

LONDON & PARTNERS' REPORT TO THE GLA

Q2 2024/2025

LONDON
& PARTNERS

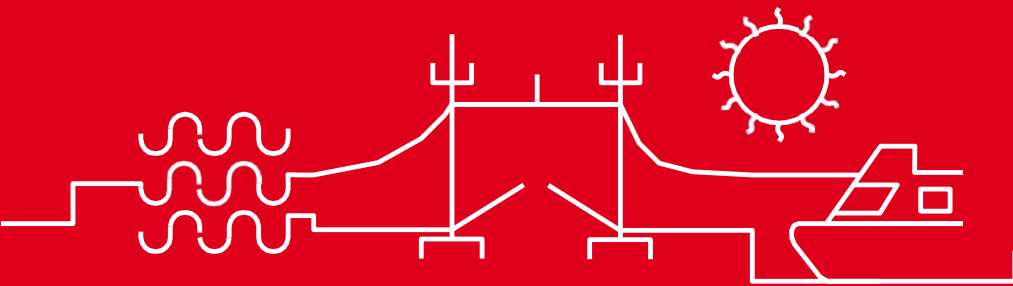


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Q2 2024/2025 summary

Over the last 12 months, we have changed from an organisation that principally engaged with international audiences, to one that also has significant engagement with London audiences, partners and stakeholders.

As the organisation grew in mandate and scale, we set ourselves corporate priorities around optimisation, commercial growth and positioning.

The first quarter's results demonstrated a successful transition. The continuation of this strong performance shows our priorities have helped us embed the change.

Last year was a record for L&P in terms of GVA and we have set ourselves a target that significantly exceeds that.

We are on track to achieve our GVA targets, securing £229m (54% of our annual target) by the end of Q2. This is already greater than we achieved in the whole of 2021/22.

This has been driven by strong performance across all business lines, in particular FDI and Major Events which have achieved £77m GVA (67%) and £10m (105%) respectively of their annual target by the end of the first quarter.

Our Grow London Local (GLL) service is establishing itself as a vital part of the small business support ecosystem. Since the beginning of this fiscal year, we have supported over 6,000 businesses and over 10,000 since it launched.

It is not just about the number of companies supported but also the quality of the service provided. GLL continues to deliver excellent NPS scores (62) showing the value that the service provides to London's SMEs and to Londoners.

We were proud to see the results from our first cohort of Grow London Global come through. We are seeing significant trade deals for these companies, and this is demonstrated through several large GVA wins.

A key highlight for this quarter was launching London's Offer for Life Sciences. Bringing together a wide ecosystem, our MedCity team have been successful in creating a joined-up offer for Life Science. This will be hugely beneficial for future investment and growth in this important sector.

The results are clear - We are delivering high quality services with high impact - delivering economic growth for London. We are London's Growth Agency.





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2024/2025 KEY PERFORMANCE INDICATORS

Introduction



2024/2025 outcomes as set out in L&P’s business plan

	 Business Growth	 Destination	 London Brand	 Commercial Activity
Impact	This creates sustainable, inclusive jobs in London.	This creates additional spend in London's hospitality, leisure, retail and culture.	This supports London’s communicators to tell the city’s story brilliantly.	This generates profit to reinvest in London’s recovery.



	GVA (£m)	Net Promoter Score (NPS)	Income (£m)
Metrics	We measure the economic growth we generate that would not otherwise exist.	We measure the satisfaction of our clients and partners.	We measure the income we generate in addition to our grant from the GLA.
Targets	£424m	Clients: 55 Partners: 40 GLL: 20	£6.87m

L&P Scorecard – financial year 2024/25 by end Q2

Outcome	Area of activity				Metric	RAG	Results
	Grow London	Grow London Local	Destination	Opp London			
Creating economic growth	●		●		GVA (£m)	On track	<div> <div>Target</div> <div>Year to date</div> </div> <div> <div>£424</div> <div>£229</div> </div>
Helping small business owners to thrive		●			Supported businesses (in-person + Digital)	On track	<div> <div>Target</div> <div>Year to date</div> </div> <div> <div>10,734</div> <div>6,088</div> </div>
Providing high quality services	●	●	●	●	Net Promoter Score	NPS well above target	<div> <div>55</div> <div>70</div> </div> <div> <div>20</div> <div>62</div> </div> <div> <div>40</div> <div>75</div> </div> <div> <div>Grow London and event clients</div> <div>Grow London Local</div> <div>Partners</div> </div> <div> <div>■ Floor target</div> <div>■ Year to date</div> </div>
Scaling our impact	●	●	●	●	Non-grant income (£m)	Almost as budgeted	<div> <div>Target</div> <div>Year to date</div> </div> <div> <div>£6.87</div> <div>£3.16</div> </div>

Black dots represent outcomes currently measured. Grey dots refer to outcomes we aspire to measure. Results are for the financial year from 1 April 2024 to 31 March 2025, not since the programmes started.

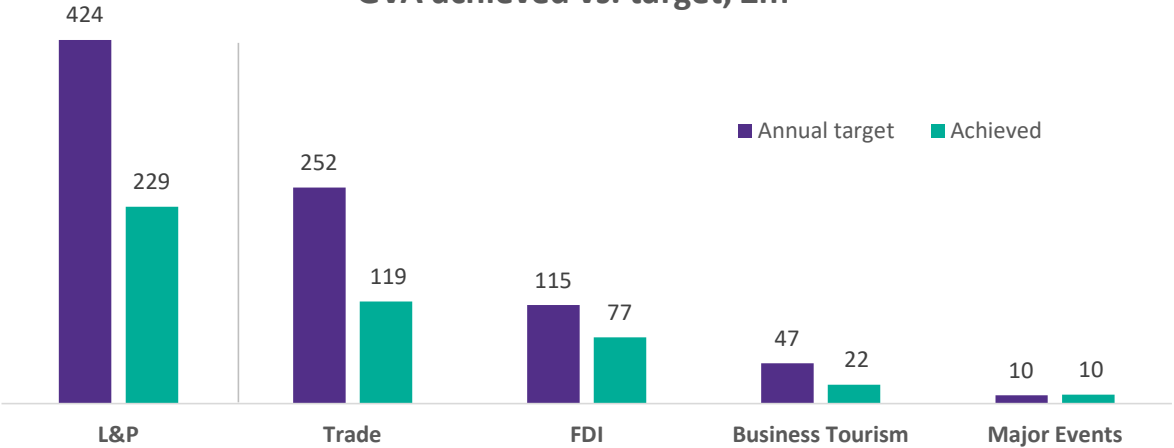
GVA – on track

We have added £229m GVA to London’s economy by the end of August 2024/25. This is 54% of our annual target halfway through the financial year.

Our trade programme has delivered £119m, which is 47% of the £252m target. This is all based on cohort 1 companies. Two more cohorts will graduate before the end of the year.

FDI has had a strong first half with £77m GVA, 67% of the £115m target. Business Tourism has achieved £22m GVA, 47% of the £47m target, while Major Events has now achieved its annual target with £10.5m GVA or 105% of the £10m target.

GVA achieved vs. target, £m



Annual target (£m)	424	252	115	47	10
Achieved (£m)	229	119	77	22	10
Share of annual target	54%	47%	67%	47%	105%
RAG	●	●	●	●	●

Results are for the financial year from 1 April 2024 to 31 March 2025, not since the programmes started. Totals may deviate slightly from the sum of individual figures due to rounding.

Scorecard commentary

Intro

Halfway into 2024/25 we have added £229m GVA to London's economy, achieving 54% of our £424m target. Grow London Global has achieved £119m or 47% of the target and FDI £77m or 67% of the target. On the destination side, CVB has added £22m GVA, 47% of the target and Major Events have added £10.5m GVA, above their annual target of £10m. NPS is 70 for Grow London and event clients, above the target of 55, and 62 for Grow London Local, above the target of 20. Partner NPS is at 75 against the target of 40, but this is based only on Open Innovation Fellowship, not yet tourism partners.

Economic impact

We measure our economic impact in terms of additional GVA. This measures the economic activity in London that happens in London as a result of London & Partners support for FDI, Trade, Business Tourism and Major Events.

Client satisfaction

We measure client satisfaction in terms of Net Promoter Score (NPS). Overall, we track this for 1) Grow London and events business lines, 2) Partners and OIF and 3) Grow London Local. The score can range from -100 to +100. A score above 0 is regarded as 'good' and above 50 is 'excellent', 80 is 'world class'. We will investigate if a score is negative or neutral or if a significant drop (>20% AND >5 points drop).

Small businesses supported

We track the number of companies that have received support either in-person or digitally. Digital support is counted when a website visitor goes through the diagnostic tool and receives personalised content.

Economic impact performance

With £229m GVA against the £424m target, we have achieved 54% of our annual target, after half of the financial year. The majority of GVA has been achieved through trade and FDI, but CVB and ME are also tracking well with ME having already achieved their annual target.

FDI

£77m GVA, 67% of the annual target.

Some notable FDI Q2 wins are:

- Indian design and engineering company / £6.1m GVA
- US fintech company / £2.5m GVA

Trade

£119m GVA, 47% of the annual target. 80 companies graduated. This is all based on cohort 1 and we are yet to graduate cohorts 2 and 3.

Some notable Q2 wins are:

- RetailTech company, £3.9m GVA
- Digital identity company, £3.3m GVA

CVB

£22m GVA, 47% of the annual target.

Some notable Q2 wins are:

- Microsoft AI tour, £2.1m GVA
- Databricks AI World Tour, £0.7m GVA

ME

£10.5m GVA, 105% of the annual target.

Some notable Q2 wins are:

- MLB London Series 2024
- Blast 2025, £1.2m GVA

Client satisfaction performance

Grow London and events business lines have an NPS of 70, based on 161 respondents, well above the 55 target, although 9 points lower than in the full year 2023/24.

Trade is at 54 vs 65 last year, FDI is at 83, higher than the 81 from last year and CVB are running 2024/25 with the same stunning 100 they achieved in 2023/24. Major Events are yet to start collecting NPS data.

Partners and OIF are at 75 compared to the target of 40. The 75 is based on 12 OIF respondents. NPS from tourism partners and Grow London partners will be in later in the year.

Grow London Local have an NPS of 62, more than triple the target of 20. This is based on 330 responses.

Small businesses supported performance

Grow London Local has in Q1 and Q2 helped a total of 6,088 small businesses accessing the support they need, against the financial year target of 10,734.

In total since launch, more than 10,000 businesses have been supported.

Totals may deviate slightly from the sum of individual figures due to rounding.

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Grow London



Grow London FDI – new projects, wins and activities

TARGETS

Overall: Strong start to the FY continued into Q2 with £77m GVA and 64 individual completions with a forecasted 955 Year 1 jobs at end Q2.

This represents 67% of our FY2425 target (£115m) and GVA is c30% up on same time last FY.

The average size of our wins is also up this FY and at £1.2m per win (up c40% yoy).

The NPS score for FDI is 83.

Markets: Strongest market continues to be **India** £44.5m (17 wins). **NA** has delivered £11.8m GVA (12 wins); **Europe** £9.5m (16 wins); **China** £11m (15 wins). **Other markets** £0.6m with wins in Australia (2 wins), Korea (1 win) and South Africa (1 win).

Sectors: **Enterprise** has landed the most individual wins (17 wins) and most GVA (£23.4m) **Creative** secured £21.6m so far across 12 wins; **Fintech & Cyber** had a stronger Q2 and now at £16.4m GVA (16 wins); **Sustainability** has landed 10 wins valued at £9.5m; **Life Sciences** 8 wins at £5.1m GVA. Finally, we have supported a beverage company categorised as “All other industries” and valued at £1.4m GVA.

NEW OPPORTUNITIES

Overall: Our business development activities continue to source good volumes of new opportunities.

In Q2 we sourced 167 new opportunities taking the total this FY to 365 which is c4% up on volumes at same time last FY.

Markets: **North America** sees the largest volume of new opps (131) valued at c£38.7m GVA and c35% of our total new pipeline. **India** sourced 90 new opps (valued at £15.5m GVA); **Europe** 70 new opps (£14.5m GVA) and **China** 52 new opps (10.7m GVA).

Sectors: **Enterprise Tech** sourced the largest volume of new opps with 136 valued at £25.38m GVA; **Creative** sourced 64 new opps valued at c£15.72m; **Fintech & Cyber** sees similar levels with 63 new opps but higher GVA at £22.9m; **Sustainability** has sourced 64 new opps valued at £16.1m; **Finally Life Sciences** 36 new opps valued at £7m GVA).

NEW WINS

31 new completions landed in Q2 valued at £34.2m GVA – this period. Some notable projects as follows:

- Indian Enterprise Tech & Software multinational expands in London with 100 new jobs and £6.1m GVA
- Indian Enterprise Tech (AI, ML, Robotics, IoT, Blockchain, AR, and VR) set up in London with £2.2m GVA
- Chinese Sustainability/Energy (marine engineering and LNG storage) expands to London and £2.9m GVA
- Major European Bio/Pharma company sets up Digital Health Innovation Hub in KX with 60 new jobs and £2m GVA
- US Fintech set up in London with 25 new jobs and £2.5m GVA
- US Cyber / Identity Protection firm set up HQ in London with 20 new jobs and £1.2m GVA

Grow London Global – Trade



TARGETS

Total number of active companies on the GLG programme :

Cohort 1 – 107 (May 2023)

Cohort 2 – 100 (Sep 2023)

Cohort 3 - 109 (Jan 2024)

Cohort 4 - 98 (May 2024)

Cohort 5 – 109 (Sep 2024)

We are completing graduating Cohort 1 from the GLG programme and have started graduating Cohort 2.

Recruiting companies for Cohort 6 to start Jan 25

KPIs

GLG Cohort no's: 523 companies on the programme May 23-Sep 24

GLG GVA: £119m achieved to date



ACTIVITIES

Our activities and events include some of below:

Exploring Asia-Pacific Markets for Growth - Jul

An opportunity to meet with key ecosystem experts and corporates to find out where across Asia Pacific could be right for our GLG companies. Joined by market experts able to advise on routes to market; government support initiatives; business culture; and booming tech hubs. Focusing on markets including Singapore, Hong Kong, Australia, China, South Korea, Japan and Thailand.



ACTIVITIES

Meet the Market: Canada - Jul

The High Commission of Canada event with expert speakers leading discussions on essential topics including strategies for market entry, effective sales and partnership-building techniques, navigating the cultural nuances unique to the UK and the Canadian market, as well as their support offering.

Life Science event - Aug

An opportunity for our Life Sciences companies to meet each other and take part in peer to peer networking, where we invite guest attendees in the LifeSciences sector to share their expertise and advice,

Scaling your Customer Success as you win Global Clients - Sep

This event is for SaaS companies to elevate their customer success strategies for a diverse client base. This event will provide key strategies and practical insights for ensuring strong customer success across borders. Attendees will learn how to localise support, identify the right metrics and KPIs, and explore real-world case studies of London-based SaaS companies successfully scaling their customer success teams internationally.

Cohort 5 Launch - Sep

We were excited to kick off our fifth cohort, where they had a half day of activities to introduce them to everything the programme has to offer as well as to meet the team, our partners, networks and each other.

• TRADE MISSIONS

We held 1 trade mission in Q2 as below and a roadshow to support our regional companies:

Retailtech Trade Mission to NY - July

Following on from our Venture Connect event, Grow London Global took a RetailTech trade mission to NY with 15 innovative London creative companies.

Joined by **Rose Wangen-Jones** for her first trade mission, the team settled into the retail capital of the world with 4 days of meeting major retail brands, making new connections and partnerships, and delving deep into the NYC RetailTech world. The schedule was packed with 10 sessions, 140+ pitches and 45+ stakeholders involved – including brands, investors, partners and thought leaders.

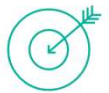
Regional roadshow

In partnership with the West Midlands Growth Company, Scottish Development International, and Scottish Enterprise, we held a Regional Roadshow to Glasgow and Birmingham bringing together corporates, investors, and ecosystem players from London, the West Midlands, and Scotland for two days of unparalleled networking, innovation, and discovery.

For Grow London Global companies, this event presents an opportunity to strengthen their UK presence by meeting market experts, economic development agencies, regional corporates, and peers from London, the West Midlands, and Scotland. It is also an opportunity to focus on their international expansion by learning from experts in the field and hearing from companies that have successfully expanded to international markets.

Grow London - Talent & Skills (in High-Growth Sectors)

Grow London has unique access to hundreds of the fastest growing companies in the city, of which a majority list access to talent as a top barrier to growth. We have built a new team to support clients with this challenge, better enabling them to hire diverse candidates from across London. For our clients we are:



EXPERTS

- **Free expert advisory service launched over summer 2024 and now available to 400+ active Grow London scaleup companies**, as well as 1500+ alumni.
- Client advisors (two experienced ex-recruiters) fully onboarded and providing bespoke insight to Grow London companies
- **57 clients supported in Q2** (part of which was with only one client advisor), meaning that we are well on track to meet our self-imposed target of supporting 250+ companies per annum
- Offer refined and differentiated for domestic clients and FDI projects
- Salesforce functionality developed and now in test phase allowing us to track our client work much more effectively and report key data outputs on the talent needs of high-growth businesses.
- Data tools including LinkedIn Talent Insights acquired, allowing us to provide market-leading insight to clients and draw direct comparisons with other cities on availability of talent



CONVENORS

- As part of our support of client companies, we convened a roundtable dinner comprising founders and people leaders from 8 of London's fastest growing Fintechs. After the event we shared a one pager with the network to outline some of the challenges faced by companies in this sector
- Currently recruiting a Community Engagement Manager to drive this area of our work



CONNECTORS

- Advisors making onward introductions to recommended talent and skills providers across London
- Since the start of the year, we have built **new relationships with more than 250 sector-leading organisations and agencies** (universities, FE, recruitment, corporates, independent training/bootcamp providers, apprenticeship schemes) making us perhaps the best placed brokers in the city to diagnose a business's talent challenges and point them in the direction of further support
- We are already promoting organisations that meet the Quality Mark or other relevant best practice standard
- In Q2 we **supported the GLA's No Wrong Door initiative** bringing leading community organisations into the network. L&P Head of Talent & Skills Harry Coath participated in a fireside chat with Sandy Tung on the needs of high-growth talent businesses and how organisations can promote good work across London's boroughs
- We also participated in a TechUK panel on how Scaleups can create a winning talent strategy

Grow London - Growth Services & Community

Our Growth Services team was designed in response to our clients' top challenges. The team brings together the best of our ecosystem with programmes designed to make corporates better customers for our high-growth clients, support our clients with knowledge and access to the investor community, provide support for businesses in accessing all of London's talent and delivers convening platforms with opportunities for our clients to tell their stories as they grow.

Open Innovation Fellowship



This quarter we recruited our largest ever cohort of the Innovation Fellowship

The group includes 17 corporate leads from Eon, Morgan Stanley, Sony/PlayStation, Travelers, The AA, BAM, AbbVie, Reed, Mills Reeve, NatWest, BP, HSBC, FirstGroup, Fujitsu, Openreach with a large proportion of the group leading on corporate venture capital.

This quarter we brought together our existing corporate investor community together for the first time with 21 CVC leads attending a round the table in partnership with Molten Ventures to discuss best practice and how they can work better with the wider Venture Capital community and better service their portfolio companies.

We also delivered a regional roadshow to Birmingham and Scotland with corporates to meet scaleups and ecosystem leaders and met with corporates there from Scottish Power, KPMG, AstraZeneca and Lendlease.

London Tech Week

This quarter we have had the final debrief from LTW 2024 and are ready to launch London Tech Week 2025 having agreed to take both halls at London Olympia ready for continued growth.

Access to Funding (Investor Roundtables)



Life Sciences: Investing in the LS sector with Deepbridge

Fintech: Fintech and AI with Earlybird VC

Enterprise: B2B Software with Nauta Capital

Meet the Corporate (Corporate-Scaleup Matchmaking)

Enterprise: Deeptech with Fujitsu

Agnostic: Optimising Operations with BDO

Community Events – This Quarter

PeopleTech Demo Day with 20 GLG companies, Stepstone & Pearson Ventures

Fintech Club: Fintech for NetZero with JP Morgan and City of London

Sustainability Demo Day: Greening Estate – decarbonising the built environment

Fintech Private Dinner: Fintech in Investment Management

Olympics: Sustainability & London – The Magic of the Games with Mayor of London

Musictech breakfast roundtable for the Creativetechnology stakeholder

Alumni: Igniting impactful communities with ColorInTech, AMAKA Studio and Level39

LS panel: adoption into the NHS with King's Technology Evaluation Centre, DigitalHealth.London, Blum Health, C the Signs and CW+

Grow London Early Stage

Delivery of 6 business support programmes for early-stage growth companies active in high growth sectors that support sustainable growth in London.



No of recruited companies: 115



No of graduated companies: 84



Circular Partnerships

In partnership with ReLondon



Evo Fashion

In partnership with Fashion District



TechBio Boost

In partnership with BIA and KQ Labs



Global London

In partnership with Newable



Innovate Zero

In partnership with Sustainable Ventures



Grow Music

In partnership with BPI Innovation, Abbey Road Red, Angel Investing School, ADK, Measure of Music and UK Black Tech

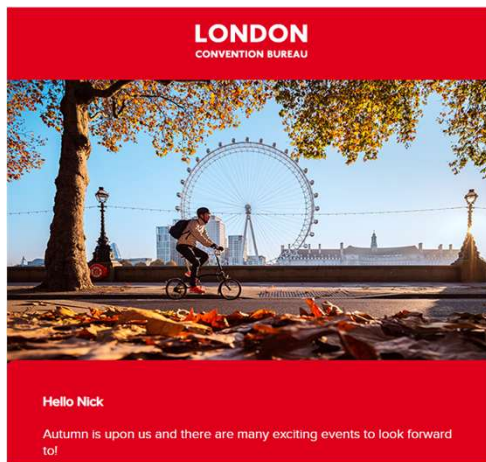
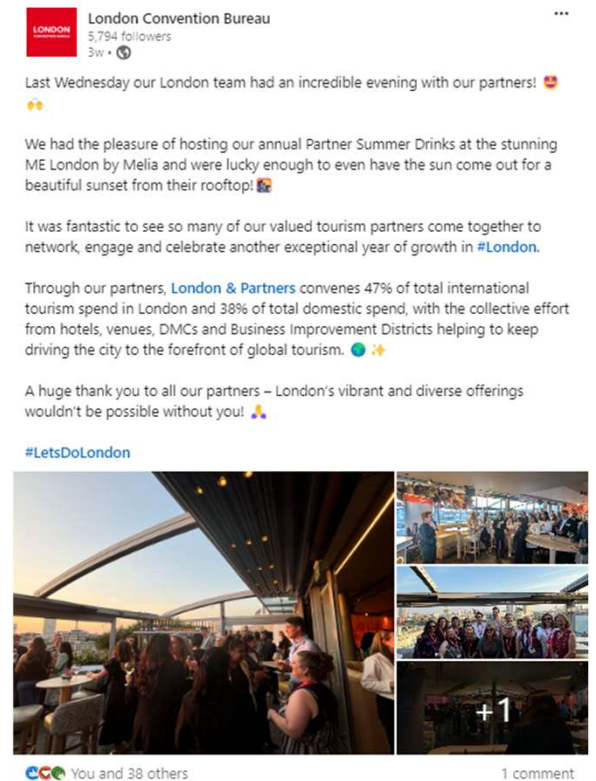
Business Marketing (CVB)

IMEX AMERICA

- Q2 included one of the three major trade shows of 2024, IMEX America between **8 to 10 October**
- We reduced the amount of collateral we produce for these shows based on evaluation of partners and stakeholders
- We continued with the '**London is...**' campaign and were able to provide examples to our partners for this show, which helped in creating stronger assets for the campaign material. We added personalised sharecards where the team attending could choose their own word for 'London', which we received positive feedback on

SOCIALS

- On socials we have been trying to share more about what the CVB team have been up to, as photos of our team seem to get more engagement. We did this for example with a wrap up on the European Society of Cardiology Congress welcome desk we manned, Tourism partner summer drinks we hosted, PCMA's Convening EMEA event we attended, and ICCA



Business Marketing (FDI)

Life Science Campaign: 16/09/24 – 31/03/2025

As part of our work on London's Life Science Offer, we have launched a campaign to showcase the full scope of London's Life Science ecosystem to diverse stakeholders.

The campaign has two main objectives:

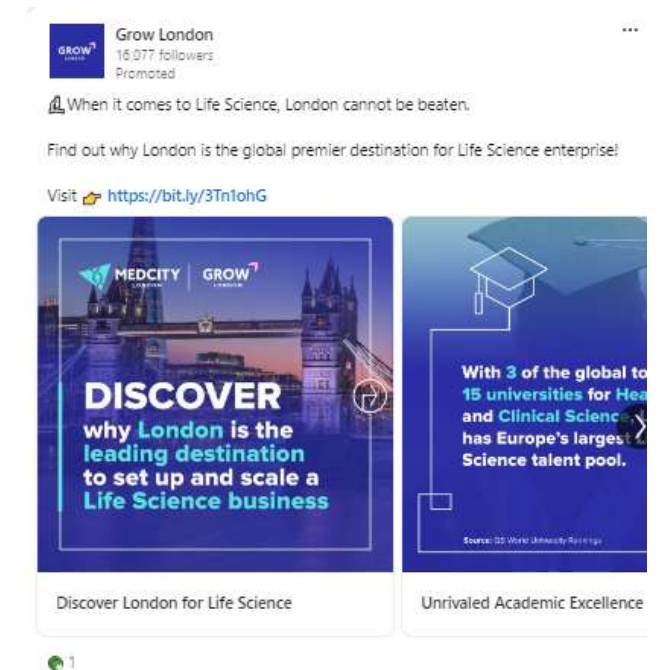
- Drive web visitors to the new [Life Science Offer website](#)
- Generate leads for international life science companies looking to set up in London

The campaign is delivered in three phases, aligned with key activation points in the Life Science calendar. It will run intermittently between **16 September and 31 March**.

This phase of the campaign specifically targets life science companies and investors across Europe, Asia and North America driving web visits.

So far, campaign has achieved:

Over **5K+** website visits
Over **15K** ad engagements



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VIEW FROM THE MARKETS





Europe



HEADLINES

- Continued uncertainties in Europe
- Ukraine War & NATO: Ukraine's counteroffensive advanced slowly. Russia stabilized economically despite sanctions. Sweden joined NATO in July.
- Israel-Gaza Conflict: Escalating violence between Israel, Hamas and Hezbollah led to worsening regional instability.
- Spain Elections: July's elections resulted in a hung parliament, with no majority for forming a government.
- Regional Elections in Germany saw a strengthening of the far right.
- Eurozone Economy: Growth forecast downgraded to 0.8% for 2024 due to inflation and tighter monetary policy.
- Germany & France: Germany faced stagnation, while France expected 0.9% growth, with inflation easing but slow recovery.



FDI & Trade

- About 25m GVA for Trade within the first 6 months.
- On the FDI side, Europe has delivered 9.5m GVA into the London economy across 16 projects. This is the equivalent of 203 new jobs for Londoners already in the first year of operations.
- FDI projects in Europe are mainly from Turkey, Finland, and France.



ACTIVITY

- Olympics legacy and tech reception at the British House featuring Sadiq Khan and 40+ business leaders from France, Belgium and the UK.
- Entering a Partnership with the German government scale up expansion programme with the Secretary of State and Laura Citron. L&P is now the official delivery arm of the programme. As a result, we have been presented with speaking ops, heavily reduced office space in prime locations and above all, warm lead intros.
- Attending various key tech events such as Bits & Pretzels, SaaSiest etc.



China



HEADLINES

- Growth in China's consumer price index (CPI) in September slowed to 0.4% YoY, the slowest in three months and down from 0.6% the previous month.
- Prime Minister Keir Starmer held a call with President Xi Jinping on 23 August, the first conversation between the leaders of the two countries since President Xi's call with former PM Boris Johnson in 2022. Both sides agreed that China and the UK need a more stable and consistent relationship, including more frequent contact between heads of state and ministers on both sides.
- China's market regulator, SAMR, released new guidelines for addressing business complaints about unfair competition. The rulebook allows businesses to submit complaints via phone, mail, or email, requires SAMR to investigate and resolve cases within 60 days (with possible extensions)



FDI & Trade

- In Q2 China Team completed 8 FDI projects and contributed £5.6m in GVA to London, Q1 and Q2 combined the total GVA hit 11m, exceeding half of the annual target (20m)
- Sustainability remains a strong sector for attracting FDI from China, 5 of the above 8 won projects are from this sector and counted 66% of China's GVA in Q2.
- A strategic investor is HK Stock Exchange, who officially set up their representative office in London, aiming to enhance the ties with the financial community in London.
- Bingbing Zhao Director China, attended GLG 5th cohort launch, and joined a panel to share the market access insight with directors from other markets.



ACTIVITY

- A packed week in Sep for China Team, Bingbing and Neil Bridgen (Director FDI) spoke in panels in *S-Tron/Slush China*; followed by the seminar *London's offer for LifeSci*, co-hosted with Imperial College Alumni Association. On September 24, as the golden partner to *the UK Investment Conference* organized by CBBC, both Neil and Bingbing participated in panels discussing why London is an attractive destination for Chinese investors. Neil then gave the keynote speech in *the World Top-Performing Incubator Forum*. Andrew Tibbitts Director of Growth Services was invited to speech in UNESCO Design Cities Forum. During Neil and Andrew's visit, the team also visited FDI companies including Alibaba Group etc.
- China team proactively participated, spoke and supported a wide range business events in various cities: World AI Conference (SH), SDGs and Innovation Youth Summit (Hangzhou), Around Deal's B2B Go Global Summit (SH), Global Digital Economy Conference (Chengdu), HKEX Future Tech Summit 2024(SZ), Sino-UK Life Science Investment Reception (GZ), Meetsocial Group GoingGlobal Summit (SZ), DBT tier 2 cities visits (Ningbo, Nantong, Wuhan, Xi'an) etc.



India



HEADLINES

- India on track to become a USD 7 trillion economy by decade's end, driven by strong growth and investment
- Tech giants Google, Nvidia to enhance AI focus, investments in India
- Indian startups raised USD 229 million, with Bangalore leading in fintech, e-commerce, and health tech
- India's global capability centres (GCCs) grew to 1,700 in FY24, generating USD 64.6 billion in revenue, a 40% increase



FDI & Trade

- FDI: The India team have reached 99% of their annual target of £45 million in GVA, with 17 new Indian companies establishing operations in London, resulting in a total GVA of £44.5 million
- Trade: India has achieved £32.8 million from 7 graduated companies who set up in India this FY
- India and the Grow Global teams took a delegation of 45 companies to Dubai to attend ENS and GITEX. Delegation was led by Deputy Mayor, Howard Dawber



ACTIVITY

- Three City Roadshows in Gujarat and Tamil Nadu creating new opportunities to enhance our pipeline
- Immersion visit to Dubai and Abu Dhabi to build relationships with key stakeholders, venture capitalists, government trade bodies, and companies, with a focus on positioning London as a leading investment hub
- Travel to Jaipur, Kolkata, Indore, Vadodara, Mysore, Mangalore and Kerala to meet with companies and explore untapped markets



North America



HEADLINES

- US Federal Reserve cut interest rates at their September meeting by half a percentage point to a range of 4.75-5%. The Markets are anticipating a second half percentage point cut by the end of 2024 and a full point cut in early 2025. This is a deprioritisation of combating inflation and a move to put additional growth and momentum into the US economy.
- Venture capital funding levels in the US 2024 forecast to be between \$58.8bn and \$92.1bn, a decrease on the 2023 total which was also a down year. Fundraising for startups remains restrained with VCs sitting on a record \$300bn of dry powder or unallocated capital at the end of Q1 2024.
- AI fundraising bucks the trend and accounted for 28% of NA VC fundraising by the end of Q2 2024.



FDI & Trade

- FDI GVA of £11.8m by the end of Q2 from 12 wins.
- Q2 wins include a financial services firm from NYC for £2.5m, a cyber security platform from New Jersey for £1.2m, and a sustainability platform from Vancouver for £200k.
- Trade GVA from North America greater than £60m with numerous large wins achieved across all our core sectors.
- North America Director Stephen Feline attended GLG cohort launch 5 in September and spoke on a panel with the other market directors.

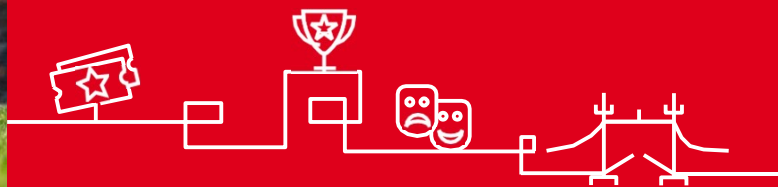


ACTIVITY

- Retail technology trade delegation to NYC in July. Connecting innovative London companies in eCommerce, VFX and branding to buyers at large retail brands and investors.
- Mayor Khan visited New York City for the United Nations General Assembly (UNGA) in September. L&P hosted a business reception for him where he met leadership from nine large recent or soon-to-be significant investors in London.
- Hosted “London for Sustainability” during NYC Climate Week, an event for 120 founders and investors showcasing the opportunity for sustainability businesses in London.
- Attended conferences including SaaStr in San Francisco, the Venture Summit in Atlanta, Denver Startup Week, Twin Cities Startup Week in Minneapolis, Fast Company Innovation Festival in NYC, the Canada Fintech Forum in Montreal and the Greater Los Angeles Life Sciences Forum.

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SECTORS



Creative

HIGHLIGHTS

- 12 Creative Technology FDI wins and total of over £21.6m GVA for the half year
- 24 GLG companies joined cohort 5
- 15 GLG companies joined the creative tech mission to NY
- Over £24.3m GVA from GLG companies for the quarter

ACTIVITIES

- Communities team and wider creative technology team hosted musictech breakfast for GLG, FDI and stakeholders
- BPI appointed to run Grow Music accelerator for early stage musictech companies with launch event taking place at Abbey Road
- Wider L&P team visited Reskinned GLG company
- Team attended MAD//FEST, Ecommerce Expo, Paris Retail Week and hosted a client/stakeholder dinner in the periphery, Develop Brighton, Fashion District event
- Stakeholder meetings: DBT London, Games London Advisory Board, BPI, GLA, IPA, SXSW, techUK, Sony, UKAEG, Creative UK, Digital Catapult, London Higher, HOLBA, Pocket Gamer Connects, Innovate UK

NEXT QUARTER



- Hosting AI for creative technology event with Sony Innovation Fund
- Attending Slush
- Taking creative tech delegation to Singapore



Fintech & Cyber

HIGHLIGHTS

- 16 FDI wins totalling £16.4m GVA
- Ran Fintech Club event on Net Zero
- Ran a Green Finance Breakfast with stakeholders and clients
- 15 Fintech and Cyber companies joined GLG

NEXT QUARTER



- Fintech Trade Mission to New York and Toronto
- Enterprise and Fintech Trade Mission to India
- Team attending Singapore Fintech Festival and hosting an event with LSEG and Singapore Fintech Association
- Attending and partnering with Fintech Connect conference

ACTIVITIES

- Hosted a Fintech roundtable dinner on wealth and investment management
- Hosted a roundtable dinner on Fintech Talent in London
- Team attended: Lloyds Lab cohort launch, Innovate Finance 10year event, international cyber expo, La French Tech Fintech, RegTech Forum
- Hosted a panel session at Calcalist Mind the Tech Conference



Enterprise Tech & Business Services

HIGHLIGHTS

- 17 FDI wins for £23.4m GVA
- 7 Trade wins for £33.4m GVA
- PeopleTech Demo Day
- Big Data London

ACTIVITIES

- Organised a PeopleTech demo & knowledge sharing afternoon for 15 PeopleTech businesses and 17 HR partners, corporates and stakeholders
- Participated in the Big Data London show alongside clients and stakeholders

NEXT QUARTER



- LegalTech Roundtable
- AI dinner
- Enterprise Tech debate during Grow Summit
- Zurich People Tech mission
- Trade Mission to Singapore
- Trade Mission to India
- WebSummit



Sustainability

HIGHLIGHTS

- 10 FDI completions totaling £9.5m GVA
- 9 GLG companies joined cohort 4
- Over £2.4 mill GVA from GLG companies for the quarter
- Lunch roundtable with clients and meetings in Paris during Olympics with Mayor and Deputy Mayor
- Third Sustainability Innovation Demo Day
- NY Climate Week – hosted 2 events, one with The Mayor

NEXT QUARTER

- Two London Growth Plan Workshops with Mete Coban – Climate Tech and Green Finance
- Fourth Sustainability Innovation Demo Day and Annual Reception
- Smart City Expo in Barcelona in November working with Connected Places Catapult, LOTI, ECDC and LLDC on the London Hub
- Web Summit in Lisbon and Green Cities conference in Sofia
- Trade Mission to Amsterdam and Paris
- Meet the Corporates with Coca Cola Ventures and Grosvenor
- Blue Earth Summit and Climate Tech Show

ACTIVITIES

- Events we hosted: Fintech for Net Zero – a collaboration with the Fintech team, third Sustainability Innovation Demo Day with over 80 introductions made between scale ups and corporates
- Moderating panel at PropTech Connect, speaking at Autonomy London Autonomous Vehicles Summit, speaking at UK Africa Investment Summit, speaking at PropTech hosted by Swedish Chamber of Commerce
- Presentations to delegations from Australia and France
- Participated in Green Tech Festival, Ecosystem Exchange:, Future FoodTech, Lunch!, World Agri-Tech and Circular Economy Week, Opportunity London Assets in Action: Low Carbon, Net Zero with Alok Sharma, SHIFT Scaling Innovation roundtable, SMLLs Mobility Innovation Day, Business LDN Meet the Deputy Mayor Seb Dance, BusinessLDN Report launch: A business-led carbon offset fund for London and the UK, Prosemino Climate Tech Lab launch with Howard Dawber, Mapping London's Smart City Ecosystem with LOTI, GLA and boroughs, Thames Net Zero Coalition Workshop, Roundtable discussion with Tom Wright, New York Regional Plan Association, London Real Estate Forum, Launch of the Zero Carbon Accelerator, Sifted Summit
- Visit to Notpla, site visit to Canada Water and workshop with Thames Freeport



Life Sciences - MedCity

HIGHLIGHTS

- Secured 3 FDI wins in Q2 (Novo Nordisk, Denmark; BICI, China; and Korecyte Bio, Netherlands) – 8 FDI wins in this FY and £5.1M total GVA against target of £6M.
- London Lab Showcase Report published and hosted launch event
- Launched LifeScience.London website
- Launched LifeScienceWeek.London event
- Hosted our first BioJapan reception in London
- Secured funding from JETRO for London acceleration program for Japanese startups
- Visited NA Market team and delivered Life Sciences training in Montreal
- Visited New York and Boston to meet with investors, real estate providers and FDI leads

NEXT QUARTER



- Already completed another successful BioJapan mission and Life Sciences symposium in Tokyo
- Organising Lab Providers Forum event on Sustainability in Lab operations at Rolling Stock Yard next week.
- Presenting to KORTA Korean Biotech Delegation
- Presenting on webinar organised by Tehnopol science Park to Estonian biotech companies.
- Presenting Indian HealthTech delegation

ACTIVITIES

- Generated 22 new FDI LS opportunities in Q2 (to bring the numbers up to 37 in this FY).
- Hosted a Hong Kong Science and Technology Park start up delegation at our office
- Supported with delegations and FDI opportunities with Trade Organizations from Canada, Estonia, Finland, France, and Norway
- Presented London's labs offer at Europe GRI, Paris
- Presented at Advanced Therapies Europe in Lisbon highlighting the Strategic Strengths of London as a Hub for Advanced Therapies
- With DBT hosted 4th Reverse Pitch Webinar on Collaboration Opportunities with Japanese Pharmaceutical Companies
- Joined the ECH Alliance as ecosystem members to become part of a Global Health Connector with over 80 worldwide international Ecosystems and 1,000 members.
- Partnered with events to support engagement with our ecosystem: SiS Health and BIO-Europe
- Welcomed a new member to LPF: Life Sciences REIT.



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VISITOR ECONOMY



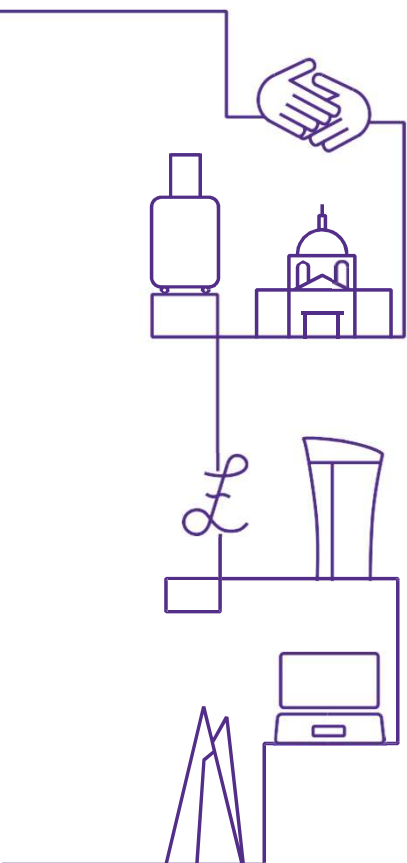
Conventions and Business Tourism

ACTIVITIES

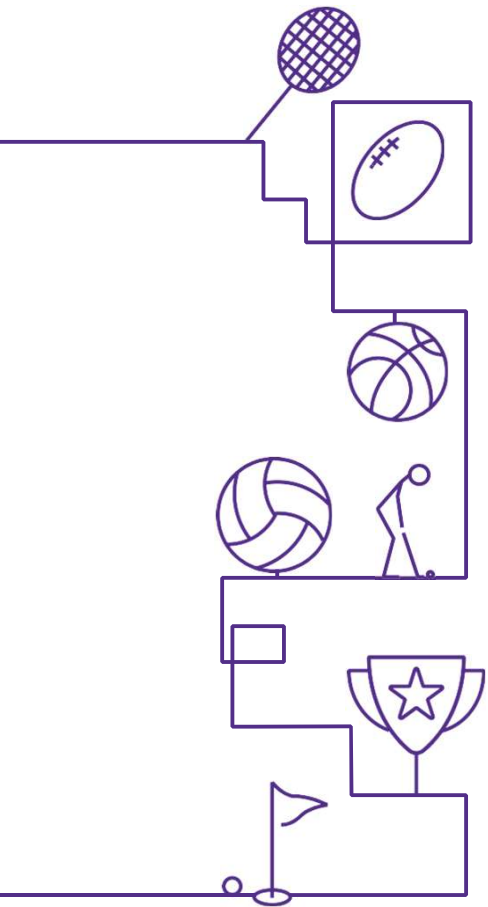
- Attendance at CEMA Summit - education and networking with top marketing executives and senior event organisers from leading corporations in the US,
- Sales Mission with partners to Portland, Oregon, California,
- Sales Mission with partners to Denver, Salt Lake, SFO and Bay Area.
- CVB Website review underway
- 90 Sustainable venue bios now captured.
- Visit Britain Strategic Board and Business Tourism Strategy meetings
- IHG Regional Managers meeting

BUSINESS CONFIRMED

- Microsoft AI tour – USA 5 days March 2025 ExCel 4,000 pax GVA £2M
- Databricks Worldtour – USA 3 days Sept 24 ExCel 2,000 pax GVA £732K
- Connected Places Summit – Uk 2 days March 25 Convene Sancroft 2,000 pax GVA £435K
- Mary Kay incentive – USA 7 days May 2026 400 pax GVA £330K
- Hawkins Cookers – India 5 days Sept 24 400 pax GVA £253K
- European Association of Urology – Netherlands 3 days Sept 25 Park Plaza Westminster Bridge 1500 pax GVA £596K



Major Events



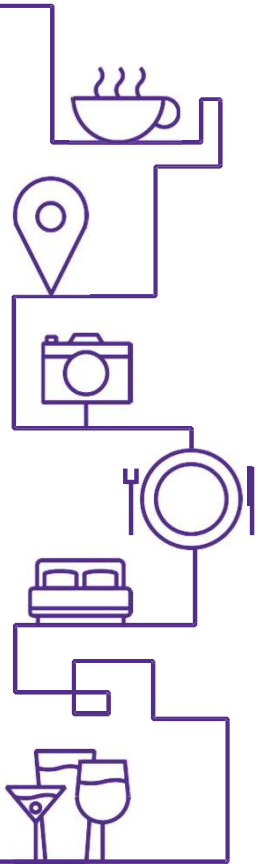
Delivered/supported

- Formula E 2024
- King/Queen of the Court (Canary Wharf)
- USA Basketball (x2 games)
- T100 (London Triathlon)
- North Face Climb Festival (Canary Wharf)
- Silverstone/Crystal Palace/Olympic fans sites/HOLBA visits
- Esports partner webinar

Won

- PUBG Mobile 2024
- NFL 2024 + business luncheon for Jacksonville Jaguars
- Rugby World Cup 2025
- League of Legends World Championship Finals 2024
- Fnatic/GLA esports event 2024
- BLAST 2025 (won)
- World Climbing League 2025
- FootVolley 2025
- King/Queen of the Court 2025
- E1 Powerboat series 2025

Leisure Tourism summary



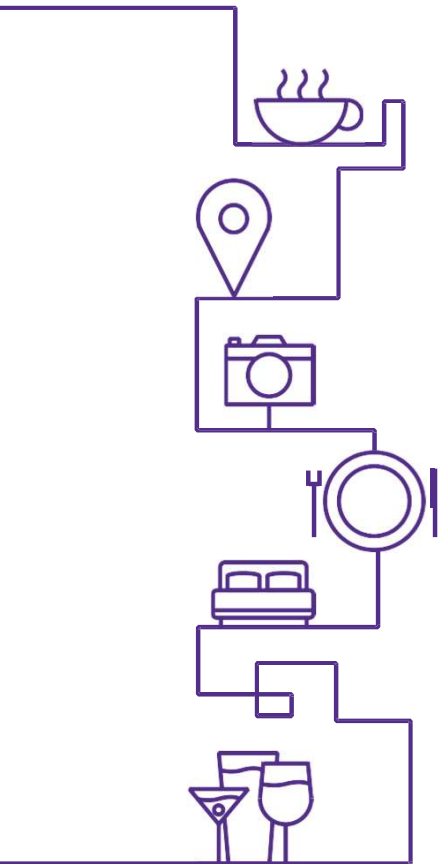
Visitor Experience

- Visitor Data Trust pilot underway in partnership with the GLA High Streets Data team.
- Aim is to reduce cost and complexity of data for visitor economy stakeholders.
- Pilot will help us understand the demand, research requirements and commercial model.

Consumer marketing

- Taylor Swift mural activations and PR
- Working with Studio Canal to leverage new Paddington film to showcase London
- Working with Visit Britain to bid for funding to promote London as a gateway to the UK with a focus on London & Scotland trips promoted to US visitors
- Updated London Sustainability hub and launched London Sustainable Pledge

Visit London channels performance



Visit London website & ecommerce

- 4.1m visitors to visitlondon.com for visitor information in Q2, an increase of 7% YoY
- £1.6m ticket sales on Visit London in Q2, an increase of 23% YoY

Social media engagement and growth

- 39.4m organic engagements in Q2
- 2.6m paid engagements in Q2
- 142k new followers in Q2

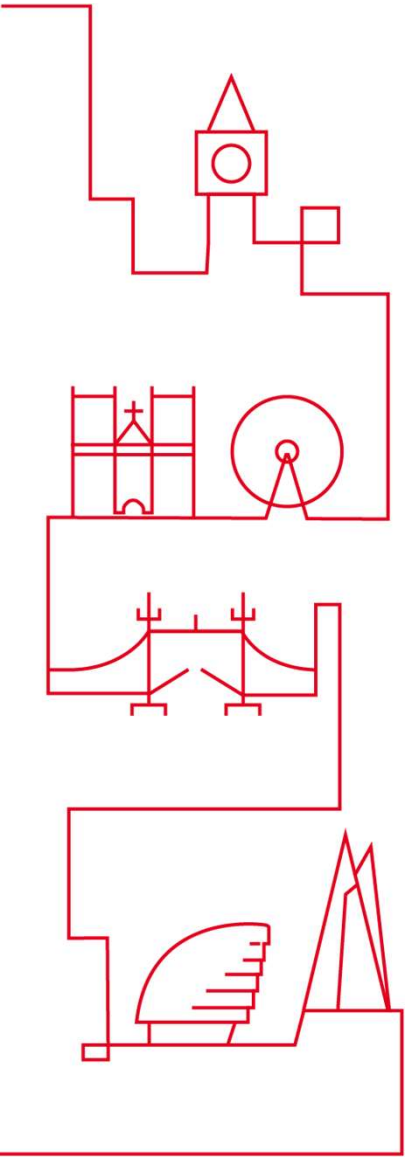
Social media content

- Taylor Swift content continued to perform well this quarter, in particular the feature of a Taylor Swift afternoon tea bus tour.
- Content featuring unique things to do also performed well, which included a feature around a poetry bookshop, Queen's Wood café in Highgate, and the Hampstead pergola.



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**SMALL
BUSINESS**



TOTAL SINCE GROW LONDON LOCAL LAUNCH



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



Helped
9,743
entrepreneurs
to access support



89%
of SME founders
are Black or minority
ethnic, female or
have a disability.

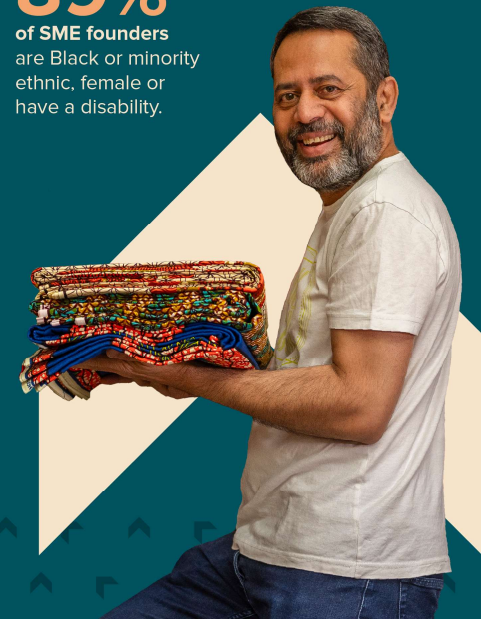


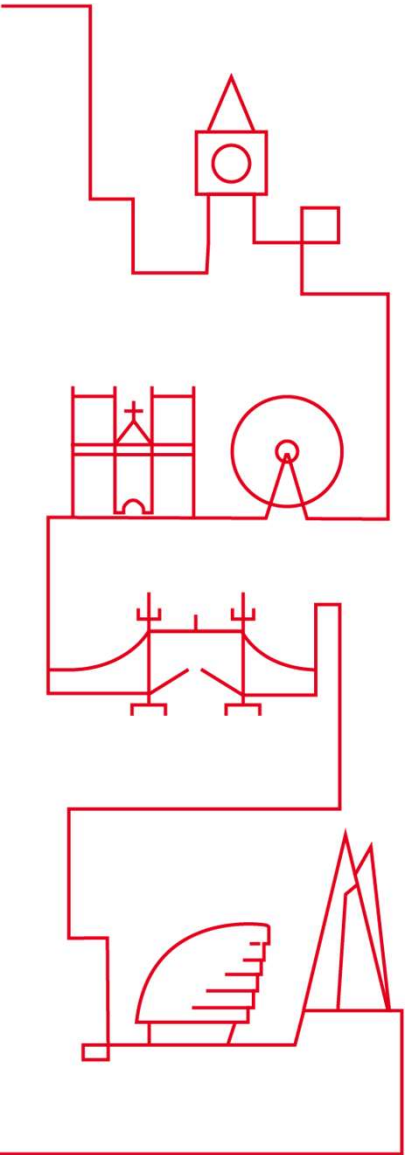
entrepreneurs attended our
events including Coffee Fridays,
Hubs and at the Post Office.

144,921
visitors to our website.



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





SMALL BUSINESSES

July – September 2024

Businesses Engaged



54,746
Digital



2,233
In-person



56,979
Total

Businesses Supported



2,692
Digital*



1,573
In-person



4,265
Total

Ethnic
Minority



65%

Female



53%

Disabled



11%

Most Represented Sectors Supported

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

Most in Demand Business Support

1. Marketing
2. Finance
3. Planning

SMEs Supported by Business Stage



39% Pre-start up

61% SME

SMALL BUSINESS SUPPORT

January – September 2024

342
Support Providers

965
Business Support Offerings

Business Support Offerings



Most in Demand Business Support

1. Marketing
2. Digital
3. People

Costs of Business Support

£ Partly funded - 118

£ Fee payable - 147

£ Free to access - 700
(Government or privately funded)



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

SKILLS SUPPORT FOR SMALL BUSINESSES

January – September 2024

17
Skills Support Providers

91
Skills Support Offerings*

Entrepreneurs Supported to Access Skills Support Provision



*Equalities data is not currently captured for digital users

"Working with Grow London Local initiative has been a fantastic experience. Their commitment to empowering London's SMEs with digital skills has helped us reach and support businesses across the city. The Skills Academy's tailored approach and innovative training methods has meant together we are helping to grow success for local enterprises."

Carlo Liu, Head of Digital Skills Academy, Westminster Kingsway College

*Skills support offerings is defined as courses and resources enabling business founders and employees to develop existing skills or acquire new ones to support business operations and growth. *Number is from In-person (SME and pre-starts) and Digital diagnostic. *Diversity data does not include self-serve.

The full Q2 Impact report can be found [here](#)



LONDON
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LONDON BRAND – PR



London Brand -PR



High-level summary

Q2 was another successful quarter for PR coverage. On the business side, we were featured in The Standard, showcasing London's strength as Europe's leading tech hub. Our Grow London Global accelerator programme was also highlighted for its tangible support in helping London-based businesses grow internationally.

For small businesses, we continued our advice column in The Standard, addressing monthly challenges faced by small business owners and providing tips to solve them, while directing readers to the Grow London Local website for additional resources.

On the consumer side, we took advantage of the excitement surrounding the second leg of Taylor Swift's London shows by unveiling a fan-designed mural of Taylor Swift in Shoreditch. Coverage was widespread due to the Associated Press being at the unveiling and issuing the story to its members. Other notable coverage included BBC London News and international outlets such as Der Spiegel, ABC News, and LA Times.

Elsewhere, the CVB Team supported the QEII Centre's 'Our London' campaign, with London & Partners' director of tourism, conventions, and major events, Tracy Halliwell MBE, providing commentary which ended up being featured in coverage across key industry publications including Meetings & Incentive Travel.

Additionally, our spokespeople / stakeholders were supported during international business trips. Most recently, Neil Brigden, our director of foreign direct investment, visited China and took the time to speak with local media including CBN and 21st Century Economy about why London is *the* place to invest / grow a business.

Q2 PR results:

Total pieces of coverage:
616

Global audience reach:
3,018,192,974

Global engagement:
23,223,550

London Brand – PR, consumer press highlights

Evening Standard

* SECRET LONDON

INDEPENDENT



A Taylor Swift Mural Has Landed In London
In Time For The Eras Tour Restart

METRO

Video: Shoreditch Swifties rejoice as east London now has its own Taylor Swift mural

Designed by 22-year-old Swiftie Kate Claxton who won a competition to design the artwork and has been going to see Swift in concert since 2015

Rocked by cancellation of Vienna concerts, Swifties shake it off and flock to London

Evening Standard

Taylor Swift's Wembley gigs see surge in Tube journeys as mayor hails 'spectacular summer' of music

TTW
TRAVEL AND TOUR WORLD

RR1

Robb Report

SUBSCRIBE

CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL VIDEOS THE VAULT

TRAVEL / DESTINATIONS

AUGUST 6, 2024

London Is an Easy Flight From Paris After the Olympics. Here's What to See and Do in the Big Smoke.

With try-it-yourself sporting experiences and luxury cultural excursions galore, London is hosting the hottest 2024 Games' afterparty.

DER SPIEGEL

REI

SO LONG, LONDON

Der schönste Park und schrecklicher Verkehr. Das Lieblingsrestaurant von Lady Di und Arztrechnungen des Grauens. Unsere Redaktionschefin hat zweieinhalb Monate aus London gearbeitet, von dort die vorige Ausgabe des S-Magazins produziert und irgendwie zwischen Musicals, Pubs und Expats eine Heimat gefunden. Von Bianca Lang

After writing about [why I love London during shoulder season](#), I'll finally get to check into Raffles London at The OWO — a luxury, five-star stunner that's just steps away from some of the city's best landmarks. And, with London just being named the [second most highly rated city in Europe](#) for walking and cycling tours, I'll certainly get good use out of my favorite fall [travel activewear](#) and [walking](#)



Home » Destination News » London Tops European Rankings For Walking And Biking Tours

Wednesday, August 28, 2024



London Brand – PR, business press highlights

THE STANDARD

BUSINESS

How do I cut energy costs and go green?


Dan Adair-Wright shares energy-saving tips for small business owners

Chicago Tribune

Soccer | Premier League fan fest coming to Lincoln Park...

SPORTS | SOCCER

Premier League fan fest coming to Lincoln Park as professional soccer continues to gain traction in Chicago



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Send feedback

Why this ad? ▾

M&IT
BY NORTHSTAR

The QEII Centre launches 'Our London' campaign

tagesschau



financial sector

Why London is the capital of fintechs

Inc.

START-UP NEWS

The Number 1 Mistake Companies Make When Expanding Abroad, According to a Business Development Expert

If you don't dedicate the right resources, you'll be at a disadvantage from the get-go.

BY SARAH LYNN, STAFF REPORTER STANDARDS

JUL 2, 2024



第一财经

第十届中国公益微电影展

THE 10TH SHANGHAI CHARITY SHORT FILM FESTIVAL

期待您的参与

资助他人 照亮自己

Interview with the Head of Direct Investment at the London Development Agency: I look forward to more Chinese investors paying attention to London's high-growth industries

CBN • 09-27 15:34

Listen to the news

Author: Cheng Cheng Editor: Feng Difu

Frankfurter Allgemeine

"The City of London is doing well, despite Brexit"

CITY A.M.

LETTERS TO THE EDITOR

Heavy is the head that wears a crown

[RE: Is London losing its crown? Here's where UK startups are really thriving, 24 Jul]

Debating whether London is losing if other regions are gaining misses the point. We know that the capital plays a crucial role in what makes the UK resilient. And it is clear from this very data set that London is still doing very well.

The same data shows that over half (54 per cent) of the top 50 constituencies ranked by small business density are in London. And importantly, it's not just central London: areas like Croydon, Finchley, Bexleyham and others rank highly as well.

Yes, some parts of the UK are creating small businesses faster than London. That's great news that businesses are growing, and this should be celebrated. But we shouldn't forget that London can contribute to overall economic growth in the UK.

For example, our Grow London Global programme shares blueprints for success with scale-up companies in the West Midlands and Scotland. And we're planning on rolling out to more regions. The programmes use London as a springboard, helping hundreds of scale-up entrepreneurs grow internationally every year.

We need to narrow the entrepreneurship gap across the country. It would be remiss not to leverage London to help enable this.

Laura Citron, London & Partners

THE STANDARD



BUSINESS

I have a great business idea – but how do I get started?

→

Dan Adair-Wright tells you more about registering your small business in London

Les Echos

The battle for export, the little-known competition of the Paris Olympics

Les Echos

Paris Olympics: London Mayor, Macarons and Business

The day after the opening ceremony, the Mayor of London, Sadiq Khan, discreetly gathered around fifty French and British business leaders at the Pavillon d'Ambronville on Saturday to encourage investment across the Channel.



FSTCOMPANY

PREMIUM DESIGN TECH WORK LIFE NEWS IMPACT PODCASTS VIDEO INNOVATION

The future of life science innovation in Europe revolves around London

Boston retains the crown as the world's leading life sciences ecosystem, but the global competition from cities including NYC and London is heating up.



[Images: Adobe Stock / Halfpoint]

THE STANDARD

Business

Welcome to London, unicorn capital of Europe

We're flying far ahead of anywhere outside US for tech investment

BY JORDAN PRINCE



WE'RE HEARS THE BERRY FROM DEEP TECH SOCIETY AND WHICH TAKE CASE TO FORM



LONDON
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INCOME GROWTH OPPORTUNITIES



Commercial Partnerships - Tourism

The Tourism Partnership team oversees the recruitment and ongoing engagement of over 350 Premium Members and Strategic Tourism Partners, delivering key industry collaborations.

- By the end of Q2, we secured £1.2 million, progressing toward our full-year target of £1.54 million.
- Axiom Hospitality joined as a new Strategic Partner, along with new Premium Members the Old Royal Naval College, Moxy Hotels, Silent Disco Walking Tours, Moco Museum, CitizenM Hotels, Stratford City Hotels, and Tower Bridge.
- Despite a reduced team impacting Q2's business development, we now have a full team in place ready to focus on growth.
- We hosted several partner events, including webinars on China Marketing and Esports, plus a Meet the Team speed networking session. Our highlight was the Tourism Partners Summer Drinks as it brought over 200 attendees to Radio Rooftop and earned glowing feedback.



Commercial Partnerships – Business

The Business Partnerships team manage partner engagement and acquisition of partners across all Grow London programmes. We work with around 40 partners across inward investment, trade and innovation.

- We have confirmed £916k of our £1.26m target YTD
- We have additionally had confirmation (subject to contract) of 7 new partners totalling £180k. We estimate around £80k of this income will hit this FY, depending on contract dates. We will announce these partners when contracts are signed
- We have successfully renewed our partnership with Microsoft, value £80k
- We are currently focused on a broader partnership offer, covering all areas of L&P, and are starting to see good traction here
- We have delivered several successful events with partners including London Tech Week international reception, a bronze partner speed-networking event, and a series of dinners with NatWest on varying topics including underrepresented founders





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STRATEGY AND OPERATIONS



Corporate Affairs

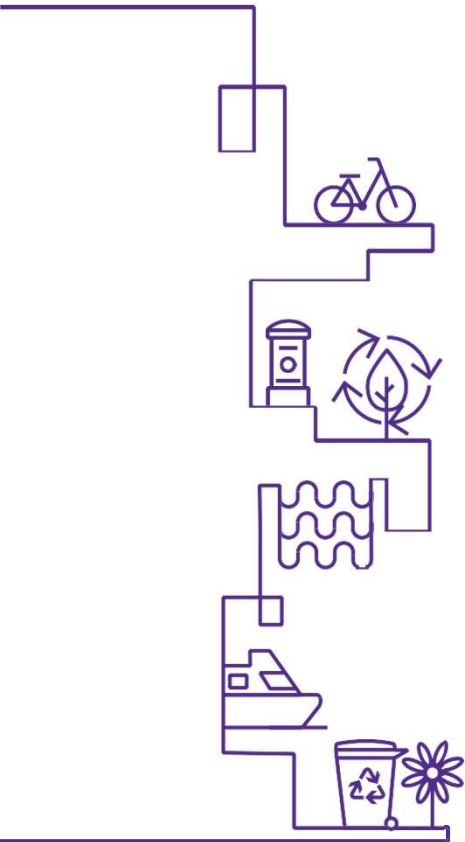
RESEARCH & INSIGHTS

- Delivered a tourism partner webinar focused on the latest international and domestic trends. Supported by RSM, one of our partners to talk about consumer confidence, hotel and hospitality performance.
- Initiated new reporting model for the Attractions Monitor following a workshop with contributors to ensure more timely and comparable data.
- Supported the launch of the life sciences proposition for MedCity with content for the website and speakers.
- Developed briefing packs for the trade missions to Japan and Korea on the life sciences market in those countries.
- Updated our core market country profiles to support briefings and requests across our audiences.
- Source, analysed and pulled together content for the annual competitor cities report for foreign direct investment. This year we have also included one for trade and life sciences.

STAKEHOLDER RELATIONS

- Hosted a series of industry focused workshops to inform the London Growth Plan development. These workshops unpacked the challenges for life science, green finance and climate tech sectors.
- Convened 3 regional industrial corridor focused workshops (West Tech, UK Innovation Corridor and Thames Estuary) to support the development of the London Growth Plan's approach to industrial innovation.
- Facilitated various meetings to gather intelligence and support wider London Growth Plan engagement being coordinated by GLA and London Councils, including on frontier innovation districts and nature science.
- Continued engagement with new government.
- Continued engagement with London Assembly members.
- Attended main party conferences to engage with London stakeholders.
- Hosted a delegation from Georgetown University Business School.

Operations



FINANCE

- Year end 23/24 financial audit entering completion stage
- New finance system implementation kick off meeting and workshops being scheduled, a 7-9 month project anticipated

TECHNOLOGY

- Currently appointing for a new Director Technology & Data

EVALUATION

- Validated outcomes covered in this document
- Provided data for press releases including for League of Legends in O2 and the International Investment Summit
- Commissioned data work to maintain robustness of our GVA models

HUMAN RESOURCES

- Ongoing reviews of policies and working practices to support our growing teams.

FACILITIES

- Search for new office space from 2027 is ongoing. An expert advisor has been appointed to support.

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THANK YOU

