Quarterly activity report

Quarter 2 2026/27



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Introduction

Welcome to London & Partners' 2nd quarterly activity report for 2026/27.

Despite it being the Summer months, London & Partners has had a busy second quarter in 2026/27.

We are making good progress against our impact outcomes and our activity indicators. Our interim (unaudited) figures show that we have generated an additional £186m in GVA for London – 50% of our target for this financial year. Our activity this year to date is also expected to create or support 1,870 jobs.

We are also making progress in our commercial activity, having secured over £2.44m up to the end of Q2 with new sponsorship from GSK and Lendlease.

Highlights for this quarter include:

- We won Silver for Best UK Convention Bureau at M&IT awards.
- We were part of the London Stock Exchange market opening on 11 September, celebrating our scaleup community.
- We brought together London's new Experience Economy Board with representatives from across business and public sectors, to set priorities to grow this key sector identified in the London Growth Plan.
- We launched a new marketing hub on the Grow London Local website, helping SMEs to boost their visibility, drive sales, and promote their brand.



Outcomes and key performance indicators

Outcomes from 26/27 business plan: Q2

Pillar	Service	Indicator	26/27 Target	Performance to end of Q2 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	£24.8m*	On track
Investment	Foreign Direct Investment	GVA	£125m	£119.7m*	On track
		Jobs	1,500	1,478	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	£200m	£36m*	On track : Cohort 7 graduate in Q3
		Jobs	300	392	Target met
	Grow London Local	N/A	No target set	No target set	N/A
	Made Smarter	Supported businesses to improve productivity**	45	10	On track: Intensive support is concentrated in the second half of the year.
	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 £5m* in additional GVA from major events this quarter.

Activity indicators from 26/27 business plan: Q2

Pillar	Service	Indicator	26/27 Target	Performance to end of Q2 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	124.5m	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	82	On track
Investment	Foreign Direct Investment	Client NPS	70	97	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	27	On track - Cohort 7 graduate in Q2/3.
		% of businesses from underrepresented groups	35%	22%	On track - Cohort 9 onboard in Q3
		Client NPS	55	64	On track
	Grow London Local	Number of businesses supported - in person	5,000	3,402	On track
		Number of business supported – online	5,000	8,566	On track
		Reach - unique website visitors	100,000	50,390	On track
		% of businesses from underrepresented groups	80%	88%	On track
		Client NPS	50	55	On track
	Made Smarter	Number of businesses supported (engagements)	284	174	On track
		% of businesses from underrepresented groups	Baselines being set	N/A	
		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 insights 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:

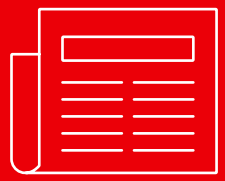
- Submitted 4 large bids for future years
- Visited Congrex Switzerland to strengthen relations with this core Professional Conference Organiser
- Sales mission to Salt Lake City & San Francisco with 4 partners & the Meetings Space with Requests for Proposals already received from both activities
- Won Silver for Best UK CVB at M&IT award



Wins

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

- Corenet Global, 700 delegates (2027)
- Samsung Galaxy, 1,500 delegates (2026)
- Amway Singapore 3,000 delegates (2029)
- European Study of Liver, 10,000 delegates (2027)
- Amphenol Worldwide Managers, 250 delegates (2027)



Marketing & Comms, Policy, and Public Affairs

- Featured in leading Spanish meetings magazine PUNTO MICE, discussing how London is responding to global uncertainty.
- Welcomed the Alzheimer's Association International Conference to London by lighting the London Eye purple, generating international trade coverage.

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:

- T100 2026
- Premier Padel
- Formula E 2026
- Union Jack Classic (College Football)
- Laver Cup

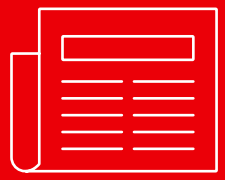
Experience Events:

- IAPPA Expo Europe – partnership with Experience UK included mixer event, round table and stand presence.



Promoting London to the world

- **Team London:** webpage updated with the latest statistics and Tech Ecosystem Visit briefing produced.
- Ongoing development of **global London brand** campaign.
- Ongoing work 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.
- Imex America and IBTM trade show activity



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- Showcased London's food scene and female chefs in German luxury magazine HENRIS.
- Announced a partnership with global discovery platform, Fever, to support London's experience creators, with coverage in TheTicketingBusiness.com.



Business growth

Grow London Global

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



Programme activity and wins

Delivered 13 events, combining market insights, corporate connections and peer networking. Highlights included:

- Global Corporate Connect, a **DeepTech roundtable with Espoo**
- **sector-focused discussions** through the Life Sciences Curry Club and a **Crypto & Payments** Breakfast with **KPMG**.
- **Saudi-focused** sessions and dinners, including with AstroLabs, alongside a Gulf Expansion Dinner.

The quarter also featured the **London Stock Exchange market opening on 11 September**, celebrating our scaleup community, and the inaugural **Unity Shield**, bringing founders, business leaders and investors together for football, networking and charitable fundraising.



Trade missions and markets

We delivered one international trade mission and one European Fast Track in Q2.

1. MediaTech Fast Track Berlin – 9 Companies
2. Enterprise Mission India (Mumbai & Bangalore) – 11 Companies

Innovation Fellowship

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

Launched a new cohort includes senior innovation leaders Astellas Pharma, BBC Studios, Colorcon, Holland & Barrett, Honda R&D Europe, HSBC, IRIS, JLL, King & Spalding, Solenis, The EML Group and Thermo Fisher Scientific. Delivered a VivaTech activation in Paris and an agentic AI roundtable connecting Fellows with London scaleups.

In addition to the innovation fellowship, we also held Meet the Corporate and Access to Funding events. We have delivered 30 events so far connecting these leaders to scaleups.

Grow London Talent & Skills

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

- Ongoing bespoke support for Grow London Global cohort companies and high profile FDI projects including Replit, Runway and Juicebox.
- Hosted Landmark Employers Talent Roundtable with clients in the built environment, infrastructure and transport sectors including Ford, Acciona, Alcatel Submarine Networks, Corey, Metroline, GoodPeople (representing GLA Inclusive Talent Brokerage) and Capital City College Group.
- 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.

Q2 saw the launch of a new marketing hub on the Grow London Local website, helping SMEs to boost their visibility, drive sales, and promote their brand. We also continued to deliver GLL Money, with monthly webinars, quarterly newsletters, and a raft of online resources to help SMEs to improve their financial literacy. The GLL Money hub saw over 9,000 visits in its first 6 months.

We hosted 13 Coffee Fridays and Lates across London, where founders can grow their network and share challenges and successes with like-minded entrepreneurs. We also hosted 2 Meet The Founder events, one of which saw us joined by “Body Coach” Joe Wicks, who shared his story of humble beginnings to major business success.

Made Smarter

Helping London manufacturers access digital tools for growth

In Q2, the programme held its second grant panel, awarding nearly 1/2 of grant funding to SMEs.

We were awarded an 'Enhancement' grant from DBIST to pilot additional service to the programme, starting in Q3. These include Cyber Security accreditation, Micro-SME support, larger grants of up to £50,000 and additional skills training and webinars.

We delivered an AI workshop with Digital Catapult.

We also secured a City AM feature celebrating a London trophy maker supported by Made Smarter, highlighting the skills, craftmanship, and innovation behind the business.



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

Deeptech: AI-powered software creation platform, Replit launch attended by the Mayor of London, where he shared the stage with CEO Amjad Masad.

Fintech Week London: 2-day summit and UK Scaleup Growth Panel

Creative: Hosted a mediatech breakfast for key companies and Deputy Mayor attended launch of major US mediatech investor creating 500 new jobs.



Markets activity

India: Hosted by Tamil Nadu and Karnataka governments to engage emerging city ecosystems and founders.

China: At S-Tron Shanghai, we promoted London for global expansion to 500+ startups, investors and ecosystem leader

North America: Climate Week NYC: Supported Deputy Mayor's programme, LSEG hosted event attended by 200 stakeholders, an FDI roundtable and panel with the NYC Mayor's Office



New wins

34 companies confirmed their expansions into London during Q2:

- US based generative AI company establishing London operations
- Chinese energy technology company establishing London HQ
- German sustainability and supply chain compliance software company establishing UK HQ in London
- India based AI powered banking technology provider establishing London office
- European medical device manufacturer establishing UK operations in London



Marketing & Comms, Policy, and Public Affairs

- Featured in a French documentary City Stack, exploring what French tech can learn about London.
- Following a story suggestion from us, well-known tech news site TechCrunch explored how King's Cross has emerged as a global AI hub.

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: Spearheaded London engagement at Expo REAL Munich, one of Europe's largest real estate conferences, engaging with major investors, UK regions and global cities. Visited Prague with Czech real estate investor, Penta Real estate to view their domestic projects.

London Events: Hosted over 300 delegates at London's Investment Summit as part of LREF, including over 100 investors. The week comprised of over 10 events in London to connect partners with investors including; bespoke investor programmes for MIT & Emory University, Separate strategic briefings on West, East and Central London, Investor site tours, Private investor dinners and sector focused roundtables.



New wins

Over 100 target investors engaged.

60 direct investor project introductions.

Strategy



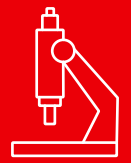
Strategy and market intelligence

This quarter we:

- Held the first meetings of the **Experience Economy Board**, to set priorities to grow London's experience economy, and the **Business Support Investor Group** to align investment behind the Business Support Strategy.
- Supported the **Frontier Innovation Board** to reach a final decision on funding to complete London's LIPF portfolio.
- Launched an **Enterprise Tech Report** to support the trade mission to India focusing on market trends, investment patterns, policy areas and city competitiveness.
- Hosted our Q2 **tourism insights webinar** with our tourism partners providing them with an update on global travel trends, London's tourism outlook and emerging visitor economy insights.
- Attended the 5 main political party conferences and held over 20 meetings including with MPs, Peers, Assembly Members, Councillors and London stakeholders.



Frontier sector convening and strategy



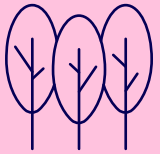
Life sciences: MedCity

- **London Life Sciences Week Pre-Launch**: hosted embassy representatives and key trade and cluster organisations. Attended by over 100 key stakeholders.



Deep tech: Quantum and AI

- Supported Deputy Mayor Howard Dawber OBE, visit to Copenhagen in August, including speaking at the TechBBQ conference, several meetings with FDI targets, with Victoria Billing OBE, the British Ambassador to Denmark, and with Andreas Keil, the City of Copenhagen Mayor for Employment, Integration and Business.
- Supported launch of Replit's office in London, attended by the Mayor of London where he met with the founder Amjad Masad.
- Preparing for the Frontier Innovation Summit takes place on 12 November at the Royal Academy of Arts.

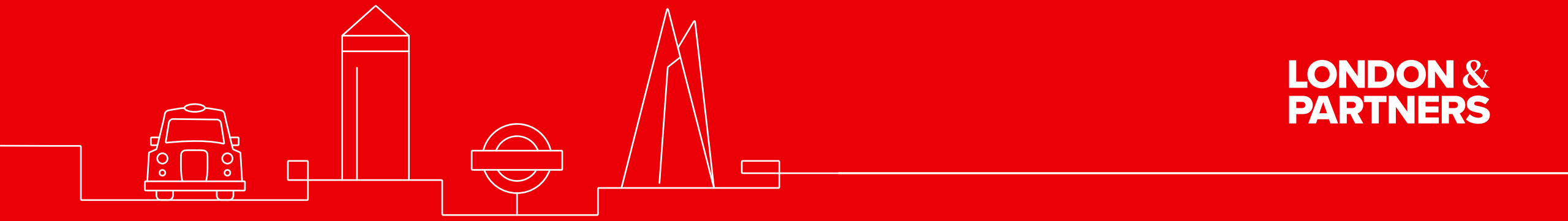


Green Innovation

Presence at PropTech Connect, Solar & Storage Live Birmingham, ESS in Birmingham, Farnborough Airshow, Global Investment Summit and LREF

Welcomed multiple delegations including Netherlands, US Advanced Nuclear, Taiwan and Korea

Thank you



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