerships for its clinically validated mental health technology.

During its time on the programme, the company increased turnover from **£1m to £1.7m and raised £5.6m in funding**. Through support including market insight, introductions and participation in international missions to Asia Pacific and Canada, Thymia strengthened its partnership with JETRO, built a pipeline of around **30 major Japanese leads**, entered the Japanese market through its wellness and clinical APIs and built a partnership with Canada's largest mental health hospital. Earlier this year they also increased their product offering through launch of diabetes, hypertension and respiratory health biomarkers within their platform.

As a result, Thymia has created a pipeline in Japan for £50m annual recurring revenue, and is estimated to generate £18.7m in GVA for the London economy. Following the programme, the company also expanded its team with nine jobs created across research, engineering, business development and operational roles. This demonstrates the impact of helping London's high-growth businesses scale internationally and create economic value through exports and international trade.

Raising productivity across London's businesses

Many small and medium-sized enterprises (SMEs) struggle to find the right business support and advice to help them grow and become more productive. We help overcome that through **Grow London Local**, a navigation service that helps entrepreneurs and small businesses in every London borough find and access the support they need.

During 2025-26, we provided in-person support to more than **6,700 local entrepreneurs**, including more than **2,800 people who were looking to set up a business** and received tailored action plans.

More than 600 small businesses overcame challenges due to the support we referred them to, and more than 600 small businesses reported becoming more productive as a result.

We also launched **Made Smarter London**, a UK government-backed programme that helps manufacturing SMEs across the capital adopt digital technologies and more efficient processes through tailored advice, roadmaps, technology grants and funded internships.

Since launching in August 2025, the programme **has supported 71 London businesses** and is expanding its support in 2026-27.

Our support is highly rated

In 2025-26, one in two supported businesses and partners said they would be **extremely likely to recommend London & Partners**, giving a score of **10 out of 10** (56%), consistent with the year before (57%).



Crystal Palace high street

GROW LONDON LOCAL

Che Zucconi, Collabbay

Collabbay

Che Zucconi, 23, founded Collabbay while working in finance, starting with a single spreadsheet. The platform now connects more than 700 creators with 300-plus businesses, driving thousands of collaboration bookings across London and helping to support high street businesses.

A Business Support Manager introduced Che to specialists who refined his investment deck, which helped secure backing from a seasoned industry expert at a seven-figure valuation.

Six months later, after investing in hiring and software the group describes as industry-defining, Collabbay is closing in on a new funding round backed by AI industry leaders, which will see the business reach a valuation nearing \$10m.



Playing the right game is more important than winning the wrong one. I chose to consult experts rather than try to figure it out alone. The support has been invaluable and shows the value of programmes that help entrepreneurs build sustainable businesses.

Che Zucconi

CEO and founder, Collabbay

Driving growth through events

We generate economic growth for London by helping bring major events and international business conferences to London. In 2025-26, we supported 28 major events, generating **£9m in GVA**, and 221 international business conferences and meetings, delivering **£55m in GVA**.



London Growth Plan launch event 2025



£9m

generated in GVA
from **28 major events**

League of Legends 2024

The Business Support Strategy

Part of London & Partners' new role is developing growth strategies that turn the London Growth Plan into action.

In March 2025, we published the **London Business Support Strategy**, developed with the Mayor of London, which sets a clear framework to help SMEs start, scale and grow in the capital, from early stage and foundational SMEs through to high-growth scaleups.

Helping more *Londoners to thrive*

London has a diverse and dynamic business community, but as highlighted in the **London Growth Plan**, not every business has the same access to the opportunities, networks and support they need to grow.

We want more Londoners to have the opportunity to participate in, contribute to and benefit from London's economic growth and to ensure that growth creates opportunities across the capital.

Widening access to business support

We provide targeted support to help underrepresented entrepreneurs find and access the business support they need to grow.

In 2025-26, **87%** of the small businesses supported in-person by Grow London Local **were from underrepresented groups**:

64%

led by entrepreneurs from
minoritised backgrounds

compared with
**6% of UK
small businesses⁸**

56%

led by women

compared with
**14% of UK
small businesses⁹**

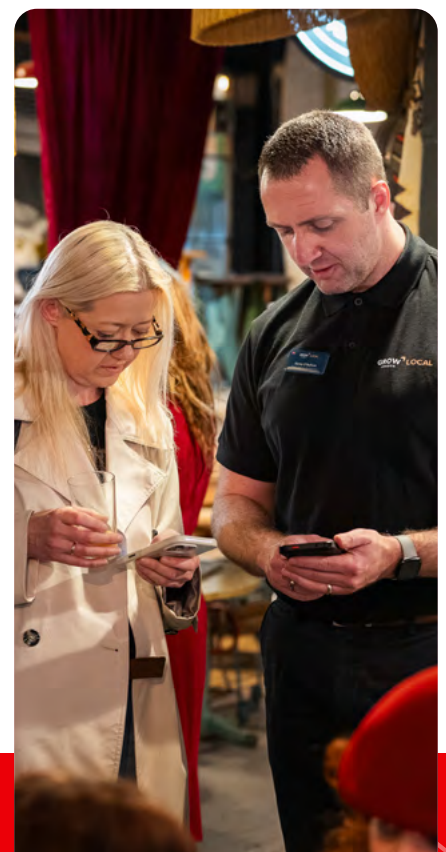
11%

led by disabled
entrepreneurs

compared with
**9% of UK
small businesses¹⁰**

In response to **Grow London Local** survey data, which showed strong demand for networking opportunities, we ran 149 networking events including **Coffee Fridays, hubs and LGBTQ+ events**, to facilitate new business connections.

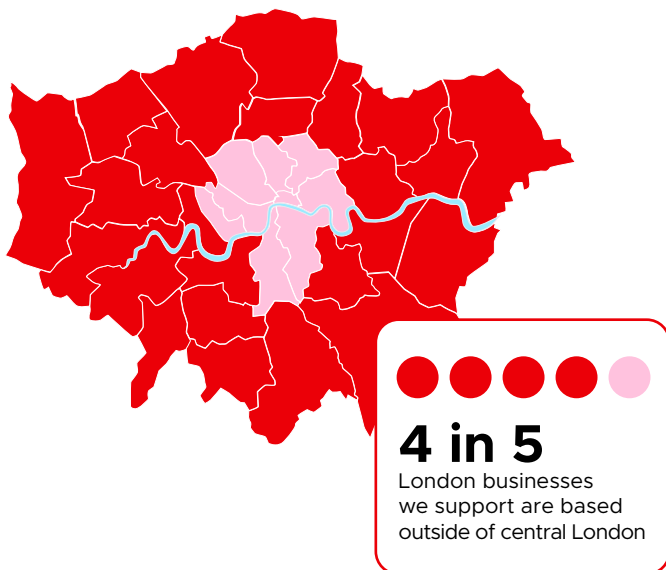
Grow London Local Lates event 2025



Supporting inclusive growth across London's places

Economic growth should benefit all parts of the capital, not just London's established commercial centres.

Through our programmes, we help entrepreneurs and small businesses across every London borough access the support they need to start, grow and thrive. **Four in five of the London-based businesses we support are based outside of central London.**



Pre Global

Pre Global is London & Partners' tailored programme designed to support underrepresented founders before they progress to our **12-month Grow London Global** programme. It combines workshops, peer learning and personalised support to help founders build the confidence, knowledge and connections needed to scale internationally, while creating a stronger pipeline of diverse businesses. Our first cohort was **formed of 15 female founders.**



Zinfinity

Zoe White is the founder of Zinfinity, an inclusive jewellery business creating accessible products, such as braille jewellery, magnetic clasp bracelets and one-hand-friendly designs, alongside workshops designed for people of all abilities.

Looking to adapt her business around health-related challenges and develop her digital skills, Zoe connected with Grow London Local for tailored support. A Business Support Manager worked with Zoe to identify opportunities for mentoring, business development and profile raising, helping her build confidence, strengthen her business and access new opportunities.

Through Grow London Local, Zoe became a Grow London Local Ambassador, spoke at **Meet the Founder events** and showcased her jewellery at events celebrating disabled entrepreneurs.

As a result of the support provided by London & Partners, Zoe increased the visibility of her business, expanded her professional network and secured a paid workshop commission, opening up a new growth opportunity in corporate wellbeing and team-building workshops.

The London Investment Prospectus

Opportunity London, a joint venture between London & Partners and NLA, published the London Investment Prospectus in September 2025. This promoted 20-plus live opportunities seeking more than £22bn of investment into major regeneration projects across the capital, including Edgware Town Centre, Meridian Water in Enfield and Barking Town Centre.

In 2025-26, we helped bring **16 major events and experiences, including Formula E, NFL, NBA, Blast Premier Open and Pro Climbing League, to non-central London boroughs**. These events attract visitors, boost spending and contribute to local growth.

We also help attract investment into major regeneration projects across the capital through our support for **Opportunity London**. In the London Investment Prospectus¹¹ and London Investment Showcase, we promoted opportunities that can deliver new homes, jobs, public spaces and community infrastructure in places with significant growth potential.

This includes **Barking Riverside**, set to deliver up to **20,000 homes alongside new schools**, community centres, health facilities and parks, and the **Royal Docks**, where plans include **36,000 new homes, 55,000 permanent jobs** and new commercial space.

We also showcased London's investment potential within the UK at the London Real Estate Forum and the London Investment Showcase.

GROW LONDON LOCAL



Sadia Ramzan, The Muslim Women's Travel Group

The Muslim Women's Travel Group

Sadia Ramzan is the founder of The Muslim Women's Travel Group – The Travelling Sisterhood, a travel business creating group **travel experiences for Muslim women**.

Looking to grow the business, Sadia connected with Grow London Local after meeting the team at the London Muslim Shopping Festival.

A Business Support Manager provided tailored support on business strategy, finance and growth planning, alongside opportunities to raise the business's profile through London & Partners events, including Meet the Founder.

Since receiving support, The Muslim Women's Travel Group has expanded significantly, supporting more than **1,000 women** to travel and developing trips across Europe, Asia, Africa, the Middle East and Latin America. The business has also created new paid and freelance opportunities, including an Operations Manager and Customer Coordinator role, while recruiting and training London-based Group Leads.

Growing sustainably. *Creating positive impact*

Economic growth and environmental sustainability are closely connected. As London's economy grows, tackling climate change and nature decline is essential to building both the short-term and long-term resilience of our businesses, communities and infrastructure. The challenge is not simply to create more growth, but to ensure that growth is compatible with a **net zero future**.

The transition to a lower-carbon economy also creates significant opportunities for investment, innovation and jobs. London & Partners helps businesses capture these opportunities by attracting international green businesses to London, supporting London-based firms to **export green products and services globally**, and connecting entrepreneurs with the support they need to reduce their environmental impact.

By helping businesses grow sustainably and seize new opportunities in the green economy, we can support London's economic growth while contributing to a more resilient, lower-carbon future.

Attracting green investment to London

In 2025-26, London & Partners supported **14 international green businesses to set up or expand in London**, creating **392 green jobs** and adding **£29m in GVA**. These businesses contribute to London's green economy by bringing new technologies, services and expertise to the city. Attracting businesses that are developing solutions for the transition to net zero helps London remain competitive in one of the fastest-growing areas of the global economy.

392

green jobs created through
foreign direct investment



Hover Energy

US-based clean technology company Hover Energy identified the UK as a key international growth market, attracted by London's sustainability, innovation and technology ecosystem.

London & Partners supported Hover to build relationships and visibility through introductions, the **Sustainability Innovation Demo Day** programme, speaking opportunities and connections with strategic partners and stakeholders.

That support has helped Hover move from market entry to delivery. Its first UK microgrid project, at **London Design & Engineering UTC** in the Royal Docks, has secured planning permission and is now in early stage delivery. The project will combine onsite renewable generation, energy storage and intelligent energy management to meet around 80% of the building's behind-the-meter electricity demand.

Hover is also exploring opportunities with the University of East London, showing how the model could scale from a single building to wider campus-level energy infrastructure.

Helping green businesses grow and export

We also **supported 57 London-based green businesses** to expand internationally, up from 53 in 2024-25. This contributed £107m to London's green economy. **In total our foreign direct investment and trade programmes contributed £137m in GVA to London's green economy.**

By helping businesses reach new markets, we enable them to become global exporters of the ideas, technologies and services needed to reduce emissions in other parts of the world.



London's green economy is already worth almost **£50bn annually**¹² and supports **5% of jobs** in the capital¹³.

The Queen Elizabeth II Garden



GROW LONDON GLOBAL

Solivus

London-based clean technology company Solivus develops **lightweight solar solutions** that enable renewable energy generation on buildings where traditional solar panels are not suitable.

Looking to accelerate growth and raise investment, Solivus joined a number of London & Partners Green Innovation trade missions: SLUSH in Helsinki, Dubai North Star, Chicago and Detroit, USA. The missions **connected the company with global investors** and organisations interested in technologies that help decarbonise the built environment.

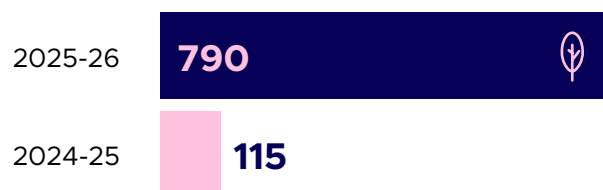
The connections and visibility gained through the programme generated new investor and commercial leads to support Solivus' next phase of growth. Since then, the company has continued deploying its technology through projects including Farnborough Airport, Northampton County Cricket Club, Tesco Watford and No.1 London Bridge, helping organisations reduce emissions while demonstrating how London's green innovation sector is developing solutions for a more sustainable future.

Signposting businesses to support

Grow London Local connects entrepreneurs with the support they need to reduce their environmental impact. While demand for sustainability-focused business support was lower than for growth-related topics in 2025-26, our surveys of entrepreneurs found that around **nine in 10 SMEs planned to adopt more environmentally sustainable business practices**, including reducing waste, improving energy efficiency and sourcing sustainably.

The **London Convention Bureau** also helps event organisers identify venues, suppliers and partners that can support more sustainable event delivery. In 2025-26, more than **790 London Convention Bureau businesses held green credentials**, compared to 115 in 2024-25.

London Convention Bureau businesses with green credentials



The Fever Summer Soiree Event

GROW LONDON LOCAL



Mercedes Gale, 4YaParty Wedding & Events

4YaParty Wedding & Events

Mercedes Gale is the founder of 4YaParty Wedding & Events, a business providing sustainable wedding and event decor across London, Kent and Essex. **Using reclaimed and reusable decor, locally sourced handcrafted items and avoiding single-use plastics**, the business helps customers create more environmentally sustainable events.

Looking to grow her business and develop relationships with corporate clients, Mercedes connected with Grow London Local after attending a business event hosted by **Greenwich Council**. A Business Support Manager worked with Mercedes to identify growth opportunities, including marketing support and advice to help raise her profile and reach new customers.

As a result of the support provided by London & Partners, Mercedes secured larger premises to expand her operations, increasing inventory and storage capacity to support business growth. She also secured a new corporate client, **increased turnover by 12%** and brought in additional freelance support, helping strengthen the business while continuing to grow her sustainable events offering.

In support of *the UK*

London plays a pivotal role in driving growth across the UK. While our mission is to drive economic growth for London, the impact of our work reaches far beyond the capital. We help attract international investment into the UK, support businesses to reach global markets and encourage visitors from around the world to discover destinations across the country.

Over 15 years, we've built **deep expertise and trusted relationships across business, government and international markets**. We turn those relationships into a network that opens doors, connects the UK to the world and helps opportunities translate into growth across the country.

Maximising the wider UK benefits of London's investment status

International businesses often start in London before expanding to other parts of the UK. Of the **80 international businesses we supported** to set up or expand in London in 2025-26, **nearly two in five expressed an interest in expanding to other UK locations**. We want to work with government and other regions to make sure we maximise investment across the country.



Nearly **2 in 5**

international businesses expressed an interest in expanding to other **UK regions**

Boat tour in Windsor



FOREIGN DIRECT INVESTMENT

Offgrid Energy Labs

Energy storage company Offgrid Energy Labs chose the UK as the location for its first manufacturing facility outside India, attracted by the country's leadership in renewable energy and commitment to long-duration energy storage.

As a newcomer to the UK market, Offgrid Energy Labs worked with London & Partners to establish a London office, identify specialist engineering expertise, secure a manufacturing site in Hampshire and build connections across the UK energy ecosystem.

As a result, Offgrid Energy Labs built and commissioned its pilot manufacturing facility in Hook, Hampshire in under six months and produced its first battery cells in July 2026. The facility is the UK's first zinc-based long-duration energy storage battery manufacturing line at this scale. Designed as a replicable model, the manufacturing process can be deployed with manufacturing partners across the UK, creating opportunities for future investment, skills development and industrial growth beyond London.

Unlocking global opportunities for regional companies

In January 2024, we expanded the **Grow London Global** programme beyond the capital through partnerships with the West Midlands Growth Company, Essex County Council and Scottish Enterprise. Since then, we have supported 41 businesses across the West Midlands, Essex and Scotland.

In 2025-26, 13 businesses participated in the programme, with graduates generating an additional **£6.1m in GVA**, with **85%** reporting an **increase in turnover** between programme start and graduation and **69%** expanding their **UK workforce outside London**.

Grow London Global programme outside of London

85%

reported an increase in turnover between programme start and graduation

69%

expanded their UK workforce outside London



Edinburgh, Scotland. Credit: Shutterstock

Bringing global events and delegates to the UK

London's position as a global destination helps generate economic benefits across the UK. International business events attract **visitors, knowledge exchange and commercial opportunities**, while creating opportunities for **hotels, venues, suppliers, transport providers** and **visitor destinations nationwide**.

In 2025-26, we secured **221 events** through the **London Convention Bureau**, up from 130 the previous year. These events attracted **116,000 delegates**, helping showcase London and the UK to global business decision makers and reinforcing its reputation as a hub for science, medicine, technology, finance, culture and innovation.

Encouraging visitors to discover more of the UK

London is often the starting point for international visitors, making it a gateway to destinations across the UK. Through Visit London, we inspire millions of travellers to choose London and continue their journey beyond the capital. In 2025-26, our Visit London channels attracted more than 30 million views.

This year, London & Partners partnered with VisitScotland on the London x Scotland marketing campaign, inspiring travel between the two destinations. The campaign drove awareness, consideration and bookings, resulting in more than 13,000 people travelling to London and/or Scotland.

We also continued to promote day trip content across the UK through Visit London channels, generating **240,000 views**.



Old Royal Naval College, Greenwich

Supporting business growth beyond London

Through the South East Cluster, London & Partners works with business support organisations across sister regions to coordinate activity.

In 2025-26, the cluster ran campaigns focused on high streets and community businesses, helping partners pool resources, reduce delivery costs and achieve greater impact.

This collaborative approach strengthens business support provision across the south-east and demonstrates how London's expertise can support growth beyond the capital.

Raising the profile of *London around the world*



Royal Exchange, City of London

Raising the *profile of London*

London is one of the world's greatest global cities. But in an increasingly competitive world, reputation cannot be taken for granted. Maintaining London's position means telling a compelling story about the capital and making sure that story is heard by the people choosing where to visit, invest, build businesses and create new ideas.

We are uniquely placed to bring that story to the world. In 2025-26, we strengthened our collective approach through Team London, bringing together the people, sectors and partnerships that are shaping the capital's future. From coordinating activity around major global events to sharing the latest evidence about London's strengths, we convene businesses, institutions, sectors and communities around a shared ambition for the capital, combining their reach and expertise to champion London.

Our role is to turn London's strengths into a compelling global proposition and give others the tools and connections to amplify it.



Big Ben. Credit: Shutterstock

Convening activity around global events

Throughout the year, we use major international events to showcase what London can offer and strengthen the city's position as a global destination for business, investment, innovation and collaboration.

At **IMEX Frankfurt**, we showcased 22 of London's leading hotels, venues and destination management companies, holding more than 1,150 one-to-one meetings, delivering 18 group buyer presentations and welcoming 576 unique visitors to our stand.

At **IBTM World** in Barcelona, we exhibited alongside 23 partners and venues, continuing to build relationships with the international meetings and events community and demonstrating the depth and diversity of London's offer.

In Paris, **VivaTech** provided a platform to bring together 42 scaleups, 17 corporate innovators, five of our partners, four ecosystem partners and two investors to showcase the breadth of talent, ideas and investment opportunities across the capital.

At **MIPIM** and **Expo Real**, we promoted London's investment opportunities, including Opportunity London's Investment Prospectus.

And **Slush** in Helsinki, one of the world's leading founder-focused startup events, saw our delegation connect startups, scaleups, corporate innovation leaders, investors and ecosystem partners from the UK, the Nordics and wider Europe, placing London at the heart of conversations shaping the future of innovation.

Promoting London at global events matters because every conversation, connection and partnership helps reinforce London's place on the world stage.

Sharing the latest evidence with London's champions

In January 2026, it came to our attention that there was a damaging perception among some of our international audiences that crime in London was rising. This was not true. **Crime in London was falling**. To combat this misinformation, we created a messaging document to share the latest evidence of London's reducing crime rates with our network of London champions.

Using LinkedIn to maximise reach and engagement, the messaging was shared with more than **76,000 followers**, resulting in 120-plus comments and more than 140 reposts.

Turning London's stories into global reach

We continue to promote London through media across priority international markets, sectors and audiences. In 2025-26, we secured coverage in major global titles like the Financial Times, BBC, Forbes, Fast Company, LA Times, Newsweek and The Times, as well as specialist trade, regional and hyper-local media.

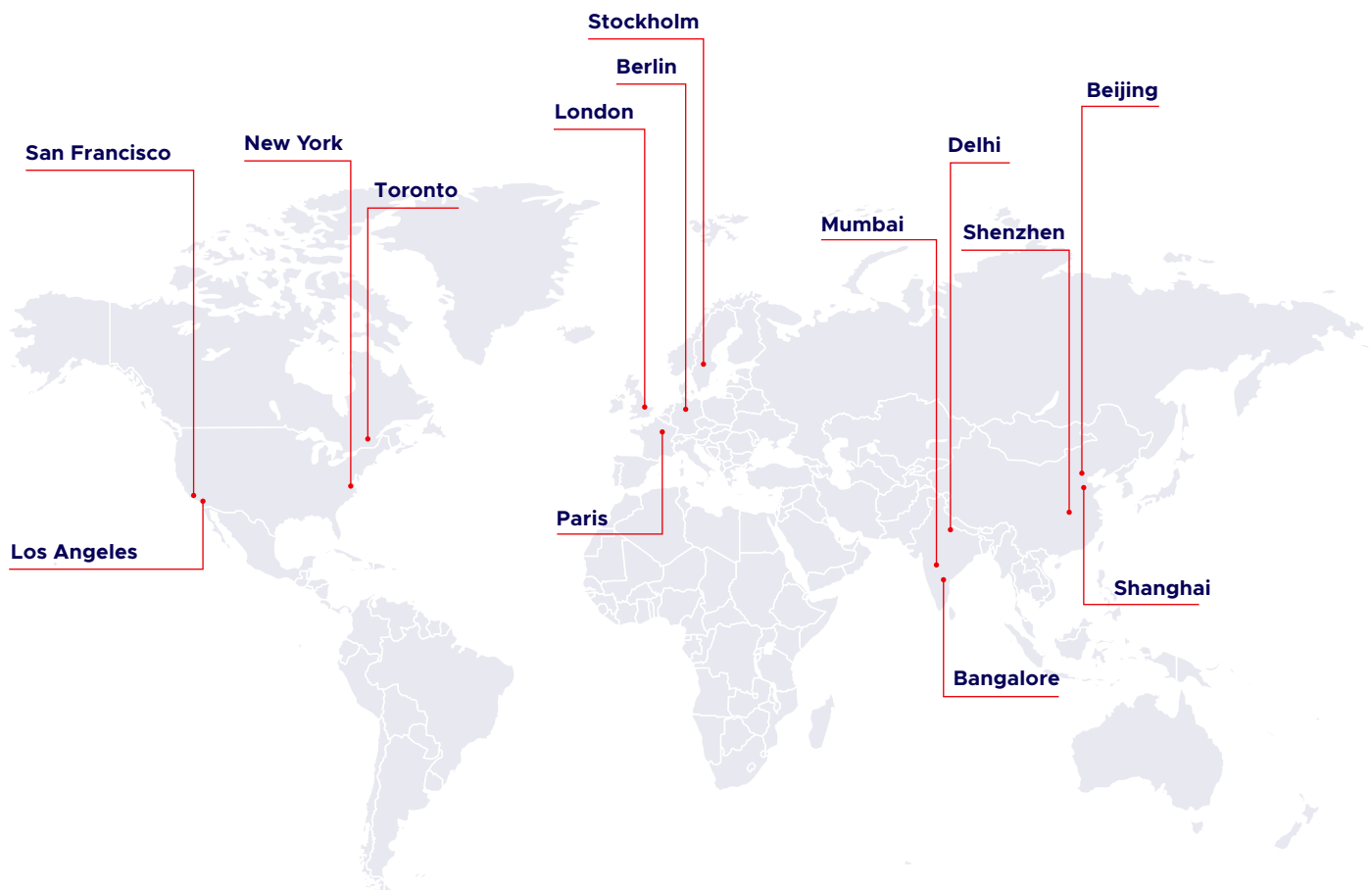
This coverage positions London as a global destination for investment, technology, innovation, business, tourism, culture, major events and entrepreneurship, and puts London's story in front of influential audiences in the UK, North America, Europe, India, China and beyond.

Keeping the capital visible, competitive and open to the people, businesses and investment that drive its future.



Slush 2024, Helsinki

London & Partners *around the world*



To attract investment into London and help businesses grow internationally, we have teams based in **14 cities across North America, Europe, India and China.**

We focus our efforts on the markets, sectors and audiences with the greatest potential to help grow London's economy. This on-the-ground presence allows us to identify and build strong relationships with international businesses and investors that we can attract to London, and provides the local knowledge London-based businesses need.

Alongside supporting our existing pipeline of investment projects, our international teams help secure London's future investment pipeline.

During 2025-26, they identified, engaged and supported **490 new FDI clients**, working with businesses at an **early stage of their investment journey** to showcase London's strengths, overcome barriers to investment and influence location decisions in the city's favour.

Our international teams also supported **12 trade missions attended by 154 businesses** and promoted London at **10 trade shows with more than 90 partners.**

By positioning London as a leading destination for international business growth and expansion, this work lays the foundations for future investment, job creation and economic growth across the capital.

About *London & Partners*



London & Partners' staff conference 2025

About *London & Partners*

We bring people together to make growth happen. We work with businesses, communities, government and partners across London and beyond to shape the city's future together.

We are funded by grants and commercial income from partners and our portfolio of profit-making venture businesses. This commercial activity enables us to generate income that can be reinvested into our mission to generate economic growth and increase the impact of our work.



London Bridge and St Paul's

Working in *partnership*

Partnership is central to what we do. It's in our DNA. The challenges and opportunities facing London are too big for any one organisation to tackle alone. By working with us, **partners can draw on our networks, expertise and international reach**, while bringing their own knowledge, relationships and influence to the table.

Working together as **Team London** means we can reach further, make better connections and get more things moving. By combining what we each bring, we can have a greater impact and help deliver growth that works for London.

We work with our partners to:

- Tell London's story around the world to boost our international reputation, increase our global competitiveness and inspire visitors from around the world.
- Shape and curate London's **global offering**.
- Deliver world-class support to London's **business communities**.
- Drive **inward investment** into London.
- Create **powerful ecosystems**, fuelling innovation and business connections.
- Shape the strategies that will power the **growth of London's priority sectors** of the future.
- Use insights and data to develop impactful thought leadership to support London's **global positioning**.
- Champion **diversity and inclusion** to deliver equitable growth.



Our partnership with London & Partners has been central to how CBRE engages with London's business and innovation ecosystem and contributes to London's growth story. Through high-quality events, trade missions and close collaboration, the partnership has given us a direct line into the conversations shaping the capital's growth. This means we can connect more growing companies looking to establish or expand in London with the right advice, contacts and market intelligence.

Michael Clark

Director, Growth &
Client Development (TMT), CBRE



London & Partners' staff at London Tech Week 2026

Our partners

Our partners support London & Partners' mission to deliver economic 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. With thanks to **our partner network**:



Measuring *our impact*



Covent Garden Market

Our methodology

We measure our impact through the **additional difference that we're making in London** – what wouldn't have happened had it not been for our activity.

We use **qualitative and quantitative methods** to measure our impact, and our main indicators of impact in 2025-26 were our **economic impact**, calculated through GVA, and the jobs we created or supported.

How we measure jobs depends on the programme. For FDI, supported businesses report the number of jobs they expect to create. For programmes where jobs are not reported directly, we estimate the number supported by converting the GVA generated into jobs using relevant GVA-per-job benchmarks.

We also track measures of activity that feed into our impact, including the number of businesses supported, the number of events attracted to London and client satisfaction scores.

We gather information on our activity and impact through a number of methods including **primary survey data**, such as programme completion surveys and case studies, to understand where support has helped businesses overcome barriers, improve productivity or access opportunities. We seek responses and self-reported data from those individuals who worked most closely with London & Partners and are therefore best placed to assess the outcomes achieved.

Our methodology for calculating GVA is published on our website¹⁴. Our results are independently audited every year as part of our key performance indicator (KPI) audit process, where auditors re-run all GVA calculations to ensure accuracy. In 2025-26, the auditor concluded that our methodologies are robust, deliberately conservative and aligned with **HM Treasury Green Book** principles.

To avoid overstating our economic impact or our contribution to it, we apply Green Book adjustments where necessary including deadweight¹⁵, displacement¹⁶, optimism corrections¹⁷ and persistence¹⁸.

Our methodology for calculating GVA from FDI has also been externally recognised. It won the 2023 OCO Global Innovation Awards for impact assessment and was referenced by the Harrington Review for Foreign Direct Investment¹⁹, a government review exploring how the UK can attract internationally mobile investment into key growth sectors.

We work hard to manage limitations in our methodology including the use of self-reported data and varying levels of survey uptake, which can overstate or understate impact. We do this through the use of re-contact surveys a number of years after data is initially reported, to understand if all benefits were realised. We then adjust our methodology values accordingly.



Improving *our impact*

We don't just measure our impact to show what difference we make. We also measure it, so we can improve it.

Our 2025-26 impact results and new strategy have highlighted a number of areas where we can improve our impact:

Measurement

- We have developed a new set of outcomes and activity indicators for 2026-27 and will continue to report against these publicly every quarter.
- We will develop a new impact measurement framework for 2027-28. This reflects the broader range of impacts that London & Partners now delivers for communities, the environment and through our role in setting London-wide growth strategies.
- We will explore ways to better understand who benefits from the jobs we help create.

We will report on our progress in these areas in our next impact report.



Covent Garden Market

Glossary *and references*



Music is Black Festival, Olympic Park, Stratford

Glossary

Explanation of key terms used in this report.

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 gross domestic product (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?”. Net Promoter®, NPS®, NPS Prism®, and the NPS related emoticons are registered trademarks of Bain & Company, Inc., NICE Systems, Inc., and Fred Reichheld.
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.
Major events	Major events are large-scale sporting, cultural or entertainment events that London & Partners helps attract or support in London, generating visitor spend, international profile and wider economic benefits for the city.
London Growth Plan	The London Growth Plan is London’s plan for supporting long-term economic growth in the capital, including activity to strengthen priority sectors, boost productivity and create opportunities for Londoners.
Green economy	The part of the economy made up of businesses, jobs and activities that help reduce environmental impact or support the transition to net zero. In this report, it includes sectors such as energy, environmental goods and services, infrastructure, mobility and proptech.
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.
Resilient growth	Growth that strengthens London’s long-term competitiveness, supports future industries and helps businesses and places adapt and thrive in a changing economy.
Inclusive growth	Growth that creates opportunities for all Londoners, particularly groups who are underrepresented or face barriers to participation in the economy.
Sustainable growth	Growth that supports the transition to a net zero economy by growing green sectors, attracting green investment and reducing environmental impact.
Theory of Change	A theory of change explains how the work we do is expected to lead to the changes and impact we want to achieve.

References

Explanation of key terms used in this report

1. For FDI, supported businesses report the number of jobs they expect to create. For programmes where jobs are not reported directly, we estimate the number supported by converting the GVA generated into jobs using relevant GVA-per-job benchmarks.

2. The part of the economy made up of businesses, jobs and activities that help reduce environmental impact or support the transition to net zero. In this report, it includes sectors such as energy, environmental goods and services, infrastructure, mobility and proptech.

3. Department for Business and Trade (2025): <https://www.gov.uk/government/statistics/business-population-estimates-2025/business-population-estimates-for-the-uk-and-regions-2025-statistical-release>

4. Ekosgen-Belmana (2024). Econometrics assessment.

5. Qualtrics (2020): <https://www.qualtrics.com/en-gb/articles/customer-experience/net-promoter-score/>

6. These sectors include several identified in the London Growth Plan as having high growth potential, alongside sectors that are already established as high-productivity industries.

7. Ekosgen-Belmana (2024). Econometrics assessment.

8. Longitudinal Small Business Survey 2024: <https://www.gov.uk/government/statistics/small-business-survey-2024-businesses-with-employees/longitudinal-small-business-survey-2024-sme-employers-businesses-with-1-to-249-employees>

9. Ibid.

10. Ibid.

11. London Investment Prospectus: <https://opportunity.london/london-investment-prospectus/>

12. London Growth Plan (2025): <https://growthplan.london/wp-content/uploads/2025/06/london-growth-plan.pdf>

13. Green New Deal Fund: <https://www.london.gov.uk/programmes-strategies/environment-and-climate-change/climate-change/zero-carbon-london/green-new-deal-fund>

14. London & Partners (2021). Evaluation methodology. https://files.londonandpartners.com/l-and-p/assets/evaluation_methodology_2021.pdf

15. The share of outcomes that would have happened anyway without London & Partners' support.

16. Where economic activity supported in one place or business may reduce activity elsewhere, meaning the net benefit is lower.

17. The tendency for individuals or businesses to overestimate the scale or likelihood of outcomes, which can lead to impacts being overstated.

18. The length of time an impact is expected to continue after the initial activity or support has taken place.

19. HM Treasury (2023): <https://www.gov.uk/government/publications/the-harrington-review-of-foreign-direct-investment>

The background is a solid red color. It features several large, overlapping circles in a lighter shade of red. A prominent cross-like shape, formed by four overlapping circles, is centered on the page. The text "LONDON & PARTNERS" is written in white, bold, sans-serif capital letters, centered within the cross shape.

**LONDON &
PARTNERS**