

LONDON
& PARTNERS

QUARTERLY ACTIVITY REPORT

Quarter 1 2026/27



Contents

Introduction

Outcomes and key performance indicators

Our activities this quarter

- Promotion
- Business growth
- Investment
- Strategy



Introduction

Welcome to London & Partners first quarterly activity report for 2026/27.

London & Partners has kicked off 2026/27 with a revised set of outcomes and key performance indicators to ensure that the organisation is ready to deliver on London's growth priorities, particularly in the post-UK Shared Prosperity Fund era.

Our interim (unaudited) figures show that in Q1 the majority of our outcomes and activity indicators are on track. To date we have generated an additional £83.7m in GVA for London – 22% of our target for this financial year. We also created 658 jobs – 36% of our target.

Delivery on Grow London Global and Made Smarter is expected to pick up as the financial year continues and companies complete these programmes.

We are also making good progress in our commercial relationships, having secured £1.641m in Q1 (24.49% of our commercial

income target for the year) with strong partnership renewals including Fidelity Investments; Crown Estate; ExCel; Marriott Hotels and HOLBA.

Highlights for this quarter include:

- London Tech Week, attended by 30,000 delegates and over 50 Unicorn Founders from around the world. Speakers included the Mayor of London, the Prime Minister, HRH Prince William and the CEO of AMD.
- The launch of Grow London Local Money. A key milestone in London's new Business Support Strategy, the campaign aims to simplify a complex funding landscape for London's small businesses – while improving their financial literacy.
- London has been shortlisted for Europe's Best MICE (Meeting, Incentives, Conferences and Events) Destination 2026 at the World MICE Awards.



Outcomes and key performance indicators



Outcomes from 26/27 business plan: Q1

Pillar	Service	Indicator	26/27 Target	Q1 performance and RAG*		RAG commentary
Strategy	Advisory Services	Qualitative impact reporting	New – outcomes to be set	n/a – new for 26/27		N/A
	Growth Strategies for London	Qualitative impact reporting	New – outcomes to be set	n/a – new for 26/27		N/A
Promotion***	Visit London	N/A	No target set	No target set		N/A
	London Brand	In development	New – set baseline in 26/27	n/a – new for 26/27		N/A
	Convention Bureau	GVA	£45m	£11.34m*		On Track
Investment	Foreign Direct Investment	GVA Jobs	£125m 1,500	£47.38m*	On track – based on pipeline and pending ‘wins’	
				387	On track	
	Capital Investment (Opp London)	Investment supported	New – set baseline in 26/27	n/a – new for 26/27		N/A
Business Growth	Grow London Global	GVA Jobs	£200m 300	£24.96m*	Cohort 7 graduate in Q2, so we are on trajectory	
				271		
	Grow London Local	N/A	No target set	No target set		N/A
	Made Smarter	Supported businesses to improve productivity**	45	1	Trajectory was backloaded in year, and we’re slightly behind but expecting to catch up	
	AI Adoption Service	Metrics - to develop in 26/27	New – set baseline in 26/27	n/a – new for 26/27		N/A

* Interim (unaudited) figures

**Number of businesses receiving intensive support

*** We secured £4.28m* in additional GVA from major events this quarter.

Activity indicators from 26/27 business plan: Q1

Pillar	Service	Indicator	26/27 Target	Q1 performance and RAG*	Commentary on RAG
Strategy	Advisory Services	New programme - To be developed in 26/27	New – KPIs to be set in 26/27	N/A	N/A
	Growth Strategies for London	New programme - To be developed in 26/27	New – KPIs to be set in 26/27	N/A	N/A
Promotion	Visit London	Audience engagements	250m	70.1m	On Track
	London Brand	New programme - To be developed in 26/27	New – KPIs to be set in 26/27	N/A	N/A
	Convention Bureau	Client NPS	70	80	On track
Investment	Foreign Direct Investment	Client NPS	70	96	On track
	Capital Investment (Opp London)	Client NPS	40	Reported annually in Q4	N/A
Business Growth	Grow London Global	Number of businesses supported	200	6	Cohort 7 graduate in Q2. We are on trajectory
		% of businesses from underrepresented groups	35%	67%	On track
		Client NPS	55	100	On track
	Grow London Local	Number of businesses supported - in person	5,000	1,731	On track
		Number of business supported – online	5,000	4,161	On track
		Reach - unique website visitors	100,000	24,238	On track
		% of businesses from underrepresented groups	80%	89%	On track
		Client NPS	50	58	On track
		Number of businesses supported (engagements)	284	71	On track, but working towards improving quality of leads
		% of businesses from underrepresented groups	Baselines being set	N/A	
	Made Smarter	Client NPS	50	Reported when more businesses complete	
	New AI Adoption Service	New programme – To be developed in 26/27	KPIs to be set in 26/27	N/A	N/A

ACTIVITIES THIS QUARTER





Laura Citron OBE, London & Partners CEO

How we work

Strategy

We shape London's strategy in priority sectors by sharing data and insight and convening stakeholders.

Promotion

We promote London's brand, places and growth sectors to win investment, tourists and events.

LONDON
& PARTNERS

Investment

We work directly with international investors to convince them to choose London. We help them to expand their businesses or find investments here.

Business growth

We help London businesses to grow by connecting them with the right support and running accelerator programmes.

PROMOTION



London Convention Bureau

Our activities to help event professionals, meeting organisers and incentive planners unlock the city and create events to remember.



Activity

This quarter we undertook the following activity to attract business delegations and events to London:

- Attended IMEX Frankfurt with 24 partners, meeting with over 200 meeting planners
- Attended VisitBritain sales mission to Paris & Brussels meeting event planners
- Sales missions to Toronto, California and Arizona with London partners to meet event planners
- 2 familiarisation trips from USA with key agency buyers



Wins

This quarter we confirmed the following delegations and events as coming to London:

- AOM Annual meeting, 10,000 delegates (2030)
- Council on Vertical Urbanism, 1,000 (2026)
- Redfin Incentive, 750 delegates (2026)(USA)
- Semrush, 1,000 delegates (2026)
- Progress KO, 800 delegates (2027)



Marketing & Comms, Policy, and Public Affairs

- London has been shortlisted for Europe's Best MICE Destination 2026 at the World MICE Awards
- Hosted and organised a media networking breakfast at IMEX Frankfurt
- Worked with industry body, Cvent, on announcement naming London top European meetings and events destination
- Worked with Olympia on new ICC opening announcement

Experience economy and promotion

Our activities to attract major events, new experiences and leisure tourists into London, and promote London around the world through Visit London, Team London and the London brand campaign



Attracting major leisure events and experiences

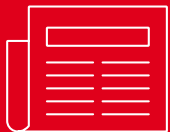
Major Events support given in the last quarter include:

- Red Bull: Age of Empires @ RAH
- Tour de Femme launch
- Women's T20 World Cup
- ITTF World Team Table Tennis Championships
- RIOT Valorant Masters @ Copperbox Arena



Promoting London to the world

- **Team London:** Delivered a strong Team London presence across London Tech Week, increasing visibility, stakeholder engagement and driving 300+ visits to the dedicated event webpage.
- We continued to develop the new **London brand campaign**.
- Visit London Growth are prioritising efforts to **increase users to the visitlondon.com website** by improving positioning in the Google search rankings and by increasing visibility in the large language models.



Marketing & Comms, Policy, and Public Affairs

- Featured in RTL Nord discussing London's Olympic legacy
- Interview with Radio France discussing tourism and summer in London
- Secured coverage in China's Yicai and an interview with Germany's ZDF for London Experience Week
- RTL Nord coverage with Simon McCaugherty focused on London 2012 Olympics

BUSINESS GROWTH



Grow London Global

Our free 12-month programme that supports innovative high growth companies to expand internationally



Programme activity and wins

Quarter 1 has been an exceptionally busy period as we welcomed a further **120 high-growth businesses into Cohort 8**, bringing the programme to **more than 300 companies**.

Alongside one-to-one support, the quarter saw a packed programme of 14 events. Highlights included a strong Grow London Global presence at **London Tech Week**, where companies took part in sector networking, investor engagement and our Pitch Showcase.

The impact of this support is already being seen in the growth journeys of our companies. During the quarter, GLG member **Fondy** established a new US business focused on developing an agentic AI layer for supplier and procurement payments.



Trade missions and markets

We delivered two impactful international trade missions in Q1 alongside the Mayors visit to Southeast Asia.

1. Fintech & Cyber (Singapore) – 14 companies
2. Creative (Japan – Osaka & Tokyo) – 14 companies



Marketing & Comms, Policy, and Public Affairs

PR support around London TechWeek, including a broadcast interview featuring our Managing Director, Janet Coyle, on BBC News' Business Today and interviews with our CEO Laura Citron in key international media

Secured coverage in key Chinese media i.e. Yicai, Phoenix TV and Caixin Media focusing on investment opportunities between China and London

Spotify podcast with What The Frac focusing on how businesses can scale in London, with L&P's James Cummings as guest

Launched the London Growth Fellowship, our 9-month programme to engage MPs, Peers and GLA Members on all aspects of our work



Innovation Fellowship

An executive education programme for innovation leaders, sharing best practice in open innovation,

This quarter our activities included:

- Cohort 15 graduated in June with 8 Innovation Fellows from leading corporates.
- Launched Cohort 16 in June, welcoming 12 new Innovation Fellows
- Led a delegation of 20 Innovation Fellows to Viva Technology in Paris alongside UK startups and investors, resulting in 30+ follow-up meetings
- London Tech Week: facilitated 38 introductions between scaleups and organisations
- Hosted an Innovation Fellowship alumni networking reception at the London Tech Week stand, bringing together 40+ members of the community.



Grow London Talent & Skills

Expert support and content for high-growth companies on inclusive hiring and access to talent in London

This quarter our activities included:

- Supported new Grow London Global cohort of 125 companies with their hiring challenges through cohort launch.
- **Scaling Culture event with** founders and selected exec MBAs from Warwick Business School, with a panel of leaders from Olio, AutogenAI, Native and Kinhub. Attended by 100+ leaders.
- **London Tech Week:** Brought underrepresented groups to the event to deepen their knowledge of career opportunities in the sector, hearing from founders and connecting with leaders including the Mayor of London.
- Launched L&P-brokered Metallica Scholars Initiative in partnership with Capital City College - a \$250k investment in vocational training for young people.
- Continued support for GLA Talent programmes including introductions to Inclusive Talent Brokerage.



Grow London Local

The one place to get free access to all the support you need to start and grow a business.

Q1 saw the launch of Grow London Local Money. A key milestone in London's new Business Support Strategy, the campaign aims to simplify a complex funding landscape for London's small businesses – while improving their financial literacy. At the heart of the campaign sits the Money hub, where SMEs get free access to resources, toolkits, and a network of expert business support providers. We also hosted a Money Masterclass

We reached new audiences through sponsored TikTok videos and geotargeted Spotify ads, and secured a Letter to the Editor in City A.M. supporting our focus on AI adoption for SMEs. We also hosted 14 *Coffee Friday* and *Lates* networking events, a GLL Money Masterclass, and three Meet The Founder sessions to inspire SMEs from under-served communities. Our events were attended by various London Assembly members and local councillors.



Made Smarter

Helping London manufacturers access digital tools for growth

This quarter, the programme launched its second year – through which we will double our KPIs from last year, supporting 142 SMEs.

We piloted outreach events in partnership ReLondon, to engage sustainable manufacturing businesses in the programme.

We are also engaging with outer-London boroughs to ensure we reach SMEs in those areas.

We are working with Digital Catapult to pilot additional training and skills workshops in AI and supply chain that will run in Q2.

INVESTMENT



Grow London

Our programme to attract Foreign Direct Investment by providing free expert support and information for international businesses wanting to establish and grow in London



Sector activity

London Tech Week 2026 hosted attendees, investors, founders, and c3.5k delegates from 130+ countries

Fintech: UK Fintech Week: 30+ events and hosted Fintech Club showcasing Hyperscalers Allica Bank and Starling alongside insights from Finch Capital.

Green Innovation: London Climate Action Week with 100k attendees, 1,300 events, 72 L&P stakeholder meetings, 55 new FDI leads.

London Experience Week: hosted event (750 international experience operators and creators); 60+ future leads sourced.



Markets activity

North America: Team London event in NYC for 350 attendees, promoting London for tech, real estate, tourism, and talent - delivered in partnership with LSEG and Virgin Atlantic.

Europe: VivaTech Paris - Eurostar speed networking & FDI dinner for 75 guests and evening reception hosted by UK Embassy / DBT

China: Hosted Deputy Mayor visit to China in June to celebrate the 20th anniversary of the London-Beijing sister-city.



New wins

29 companies have confirmed their expansions into London during Q1:

- China-based leading ecommerce platform sets up London HQ
- US-based global Fintech sets up in London
- Leading US Healthcare Clinic sets up in London
- European Cleantech sets up HQ



Marketing & Comms, Policy, and Public Affairs

Launched the London Growth Fellowship, our 9-month programme to engage MPs, Peers and GLA Members on all aspects of our work.

Laura Citron interviewed on French TV hosted by BFM during Vivattech to highlight the strength of London's Fintech sector.

Opportunity London

Our joint programme with New London Architecture, providing an investor's front door, advising and connecting them to the latest opportunities in and across London.



Programme activity

This quarter, Opportunity London promoted London to investors through:

International Missions: Capital Raising missions to the USA, Singapore & Malaysia. USA included a civic visit to New York with Deputy Mayor Tom Copley and London developers, engaging with investors, universities and experience leads seeking sites in London. Supported the Mayor's mission to Singapore & Malaysia, meeting with over 50 investors and hosted a private briefing with the Mayor and Singapore's top investors.

London Events: Over 10 UK-based events including a real estate matchmaking event at London Experience week, the first built world summit, and an infrastructure roundtable with UKREiF.



New wins

Over 50 target investors engaged.

10 universities engaged

30 direct investor project introductions.

STRATEGY



Strategy and market intelligence

This quarter we:

- Responded to the **CMS Committee's tourism inquiry**, making the case for better coordinated tourism policy, London's gateway role in growth, and to invest in critical transport and digital infrastructure.
- Hosted two workshops with boroughs, SRPs and business support providers to develop a joint approach to **delivering the Business Support Strategy**.
- Supported the development of London's LIPF portfolio, acting as secretariat to the **Frontier Innovation Board**.
- Completed the **London Leisure Segmentation** project, delivering a new audience insight framework to better understand London visitor motivations and behaviours and support more targeted understanding of this audience.
- Delivered a **FinTech Trends report**, equipping Grow London clients with evidence-based insight on market developments, investor activity and emerging opportunities to support business growth and expansion.



Frontier sector convening and strategy



Life sciences: MedCity

- Held a successful reception at London Tech Week, supported by Indegene, for 200+ health-tech stakeholders with speakers including the Exec Chair of the Office for Life Sciences and the UK General Manager of GSK
- Contributed to VVW's Pharmaceutical Industry conference
- Presented at Pistoia Alliance, CN & PW Life Sciences and Times Life Sciences conferences
- Contributed to the London Health Innovation Zone plan and NHS Life Science Strategy and joined the London Life Science sector Talent Board
- Co-authored the Life Sciences Accommodation Fit-out Guide commissioned by the Scottish Government and Scottish Enterprise



Deep tech: Quantum and AI

- Delivered the London Quantum Cluster's first anniversary in partnership with the Institute of Physics, convening 90 attendees, a keynote from Howard Dawber and eight speakers representing the full quantum ecosystem.
- Represented London at eight specialist quantum events. .
- Secured places for four Frontier Innovation Fellows on the Viva Technology delegation.
- Brokered 10 introductions connecting quantum stakeholders with the wider London & Partners network.



Green Innovation

Presence at Innovation Zero, MOVE and arranged for Deputy Mayor Mete Coban to speak at Solar & Storage Live

Welcomed multiple delegations including Hong Kong, UAE, Saskatchewan, China, India and Germany

Field visits: Cory Group, ASN, World's First Electric Routemaster and Lightning Clipper Demonstration (electric freight boat)