

LONDON
& PARTNERS

QUARTERLY ACTIVITY REPORT

Quarter 4 2025/26



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Introduction

Welcome to London & Partners 2025/26 quarter 4 activity report.

This quarter wrapped up our 2025/26 activity. It has been a fantastic year for L&P, with us meeting and in many cases exceeding both our key activity indicators and our impact metrics.

Our interim (unaudited) figures show that we have exceeded our GVA targets for 25/26 – supporting an additional £787m in GVA to the capital.

We also continued to have high Net Promotor Scores (NPS) – our measure of client and partner satisfaction - across our programmes. In a challenging financial environment, we also came close to meeting our corporate income targets.

Highlights for this quarter include:

- Launch of London Business Support Strategy – a new role for L&P in working with stakeholders to set London-wide strategy.
- Six international trade missions including a sustainability visit to Delhi/Chennai with 11 companies that generated particularly promising leads.
- Supporting over 150 businesses over 25/26 with diagnostic tools as part of the Made Smarter business support programme for London's manufacturers.
- Promoting London's neighbourhoods to tourists, and promoting onward travel from London as part of Visit London.



Key performance indicators



2025/2026 outcomes as set out in London & Partners business plan

	Business Growth	Experience Economy	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 (£)	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	£636m	Clients: 55, Partners: 40 Grow London Local: 40	£5.7m	

L&P Scorecard – financial year 2025/26 – Q4 (interim, unaudited figures)

Outcome	Area of activity				Metric	RAG	Results
	Grow London	Grow London Local	Destination	Opp London			
Creating economic growth	●		●		GVA (£m)	Target achieved	Target £636 Year to date £787
Helping small business owners to thrive		●			Supported businesses (in-person + Digital)	Target achieved	Target 15,000 Year to date 21,464
Providing high quality services	●	●	●	●	Net Promoter Score	Targets achieved	55 76 40 58 40 64 Grow London and event clients Grow London Local Partners ■ Target ■ Year to date
Scaling our impact	●	●	●	●	Non-grant income (£m)	Target not achieved	Target £5.70 Year to date £5.10

Black dots represent outcomes currently measured. Grey dots refer to outcomes we aspire to measure. Results are for the financial year from 1 April 2025 to 31 March 2026, not since the programmes started.

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.

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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 PCMA Congress- USA;4,000 Top US Congress planners
- Attended SITE Global – with 3 partners meeting with 500 Incentive Planner clients
- Attended Small Meetings University and MeetEngland Sales Mission to Washington (ST) - Met 46 US buyers specific clients looking at London
- Attended EuropeCongress, Associations Forum – Budapest (LG)- meetings with international meeting planners



Wins

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

- International Society of Ultrasound in Obstetrics Gynaecology Congress - 2,000 delegates (2026)
- Council on Vertical Urbanism Annual Conference 1,000 delegates (2026)
- World Gas Conference, 5,000 delegates (2028)
- ISHLT USA (Heart and Lung Transplantation), 3,800 delegates (2030)



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Feature in the Travel Critic, a new US publication founded by Forbes contributor Laurie Werner, exploring 'London's ever-exploding hotel scene'.

Experience economy

Our activities to attract major events, new experiences and leisure tourists into London, including the Visit London online channels, and our advice to places to help them grow local experience economies



Major leisure events and promotion

Major events L&P attracted to London this quarter:

- 2 x eSports events for 2026

Major Events support given in the last quarter was:

- **NBA** delivered at O2 with 18k+ attendees
- **World Climbing League** at Magazine London
- **Red Bull Age of Empires** at Royal Albert Hall

Promotional activities this quarter include:

- Refreshed Visit London's promotion of the experience economy in London's neighbourhoods.
- London & Scotland Gateway campaign for US market, promoting dual-destination travel.

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- Featured in the Shanghai Morning Post (print & online), commenting on London tourism and the experience economy
- Included in the influential report by REMIX 'The Immersive Revolution'



Destination

Visitor Data Service

- Developed and launched the data programme. A series of deep dive place reports and insight workshops for London's places. Two held this quarter London Boroughs.

Place Support Programme:

- Strategically advised 8 places through partner connections, experience investment advice, promotional opportunities and briefings.

Sustainability Audit Programme

- A key workstream of the Destination activity – sustainability audit for London's tourism sector, was designed and launched this quarter

BUSINESS GROWTH



Grow London Global

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



Programme activity and wins

We continued to support the 200 active companies on the programme through tailored 1:1 support, strategic introductions, and participation in the 28 GLG events in Q4. These are all designed to help businesses scale into new international markets.

Highlights include a Meet the Market: Canada event where our companies connected with multiple provinces, opening doors to new opportunities across the region. We also delivered a UK-Japan Tech Connect event which convened over 100 scaleups, investors, corporates, and ecosystem leaders.



Trade missions and markets

We delivered six impactful international trade missions in Q4. These trade missions were across key priority sectors and markets.

1. Sustainability (Delhi/Chennai) – 11 companies
2. Sustainability (Detroit/New York) – 13 companies
3. Creative (Los Angeles) – 13 companies
4. Fintech (Paris/Amsterdam) – 14 companies
5. Enterprise (Atlanta/New York) – 13 companies
6. Life Sciences (Barcelona) – 8 companies



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GLG named Top 10 in Europe for Start-up Hubs Network

GLG was named *Top 10 in Europe for startup Hubs Networks* in the *Financial Times* 2026 ranking of Europe's Leading Start-Up Hubs which we amplified across our social channels.

International Women's Month

In March we ran a Founder series across our channels to hear from our cohort members and share top tips for female founders in London featuring our Pre-Global Founders, including Adi Hristova, Founder of Growyze and Maria Ubierna Aparicio from Open Hydro.



Grow London Early Stage

A group of six business support programmes for early-stage companies looking to grow in London.

Our six accelerators (Net Zero, Circular Partnerships, Sustainable Fashion, Aspiring Exporters, TechBio and MusicTech) collectively supported 14 additional companies.

The key focus area this quarter included programme wrap-up and delivery completion, collecting outcomes and measuring impact and gathering insights through feedback, case studies and testimonial.

Highlights include:

- GrowMusic Houses of Parliament Showcase (25 Jan)
- GrowMusic Final Showcase at LSO St Luke's (4 Mar)



Grow London Talent & Skills

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

Our community of high-growth tech businesses have been supported through bespoke advisory on key themes such as inclusive hiring best practice, candidate sourcing, salary and benefits benchmarking, and employer brand.

This quarter, we delivered two curated roundtables to help companies address key themes:

- Jan 2026 Dinner with experts from ElevenLabs, SlingshotAI and Ashby for 18+ founders.
- Feb 2026 – Access to funding dinner for 14 Grow London Founders with Octopus Ventures & Molten Ventures



Grow London Local

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

The programme's reach expanded across London, supported by strategic partnerships with community groups, networks, and universities.

To further support community engagement and inclusion, we have continued delivering our 'Small Business Series: Meet the Founder' events where entrepreneurs from under-served communities inspire and empower others. There are networking opportunities as well as presentations and Q&As with successful entrepreneurs.

We held 23 Coffee Fridays and two Lates events helping over 600 entrepreneurs connect. These 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 delivered its first event, with 120 attendees, celebrating successes and increasing visibility of the programme's impact to date.

We launched our second paid marketing campaign to drive a pipeline for 26/27, and have engaged around 200 leads.

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- Interview feature in The Times* for James Ince Umbrellas, talking about support received through the Made Smarter programme

**12.18m unique monthly visits*

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

Fintech: 100+ senior leaders gathered at NatWest for our latest Fintech Club to discuss trends, trust and technology.

Creative: Hosted the annual Creative Technology Reception with over 100 senior ecosystem contacts

Experience Economy: 24 experiences supported in pipeline, key partner at Remix Summits and Innovate X to raise profile of programme.



Markets activity

London Calling at **SXSW Austin**, Texas. 250-person tech event delivered for the 3rd year in partnership with Here East.

Hosted FDI focussed investor and flagship receptions in Pune and Bangalore in March 2026.

Barcelona life sciences mission inc 8 scaleups to meet Research, AI, corporates and VCs, forging collaborations.



New wins

4 companies have confirmed their expansions into London during Q4:

- US-based Cyber security firm set up its new HQ in London with 495 new (Year 3) jobs and £10.4m GVA
- US-based global Edtech sets up in London with 100 new jobs (Year 3) and £2.4m GVA
- Indian AdTech sets up its London HQ with 50 new (Year 3) jobs and £1.3m GVA



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China Daily* feature on strengthening the UK-China relationship **1.14m unique monthly visits*

London featured in the influential 'The Immersive Revolution' report by Remix with a case study calling London 'one of the world's leading experience capitals,...few cities can match', quoting London Growth Plan and L&P tourism strategy.

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, L&P promoted London to investors through:

International Missions: MIPIM Cannes - Launching the latest London Investment Prospectus with London's top projects. Accompanied by 3 Deputy Mayors, engaged with over 50 investors in 3 days and hosted 11 events.

London Events: 10 London-based events for partners and politicians including Roundtable on Living, Borough Workshop on Investible projects, pre-MIPIM Reception, Hosting Australian Architects, Investors and Leaders Study tour and a Roundtable on Data Centres.



New wins

Over 75 Target Investors Engaged.

50 Direct Investor - Project Introductions.

STRATEGY



Strategy and market intelligence

This quarter we:

- Launched a new **London-wide Business Support Strategy**. This included an independent evidence base, delivered by WPI Economics, and was supported by a Deputy Mayor-led roundtable with key funders of business support in London to strengthen coordination
- Hosted the second meeting of the **Frontier Innovation Board**, which will decide how the Local Innovation Partnership Fund is invested in London.
- Reported full year results of the **L&P Attractions Monitor** tracking progress of participating attractions and category of venue.
- Delivered two key Tourism Partner events, a **January webinar** detailing the latest tourism trends and insights for London alongside presentation for **Tourism Means Business** our flagship annual partner event.
- Developed the **L&P Global Cities Comparison Report** designed to provide a comparison of 22 leading global cities, including London, selected for their position as leading business hubs, and destinations for Foreign Direct Investment (FDI). *For internal and partner distribution only.*



Frontier sector convening and strategy



Life sciences: MedCity

- Led successful “Team London” Life Sciences mission to Barcelona including University and Innovation District representatives.
- Convened London’s life science Innovation Districts and Clusters and their real estate development partners for a roundtable discussion with Deputy Mayor, Howard Dawber.
- Joined FCDO Healthtech experts' mission to Budapest to source new collaborative projects for London's research centres.



Deep tech: Quantum and AI

- Published the **London Quantum Offer**, setting out London’s strengths in the quantum sector. As part of this we engaged directly with 45 stakeholders.
- Our key focus is now on ongoing engagement and collaboration with the National Physical Laboratory, Institute of Physics, QBASE, Innovate UK and ORCA Computing and Digital Catapult alongside key startups.
- We continue to engage with the London Quantum Cluster advisory board and will co-host the launch on 2nd June with UCL, Imperial and Kings.



Green Innovation

Supported Deputy Mayor Mete Coban's visit to ChangeNOW Paris including a business roundtable, 2 speaking slots and site visit to Climate House.

Joined the Climate Tech Supercluster event in Amsterdam