

LONDON & PARTNERS' REPORT TO THE GLA

Q4 2024/2025

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& PARTNERS

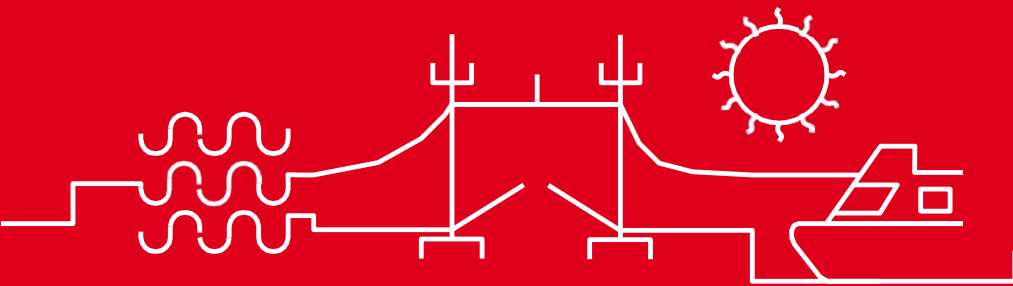
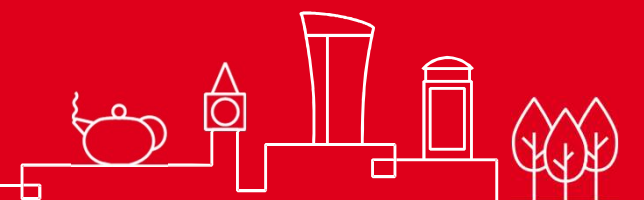


Table of Contents

Summary

KPIs



Grow London

- Grow London - FDI
- Grow London -Global
- Grow London - Innovation Fellowship
- Business marketing

Markets

- China
- Europe
- India
- NorthAmerica

Sectors

- Creative
- Fintech & Cyber
- Enterprise Tech & Business Services
- Sustainability
- Life Sciences – MedCity

Visitor Economy

- Conventions & Business Tourism
- Major Events
- London Recovery Support

Small Business

- Small Business Support

London Brand

- PR

Income Growth Opportunities

- Partnerships
- Income Generation

Strategy & Operations

- Strategy & Corporate Affairs including Research & Insights
- Operations
- Risks
- Finance Overview

Q4 2024/2025 summary

The last quarter of the financial year was incredibly strong for London & Partners. We have delivered strong GVA and outcomes across all our programmes and the full year impact of our work for London and Londoners has exceeded our targets and previous results.

We are proud to have supported over 21,000 companies this year across our various programmes.

As we continue to work with our partners and stakeholders on the implementation of the London Growth Plan, we look forward with optimism and confidence that we can continue to have a meaningful and growing impact for London and Londoners.

Our impact in 2024/25

Results prove that the organisation exceeded its £424m GVA target for 2024/25 by 60%, adding a total of £677m GVA by the end of the financial year.

Strong performance across all areas of the business have contributed to this. We have seen overperformance in all areas against target, demonstrating the additive value of having a Growth Agency for London and the effectiveness with which we operate.

- Grow London Global - £484m (92% above target)
- Foreign Direct Investment - £134m (16% above target)
- Business Tourism - £48m (1% above target)
- Major Events - £11m (7% above target)

As well as GVA, we measure other key outcomes including the number of businesses supported through our Grow London Local service. In 2024/25, we supported 20,539 businesses (91% above target).

Key milestones during Q4

In February L&P were proud to have supported the launch of the London Growth Plan, bringing key players across London together to present the Mayor and London Councils' vision for growth.

We hosted Tourism Means Business, our flagship annual conference, with record attendance of nearly 300 delegates. Discussion sparked fresh thinking across the London Roadmap, sector-wide case studies, and panel discussions on the Experience Economy and the Power of Partnerships.

We celebrated the one-year anniversary of Grow London Local, a service funded by UKSPF to help small businesses to thrive. The service has had a significant positive impact since launch, and this is borne out by the results shown in this report.

Looking ahead

As London has evolved from a period of resilience to a focus on growth, we have a key role to play as London's growth agency. During 2025/26 we will publish our updated 3-year strategy, demonstrating how we will continue to support and deliver growth for London and align the London Growth Plan.

We also need to demonstrate the impact we have for London and Londoners and our effective use of public funds. We are excited to launch our first ever impact report in May. This looks across the impact we have in all areas of the business as London's growth agency.

Summary

We move into 2025/26 with a track record of delivery and impact. Our task now is to harness that, align it to London's growth ambitions and continue to scale the positive impact we have for London and Londoners.


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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

Outcome	Area of activity				Metric	RAG	Results
	Grow London	Grow London Local	Destination	Opp London			
Creating economic growth	●		●		GVA (£m)	Target achieved	<div> <div>Target</div> <div>£424</div> <div>Year to date</div> <div>£677</div> </div>
Helping small business owners to thrive		●			Supported businesses (in-person + Digital)	Target achieved	<div> <div>Target</div> <div>10,734</div> <div>Year to date</div> <div>20,539</div> </div>
Providing high quality services	●	●	●	●	Net Promoter Score	Targets achieved	<div> <div>55</div> <div>69</div> <div>20</div> <div>60</div> <div>40</div> <div>49</div> <div>Grow London and event clients</div> <div>Grow London Local</div> <div>Partners</div> <div>Target</div> <div>Year to date</div> </div>
Scaling our impact	●	●	●	●	Non-grant income (£m)	Target almost achieved	<div> <div>Target</div> <div>£6.87</div> <div>Year to date</div> <div>£6.63</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

We added £677m GVA to London’s economy in 2024/25. This is 60% above our £424m target for the financial year.

All programmes have achieved their targets.

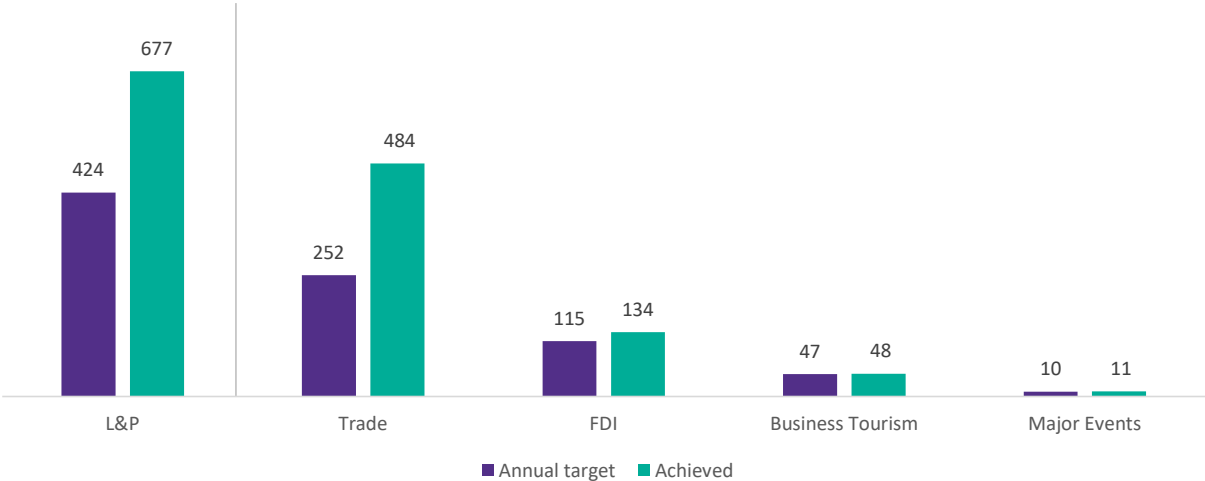
Our trade programme delivered £484m, which is 92% above the £252m target.

FDI achieved £134m GVA, 16% above the £115m target.

Business Tourism achieved £48m GVA, 1% above the £47m target.

Major Events has achieved its annual target with £10.7m GVA or 7% above the £10m target.

GVA achieved vs. target, £m



Annual target (£m)	424	252	115	47	10
Achieved (£m)	677	484	134	48	11
Share of annual target	160%	192%	116%	101%	107%
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

In 2024/25, we added £677m GVA to London's economy, 60% more than our £424m target. Through Grow London Global we added £484m, which is 92% above the £252m target. Our FDI work added £134m, 16% above the £115m target while on the destination side, CVB added £48m GVA, 1% above the £47m target and Major Events added nearly £11 m GVA, above their £10m target. NPS was 69 for Grow London and event clients, above the target of 55, and 60 for Grow London Local, well above the target of 20. Partner NPS was at 49 against the target of 40.

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 £677m GVA against the £424m target, we achieved 60% more than our annual target. The majority of GVA has been achieved through trade but FDI, CVB and ME also all achieving their targets.

FDI

£134m GVA, 16% above the annual target. 110 FDI companies.

Some notable Q4 wins are:

- Chinese telecoms company / 80 jobs in first year and £11m GVA
- Mobility company from Singapore creating 100 jobs in the first year and £8.5m GVA.

Trade

£484m GVA, 92% above the annual target. 215 companies graduated.

Some notable Q4 wins are:

- Crypto company, £33m GVA
- Other GVA wins by companies from Havering, Haringey and Merton.

CVB

£48m GVA, 1% above the annual target.

Some notable Q4 wins are:

- World Scout Conference 2027 with 3,000 daily visitors for seven days, £2.6m GVA
- EuroMedLab 2027, 3,000 daily visitors for three days, £1.2m GVA

ME

£10.7m GVA, 7% above the annual target. 21 events. 4 new wins in Q4 including Gran Turismo World Series 2025

Client satisfaction performance

Grow London and events business lines have an NPS of 69, based on 361 respondents and well above the 55 target. 10 points lower than in the full year 2023/24, due to a bigger proportion of trade companies in the calculation, which tend to score at the lower end in this group.

Trade was at 59 vs 65 last year. FDI got 83, higher than the 81 from last year. CVB were with 93 at a very high level, although lower than the staggering 100 in 2023/24. Major Events got 75, based on four event owners.

Partners and OIF a score of 49 compared to the target of 40. This was based on 28 OIF respondents, 17 Grow London partners, 24 Opportunity London partners and 137 tourism partners. Tourism partner NPS was 24 last year, so a good increase.

Grow London Local have an NPS of 60, triple the target of 20. This is based on 555 responses.

Small businesses supported performance

Grow London Local helped a total of 20,539 small businesses accessing the support they need in 2024/25, 91% above the target of 10,734. 6,444 businesses and aspiring entrepreneurs were supported through the in-person consultations and 14,095 through the Grow London Local website.

Income

£6.5m achieved in commercial and other non-grant income against a target of £6.8m. Detail on this is presented in the finance update section of this pack.

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: We completed 110 new FDI wins this FY valued at £134m GVA with a forecasted 1,611 Year 1.

We exceeded our GVA target for the year (£115m) and this was the strongest year for FDI with YoY performance up 26%.

In Q4 we completed 18 FDI wins valued at £33m GVA.

Markets: **India** was our largest source market again in 2425 – the 3rd year running with £47m GVA (35% of our total). **Europe** saw the largest # of individual FDI wins with 34 completions and £20m GVA. **China** ended well at £25m (up 25% YoY). **NA** ended the year at £28m (target £30m). Rest of World accounted for £9m GVA.

Sectors: **Enterprise Tech** was the strongest sector with 33 wins valued at £49m GVA (up 2x on last FY). **Sustainability** exceeded target with £27m GVA (19 wins) and 28% up YoY. **Creative** has strong year exceeding target and landed secured 21 wins valued at £26m. **Fintech** saw strongest # of wins since pandemic (27wins) valued at £25m GVA. **Life Sciences** has secured £5.5m with 9 wins.

NEW OPPORTUNITIES

Overall: New pipeline is holding up although down marginally on last year and 3 year averages, unsurprising given tight market conditions.

Overall 624 new opportunities created this FY across all sectors and markets – down marginally yoy (-10%)

120 new opportunities sourced in Q4 valued at £29m GVA.

Sectors: **Enterprise Tech** sourced the largest volume of new opps with 213 (marginally up yoy); **Sustainability** showing good growth 168 new opps (up 16%); **Fintech** 126 new opps and holding up well and consistent with last FY. **Creative** sourced 95 new opps (down 21% yoy); **Life Sciences** sourced 74 new opps consistent with levels from FY2223.

Markets: **India** strongest performance to end Q4 with 190 new opps sourced (up 15% yoy); **North America** next largest volume at 181 new opps but down 18% yoy; **Europe** sourced 161 new opps and **China** 94 new opps this FY – both slightly down yoy.

NEW WINS

22 new completions landed in Q4 valued at £20m GVA – this period. Some notable projects as follows:

- Chinese Consumer Electronics manufacturer sets up its UK HQ in London, 120 jobs and £11m GVA (our largest win of the year).
- Singapore based mobility company growing its London presence with 500 new jobs over 3 years £8.8m GVA
- US based Fintech / Payments company with its first UK investment and London office with 175 new jobs £4.3m GVA.
- French based cable manufacturer expands its London team with 200 new jobs and £3.9m GVA
- Belgian sustainability / portable energy storage company sets up in London with 70 new jobs and £1.6m GVA
- French based renewable energy company sets up its first London office with 30 new jobs and £996k GVA
- German fintech sets up a new London office with 18 new jobs and £614k GVA

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

Grow London Global – Trade



TARGETS

Number of cohorts on the GLG programme for Q4:

Cohort 4 - 98 (May 2024)
Cohort 5 – 109 (Sep 2024)
Cohort 6 – 106 (Feb 2025)

We are completing graduating Cohort 3 from the GLG programme and will start to graduate Cohort 4.
Recruiting companies for Cohort 7 to start Sep 25

KPIs

GLG GVA: £237m achieved in Q4



ACTIVITIES

Our activities and events include some of below:

Cohort 6 Launch

Grow London Global launched its sixth cohort at IET London introduced by the Deputy Mayor of London for Business Howard Dawber. We welcomed another 106 high-growth tech companies to the programme, who heard from fellow founders, alumni and partners.



ACTIVITIES

Meet the Market: US - Jan

Explore US expansion opportunities, SelectUSA's support for scale-ups, key regions, hiring insights, cultural differences, pitching to US investors, and success stories from other London scaleups.

Meet the International Ecosystem LA - Jan

In collaboration with Amazon and GlobalLA, our companies were able to connect with industry experts from Los Angeles and gain insights into Amazon's operations in the region, including their approach to working with scaleups.

Hiring in the US - Feb

An opportunity to join the former CPO at Revolut and Head of Client Development at TwentyAI for a session on hiring strategies including compensation, talent attraction and team structures.

Localising & Pricing Your Product in New Markets - Mar

This virtual event was an interactive workshop on product localisation and pricing. Companies learnt best practices for adapting their product to new cultural and linguistic contexts, and how to adjust their pricing strategy for different international markets.

Africa Unlocked - Mar

This was a week of events where our companies gained insights into one of the world's fastest-growing economies, Africa. We held 4 events across the week connecting industry leaders, corporates and exploring exciting opportunities in Africa's thriving tech ecosystem.

• TRADE MISSIONS

We held 3 trade missions in Q4 as below

Fintech & Enterprise mission to Dubai and Abu Dhabi - Jan

We took 16 fintech and enterprise tech scaleups to the UAE to explore exciting opportunities in Abu Dhabi and Dubai's thriving tech ecosystems with 9 corporate meetings, networking receptions and 3 market entry sessions.

Life Sciences mission to Germany & Switzerland - Feb

We led 13 cutting-edge digital health, remote care and diagnostics companies to Germany and Switzerland where they explored the digital health ecosystems meeting with investors, corporates and partners.

ConsumerTech & NextGen Trade mission to California - Mar

We took 15 leading ConsumerTech and NextGen scaleups to San Francisco and LA where they met with investors and corporates, took part in an inspiring all-female panel on scaling in the U.S., a speed mentoring session and reception attended by 100+ investors, founders, and key partners.

We also held a **Sustainability fast track mission to Berlin in March** bringing together 11 of our scaleups across the built environment, energy, and clean mobility, to explore opportunities in the German market in just 24 hours.

Grow London - Growth Services & Community

London Tech Week



Preparing for our largest ever London Tech Week with 30,000 international attendees an additional expo hall, London & Partners will be welcome the city with a Global VIP Reception at the Old Bailey for senior London stakeholders and international guests. We will be hosting sector spotlight events for Life Science, Talent Services and we're working on a strategy to increase borough engagement at the festival. As well as a collaboration between London Tech Week and VivaTech by taking 70 entrepreneurs, investors and Innovation Fellows to Paris.

Open Innovation Fellowship

We have convened **McLaren Racing Limited, BP Ventures, Bank of England, Hitachi Energy, Fidelity Investments, Pearson plc, Moody's, Barilla Group, Convex Insurance, Arup, BP Ventures, Bank of England, Getty Images, CBRE, SS&C, HP Inc and Infosys**. We have taken them to the Innovation hubs at IDEO, Royal College of Art, Bank of England, Convex Insurance and Arup.

We held a cross-cohort Innovation Fellowship mixer to enable Fellows to connect with peers in different groups. The Fellowship community has supported at scaleup events such as HSBC, FinTech club, and exploring opportunities to a mission to Africa in July. They have also fed into our meet the corporate community programme.

Access to Funding



Agnostic: Europe Series B Office hours with Partech & GLG scaleups (Quanstspark, SmartFrame, Diginius and NayaOne)
Enterprise: Global CVC Funds roundtable with Global Brain
Creative : Mediatech roundtable with Raw Ventures
Enterprise: B2B Saas roundtable with Notion Capital

Meet the Corporate

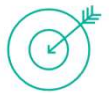
Sustainability: Smart mobility webinar with Stellantis
Fintech: Transforming wealth management with Killik & Co
Sustainability: Sustainability & supply chain optimisation roundtable with Westfalia Fruit
Life Science: Commercial soft solutions roundtable with Thermo Fisher

Example Community Events

Enterprise: BETT Together: Edtech Community Event with BatesWells, FlashAcademy, MPA Capita, Emerge Education and Brighteye Ventures
Grow Summit Reunion: Celebrating the UK Scaleup Community with Sherry Coutu, Wilson Sonsini, Morgan Stanley, Fidelity Center for Applied Technology (FCAT) and Oli Barrett
Fintech Club: Staying ahead of Cyber crime with Level39, Cyber London, Salv, Nvidia, Quantum Dice and Allanon.Cloud
Annual Creative Tech Networking Reception with BFI, Fashion Arts College and Here East
Collaboration and partnerships for SME growth in **Life Science** with InnovateUK, Pioneer Group, iLof, Potter Clarkson and Albion VC
Investment: Inward VC delegation roundtable with Baltic VCs, Molten Ventures and DBT
International Women's Day: Supercharging your ecosystem with focus on female founders, investors reverse pitch and ecosystem players demo followed by networking and 1:1 matchmaking meetings. Speakers included LSE, The Dots and the Deputy Mayor for Business, Howard Dawber

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 available to 400+ active Grow London scaleup companies**, as well as 1500+ alumni.
- **86 client businesses supported in Q4, meaning 199 companies supported across the FY**
- We developed our strategy for 25/26 including a renewed focus on inclusion in our offer. We are conducting a piece of survey research on business attitudes to diverse talent in London, creating an inclusive hiring toolkit, and piloting an event series with London unis to support under-represented students to secure a career in Technology.



CONVENORS

- We hosted **2 roundtable dinners and 1 webinar for our** high-growth companies, reaching over 56 clients.
- Themes included finding and hiring diverse talent, building strong sales teams, US expansion, and how to benchmark salaries & compensation.
- We bought in 7 experts across the 3 events, facilitating connections, knowledge sharing and networking, and consistently received a 9/10 rating from clients across all 3 events.



CONNECTORS

- Advisors making onward introductions to our network of recommended talent and skills providers across London (universities, FE, recruitment, corporates, independent training/bootcamp providers, apprenticeship schemes)
- We are already promoting organisations that meet the Quality Mark or other relevant best practice standard
- In Q4 we supported Business London's Employment & Skills Summit and Mayor's Fund for London Young Londoners Summit
- We have also been part of the newly formed Tech Future Taskforce on Social Mobility and City of London's Women Pivoting into Digital taskforce

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.



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

No of graduated companies: 71



No of Jobs created: 47

No of jobs safeguarded: 80

No of companies with new product: 62

No of companies with revenue increase: 44

Co2 emissions reduced: 570,826 tons

Business Marketing (CVB)

One of the brand's most valued events that L&P hosts was held in this quarter – Tourism Means Business (TMB). Tourism (CVB included) partners are invited to attend this industry update and connect with peers. It was a successful event with positive feedback from partners and 323 attendees total.

SOCIALS:

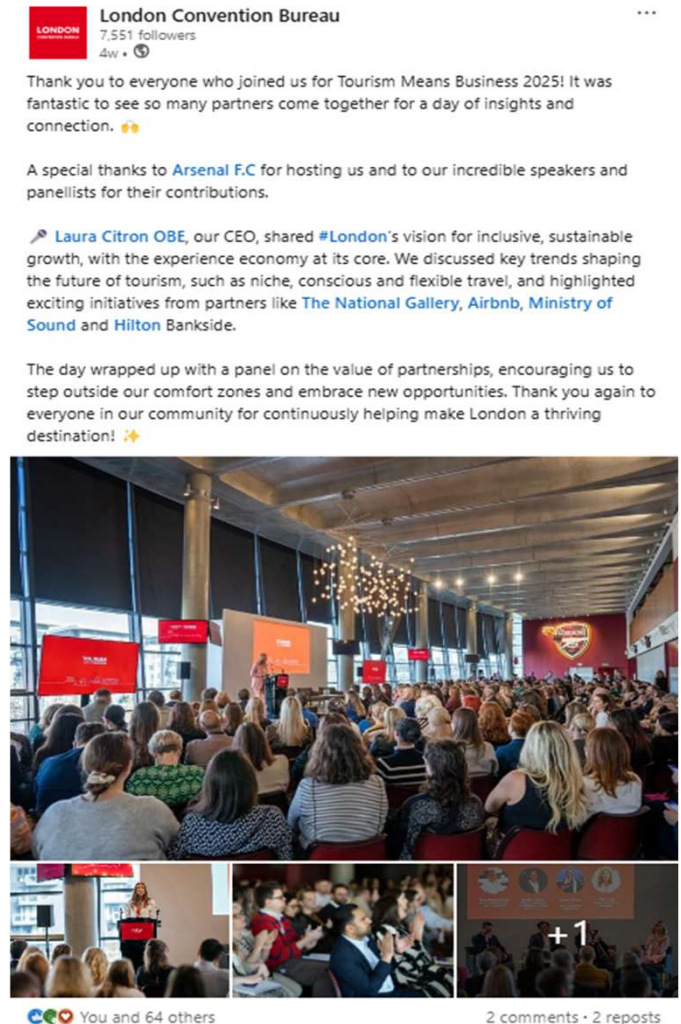
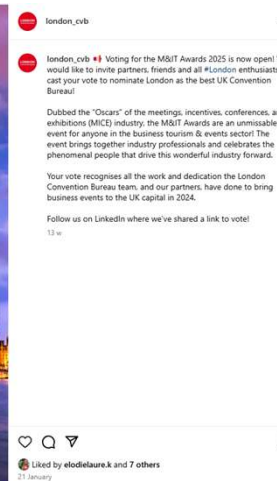
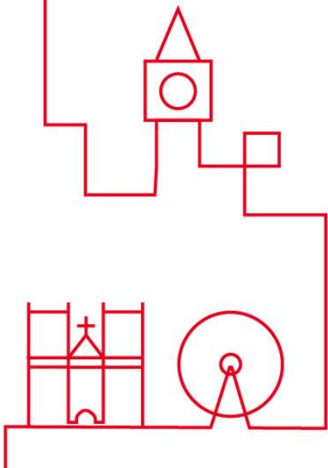
- We have been pushing across organic socials for our community to vote for us in upcoming M&IT Awards, as it is one of few awards that is voted on by the public
- There has been a focus on consistent messaging around the new ETA process for visitors this quarter, as it came into effect for all travellers on 7th April

LinkedIn:

- We had a 73.61% organic engagement rate on our most popular post – a wrap up on TMB, with almost 52% CTR
- There were 1,550 new followers, with a large part coming from our paid campaign reset in March, contributing 1,326
- In the paid campaign, there were 6,839 clicks to the webpage, complimented by a further 2,166 clicks to webpage from a boosted post about *Business Travel in London*

Google Display web traffic campaign:

- There were 379,851 clicks to the website





Business Marketing (FDI)

Life Science Campaign: 01/01/2025 – 31/03/2025

Earlier this year, we collaborated with a wide range of stakeholders to develop [London's Life Science Offer](#) — a comprehensive resource showcasing everything the city offers in life sciences.

To raise awareness, we launched a campaign targeting policymakers, investors, and senior decision-makers at non-UK headquartered life science companies — specifically from key markets in North America, Europe, and Asia.

Campaign results at a glance:

-  **15K website visitors in just three months**
 - On par with MedCity's *annual* web traffic (despite being more established)
 - 10x higher** than the average traffic for *London's Life Science Offer website*
-  **27% higher engagement** than organic traffic
 - Especially notable, as organic traffic typically shows the highest engagement due to strong search intent

Looking ahead:

With continued investment in *London Life Science Week 2025* and its prominent role in the *London Growth Plan*, these early results signal strong momentum — and show that London is making the right moves by prioritising life sciences.

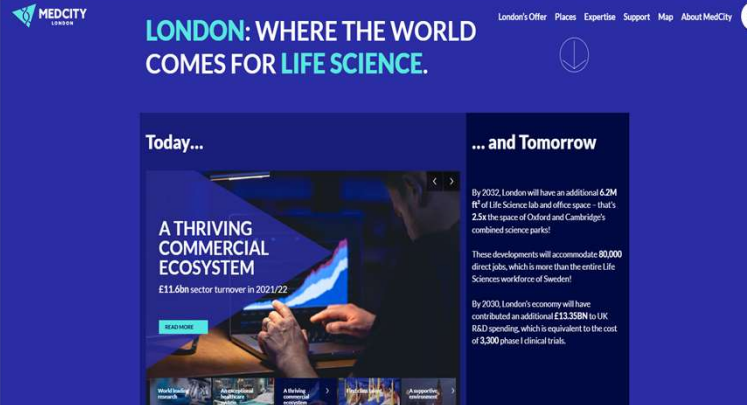


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Today...

A THRIVING COMMERCIAL ECOSYSTEM
£11.0bn sector turnover in 2021/22

...and Tomorrow

By 2022, London will have an additional 6.2M ft² of Life Science lab and office space — that's 2.5x the space of Oxford and Cambridge's combined science parks!

These developments will accommodate 80,000 direct jobs, which is more than the entire Life Sciences workforce of Sweden!

By 2025, London's economy will have contributed an additional £13.35Bn to UK R&D spending, which is equivalent to the cost of 3,300 phase I clinical trials.

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VIEW FROM THE MARKETS





Europe



HEADLINES

Key Political Events

- Germany: Early elections in February 2025 resulted in a CDU/CSU–SPD coalition, with Friedrich Merz expected to become the next chancellor.
- The Netherlands: After record-length coalition talks following November 2023 elections, a new right-wing coalition led by Geert Wilders' PVV was formed in early 2025, marking a significant shift in Dutch politics.

Economic Highlights

- Eurozone GDP growth stayed at 0.2% in Q1 2025 with resilience in services offset by weakness in manufacturing. The European Central Bank (ECB) projects that the eurozone's real GDP will grow by 0.9% for the entire year of 2025.
- As of March 2025, the ECB reduced its key interest rate to 2.5%.

Investment landscape:

- European startups raised GBP 9.5B in Q1 2025.
- Late-stage investments were prominent, with GBP 4.2B allocated across over 80 deals.
- Early-stage funding, particularly seed rounds, experienced a downturn, with a projected 18% YoY



FDI & Trade

- FDI: Europe delivered 7 **FDI wins** in the fourth quarter, generating a **GVA of £4.4m**. In the FY24/25, Europe delivered a total of 34 FDI wins worth £23.6M in GVA

The 7 Q4 wins came from across 4 of our 5 core sectors:

- Sustainability: 3
 - Fintech & Cyber: 2
 - Enterprise Tech: 1
 - Creative: 1
- Trade: We ran 4 trade missions to Europe (Sustainability in the Nordics + France & Netherlands, Fintech in Zurich and Frankfurt, Life Sciences in Germany and Switzerland) generating £60M in GVA in 24/25.



ACTIVITY

The Team Europe attended several **key events across Europe**:

- **Mobile World Congress** in Barcelona
- **TechArena** in Stockholm
- **Berlinale** in Berlin

During Berlinale, we led three major engagements in collaboration with **BFI, BFC, Rise VFX, and Film London**, showcasing the UK's world-class film production offer, including the newly introduced **audio-visual and VFX tax credits**.

We also celebrated our 1-year anniversary in the Nordics by setting up a London showroom at our community partner Epicenter's scaleup event. Our Managing Director for Grow London, Janet Coyle CBE also had a speaking slot at the event.

The following week we hosted our first Correspondents' Dinner in London for Nordic journalist for many Tier 1 media companies.

We have signed a partnership with The Unicorn Factory in Lisbon to boost ecosystem growth between London and Lisbon.



HEADLINES

- The Chancellor of the Exchequer, Rachel Reeves, visited Beijing and Shanghai between 10-13 January to co-host the UK-China Economic & Financial Dialogue with Chinese Vice Premier He Lifeng.
- On 28 March, President Xi Jinping met with a group of international business leaders, including UK companies: AstraZeneca, GSK, HSBC, and Standard Chartered Bank. In his address, President Xi Jinping stressed the crucial role played by foreign businesses in China's modernisation.
- China is set to issue its first overseas sovereign green yuan bonds in London, China's Finance Ministry announced on 9 March, raising \$829 million (£642.2m) to support low-carbon development.



FDI & Trade

- In Q4, the China team completed 1 high value FDI project and contributed £11 million GVA to London. In 24/25 financial year China team completed 19 projects with £25 million GVA, 25% surplus the annual target £20 million.
- The latest big GVA FDI win is from a leading smart phone company, who moved their team to London end of 2024.
- China team also had 5 trade wins and generated £5.5 million GVA, exceeded the target £1 million GVA.
- China team hosted a mix sector GLG mission to Shenzhen, Hongkong and Shanghai from 16 to 21 March, with 14 GLG companies it was the biggest London trade delegation to China. Through elaborate business activities like roundtable, reception, investors pitch, the visit helps the companies generated dozens business leads and received very positive feedback from the delegates.



ACTIVITY

- Deputy Mayor and L&P Chairman Howard Dawber joined two delegations, the GLG mission and the biggest UK civic delegations to China in 6 years made up of Mayors, Deputy Mayors and other representatives from 7 UK regions (London, West Midlands, East Midlands, South Yorkshire, Liverpool, Great Manchester and Bristol). The five-day program reached 5 Chinese cities: Hongkong, Shenzhen, Chongqing, Chengdu and Shanghai.
- China team attended L&P staff conference in London in Feb and organized a Chinese Investors Reception in collaboration with CCLand, around 80 representatives from Chinese companies and partners in London attended.
- The team proactively participated, spoke and supported a wide range business events in various cities: DBT China & HK Network Investment Forum; Guangzhou International Cooperation Center New Year reception; DBT AFF Networking reception; UK-China Future Technologies Governance Roundtable (SZ); Tech companies going global (SH); Plug & Play VC Investment Salon (SZ); city visits: Ningbo, Xiong'an, Hangzhou, Suzhou, Hongkong etc.



India



HEADLINES

- AI talent is strong, with hiring demand projected to more than double from 600,000 in 2022 to 1.25 million by 2027.
- The India-UK FTA negotiations have concluded with no additional rounds of talks expected.



FDI & Trade

- FDI: Closed the year by exceeding their annual GVA target with 25 Indian companies generating a total GVA of £47 million
- Trade: Wrapped up the year on a strong note, delivering £16 million in GVA through high impact trade wins
- The Middle East region also saw a significant increase in Trade wins and activities.



ACTIVITY

- North India Roadshow to Chandigarh and Amritsar. Engaged with 70+ companies to promote London as a top investment hub, and to strengthen ties with stakeholders
- The new British Deputy High Commissioner to Tamil Nadu invited London & Partners to the flagship King's Birthday Reception in Chennai
- Visits to the cities of Hyderabad, Vizag, Chennai, Dehradun to meet with stakeholders and new companies who are exploring global expansion



North America



HEADLINES

- Ongoing market volatility presents an environment where companies find it difficult to plan and they are more cautious in investing and expanding internationally.
- However, London's value proposition remains strong and there is increased interest from US companies in life sciences and sustainability in particular and from Canadian firms who would otherwise be looking at the US.
- Demand in the US for innovation from UK tech scale-ups remains undaunted and we are going ahead with BAU for trade and will run 6 trade missions to North America in the coming FY.
- There will be a federal election in Canada on Monday 28th April where a new Prime Minister and 343 member of the House of Commons will be elected.



FDI & Trade

- Record year for trade wins for North America. £124m was generated in additional contracts and investment for UK companies through GLG from the region.
- £28.4m in FDI generated this FY from 25 projects.
- 7 FDI wins this quarter including: a fintech and a sustainability investor from San Francisco; a digital advertising agency from Toronto; a tech consultancy from Connecticut; a software platform from NYC; and an AI platform from Salt Lake City; and a cybersecurity company from Denver.

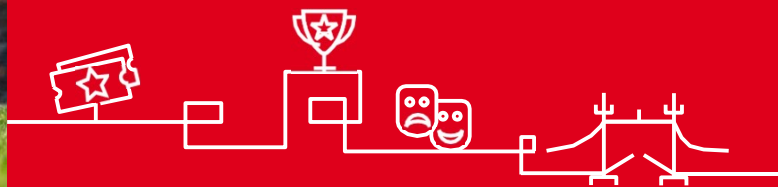


ACTIVITY

- Co-hosted the second "London Calling" event at SXSW in Austin, Texas, in partnership with Here East and Oury Clark in March. Approx. 250 people attended with speakers including the Mayor of Manchester, Andy Burnham, and the Texas Secretary of State, Jane Nelson.
- Also hosted an event on expanding into the UK with a commercial partner at SXSW and were a sponsor of the British Music Embassy opening night.
- Attended Fintech Meetup in Las Vegas in March engaging with more than 100 new FDI leads and projects.
- Delivered a ConsumerTech and NextGen GLG trade mission to San Francisco and Los Angeles in March. 16 companies met with large corporates and investors while we also hosted two networking receptions with 100+ attendees each.
- Attended Utah Tech Week and a digital assets summit in San Francisco in January.

LONDON
& PARTNERS

SECTORS



Creative

HIGHLIGHTS

- There were 21 Creative Technology FDI wins for the full year, three new wins in quarter 4, total value £1.4m and over £25.6m GVA for the full year
- 21 new creative technology opportunities, with a total of 103 for the year
- 7 creative tech GLG companies joined trade mission to LA/SF
- Over £24.5 GVA from GLG companies for the quarter contributing a total of over £107m for the year
- Cohort 6 of GLG launched with 23 creative tech companies

NEXT QUARTER



- Attending London Games Festival
- Hosting a reception with Digital Catapult during SXSW
- Chairing Tech Horizons stage during London Tech Week
- Mediatech trade mission to Paris/Madrid
- ConsumerTech trade mission to NYC

ACTIVITIES

- Chaired panel at Pocket Gamer Connects London as well as hosting breakfast
- Communities team and wider creative technology team hosted Creative Technology Networking Reception, over 100 guests including GLG and FDI companies and stakeholders
- Communities Team hosted Access to Funding event with RAW Ventures
- Team hosted roundtable for film stakeholders, 16 guests included FDI, GLG and stakeholders
- Chaired panel during the Berlinale on Visual Effects tax credits and the London opportunity, partnered with Film London, BFI, UK Screen Alliance and British Film Commission
- Hosted reception for European Film Market
- Team attended: Creative UK Summit, Move.AI conference, NLA Game On, SXSW Austin, Grow Music Gala
- Stakeholder meetings: Games London Advisory Board, DBT London/China/Paris, Frontier Collective, Business France, BIMA, Garden Studios, techUK, Digital Catapult, British Council, LOTI, Music Tech UK, Informa tech, Film London, Pocket Gamer Connects, SEG3, SXSW London, Here East



Fintech & Cyber

HIGHLIGHTS

- 27 Fintech & Cyber FDI wins for the full year with a total of £25.3m GVA (6 wins and £5.6m GVA this quarter)
- 26 new FDI Fintech & Cyber opportunities generated with 124 for the full year
- Hosted a Fintech Club event on Cybercrime
- GLG Trade Mission to UAE
- GLG Cohort 6 launch, with 20 new companies

NEXT QUARTER



- Attending UK Fintech Week (UKFW)
- Hosting a Fintech Club during UKFW on Financial Inclusion
- Attending London Tech Week and Fintech Fringe
- Hosting a breakfast event with Natwest during London Tech Week
- Running a Fintech Trade Mission to Singapore

ACTIVITIES

- Fintech Club event hosted at Level39 on Cybercrime with over 100 attendees
- Attended Pay360 in London
- Attended Fintech Meetup US
- Stakeholder meetings with Innovate Finance, Fintech Alliance, Fintech Fringe, City of London, Cyber London and FCA
- Hosted a VC delegation from Israel



Enterprise Tech & Business Services

HIGHLIGHTS

- 4 FDI wins for £11.5m GVA
- 11 GLG wins £20.04m
- BETT annual event
- Future of Work dinner
- Fintech & Enterprise Trade mission to middle east
- Consumertech & Nextgen Tech trade mission to California
- GLG Cohort 6 launch

NEXT QUARTER



- Future of Work demo day
- Future of work investor session
- London Tech Week
- AI Hub collaborative event
- EdTech X event
- Legal Tech Talks roundtable

ACTIVITIES

- Hosted our BETT annual event with international and London based clients.
- Hosted a Future of Work dinner for 18 clients and stakeholders, including investors and corporates.
- Fintech & Enterprise Trade mission to middle east
- Enterprise trade mission to California
- GLG Cohort 6 launch
- Attended the AI & Big Data expo, AI Fringe event, Plug & Play even,
- Run an investor session with Notion Capital General Partner.



Sustainability

HIGHLIGHTS

- 5 FDI completions totaling £15.2mill GVA
- £23 million in GLG GVA, coinciding with the successful graduation of Cohort 3 companies.
- Two new starters to the FDI Sustainability team
- First Europe Sustainability Fast Track Trade Mission to Berlin – a focused 24-hour city visit, offering a more agile alternative to the traditional 5 day trade missions. Also, sustainability companies participated in Africa Immersion week and China/Hong Kong Trade Mission
- Welcomed 23 new high-growth GLG sustainability companies in January, spanning key sub-sectors including Energy, Built Environment, and Mobility.

NEXT QUARTER

- Speaking and FDI trip to Norway
- Delegations from Dutch Ministries with SHIFT London and Turkey with Imperial White City Innovation District
- Innovation Zero, London Tech Week including Climate Day, MOVE conference
- **London Climate Action Week**
- North America (LA) trade mission, scheduled for May and planning for the Mayoral Africa trade mission taking place in July.



ACTIVITIES

- Meet the Corporate sessions with Stellantis and Westphalia Fruit
- Hosted Sustainability Working Group for Strategic Partners and a session on London at Energy Storage Summit
- Presented to Connected Places Summit sustainability delegation from Japan, SUITz a Japanese cleantech Accelerator, Dutch Delegation of 15 companies here for FutureBuild including arranging a meeting with Crown Estate, Italian Delegation (SMAU) of 70 companies with partner ECDC
- Arranged for Hydrogen Trade Mission from Romania and Bulgaria to discuss and experience Metroline Hydrogen buses and meet with CEME in Rainham
- Attended Data Centre World, Meet the Buyer event with Compocity & LocaeRise, Royal Docks Networking Forum, BusinessLDN: In discussion with TFL's new COO and CFO and in discussion with Chair of Great British Energy, Voltalis Group (FDI client) launch event , Shaping Europe's Green Workforce Transition - Breakfast Roundtable , NLA Net Zero Expert roundtable , Cities x Climate Breakfast with Streetlife Ventures from New York, Conversations in Climate Tech: A Critical Reflection on the Hydrogen Megatrend, PLA Thames Net Zero Coalition Meeting , Green Business Action and West London Business's network , Sustainability Leads Club: The Future of Sustainable Air Travel , Canadian Space Tech Trade Mission , Connected Places Summit
- GLA related events attended: GLA Environment Innovation Programme: Procurement Roundtable, London EDGE fund lunch and learn , Powering Green Growth roundtable with Mete and Howard , World Energy Council meeting with Mete, Mayor's International Diplomatic Reception , London Growth Plan launch, C40 Cities "London Green Transition: Business at the forefront of Inclusive Growth"
- Meeting with Howard with World Business Chicago
- Site visits to Cory with Bexley Borough Council and for in market based staff to Sustainable Ventures, NLA, Canada Water, London Greencity, ECDC and Stratford East Bank

Life Sciences - MedCity

HIGHLIGHTS

- Delivered UK Launchpad programme for Japanese biotech on behalf of JETRO, including Demo Day, reception and final report
- Delivery of cohort 2 UKSPF funded London Health Accelerator for Social Enterprise, including graduation event, metrics and final report
- Planning underway for London Tech Week and London Life Sciences Week (LLSW)
- Follow-up meetings with Life Science stakeholders responding to Growth Plan launch
- Life Science Advisory Board meeting



NEXT QUARTER

- London Tech Week HealthTech day and HealthTech reception 10th June
- China market visit: Hong Kong, Shanghai, Suzhou and Beijing including series of conference presentations and roundtables with life sciences industry
- London Life Sciences Week activations at Bio US in Boston and international reception
- Hosting Chinese and Canadian industry delegations
- Presenting at London Labs Live
- Publishing next Constructing Science report on GMP manufacturing facilities

ACTIVITIES

- Presented London life sciences real estate offer at MIPIM in Cannes and at GRI London Conference
- Presented as part of the Office of the Free State of Bavaria BioM webinar in preparation for the LSX World Congress.
- Signed partnerships with events such as the London Biotechnology Show and HLTH Europe.
- Hosted London-Tokyo AI in healthcare webinar with Japanese partners
- Hosted Lithuanian-UK Biotech Innovators event
- Hosted French Press visit to the knowledge quarter to meet life sciences stakeholders and visit new innovation centres in the KQ.
- Hosted Korean government delegation and Japanese Ministry of Economics, Trade and Industry
- London Health Accelerator for Social Enterprise, graduation event and awarded prizes
- Collaboration with BIA to plan broad range of events for LLSW
- Attended BioEurope in Milan, BioTrinity, RadiologyAI, Leaders in Health, British Science Association meeting, APPG for Life Sciences Parliamentary Reception, KEUK launch, Anglo Nordic LS conference
- Mentorship of participants on London Health Accelerator for Social Enterprise programme
- Community Networking event "Collaboration for Life Sciences Innovation" hosted at Victoria House



LONDON
& PARTNERS

VISITOR ECONOMY



Conventions and Business Tourism

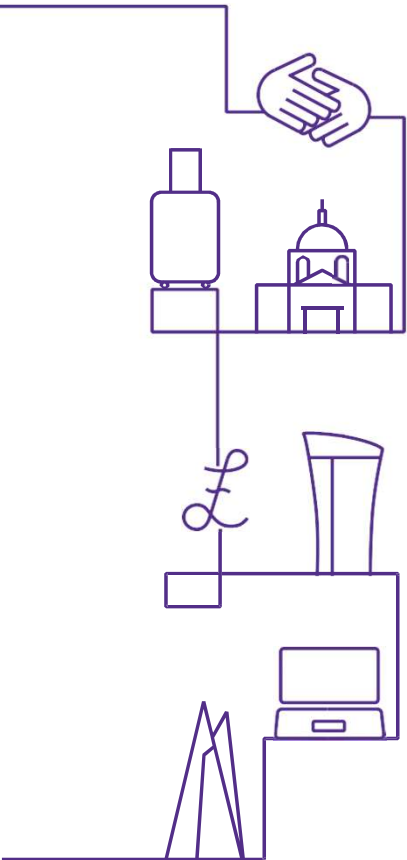
BUSINESS WINS

Total GVA 12 events worth £5.3M GVA (4 association and 8 corporate)

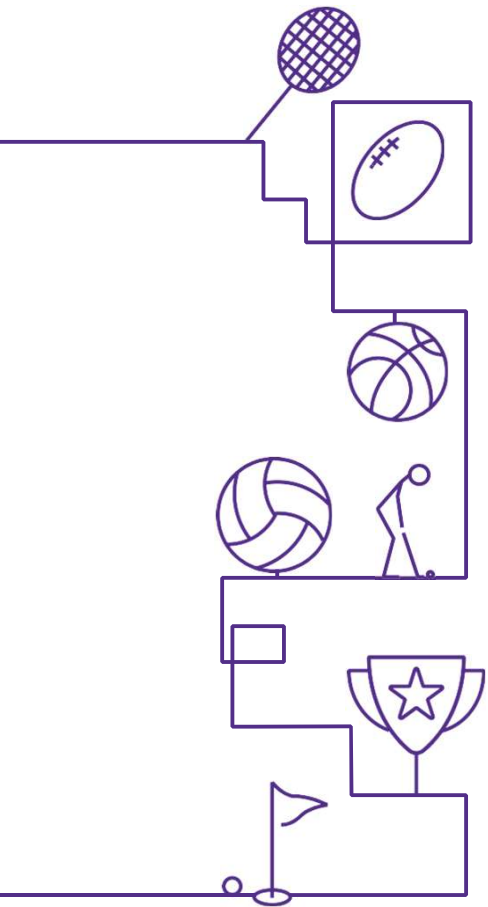
- World Scout Conference Oct 2027 ;£2.5M GVA; 3,000 Scouts 7 days ; Olympia
- Euromed Lab June 2027 from Italy; £1.1M GVA ;3,000 delegates 3 days ; ExCel
- Google Feb 2025 UK Tech immersion from USA;£940,260 GVA;2,000 delegates 4 days ; Excel
- CNS Consulting for Everway from USA; £188,909 GVA;300 pax 3 days in March 2025; Hilton T 5
- Dorje Designs USA;£172,874 GVA; 500 3 days in Sept 2025;Pullman St Pancras; the Standard; St Pancras Renaissance
- ALM Ventures for Humanoid conference from USA;£113,557 GVA;500 2 days in May 2025;Novotel London West

ACTIVITY

- ICCA UK & IRE, Leeds
- PCMA Convening Leaders , Houston
- City DNA CEO Forum
- LVEP Conference, Birmingham
- Barbican Annual stakeholder dinner
- Site Global Forum, Mexico
- Invoyage Client Forum, Brazil
- SMU International/ VisitEngland Sales Mission US
- Business of events Policy Forum, London
- Visit Britain Association Workshop, Brussels
- Tourism Means Business Partner conference



Major Events



Delivered/supported

- Tourism Means Business
- Supertri E

Live/won

- London Experience Week (live)
- E1 Powerboat Series (live)
- Formula E (live)
- SXSW (won)
- Dreamhack Festival (live)
- T100 2025 (won)
- London Sculpture Week (live)
- L24R (won)
- Guinness World Records (live)
- City Flyover (live)
- City Experiences research project (live)
- Rugby World Cup 2025 (won)
- BLAST 2025 (won)
- World Climbing League 2025 (live)
- King and Queen of the Court (live)
- Gran Turismo World Champs (won)
- BLAST Open 2026 (live)

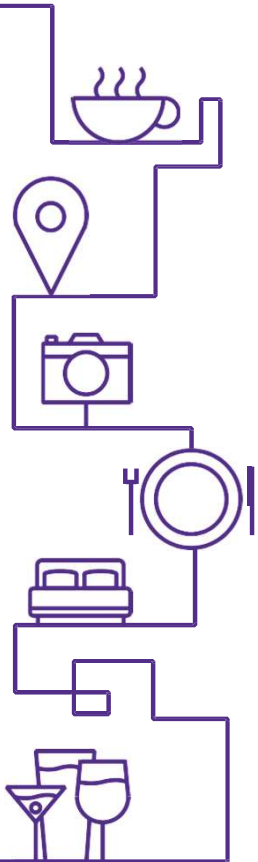
Definitions

Delivered/supported: Event has taken place

Live: Active conversations and/or bids taking place with rights holders

Won: London confirmed as host city

Leisure Tourism summary



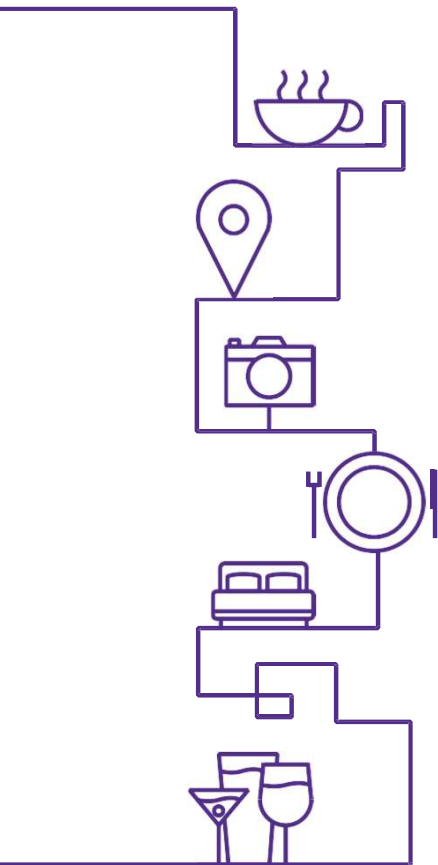
Visitor Experience

- Visitor Data Trust pilot study complete, working with GLA HSDS team to broaden scope of HSDS. Commercial modelling next.
- Scoping a 'Place x Brand' advertising model for London. Working in partnership with JCD to work with brands to activate London places. Consulted with boroughs, GLA, TFL and BIDs.

Consumer marketing

- Finalising 'Unique & Surprising' Visit London owned channel campaign, aligning to Visitor Experience Strategy, due to launch early May.
- Scoping the opportunity/ defining the problem we are trying to solve to promote London as a place for leisure to Londoners.
- Place x Brand consultation with London places and partners re potential Christmas PoC.
- Finalising details and agreements with partners to deliver a London Gateway campaign.

Visit London channels performance



Visit London website & ecommerce

- 3.4m users in Q4
- Reduction in domestic users. Mixed picture in international markets
- Experiences revenue growth

Social media engagement and growth

- 28.7m organic engagements in Q4
- 9.2m paid engagements in Q4
- 137k new followers in Q4

Social media content

- Iconic and hidden location content delivered strong performance this quarter, including a video showcasing breakfasts in iconic locations and highlighting a walk beneath the river Thames, and many more places. Facebook saw a notable increase in reach and engagement compared to Q4 of the previous year.
- A post themed around Bridget Jones performed particularly well, benefiting from timely alignment with the upcoming sequel, Bridget Jones: Mad About the Boy. The content generated significant interaction, with many users tagging friends and expressing interest in visiting the featured locations.



LONDON
& PARTNERS

**SMALL
BUSINESS**

ONE YEAR OF GROW LONDON LOCAL



Helped
22,000+
entrepreneurs
to access support.



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



support providers across London boroughs, FE colleges, Universities, Chambers of Commerce, Business Improvement Districts, charities and businesses.



entrepreneurs attended our community events including Coffee Fridays, local hubs and drop-in sessions at the Post Office.



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

*A Net Promoter Score (NPS) is a customer experience metric that measures how likely customers are to recommend a company, product, or service to others

SMALL BUSINESSES

January 2024 - March 2025

Entrepreneurs reached



29,533
Digital



2,847
In-person



32,380
Total

Entrepreneurs helped



4,026
Digital



1,649
In-person



5,675
Total

Ethnic minority ●●●●●●●● 64%
Female ●●●●●●●● 57%
Disabled ●●●●●●●● 12%

Top sectors supported

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

Top categories of business support requested

1. Marketing
2. Finance
3. Planning

Entrepreneurs supported by business stage



*Equalities data is captured from in-person and digital diagnostics however is not available for users who self-serve content on the Grow London Local website.

SMALL BUSINESS SUPPORT

January 2024 – March 2025

375
Support Providers



1,491
Business Support Offerings*

Here at Grow London Local, we have a team of dedicated relationship managers who source and onboard business support providers to deliver affordable (or free) services for London's small businesses.

Our website is packed with support including skills and training, events, webinars and mentoring – Grow London Local is the one place for SMEs to access the support they need to grow.

London's entrepreneurs can also find the help they need to thrive through booking a free consultation with a Business Support Manager, get personalised recommendations through the 'Business Success Check' or by browsing the website to find the help they need – with access to our low-cost support offerings throughout.

We're actively looking to engage with new business support providers that meets the demands of London's entrepreneurs. The team also welcomes businesses interested in becoming support providers to submit an expression of interest via the Grow London Local website.

Top categories of business support available

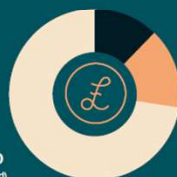
1. Marketing
2. Digital
3. Planning

Costs of business support

£ Partly funded - 179

£ Fee payable - 222

£ Free to access - 1,090
(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 2024 – March 2025

26
Skills Support Providers



242
Skills Support Offerings*

66

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

Paul Wight,
Programme Manager
at Hackney Impact (Allia)

Entrepreneurs helped to access skills support provision

2,740
Digital

2,732
In-person

5,472
Total

Ethnic Minority ●●●●●●●● 65%
Female ●●●●●●●● 57%
Disabled ●●●●●●●● 13%

Most viewed skills support

1. English for Speakers of Other Languages
2. English reading and writing skills
3. Leadership and management

Most referred to skills support

1. Digital Skills
2. Business Advice & Strategy
3. Social Media Marketing

*Skills support offerings is defined as courses and resources enabling business founders and employees to develop existing skills or acquire new ones to support business operations and growth. *Equalities data is captured from in-person and digital diagnostics however is not available for users who self-serve content on the Grow London Local website.

OUR IMPACT ACROSS LONDON

West London Alliance

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

1,770

Total Businesses Supported



"The London Borough of Barnet kindly introduced Grow London Local to Wenta in June 2024. Since then, over 650 pan-London cross-sector businesses referred by Grow London Local have benefitted from practical free advice and support. Our excellent partnership clearly demonstrates collaborative reach and impact."



wenta

Michael Martin, Head of Net Zero & Advice Team, Wenta

South London Partnership

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

971

Total Businesses Supported



"Grow London Local strengthens LSEC's impact in boroughs by promoting online digital courses and apprenticeship programmes offered by LSEC. These initiatives boost skill development, empower local communities, and support sustainable growth."



LONDON
SOUTH EAST
COLLEGES

Nina Sian, Director of Employer Engagement, Partnerships & Commercial, London South East Colleges

Central London Forward

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

4,529

Total Businesses Supported



"Digital Boost and Grow London Local share a common mission: to ensure that every business can get the right support, in the right moment. Their business advisors have made it easier for us to find and connect with hard-to-reach businesses across London, and importantly, understand their needs, so we can give them the most relevant free support."



Karen Licurse, Managing Director, Digital Boost

Local London

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

1,963

Total Businesses Supported



"Working with Grow London Local has been incredibly rewarding. Supporting new founders as they find their direction and build confidence has been a real highlight. Thames Brand Consultants is all about helping others grow, and this key partnership has made it easy to do just that, right where it's needed most in the heart of an entrepreneurial metropolis."



Paul Fraine, Owner of Thames Brand Consultants



LONDON
& PARTNERS

LONDON BRAND – PR



London Brand - PR



High-level summary

Q4 was yet another strong quarter for earned press/media coverage.

On the business side, we published our annual venture capital data, revealing a record year for London's AI startups. The figures showed London firmly holding its place at the top of Europe's tech league table and the story was widely picked up, including by [The Standard](#).

We also teamed up with the Department for Business and Trade to host a French press/media delegation, welcoming some of France's most influential journalists to London. We introduced them to our world-class tech and innovation ecosystem, from the Knowledge Quarter in King's Cross to East Bank at the heart of Queen Elizabeth Olympic Park. One of the highlights was coverage on [BFM TV](#), France's largest business broadcaster.

Meanwhile, Stephen Feline, our director of North America, was featured in [PYMNTS.com](#), sharing London's leadership role in the development and regulation of AI.

For small businesses, we worked with the Mayor's press office to issue a story marking one year of Grow London Local supporting entrepreneurs across the capital, securing coverage on [ITV London](#) and in other domestic press/media outlets.

On the destination and consumer side, we teamed up with TripAdvisor to celebrate London being named *the* top global destination. Our CEO, Laura Citron, was quoted in the story, which generated more than 15 articles across [MSN](#), the [Daily Mail](#), and other global press/media outlets.

We also supported the London Chinatown Chinese Association's Lunar New Year campaign. A quote from our managing director for marketing, destination & commercial, Rose Wangen-Jones, was included in the story, which was picked up by Chinese press/media outlets, including the [South China Morning Post](#). Rose also provided commentary on the latest Association of Leading Visitor Attractions figures, which confirmed that London's attractions were the most visited in the UK. That story was picked up by [Xinhua](#) and syndicated nationwide in China.

In Ireland, we secured a *free* giveaway on [RTÉ](#), Ireland's national broadcaster. The segment aired during primetime and featured four of our tourism partners, giving London strong visibility in a key near-market.

Internationally, we've also started shaping the international press/media story around the London Growth Plan. We engaged with London-based international press/media correspondents to share how the capital is planning for future growth. Several feature ideas are now in development, with early coverage already secured in India's [Economic Times](#), one of the country's most influential business publications, highlighting the plan's potential to deepen UK-India ties.

And finally, a brilliant way to round off the quarter, Laura Citron was profiled by [Yahoo! Finance](#) in its 'CEO Says' series.

Q4 PR results:

Total pieces of coverage:
175

Global audience reach:
1,517,652,243

Global engagement:
8,123,167

London Brand – PR, consumer press highlights

RTE



Visit London Giveaway



Tripadvisor names 2025's best destinations

With new attractions like the V&A East Storehouse and the Museum of Shakespeare opening in London, 2025 is set to be a remarkable year for travelers. Tripadvisor's awards reflect how global travel is evolving, with more emphasis on culture, food, and unique experiences. As Laura Citron from VisitLondon.com remarked, "Visitors love London's constant change; it keeps them coming back to do the things they love and discover new surprises."



Britain's top attractions welcome millions as visitor numbers climb

Asia is London's fastest-growing visitor hub, with China's visits to London expected to grow 19 percent on 2023 levels by 2030, said Rose Wangen-Jones, Managing Director of Visit London.



5 underrated places to celebrate Lunar New Year



XINHUANET

South China Morning Post

The biggest Chinese New Year event outside Asia will take place in London's Chinatown



"London is gearing up for one of its biggest annual events as we celebrate the Year of the Snake," says Visit London managing director Rose Wangen-Jones. "We're expecting hundreds of thousands of people to take part in the celebrations."



London Brand – PR, business press highlights

LA
TRIBUNE

Comment Londres se plie en quatre pour attirer les start-up françaises

itv
LONDON



METRO

yahoo!finance

Meet the CEO responsible for selling London to the world



THE ECONOMIC TIMES | News

English Edition | Today's ePaper

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

PYMNTS®

Can France, UK Overtake US?

Stephen Feline, director of North America for London and Partners, an economic development group in London, told PYMNTS.com that the U.K. can't match the U.S. in market size and available funding. But it does have at least one key advantage: It is open to talented immigrants.



FC

A balanced approach to tech regulation represents an opportunity for businesses

Let's explore the approaches taken in the EU, US, and UK in three core areas: data protection, artificial intelligence, and Web3.

THE
STANDARD



BUSINESS

London based AI start-ups raised a record \$3.5 bn in venture capital funding last year

London stays ahead of the AI European league table ahead of Paris and Munich

M&IT
meetings & incentive travel





LONDON
& PARTNERS

INCOME GROWTH OPPORTUNITIES



Commercial Partnerships - Tourism

The Tourism Partnership team leads the recruitment and engagement of over 370 tourism businesses across London, including 27 Strategic Partners who play a vital role in shaping the capital's visitor economy.

- By the end of Q4, we achieved £1.37 million in income for FY 2024-25.
- We were pleased to welcome new Premium Members including Fairgame, The Royal Society, Wembley Park, Museum of London Docklands, and lots more. We are also thrilled that Canary Wharf joined us as a Strategic Partner.
- Q4 was a standout quarter for partner engagement and events including several Meet the Teams networking sessions, Strategic Partner Forum and Tourism Advisory Group (both joined by Howard Dawber). The highlight was Tourism Means Business, our flagship annual conference, which saw record attendance with nearly 300 delegates. Sessions explored the London Roadmap, sector-wide case studies, and panel discussions on the Experience Economy and the Power of Partnerships - sparking fresh thinking and encouraging new collaborations across the sector.



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 confirmed new partnerships with HSBC Innovation Banking and CBRE, and advanced conversations with 3 further new partners we expect to land in Q1 25-26
- In February, we hosted our annual market reception with partners to hear from our global teams on FDI trends. This event is always a highlight, with positive feedback from attendees
- We increased our NPS score from partners by 46 points.





LONDON
& PARTNERS

STRATEGY AND OPERATIONS



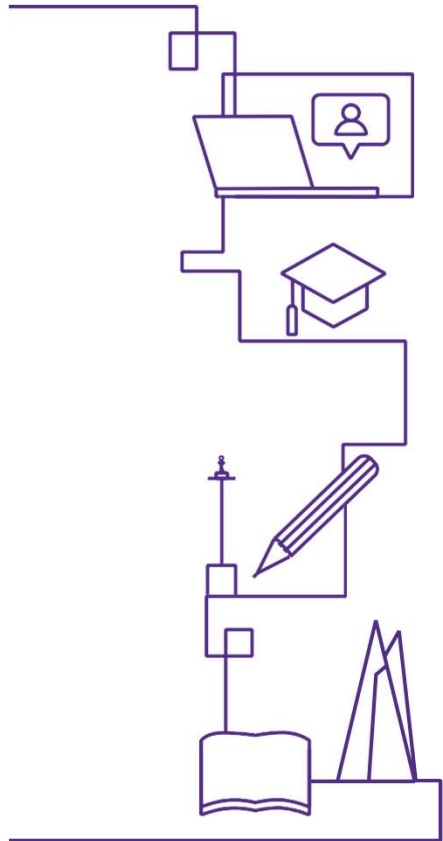
Corporate Affairs

RESEARCH & INSIGHTS

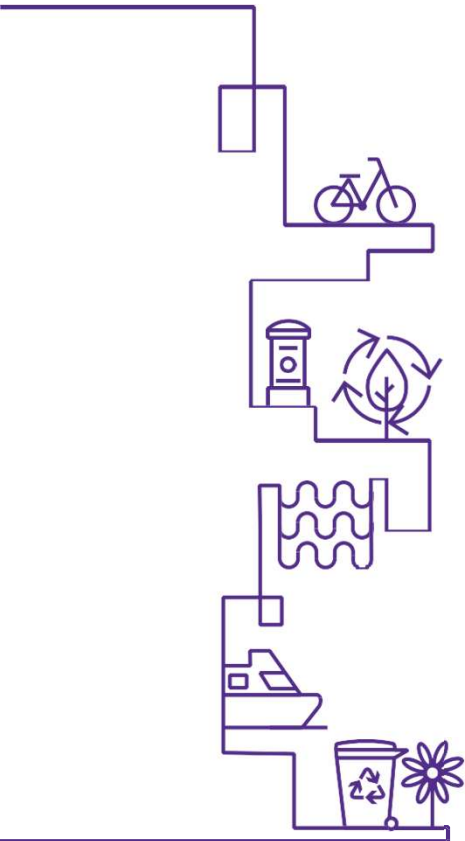
- Presentation of key tourism trends for 2025 at Tourism Means Business, L&P's flagship tourism event for partners in collaboration with the Foresight Factory.
- Tourism deep dive workshop with Hammersmith & Fulham Destination Management Partnership exploring the visitor economy.
- Hosted a plenary session with contributors to the London Attraction Monitor exploring the latest trends in visitor volumes.
- Delivered three insight mission briefings for Grow London Global businesses; Fintech/Enterprise for the UAE, Life Sciences for Germany and Switzerland and cross sector for China and Hong Kong.
- Creation of global trends in Media Tech Report which provides a comprehensive analysis of the sector's performance in 2024. It also benchmarks global hubs, covering 50 cities with London among them.
- Publication of the [MedCity Advanced Therapies Landscape in London Report](#) which highlighted key institutions, spin outs, and investment in the cell and gene therapy subsector, and celebrated London's efforts to advance curative medicines. The report was presented at the Advanced Therapies Summit in March.

STAKEHOLDER RELATIONS

- Supported the launch of the London Growth Plan, work with the Gla and London Councils to ensure key stakeholder were engaged at the launch event. A selection of the boroughs and sub regional partnerships are drafting responses or their own local growth plans which the team is monitoring
- Continued embedding of the new Stakeholder Managers into team – these new roles continue to reshape and expand engagement with wider stakeholders in each of London's four subregions. The London Growth Plan has influenced the approach and will be further defined in line with the L&P Strategy.



Operations



FINANCE

- Year end 23/24 financial external audit complete and accounts submitted by the deadline
- New finance system project is progressing, integrations with CRM is underway
- Process improvements are ongoing alongside the new system project

TECHNOLOGY

- New Director of Technology & Data starts Monday 28th April
- Ongoing investment into cyber security and enterprise technology
- Procurement for a new cloud support partner

HUMAN RESOURCES

- Our 3-year salary benchmarking exercise complete and implemented for April 2025
- L&D Manager recruited, working with SLT to develop our L&D offer
- L&P Staff Conference Day held in February, positive feedback for the day and activities during the week (L&P Fest)

FACILITIES

- Procuring new provider for an online Health And Safety platform to meet staff training and DSE/OHA assessment tracking - 25/26 Q1 in progress
- Plans for office move remain ongoing

LONDON
& PARTNERS

THANK YOU

