London & Partners Quarterly Activity Report

Quarter 3 2025/26

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Introduction

Welcome to London & Partners 2025/26 quarter 3 activity report.

This quarter we have made great progress against our organisational KPIs. We've already exceeded our small business target having supported over 15,000 SMEs to find the right advice for them, and we continue to exceed our NPS targets – our measure of client and partner satisfaction. We are also on track to meet our GVA targets, having already generated £500m for London's economy in 2025/26.

Highlight activities for this quarter include:

- Co-hosting the highly regarded London Life Sciences Week which attracted over 5,000 attendees including more than 1,300 investors to events across London and positioned London as the leading destination and eco-system for life sciences in Europe.
- Establishing a new Frontier Innovation Board with representatives from the public, private and academic worlds to support our life sciences, AI, quantum and green sectors to grow and thrive.
- Supporting over 600 SMEs to establish powerful connections through our Grow London Local networking events.

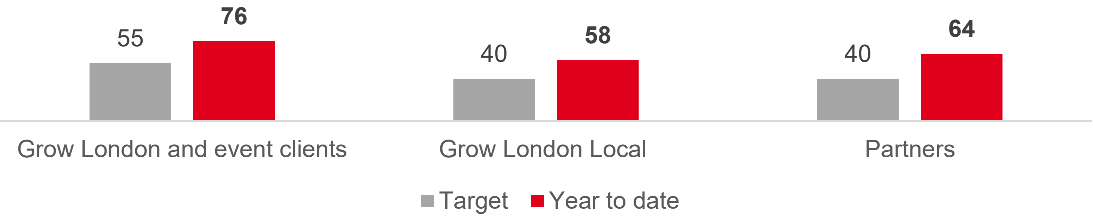
Key performance indicators

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 – Q3

Outcome	Area of activity: Grow London	Area of activity: Grow London Local	Area of activity: Destination	Area of activity: Opp London	Metric	RAG	Results
Creating economic growth	●		●		GVA	On track	
Helping small business owners to thrive		●			Supported businesses (in-person + Digital)	Target achieved	
Providing high quality services	●	●	●	●	Net Promoter Score	On track	
Scaling our impact	●	● (grey)	●	●	Non-grant income	Behind Q3 target	

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.

Our 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

Promoted London at 2 Global trade shows, IMEX USA, and IBTM, Barcelona with partners.

Ran a Sales mission/hosted buyer event with partners in Paris, with key French Meeting planners helping to build the pipeline and promote London.

Represented London at the Global Event Summit in Budapest, and the ICCA Congress in Porto.

Wins

Major business events attracted this quarter include:

- Two incentive programmes - one from India (1,200 attendees for 7 nights); and one from Singapore. Both will take place in 2027
- Pokemon Live will return from Belgium.
- International delegation of 4,000 delegates

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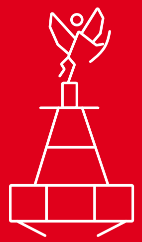
Appeared on BBC Radio London* to talk about London's strengths and attractiveness ahead of the World Travel Market announcement that the capital had been named #1 in the World's Best Cities Report for the eleventh-year running.

**Reaching an audience of around 621k people (Source: RAJAR, quarter ending June 2017).*

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.

Promotional activities this quarter include:
- Refreshed Visit London’s promotion of the experience economy in London’s neighbourhoods.

Marketing & Comms, Policy, and Public Affairs
- Forbes feature (51.13m unique monthly visits) on what to do in London during Autumn, including new restaurant openings and must-see exhibits.

Supporting places

This quarter we have supported places across London to develop the experience economy in their areas including:

- Strategically advised 12 places through partner connections, experience investment advice, promotional opportunities, briefings, and place insights.

- Advised the 5 Boroughs through the South London Partnership on the delivery of their Destination Summit, including themes, panellists and a keynote speech from our CEO, Laura Citron.

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 250 active companies on the programme through tailored 1:1 support, strategic introductions, and participation in the 18 GLG events in Q3. These are all designed to help businesses scale into new international markets.

52 GLG companies attended the Grow Summit, including 10 regional companies.

Trade missions and markets

We delivered two international trade missions in Q3:

1. Fintech trade mission to North America (NY & Toronto) - 17 innovative fintech companies connected with banks, corporates, fintech leaders and investors with a packed agenda of roundtables, site visits and a reception.

2. Enterprise trade mission to Germany (Munich & Stuttgart) - 12 leading enterprise companies connected and pitched to Germany's top corporates, investors and city innovation hubs.

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Ran a Sifted partnership (pilot): Branded article featuring four cohort companies reached 100k+ followers, achieved 5,000+ clicks and 50% engagement rate.

Celebrated cohort companies featured in **Sifted 250** and **Top 100 Women in Tech** across social channels.

- The Standard* feature on how London’s talent can take the city to the frontiers of technology – covering Grow Summit.

**6.74m unique monthly visits*

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 an additional 71 companies.

This quarter participants gained guidance, tool and industry connections to scale their businesses through:

- Four events, including the TechBio Boost Demo Day, the Evo Fashion Cohort 2-day Launchpad, and a workshop at the trade mission to New York
- 18 workshops including one at Universal Music.
- 300 one-to-one mentoring sessions.

Grow London Talent & Skills

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

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 three high-impact events to help companies address these themes:

- Expert panel on tech hiring including the CTO of GoCardless. Attended by 25 companies.
- Inclusive candidate attraction with expert panel including former CPO of Revolut. Attended by 40+ companies.
- Unlocking Tech session at University of East London helping companies pipeline talent. Attended by 100 learners and Theo Blackwell.

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.

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

Held 23 Coffee Fridays and 2 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 intensive support for SMEs in partnership with Grow London Local and achieved an important milestone with the successful placement of its first intern.

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- Appeared with a supported SME on BBC Radio London and BBC London (incl. TV) to talk about the programme and the help it provides*.
- Announcements of issued grants to businesses covered by The Manufacturer (41.6k unique monthly visits) and Business Matters (78.28k unique monthly visits).

**BBC Radio London reaches an audience of around 621k people (Source: RAJAR, quarter ending June 2017). BBC London has 54.64m 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

AI: Hosted AI Dinner with CEOs and Founders of leading companies.

Fintech: Hosted Fintech Club with leading corporates.

Sustainability: Hosted London Hub at Barcelona Smart City Expo World Congress.

Experience Economy: Supported 24 potential new experiences to London with a mix of location, marketing and connections.

Markets activity

SLUSH - EntrepreneurSHIP activations in Stockholm and Helsinki, with FDI clients, Scaleups and Fellows with Epicentr.

LA & SF Tech Weeks: Delivered the Global Experience Leaders activation at LA Tech Week with Virgin Atlantic Sandbox Ventures, Sofar Sounds and United Talent Agency.

Supported Deputy Mayor visit to India to promote London.

New wins

21 companies have confirmed their expansion into London during Q3 including:

- Indian digital-first life sciences firm.
- Canadian Fintech / Online Crowdfunding Platform.
- French Creative Tech / VFX firm.

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- Economic Times* (India's leading business newspaper) feature on the evolving ties between the UK and India – covering innovation, trade, and global growth.

**9.3m unique monthly visits*

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: EXPO REAL with UKCAP, Amsterdam Energy Focused Civic Visit and Gulf & APAC Investor Mission which saw Opportunity London visit 10 cities in 5 weeks.

London Events: 6 London-based events for partners and politicians including Heat Network Roundtable with E.ON, Wates Roundtable, Borough Capital Investment Workshop, and Housing Fund Breakfast Update with Mount Anvil.

New wins

Over 100 Target Investors Engaged.

250 Direct Investor - Project Introductions.

Strategy

Strategy and market intelligence

We continued to work with the GLA, London Councils and other stakeholders to develop the **London Business Support Strategy**. Activities included:

- Finalising the Call for Evidence and stakeholder consultation workshops
- WPI Economics spent Q3 finalising their independent evidence review which will form the basis of the strategy.

We established and held the first meeting of the **London Frontier Innovation Board** which sits under the Growth Mission Board and supports the growth and impact of London's innovation sector. The Board also provides strategic direction for the **Local Innovation Partnership Fund**. We held a webinar for organisations interested in applying for the Fund attended by over 100 people

Frontier sector convening and strategy

Life sciences: Med City

Co-hosted London Life Sciences Week - included 3 days of programming and a reception at 10 Downing Street. The Week attracted over 5,000 attendees including more than 1,300 investors.

Led our largest ever delegation to BioJapan and the Tokyo Link-J symposium. Promoted London at International BioPharma Industry Week in Shanghai.

Published guide for environmental sustainability in life sciences labs.

A Guardian* feature on UK / London life sciences ambitions – covering London Life Sciences Week, including strong sector VC figures and the city's attractiveness.

**77.16m unique monthly visits*

Deep tech: Quantum and AI

Annual AI Dinner with CEOs and Founders of leading AI companies and enterprise leaders.

We also attended the first Advisory Board meeting for the London Quantum Cluster.

Green Innovation

This quarter we promoted London, and FDI opportunities at the following events:

- Climate Tech Supercluster event in Paris (co-hosted by L&P).
- Hydrogen Summit 2025 in London focussed on shaping the future of hydrogen (Supported by L&P).