LONDON & PARTNERS

LONDON & PARTNERS' REPORT TO THE GLA

Q1 2025/2026

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Q1 2025/2026 summary

This quarter, we have delivered strong GVA and outcomes across all our programmes.

Our impact
By the end of 2025/26 The first quarter of the financial year saw London & Partners meet 22% of our £636m GVA target, adding £139m.

Key milestones

Strong performance across all business lines has driven this, with Grow London Global and FDI achieving £66m (15%) and £62m (40%) respectively of their annual targets. As well as this, CVB has added £10m GVA, 21% of their target.

CVB also secured International Trademark Association 2026, which attracts 10,000 daily visitors to Excel for five days and a corporate event with 2,500 daily visitors.

As well as GVA, we measure other key outcomes including the number of businesses supported through our Grow London Local service. We are proud to have so far has helped 4,842 small businesses and entrepreneurs to access the support they need in 2025/26, 32% of the 15,000 target.

Looking forward
We will publish our updated 3-year strategy, demonstrating how we will continue support growth in the capital, aligning with the London Growth Plan.

We will spend Q2 working on our activity in the Autumn, including the Grow Summit and London Life Sciences Week. Alongside this, the London Growth Plan 6-month update will guide next steps in delivery and focus.

Summary
We're proud to have kicked off 2025/26 on a great note, and will continue to deliver impact for London's growth ambition.

2025/2026 KEY PERFORMANCE INDICATORS

Introduction

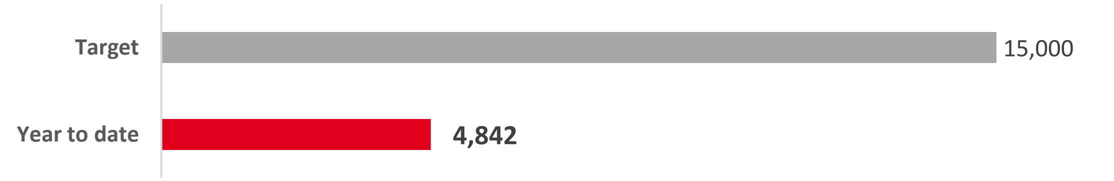
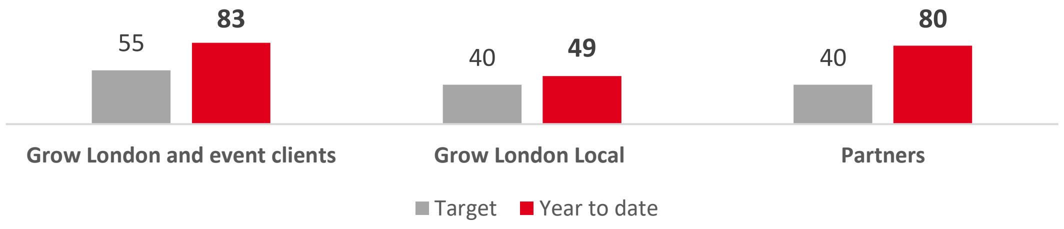
2025/2026 outcomes as set out in L&P’s business plan

	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	£636m*	Clients: 55 Partners: 40 GLL: 40	£5.7m

*Updated since the Business Plan based on our annual, regular GVA model updates. Figures are interim and audited.

L&P Scorecard – financial year 2025/26 – Q1

Outcome	Area of activity: Grow London	Grow London Local	Destin-ation	Opp London	Metric	RAG	Results
Creating economic growth	●		●		GVA (£m)	On track	
Helping small business owners to thrive		●			Supported businesses (in-person + Digital)	On track	
Providing high quality services	●	●	●	●	Net Promoter Score	On track	
Scaling our impact	●	●	●	●	Non-grant income (£m)	Almost on track	

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. GVA figures are interim and unaudited.

GVA – on track

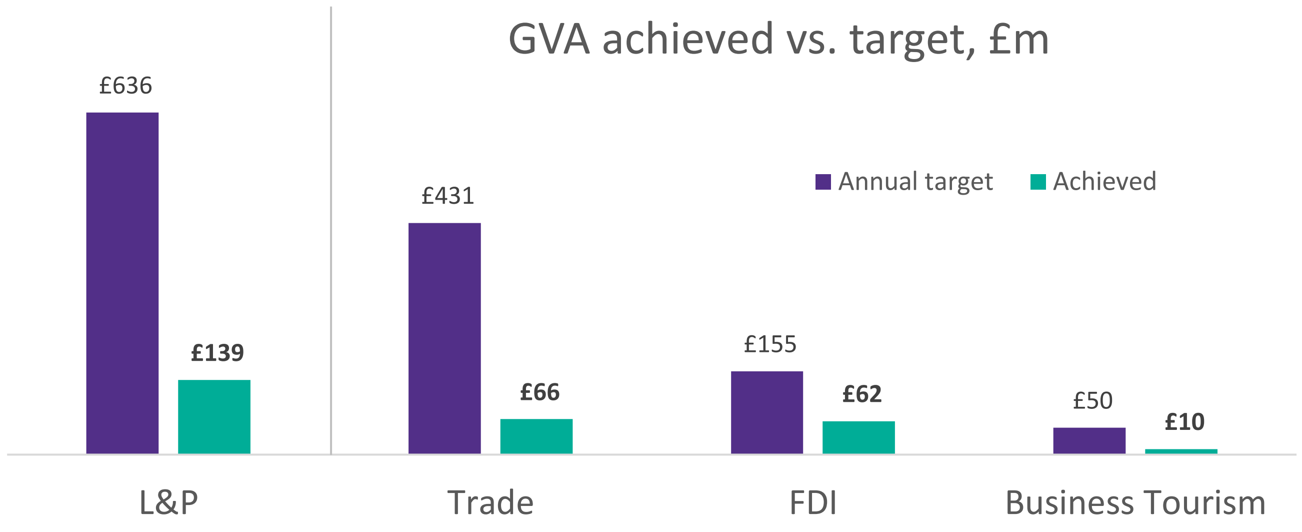
We added £139m GVA to London's economy in Q1 2025/26. This is 22% of our £636m target for the financial year.

Our trade programme has delivered £66m, which is 15% of the £431m target. However, only a fraction (5%) of companies that will graduate this financial year have been graduated by Q1, so more is expected to come.

FDI has achieved £62m GVA, 40% of the £155m target, so a good start.

Business Tourism has achieved £10m GVA, 21% of the £50m target. Business has been slow due to global uncertainties in the beginning of the year but things are picking up again now.

Major Events doesn't have a GVA target this financial year, but we will track GVA wins that are evidenced.



	L&P	Trade	FDI	Business Tourism
Annual target (£m)	636	431	155	50
Achieved (£m)	139	66	62	10
Share of annual target	22%	15%	40%	21%
RAG				

Results are for the financial year from 1 April 2025 to 31 March 2026, not since the programmes started.
Totals may deviate slightly from the sum of individual figures due to rounding.

Scorecard commentary

Summary

By Q1 2025/26, we have added £139m GVA to London's economy, 22% of our £636m target. Through Grow London Global we have added £66m, which is 15% of the program's £431m target. Our FDI work has added £62m, 40% of the £115m annual target while CVB has added £10m GVA, 21% of the £50m target. NPS was 83 for Grow London and event clients, well above the annual target of 55, and 49 for Grow London Local, above the target of 40. Partner NPS is at 80 against the target of 40, however this is only based on a small sample from OIF (10 fellows).

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

By Q1 2025/26, we have added £139m GVA to London's economy, 22% of our £636m target. The majority of GVA has been achieved through trade and FDI, while CVB is also contributing.

FDI

£62m GVA, 40% of the annual target. 33 FDI companies.

Some notable Q1 wins are:
- Indian Enterprise Tech business / 100 growth jobs in first year and £10m GVA.
- Chinese RetailTech company creating 20 jobs in their first year with £1.6m GVA as a result.

Trade

£66m GVA, 15% of the annual target. 17 companies graduated.

Some notable Q1 wins are:
- Cyber security company, £12m GVA.
- Energy company, £7m GVA.

CVB

£10m GVA, 21% of the annual target.

ME

11 wins but they are all yet to be evidenced for contestability.

Client satisfaction performance

Grow London and events business lines have started 25/26 with NPS = 83, above the full-year achievement of 69 last FY and this year's target of 55 but based on 54 Q1 respondents only vs. 361 last full FY.

Trade is at 69 vs 59 last year. FDI is at 91 vs. 83 last FY, while CVB is at 75 based on three clients scoring 10 and one scoring 8. Last FY, CVB scored an impressive 93 across the year.

Partners and OIF is at NPS 83 vs a score of 49 last FY and the target of 40. This, however, is so far only based on 10 OIF respondents.

Grow London Local have NPS of 49 vs. 60 last FY and a target of 40. This is based on a relatively small sample after Q1 (83 so far vs. 555 all of last FY).

Small businesses supported performance

Grow London Local has so far helped 4,842 small businesses and entrepreneurs accessing the support they need in 2025/26, 32% of the 15,000 target. 1,709 businesses have been supported through the in-person consultations, 34% of the 5,000 target, and 3,133 entrepreneurs through the Grow London Local website, 31% of the 10,000 target.

Income

We generated £1.19m of income, close to the budgeted £1.24m and 21% of the annual target of £5.7m

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

All GVA figures are interim and unaudited.

LONDON
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Grow London

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

Grow London FDI – new projects, wins and activities

TARGETS

Overall: Strongest start to a FY as momentum from last Fy continues.

In Q1 we secured 34 FDI wins valued at £63.3m GVA and forecasted to create 685 new jobs

This is up £20m YoY on Q1 last FY and represents 47% of our overall annual FDI GVA target.

The average size of completed FDI win this FY is significantly up on last FY (£1.8m GVA per win – up c38%)

Markets: **India** continues to be our largest source market again in Q1 with £27m GVA (43% of our total). **NA** has seen an upturn with a strong Q1 with 12 wins valued at £23m GVA. **China** landed 6 wins valued at £8.9m GVA and **Europe** had 2 wins and £1.7m GVA. 3 wins came from **Rest of World (Japan, Singapore & Argentina)** valued at £2.2m GVA

Sectors: **Enterprise Tech and Sustainability** were the strongest sectors both with £20m GVA (from 8 and 9 deals respectively). **Fintech** saw a stronger Q1 this FY with £16m GVA from 11 wins. **Creative** landed 5 wins valued at £5.5m GVA and **Life Sciences** secured 1 win and £1m GVA.

NEW OPPORTUNITIES

Overall: We started FY2526 with a stronger pipeline that in previous years (up c5% yoY).

In Q1 we sourced 156 new FDI opportunities valued at £48m – down c20% on Q1 last FY.

Additionally, we sourced 693 new leads in Q1

Sectors: **Enterprise Tech** sourced the largest volume of new opps with 45 (valued at £9.8m GVA) followed by **Sustainability** with 41 new opps (£15m GVA). **Creative Tech** sourced 29 new opps (£5.5m GVA) and **Fintech** 22 opps (£12.5m GVA). **Life Sciences** sourced 16 new opps (£5m GVA)

Markets: **India** and North America saw the strongest lead generation in Q1 both with 54 new opps(£12m and £24m GVA). **Europe** sourced 25 new opps (£6.6m GVA) and **China** 20 new opps.(£4.3m GVA).

NEW WINS

34 new completions landed in Q1 valued at £63m GVA – this period. Some notable projects as follows:

- US based Fintech sets up HQ in London creating 75 new jobs and £4.6m GVA
- A US based crypto company expands to London creating 100 new jobs and £2.4m GVA
- A US based Smart Mobility company expands its operations in London creating a further 300 new jobs over next 3 years and £7.4m GVA
- A Indian Enterprise Tech (Quantum Tech Research Centre) sets up in London creating 500 Yr jobs and £10.2m GVA
- Indian battery manufacturing & energy solutions firm opens in London creating 100 new jobs and £4m GVA
- Chinese Retail tech firm sets up in London creating 40 new jobs and £1.5m GVA
- A Swiss based Fintech opens its first office in London £1m GVA
- Chinese BioPharma firm sets up in London creating 30 new jobs and £1m GVA

Grow London Global – Trade

TARGETS

Number of cohorts on the GLG programme for Q1:

Cohort 5 – 109 (Sep 2024)
Cohort 6 – 106 (Feb 2025)

We are completing graduating Cohort 3 & 4 from the GLG programme.
We have been actively recruiting companies for Cohort 7 to start Sep 25

KPIs

GLG GVA: £66m achieved in Q1

ACTIVITIES

Our activities and events include some of below:

Global Corporate Connect with EON - Apr
An opportunity to connect with the EON Innovation team to understand how they work with scale ups and to hear pitches from our GLG companies.

High Growth Roundtable Dinner - May
An opportunity for some our high growth GLG scale-ups to join the Deputy Mayor for an intimate dinner. Our entrepreneurs will gain insights into London's economic growth strategies and explore pathways for scaling their businesses globally.

ACTIVITIES

Roundtable with the CTO of New York City - Jun
An opportunity for our GLG founders to connect with Matthew Fraser, CTO of New York City and promote their organisation to a key international stakeholder and learn more about the opportunities in public procurement in the USA.

London Africa Mixer - Jun
We closed out London Tech week with the London Africa Mixer, hosted in collaboration with London Africa Network and Ventures 54. Bringing together over 60 founders, investors, policymakers and international delegates, to celebrate the growing partnership between London and the African tech ecosystem. The Deputy Mayor for Business, spoke to the strength of London's global partnerships and the importance of engaging with our Grow London Global companies ahead of our upcoming trade missions to Africa.

Grow Your Brand with JC Decaux - Jun
This session provided key insight into building credibility through outdoor advertising whilst using relevant B2B case studies and highlighting impactful brand partnerships and successful campaign executions.

Meet the Market Europe & APAC - Jun
An opportunity to meet with key ecosystem experts, corporates, and investors to discover the best international markets for business expansion. This unique event offers dual-focused content, delivered in two dedicated rooms and after a rich afternoon of learning and insights we will meet for a combined networking session.

We also had a busy June attending and running activations for sector events such as SXSW London, Move and London Climate Action week.

- ## TRADE MISSIONS

We held 4 trade missions in Q1 as below

MediaTech Trade Mission to Madrid and Paris – Apr
We took 15 of London's most innovative creative companies into 2 exciting European markets to make new connections, pitch to major corporates, and deep dive into the markets and ecosystems.

Sustainability Trade Mission to LA - May
Our mission took 14 GLG innovative sustainable companies to LA, where they immersed themselves in the city and ecosystem. We held a well attended reception with a roundtable with climate tech VCs, an ecosystem dinner and meetings with corporates, investors and stakeholders.

Retailtech Trade Mission to NY - Jun
Over 3 days we lead a successful ConsumerTech trade mission to New York City, supporting 14 of London's most exciting scaleups as they explored opportunities for international expansion. They met with leading U.S. retailers, investors, and industry experts.

Fintech Trade Mission to Singapore - Jun
We led a delegation of 15 GLG Fintechs on a trade mission to Singapore, we were joined by the FCA's and our partner from Oury Clark. Over four days, we had meetings with key corporates and ecosystem players, regulators, investors, fintech peers, banks and asset managers where our companies forged meaningful connections and unlocked potential avenues for international growth.

Grow London - Growth Services & Community

A new 'Frontier Innovation' Fellowship

During London Tech Week in June, the Mayor of London announced our new 'Frontier Innovation Fellowship' designed to support the UK's leading frontier tech businesses.

During July and August, the team will began scouting for application to select the 10 prospective companies that will be part of the program's first cohort, which is scheduled to launch in September.

The focus of the programme, delivered in partnership with Fidelity Investments is early-stage quantum, material science, AI, robotics and life sciences businesses.

Open Innovation Fellowship

This quarter we 'Graduated' an Innovation Fellowship cohort of McLaren Racing, Barilla Group, FirstGroup, Pearson, Bank of England, Hitachi Energy, Arup, SS&C, CBRE, Infosys, Convex Insurance Moody's, Fidelity Investments.

The programme included visits across London to explore the London innovation clusters as well as sessions at the Bank of England, Royal College of Art and Convex Insurance,

We also launched a new cohort with companies including a Senior Directors at Deepmind, BT Group, CTO Virgin Group and Directors from BP Ventures, Holland & Barrett, Legal & General, LNER, Sage, Shell, Tesco, Wiley, WTW, Deloitte Ventures, Tesco, NatWest PL

Access to Funding

Creative, Life Science, Sustainability – Consumer tech with Active Partners
Enterprise – Future of Work with octopus Ventures
Enterprise, Fintech – Softwear-led solutions with Inovia
Enterprise, Fintech, Creative – AI application with Tencent
Fintech, Enterprise – Early growth stage with Forestay VC
Agnostic – **Grow Capital Ready** Pitch for scale workshop US/series A with Mountside Ventures
Agnostic – **Grow Capital Ready** VC maths series A financial modelling workshop with KPMG
LP Dinner – attracting global investment into UK VC with Laura Citron, universities, VCs, GPs, LPs, ecosystem

Meet the Corporate

Recent roundtables with corporates and our scaleup clients

Enterprise – HR Tech pitching with Grosvenor
Life Science – international businesses office hours with Astrazeneca
Sustainability – localised circular economy pitching and roundtable with ECDC

Example Community Events

Enterprise – Future of Work Demo Day and networking with corporates and GLG and FDI companies in collaboration with Dawn Capital
Fintech – Fintech Club as part of UK Fintech Week – Advancing Financial Inclusion
Creative – International Delegation welcome reception as part of SxSW with Digital Catapult
LTW Global VIP Reception – London ecosystem builders met the top 200 international investors giving them 'a year's networking in an evening'. NatWest sponsored the event
Fintech – Netwerking breakfast with Yonder and Natwest
Enterprise – Pre-LegalTech [Conference] Talk
Sustainability – Policy and Government: How policies can shape the future of the net zero transition as part of London Climate Action week in partnership with Sustainable Ventures

Grow London – London Tech Week

Overview

Back for its 12th year, second year in new campus style event at Olympia with huge investment into the content, space and improving the quality of attendees.

- Over 28,000 attendees – up 12% on 2025 Much higher actual footfall vs 2024 Day 1 up 45% ,Day 2 up 84%, Day 3 up 78%
- **40% increase in international delegation** attendance 1,170 to 1,633, an increase of 463 delegates)
- **Jensen Huang & Prime Minister** took the event to a different level
- **3 x the number of unicorn speakers** vs 2024 , 650+ speakers Visibility for L&P Staff

2025 features

- Exhibition space expanded with a second hall at Olympia.
- Increased participation from global tech firms providing core AI infrastructure; Microsoft, AWS, and Google Cloud will have a major presence.
- Jensen Huang, Founder and CEO of Nvidia, opens the event alongside the Prime Minister. UK and European AI unicorn founders including Faculty, Rapyd and Mistral AI also confirmed.
- Content spans 7 stages with over 650+ speakers, including **30 unicorn founders, 180 CEOs, 227 founders, and 85 C-suite speakers.** Senior tech executives from AstraZeneca, Rio Tinto, GSK, Diageo, WPP, BT and Virgin Media O2 will participate.
- A **new GP forum** (Tuesday AM) for investors and University Spin-out Forum (Wednesday AM) has been key to engaging senior people in these sectors. We have also brought the fintech fringe into the Campus (Tuesday) for the first time.
- D**BT and Central Government continue to support.** For the first time DBT has a significant stand showcasing companies from across the UK.

New L&P-led activities for 2025

- London & Partners has increased **physical presence** through a partnership with BYD, securing a **double-decker bus stand** (expanding from 9sqm to 90sqm YoY). The bus, provided via our China team's connection with BYD, is positioned at the front entrance. An 80% discount on space was secured from Informa. The bus will also be used for meetings.
- Secured **10 on-campus speaking opportunities for L&P team** members plus Laura and Janet both on main stage with significant roles.
- **Increased borough engagement** with 50 representatives registered to attend. Senior borough figures confirmed for the CIO Tech Leaders Forum.
- **Introducing Life Sciences / MedCity** to the event with first ever Life Sciences reception, significant input to the health agenda, presence on stage and promotion of Life Science Week on the rear of our bus 3 MedCity L&Ps speaking across week.
- **Partnering with City of London on 'Global VIP Reception'** bringing together 50+ investors, 50+ corporate fellows and 50+ leading London ecosystem builders to meet the top 200 international attendees of the week. The concept was to give top visiting companies 'a year's networking in an evening'. NatWest sponsored the event.
- **VivaTech Activation reintroduced** for the first time since 2023, with 75 delegates going from London and Paris. Programme includes 20 Innovation Fellows, investors, 25 Grow London Global companies, 15 FDI founders, and ecosystem leads. In Paris, activities include an event at the British Embassy, a UK ecosystem dinner as well as VIVATech
- **Enhancing the profile of our Talent & Skills offer** with the launch of our Talent Inclusivity Research, levelled-up ecosystem event for 100+ (inc 25 universities and training schools), presence from our team on our stand and at the 'LTW Talent Hub' at Olympia and speaking at skills events with TechUK and DBT.
- **Expanded programme for the Deputy Mayor for Business,** including opening the pitch stage, main stage, China reception, AI event, Life Sciences reception, and Nigeria-London networking. Scheduled meetings with the CIO of AstraZeneca and CTO of NYC, and leading a roundtable at the Investor GP Summit. Howard will also meet with World (Sam Altman's digital identity company).
- **Grow London Local at LTW –** For the first time we will have GLL Business support officers working on the stand, taking meetings and sharing more on services, included in onsite L&P branding.

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.

No of active companies: 51

No of graduated companies: 0

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

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 300+ active Grow London scaleup companies**, as well as 1500+ alumni.
- **42 new companies** supported through programme. 28 provided bespoke advisory with remaining receiving support via our workshops. Many more businesses supported through core Grow London events including London Tech Week (June)
- Bespoke support provided around key themes including inclusive hiring best practice, salary and benefits, candidate sourcing (with focus on underrepresented candidates)

CONVENORS

- Full programme of Talent activity around London Tech Week including reception for companies and talent ecosystem (9.3 feedback rating)
- Commissioned, produced and launched survey research on attitudes to diversity and inclusion amongst tech leaders, evidencing the link between inclusive hiring and business growth. Used by Mayor and Deputy Mayor in messaging
- Delivered high-level roundtable dinner with selected founders and experts on hiring leadership roles effectively and inclusively

CONNECTORS

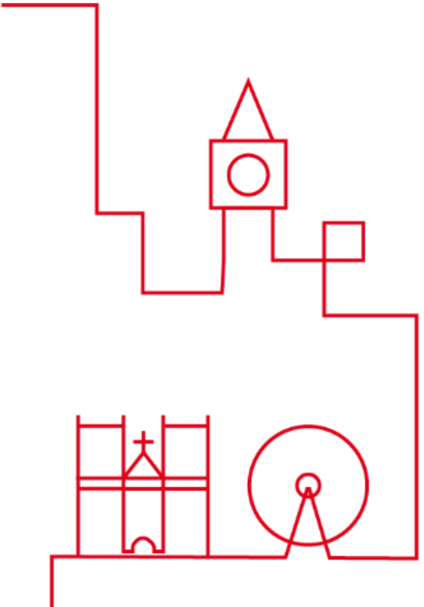
- Promoting organisations that meet the Quality Mark or other relevant best practice standard
- Advocacy: using data and insight from our work with companies to advocate for inclusive hiring practices and diverse talent in the tech sector. Panels and speaking slots with key stakeholders including DBT, Business London, TechUK, Imperial College, and London Higher
- Supporting GLA teams on development of Inclusive Talent Strategy and working with WIN to develop inclusive hiring toolkit for scaleups.

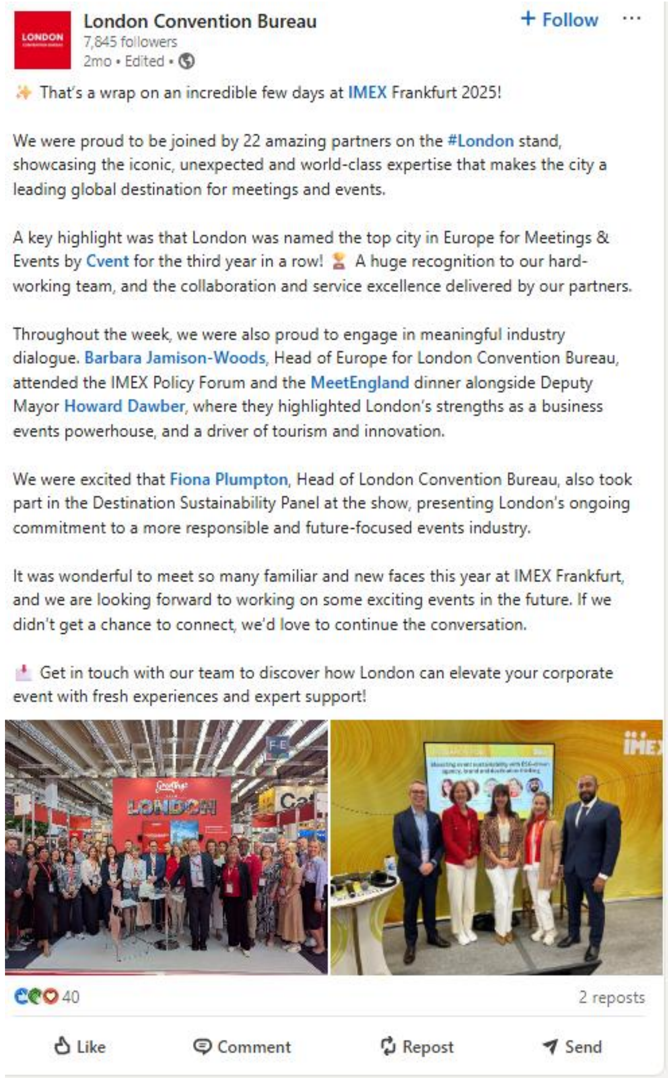
Business Marketing (CVB)

Q1 included one of the three major trade shows of 2025,- **IMEX Franktfurt 20-22 May**

We amplified on the first day of IMEX Frankfurt the happy news that London had been named Cvent's Top Meetings Destination in Europe for 2025, for the third consecutive year.

We took 22 partners on the London stand with positive feedback from partners and leads generated from the exhibition.





Business Marketing (FDI)

In the run up to London Tech Week we promoted our Plug into London campaign.

Plug into London promotes the many reasons why London is the **best place to set up and expand a tech company**, whilst **increasing awareness of our business support services**.

- Builds on our reputation
- Tells the story of London & Partners and connects Grow London services
- Showcases impact of our business support teams and programmes
- Spotlights Grow London as the top accelerator for business growth in London.
- This campaign combined with onsite activation drove **624** leads over LTW.

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VIEW FROM THE MARKETS

Europe

HEADLINES

- **UK-EU Summit** - May: The first EU-UK summit since Brexit was held in London. Leaders agreed on a new strategic partnership, reaffirming their commitment to global cooperation, security, and defence
- **UK-EU Youth Mobility** – June: The EU Council authorised negotiations for a new UK-EU youth mobility agreement
- **European startups raised GBP 10+B in Q1** and European AI startups raised GBP 2.5+B in Q1 2025
- **London was the most funded European tech hub in Q1** with GBP 2.3+B raised, followed by Paris and Berlin - the UK raised more than France, Germany and Spain combined
- E**urope has now created 606 unicorns**, with 6 additions in Q1 2025

FDI & Trade

- **2 FDI Wins** in Q1
  - 1 Sustainability
  - 1 Fintech & Cyber
- **1.7+M GVA** for a total of **35 new jobs** in London in Y3
- **1 MediaTech Trade mission to Paris and Madrid** - We have connected our GLG delegates to major corporates such as Iberia, L'Oreal, BMW, Mahou, Moeve, PRISA, Renfe, Mediaset, Atresmedia, BBVA, Wayra/ Telefonica, Publicis, Electronic Arts, LVMH, Havas, Ubisoft, RadioFrance, M6, CMA Media and JCDecaux

ACTIVITY

Mete Coban, Deputy Mayor for Environment & Energy visit to Paris during Change Now 2025 – April

The Europe team also attended a variety of events such as South Summit, Dublin Tech Summit, Latitude 59, Vivatech and London Tech Week

London Tech Week - we have organised a European networking reception and hosted 10+ European delegations

Eurostar activation during London Tech Week and Vivatech - a major cross-team activation bringing a delegation of circa 70 people to Paris, including **23 GLG companies**, **12 FDI companies**, around **20 corporates & investors** and **partners**

China

HEADLINES

- China's Vice Premier He Lifeng met Chancellor of the Exchequer Rachel Reeves in London on 8 June, resulting in an agreement to continue cooperation and ensure the outcomes of China-UK Economic and Financial Dialogue are delivered.
- China Britain Business Council launched the latest edition of China Trade Tracker which reveals steady growth in UK-China trade, with UK goods exports rising to £21.1 billion in 2024. The UK's largest exporters to China were the East Midlands (£3.5b), the West Midlands (£3.2b), London (£3.0b), the North West (£2.1b), and the South West (£1.7b).
- China broke new records in renewable energy between January and May as it added 198GW of solar and 46GW of wind capacity – enough to power the entirety of Turkey.

FDI & Trade

- China team won 6 FDI projects.
- Medcity team visited Shanghai, Suzhou and Beijing in May, spoke in the Future Healthcare And Medicine Conference, meeting FDI clients and stakeholders to advocate London's Lifesci ecosystem and MedCity's super connector roles, as well as promote London Life Science Week in Nov.

ACTIVITY

- Team attended Beyond EXPO Macau for the 5th consecutive year, the Asia-EuropeTech Forum, and a round table hosted by Shenzhen Longgang District to share London's innovation ecosystem and investment opportunities
- China team supported a range of Chinese delegations including 60+ tech companies from Shanghai, Hongkong, Shenzhen and Beijing to this year's London Tech Week. Highlights including the eye-catching BYD electric bus as L&P booth; China Tech Reception with 100+ guests; support 'Our Water' Shanghai city promotion event during LTW; London Tech Week was covered by leading Chinese media including China News, Phoenix New Media, Yicai and etc., reaching over 500,000 viewers.
- The team proactively participated, spoke and supported a wide range business events in various cities: Mobile World Conference (SH); Haidian District of Beijing's business event in London; Climate Innovation day in Shanghai Climate Week; WTCF International Communication Forum (HK); UK Innovation & Investment Reception (Xiamen); Amazon Cloud China Summit (SH) etc.

India

HEADLINES

- India ranked third globally in fintech funding in H1 2025, raising $889M fueling early-stage growth and investor confidence
- India has reached 50% clean energy capacity five years ahead of its 2030 target, marking a major step toward a sustainable future
- India ranks among the world's top 10 tech markets in 2025, with 69% of Asia-Pacific's tech talent and cities like Bangalore and Hyderabad driving global innovation

FDI & Trade

- Q1 saw 14 new Indian companies set up in London
- 350 company-strong India Delegation visited London Tech Week 2025 to explore the London business ecosystem and build global networks
- L&P Bengaluru and Mumbai offices hosted the Imperial College delegation companies

ACTIVITY

- Tamil Nadu Roadshow across 3 cities in 5 days – Chennai, Coimbatore and Madurai. Engaged with 180+ companies to promote London as a top investment hub, and to strengthen ties with stakeholders
- Travel to the cities of Hyderabad, Pune, Chandigarh, Kochi, Dehradun to meet with stakeholders and new companies who are exploring global expansion
- Partners Oury Clark visited Chennai and Bangalore to meet with our FDI companies and offer their support

North America

HEADLINES

- The UK and the US announce a limited economic and trade accord in May outlining the tariffs on goods that will be paid on entry to the US. This includes a 10% baseline, a quota on automobiles at the 10% rate, and market access for British beef and lamb. Services are not impacted by the tariffs.
- US GDP, 3.0% annualized growth rate this quarter fuelled by a 1.4% increase in consumer spending and reduction in imports. Inflation 2.7%.
- Canada GDP, 0.1% annualized growth this quarter, downward pressure from complications with the trade relationship with the US. Inflation 1.7%.

FDI & Trade

- 12 FDI wins in Q1. These include a smart mobility company, a private equity consultancy, a Web3 platform and a cleantech company.
- 2 trade missions hosted in North America. Sustainability delegation to LA in May and a retail technology one to NYC in June.
- CTO of NYC roundtable for Grow London Global companies in London in June.

ACTIVITY

- Opportunity London delegation to NYC in June. City-to-city dialogue, meetings with major investors, and an L&P hosted reception.
- WebSummit Vancouver in June. L&P hosted reception with 100+ attendees.
- NYC Tech Week event in June. L&P hosted rooftop reception with 100+ attendees.
- BIO life conference in Boston in June, promoting London Life Sciences Week. CEO visit to Boston, Toronto, & Ottawa.
- Select USA conference in Washington D.C. in May.
- Deputy Mayor for Business & Growth visit to Boston in April.

LONDON
& PARTNERS

SECTORS

Creative

HIGHLIGHTS

- 5 Creative Technology FDI companies including a US based VFX company
- 29 new creative technology FDI opportunities
- 15 companies attended Mediatech trade mission to Parise/Madrid
- 14 companies attended ConsumerTech trade mission to NYC

ACTIVITIES

- Communities team hosted reception with Digital Catapult during SXSW with about 100 guests including GLG and FDI companies and stakeholders
- Chaired Tech Horizons stage during London Tech Week
- Team attended London Games Festival VIP event as well as Opening Night, Italian and Chinese delegation events and Screen Play, London Experience Week, Digital Creative Network West with Catalonian Delegation, Retail Technology Show, Media Production Technology Show, Museum & Heritage Show, SXSW London, LTW, SEG3, Business France Retailtech delegation
- Global Corporate Connect with Google and Lojas Renner
- Communities Team hosted Access to Finance with Edge Ventures

NEXT QUARTER

- Moderating panel at gamescom congress and attending gamescom
- Attending NRF Paris
- Hosting ecommerce event with HSBC to tie in with eCommerce expo
- Cohort 7 will launch with 28 GLG creative tech companies

Fintech & Cyber

HIGHLIGHTS

- 11 Fintech & Cyber FDI wins
- Hosted a Fintech Club during UK Fintech Week on 'Advancing Financial Inclusion'
- London Tech Week
- GLG Trade Mission to Singapore

NEXT QUARTER

• Attending and speaking at Fintech Fringe
• Communities team running 'Meet the corporate' events with NatWest, Standard Chartered and HSBC
•GLG Africa Trade Mission

ACTIVITIES

- Attended UK Cyber Week
- Attended UK Fintech Week and ran a fringe event on Financial Inclusion with 100+ attendees
- Judged a category and attended Fintech Awards London
- Attended Money20/20 Amsterdam
- London Tech Week:
  - Hosted delegations and clients.
  - Ran two events – a Fintech networking breakfast with NatWest and an International Fintech event focusing on Stablecoins with City of London Corporation
- Participated in a roundtable on navigating international expansion with UKTN and Lloyds

Enterprise Tech & Business Services

HIGHLIGHTS

- 8 FDI wins
- 8 GLG wins
- London Tech Week
- AI Hub collaborative event
- EdTech X event
- Legal Tech Talks roundtable

NEXT QUARTER

- Connected Britain
- Trade Mission to Australia: Melbourne & Sydney - September
- Trade Mission to Germany- Munich & Stuttgart- October

ACTIVITIES

- Future of Work day in April:
  - demo day: gathered a large group of tech companies, corporates and investors at Dawn Capital
  - investor session: roundtable at Octopus VC for FDI and GLG clients
- London Tech Week: hosted delegations and clients across the week including at our own events and drop-in sessions
- Hosted an AI networking event in collaboration with the London AI Hub during LTW
- Hosted an EdTech event during the London Edtech Week, and attended the EdTech X Summit
- Hosted a LegalTech roundtable as part of Legal Talks in London
- Trade Mission to Africa

Sustainability

HIGHLIGHTS

- 9 FDI completions
- Successful graduation of 7 GLG companies
- Innovation Zero, London Tech Week, MOVE conference and London Climate Action Week
- GLG Sustainability Trade Mission to Los Angeles

NEXT QUARTER

- Pitch Contest Panel at Formula E Accelerated Live Conference
- Sustainability Innovation Demo Day and Annual Networking Reception
- Proptech Connect and Autonomy conferences
- Hydrogen and Energy Storage delegations from China

ACTIVITIES

- FDI business trips to Norway for UT Trondheim, Berlin for Greentech Festival and Gitex, Paris for Vivatech, Spain for Trade & Investment Forum and Leeds for UKREiiF
- Supported Mete Coban in Paris for ChangeNOW and arranged FDI meetings
- Speaking engagements at UT Trondheim conference, Innovation Zero, London Tech Week Climate Day, MOVE conference with Seb Dance, Future Frontiers Forum – Science, Technology and Innovation during India Global Forum, Innovation Zero
- Presentations to visiting delegations: Offshore Wind Delegation from China, Danish delegation, Dutch Ministries at QOEP, Turkish delegation at Imperial, Energy Transition delegation at Sustainable Ventures
- London Climate Action Week – speaking engagements at Reset Connect, Sustainable Ventures with Howard Dawber, stand at Reset Connect with 11 scaleups from our programmes, Imperial event with Howard Dawber, Meet the Corporate event with ECDC, Climate Innovation Forum, Blue Earth Summit, Collaboration and Innovation - Advancing Climate Tech Dinner with Howard Dawber, hosted GLG Sustainability dinner
- Attended Wandsworth Net Zero Partnership Roundtable, NLA Expert Panel on Net Zero, Promoting Equity in London through Climate Action - Report Launch, Clean Energy/Climate Tech Internal Workshop Skills and Talent, Innovation Norway Reception, Netherlands King's Day Reception, Reception with Québec Minister of Economy, Innovation and Energy, Future London 2025 (BusinessLDN), China Networking Reception – LTW, Solar + Storage London

Life Sciences - MedCity

HIGHLIGHTS

- We held our first London Tech Week Life Sciences Reception in London and Life Sciences reception in Boston to promote London Life Sciences Week
- 42 new Life Sciences FDI Leads and 9 new Opportunities created
- 7 R&D companies were supported with R&D space search
- We hosted 2 Lab Providers Forum events showcasing new lab facilities in London
- Presented at events such as the NLA Innovation Summit and TLA investor showcase
- FDI/Partner visit to Boston, MA with Deputy Mayor, Howard Dawber – presenting London Offer to Boston audience
- Hosted Life Science dinner with NatWest
- Co-hosted Life Sciences Summer Party with OBN and OneNucleus

NEXT QUARTER

- Hosting first London Life Sciences International Pre-launch event in London
- Hosting delegations from: China and Hong Kong, Türkiye, USA.
- Hosting Japanese Pharma Reverse Pitch webinar
- Hosting two Lab Providers forum events to promote newly opened facilities in London at 85 Gray's Inn Road – Bloomsbury and at APEX
- Joining NHS life science working group
- Planning workshops for London Life Sciences week

ACTIVITIES

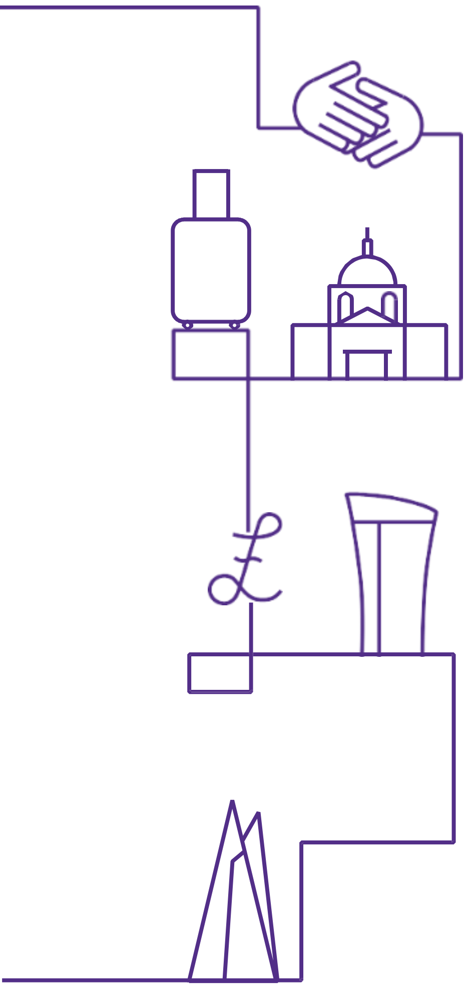
- Hosted delegations from Brasil, Canada, China, Korean Biotech (with UKRI), Türkiye, USA
- Visits to markets: China and Boston, MA
- Presented at seven events to promote London including: Healthcare conference at Suzhou, London Tech Week, Swedish SCC Ecosystem Exchange: Life Sciences 2025, HiMed opening at London BioScience Innovation Centre, ANDHealth Digital Health Australian delegation session, Taizhou China Medical City Pharmaceutical Partnering Conference, CEE – UK Building Bridges event
- Attended conferences and events including : BioUS in Boston, AngloNordic Life Science Day, LSX World Congress, Life Sciences & Research Clusters Conference, London Biotechnology Show, Estonian Business Hub opening, Daiichi Sankyo Networking Day
- Published Constructing Science GMP facilities building guidelines
- Working with the BIA on planning for London Life Sciences Week 2025
- Attended launch events for British Library extension and Harley Street/Hale House
- Attended roundtable dinner on AI in Life Sciences hosted by Recursion

LONDON
& PARTNERS

VISITOR ECONOMY

Conventions and Business Tourism

Sales Activity



IMEX, Frankfurt, May 2025, 22 partners, 763 confirmed meetings, 19 group presentations, Policy Forum attended by Howard Dawber, Meet England client dinner; US pre and post fam trips

Europe Congress April 2025 - European international buyer event with 250 attendees in London

ABPCO Festival of Learning – Birmingham

INTA 2025 – Announcement of INTA 2026 (International Trademark Association) Delegate boosting and information desk San Diego (15,000 delegates

ESHRE 2025 (European Society for Human Reproduction and Embryology) – delegate boosting in Paris ahead of ESHRE 2026 in London. 12,000 delegates

The Meetings Space US – 5 partners, 24 meetings

Atlanta/Boston Trade Mission; 4 partners

Major Wins

EULAR 2026

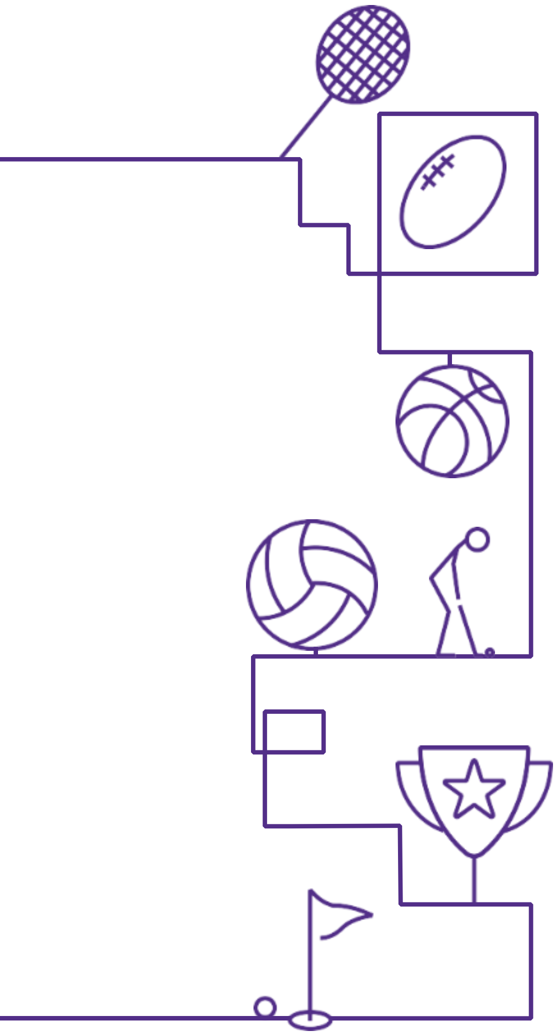
INTA May 2026

McKinsey , June 27

Augeo/Qualtrics

Databricks World Tour Sept 25

Major Events & Experiences



Delivered/supported

- London Experience Week 2025
- SXSW
- Gran Turismo World Champs
- The Boat Race 2025
- Kansas City Chiefs activation
- NFL team announcement

Live/won

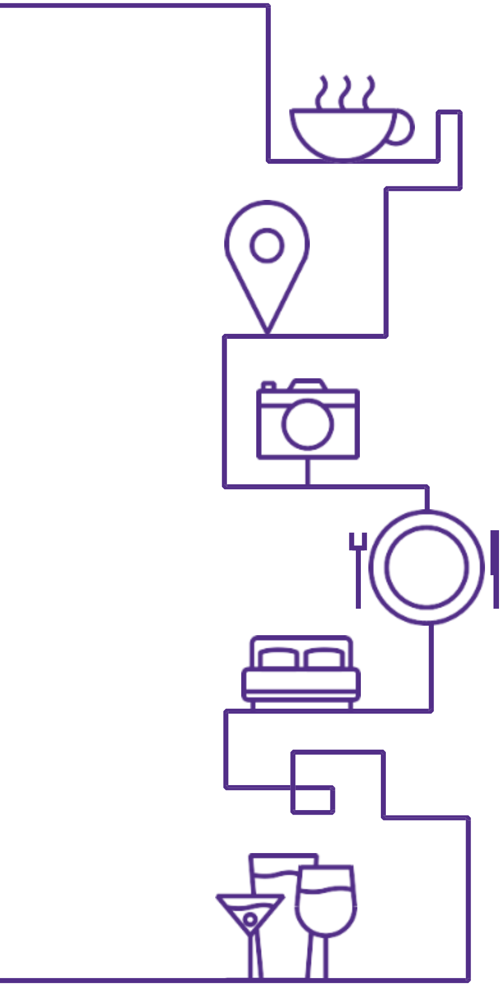
- T100 2025 (won)
- Women's Rugby World Cup 2025 (won)
- BLAST Premier Open 2025 (won)
- NFL London (won)
- Laver Cup 2026 (won)
- Formula E 2025 (won)
- E1 Powerboat Series test (won)
- London Experience Week 2026 (won)
- Formula E 2026 (won)
- T100 2026 (won)
- Ultimate Tennis Showdown (won)

Definitions

Delivered/supported: Event has taken place

Won: London announced as host city

Leisure Tourism summary



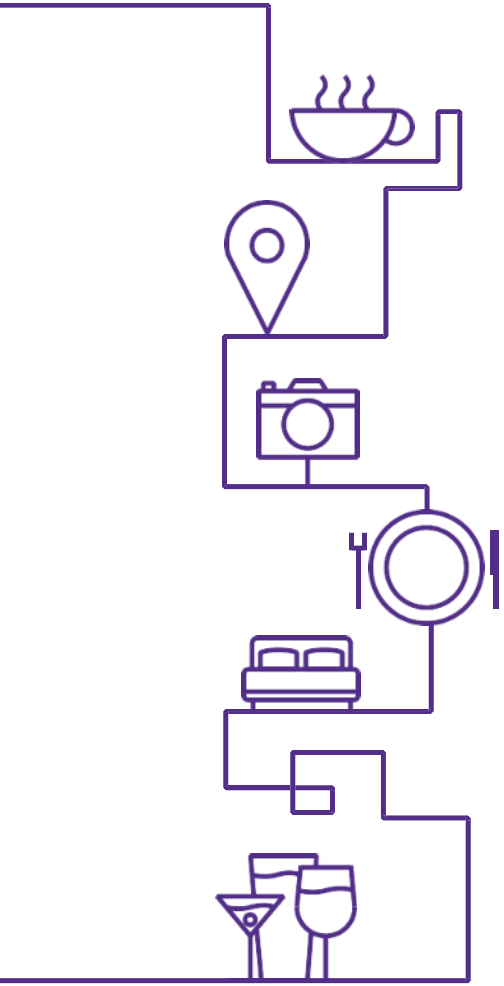
Visitor Experience

- 'Experience' is a core pillar of London's Growth Plan, a sector valued at £140bn to the UK and a new team will support this Growth Plan pillar across the city
- Key workstreams have been scoped out, with a core initial focus being a Place Support Programme. This identifies Priority Growth Areas across the city, with associated strategy/product/brand support tools developed to enable place growth, investment and place shaping
- A second workstream centered around data and insights is also being scoped out. The Visitor Data Service will add strategic value and insight support to places and is linked to the GLA/L&P partnered High Street Data Service
- A third work strand around sustainability is also being researched and will develop further in Q3

Consumer marketing

- London's Welcome Ambassador mural with Paddington Bear won Gold Standard, 'Best Out of Home' advertising at the Travel Marketing awards
- Work underway to promote priority places for the experience economy as per London Growth Plan
- Launched Visit London 'London Makes it Possible' campaign across owned and earned channels, including web, email, app, social and influencer plans.
- Developing London Welcome creative for GSK House.

Visit London channels performance



Visit London website & ecommerce

- New supplier contracts and online booking journeys went live on time in April
- 3.1m users in Q1
- VL.com users reduced due to the introduction of AI Overviews and fall in search demand
- Experiences and theatre commission increased compared to same period in 2024/25 thanks to better commission rates and improved conversion

Social media engagement and growth

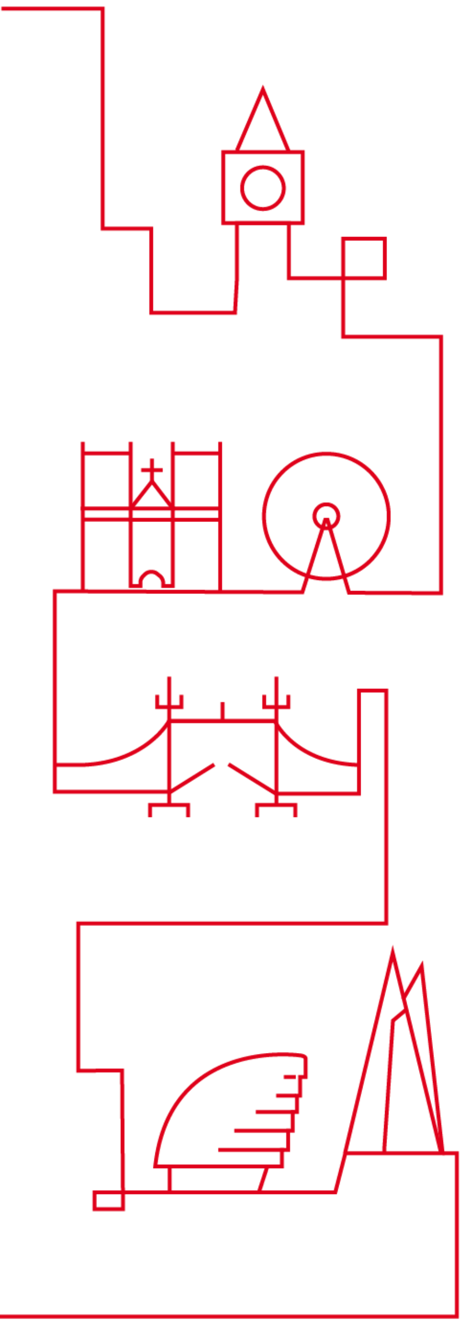
- 43.7m organic engagements in Q1
- 2.8m paid engagements in Q1
- 76.7k new followers in Q1

Social media content

- Iconic location and activities content delivered strong performance this quarter. A standout example was a video showcasing swimming in Canary Wharf's iconic settings, along with highlights of major London events such as the London Marathon, Pride, and Wimbledon.
- We observed a decrease in reach and engagement in June. This was part of a wider trend—engagement dipped across the board, affecting us and competitors alike.
- We posted regularly about the Buckingham Palace summer opening, which helped build awareness and drive increased interest.
- We saw an increase in bookings from social this quarter, supported by the use of the DM automation feature, which has helped drive more direct conversions.

LONDON
& PARTNERS

SMALL BUSINESS



OUR IMPACT SINCE LAUNCH

Helped 27,000+ entrepreneurs to access support.

2,100+ entrepreneurs attended our community events including Coffee Fridays, local hubs and drop-in sessions at the Post Office.

88%

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

300,000+ entrepreneurs reached

58

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

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

*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

April – June 2025

Entrepreneurs reached

Digital	In-person	Total
28,738	2,657	31,395

Entrepreneurs helped

Digital	In-person	Total
3,133	1,709	4,842

Ethnic minority	68%
Female	57%
Disabled	10%

Top sectors supported

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

Top categories of business support requested

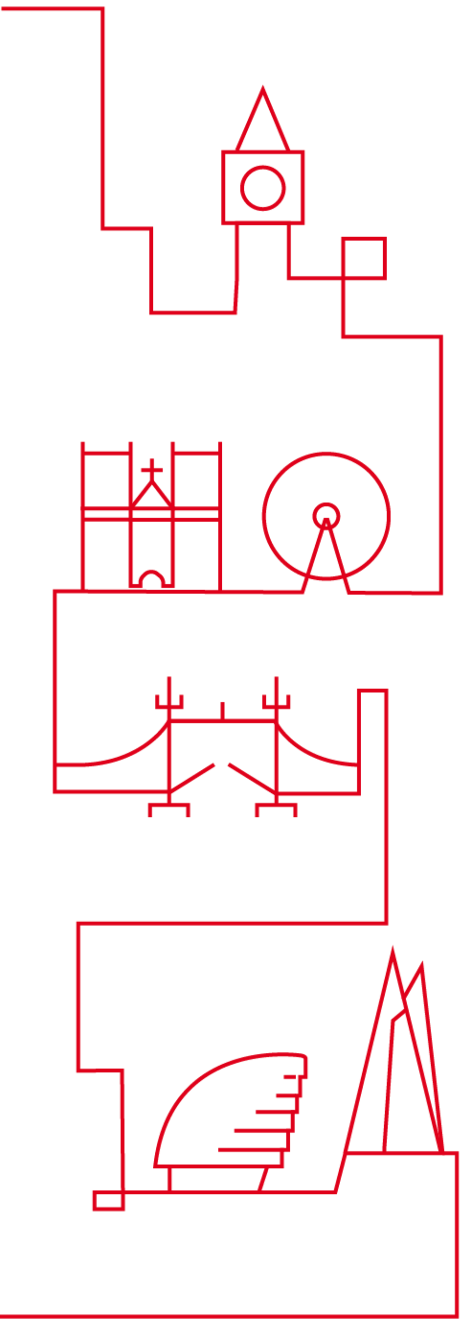
1. Marketing
2. Finance
3. Planning

Entrepreneurs supported by business stage

38% Pre-starts

62% SME

*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 – June 2025

406 Business Support Providers

1,831 Business Support Offerings*

Top categories of business support available

1. Marketing
2. Digital
3. People

Top types of business support available

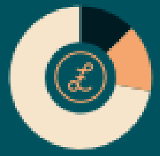
1. Events
2. Skills
3. Programme

Costs of business support

£ Partly funded **232**

£ Fee payable **280**

£ Free to access **1,319**



Accessibility of business support available

370	594	867
Hybrid	In-person	Virtual

* Business support offerings are services, events, courses and programmes that have been designed to meet a business need, address common challenges or enhance the resilience of a small business.

SKILLS SUPPORT FOR SMALL BUSINESSES

January 2024 – June 2025

32 Skills Support Providers

341 Skills Support Offerings*

Entrepreneurs helped to access skills support provision

584	1,103	1,687
Digital	In-person	**Total**

Ethnic minority	68%
Female	58%
Disabled	11%

Most viewed skills support

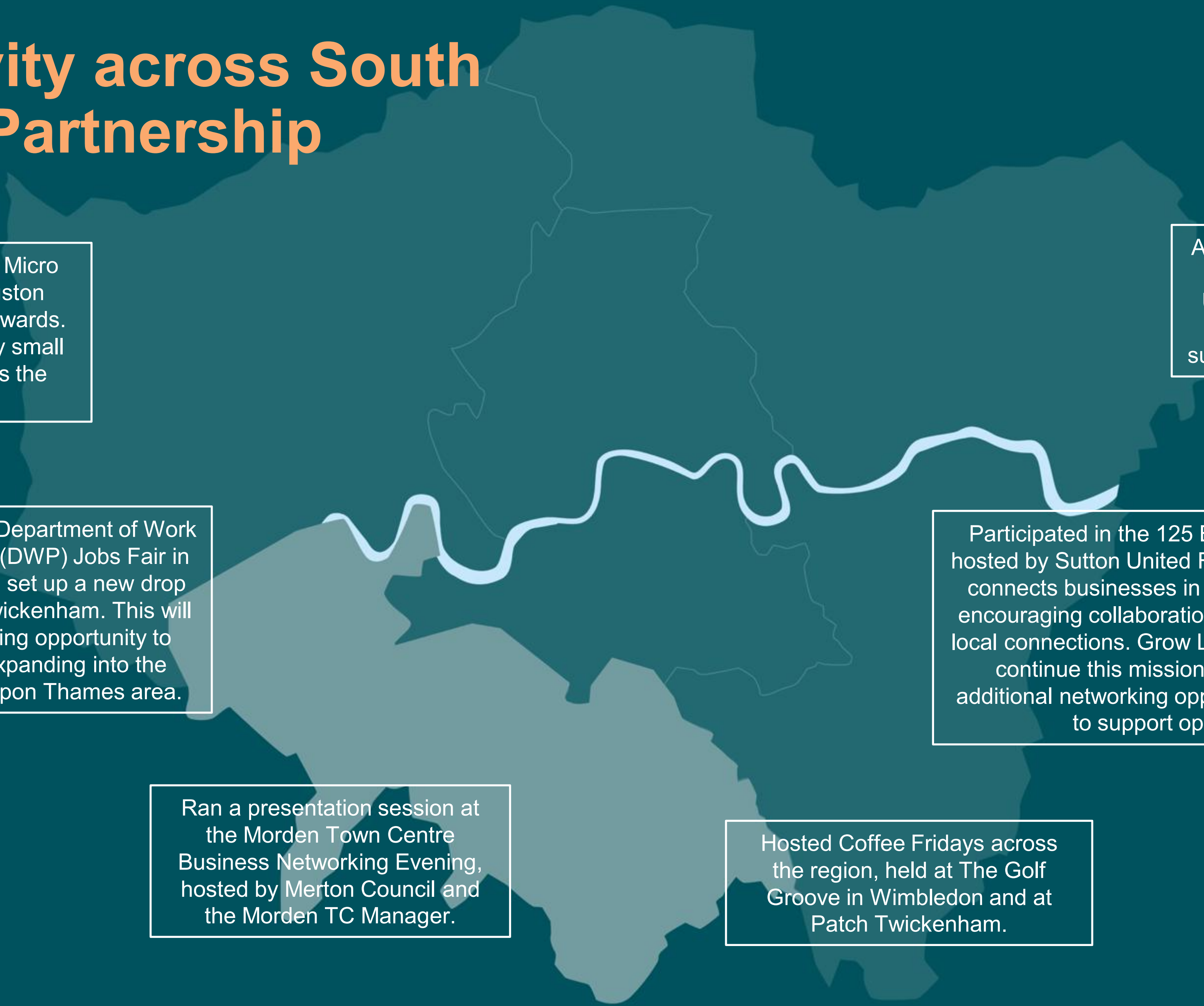
1. English for speakers of other languages
2. English reading and writing skills
3. Net zero training

Most referred to skills support

1. Digital skills
2. Support for starting your own business
3. Social media marketing

* Skills support offerings are 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 activity across South London Partnership



Presented the Best New Micro SME Award at the Kingston Chamber of Commerce awards. This event helped amplify small business support across the region.

Attended the Third Tuesday Club Networking Event in Kingston Upon Thames. This opened up new avenues for SMEs to be supported by Grow London Local

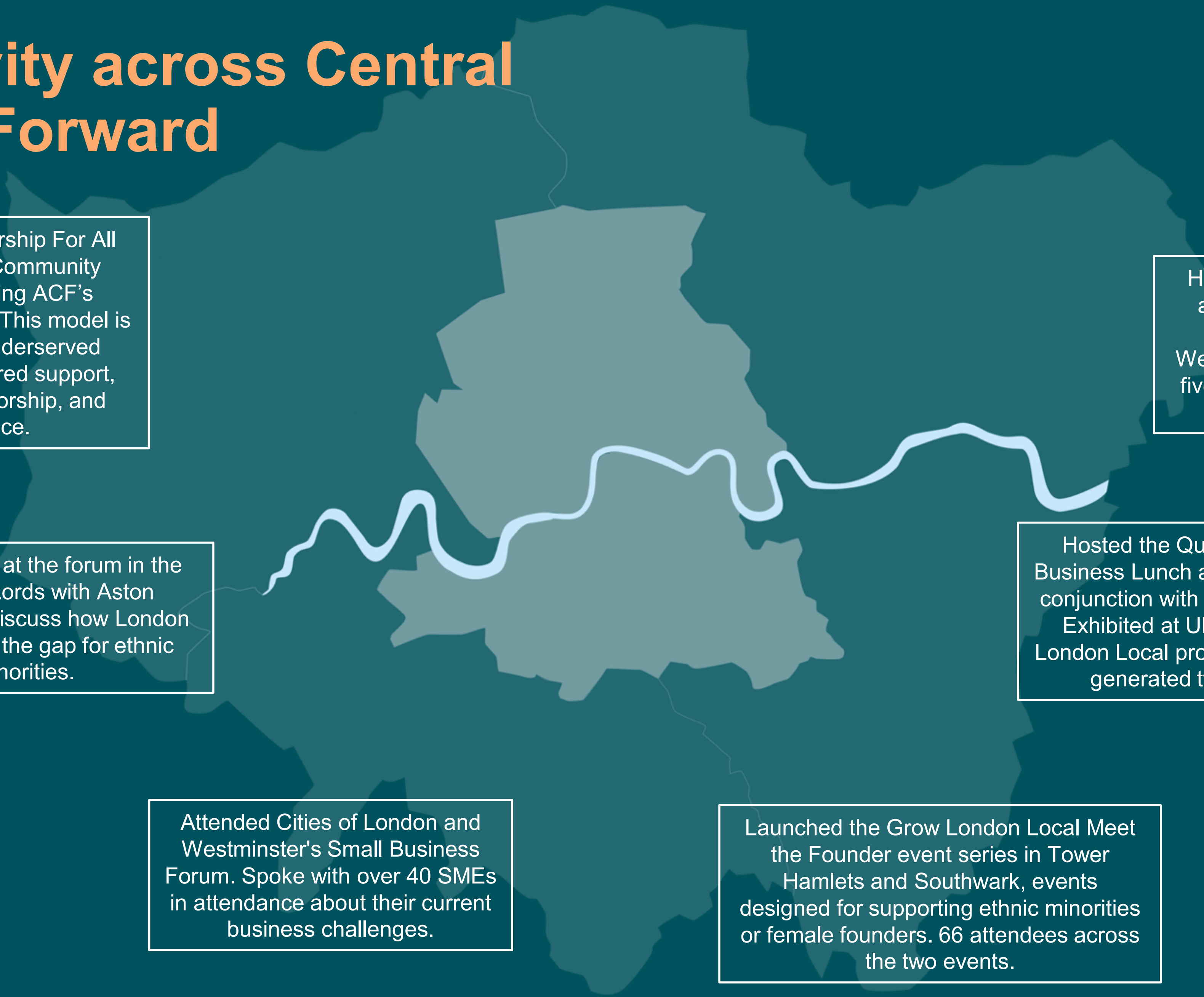
Attended the Department of Work and Pension (DWP) Jobs Fair in Croydon and set up a new drop in at DWP Twickenham. This will be an ongoing opportunity to continue expanding into the Richmond Upon Thames area.

Participated in the 125 Business Club event, hosted by Sutton United FC. The Business Club connects businesses in the local community, encouraging collaboration and fostering strong local connections. Grow London Local is able to continue this mission through providing additional networking opportunities and access to support opportunities

Ran a presentation session at the Morden Town Centre Business Networking Evening, hosted by Merton Council and the Morden TC Manager.

Hosted Coffee Fridays across the region, held at The Golf Groove in Wimbledon and at Patch Twickenham.

Our activity across Central London Forward



Attended the Entrepreneurship For All event with Assadaqaat Community Finance (ACF), discussing ACF's pioneering financial model. This model is designed to empower underserved communities through tailored support, skills development, mentorship, and interest-free finance.

Invited to talk at the forum in the House of Lords with Aston University to discuss how London could bridge the gap for ethnic minorities.

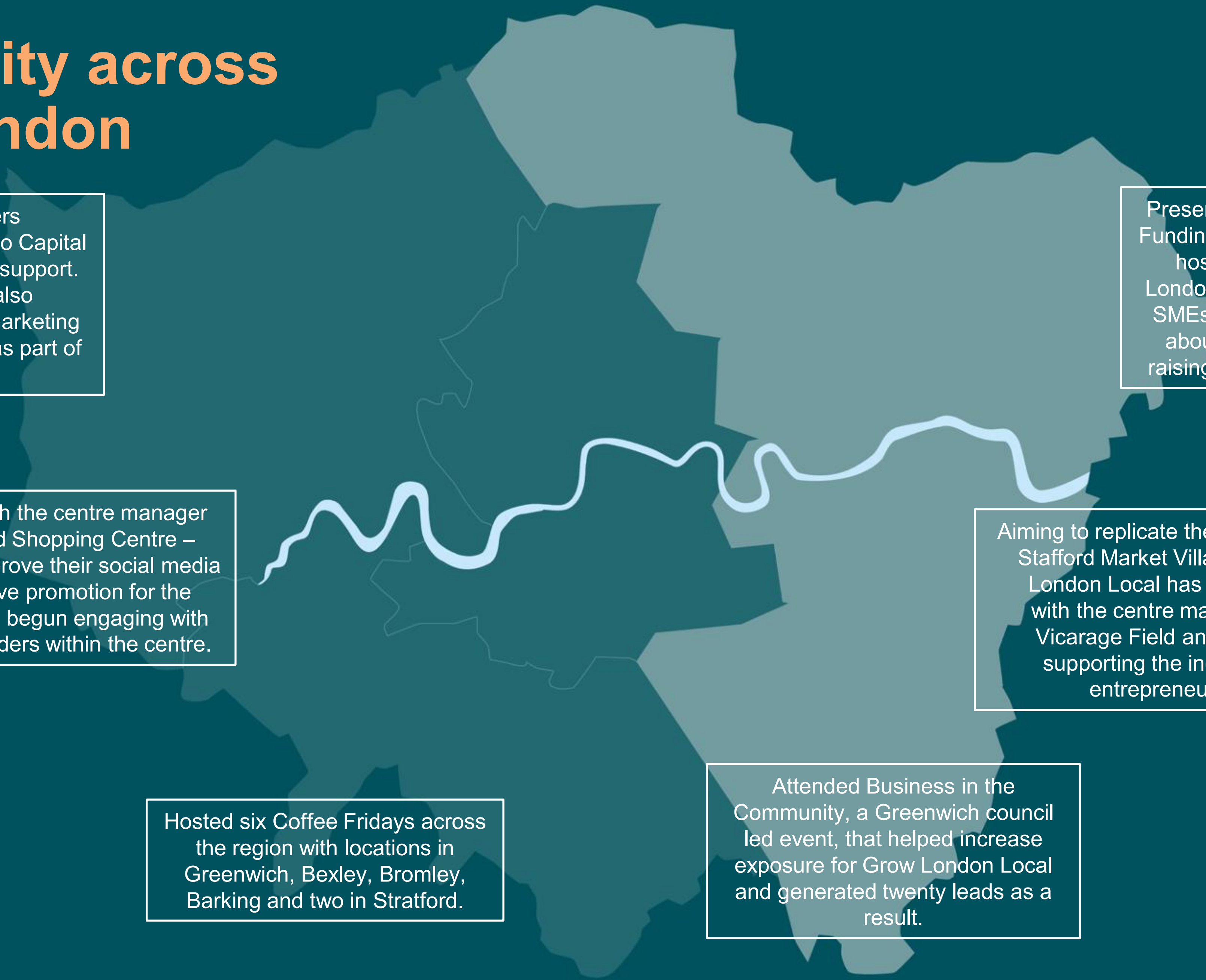
Attended Cities of London and Westminster's Small Business Forum. Spoke with over 40 SMEs in attendance about their current business challenges.

Launched the Grow London Local Meet the Founder event series in Tower Hamlets and Southwark, events designed for supporting ethnic minorities or female founders. 66 attendees across the two events.

Hosted the Queen's Crescent Business Lunch and Learn event in conjunction with Camden Council. Exhibited at UK Start, a Grow London Local provider's event, and generated twelve leads.

Hosted fourteen Coffee Fridays across the region this quarter including our first event in Westminster. We are also hosting five monthly hubs across Central London Forward.

Our activity across Local London



Connected 43 traders in Stafford Market Village to Capital City College for business support. Students from CCC also designed individualised marketing strategies for the traders as part of their coursework.

Presented at CATALYST: Raising Funding for your Business Session, hosted by University of East London, speaking to a group of 12 SMEs from diverse backgrounds about improving knowledge of raising funds for their businesses.

Engaged with the centre manager for Romford Shopping Centre – helping to improve their social media skills to drive promotion for the centre. Have begun engaging with individual traders within the centre.

Aiming to replicate the success of Stafford Market Village, Grow London Local has engaged with the centre manager of Vicarage Field and begun supporting the individual entrepreneurs.

Hosted six Coffee Fridays across the region with locations in Greenwich, Bexley, Bromley, Barking and two in Stratford.

Attended Business in the Community, a Greenwich council led event, that helped increase exposure for Grow London Local and generated twenty leads as a result.

Our activity across West London Alliance

Grow London Local Exhibited at the Hillingdon Business Exposition providing us with good exposure to a mix of business owners and pre-starts.

Participated in Small Business Britain's Netwalk event, discussing topics at the forefront of what matters to small business owners. Grow London local was able to offer various support opportunities to these businesses based on the topics discussed.

Attended the West London Jobs Fair, with over 2300 participants registered to attend it was a fantastic opportunity to engage a range of SMEs and entrepreneurs.

Hosted Coffee Fridays across the region with three in Hammersmith & Fulham along with one each in Hounslow and Harrow.

Attended the HRUC Hayes, DWP West London District, Harrow and West London Jobs Fairs throughout the quarter.

Sat on a panel at the Chiswick Co – Working West London event hosted by the Chiswick Business Network in April, May and June. Through these events, Grow London Local is able to provide support to the local entrepreneurs through the Chiswick Business Network 'Clinics'.

Made Smarter

- Team recruited
  - All started by August
- Appointed course delivery partners
  - Brunel University London - Leadership & Management
  - Kings College London - Workforce and Organisational Development
- Delivery scoped for Q2
  - Salesforce scoping and set-up
  - Team onboarding
  - Outreach plan mapped, starting July

MADE SMARTER | LONDON & PARTNERS | Department for Business & Trade | SUPPORTED BY MAYOR OF LONDON

LONDON
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LONDON BRAND – PR

Q1 PR Results

Volume	Sentiment[4]	Engagement
250+ Pieces of Coverage[1] **860M+** Potential Reach[2] **Top Locations[3]:** - United Kingdom: **96** - China: **59** - United States: **30** - India: **10** - Germany: **9** - France: **3**	**47.5%** Positive **52.5%** Neutral **0%** Negative	**Most Engaged Placement[5]:** **ZDF**: *'Hollywood an der Themse'* **Top Shared Link[6]:** *https://news.sky.com/story/trumps-anti-migrant-rhetoric-gives-the-uks-tech-industry-a-competitive-edge-say-experts-13381768 (Sky News)*

[1] Includes all press/media mentions & placements secured or supported by L&P. Organic (unsupported) coverage is excluded. Includes one paid placement.

[2] This reflects the combined monthly audience of the press/media outlets where our coverage appeared. It is based on each outlet's unique monthly visitors, not the actual views of the specific mentions or placements.

[3] By number of coverage instances in key markets. While we prioritise global press/media coverage (not just London or UK-based), many domestic outlets have global reach.

[4] Tonality of coverage. Sentiment is derived from Meltwater's natural language processing algorithm.

[5] The press/media placement (positive/neutral) with the highest engagements (reactions, comments, or shares). Note: engagement data is only available for platforms where Meltwater has access to track these interactions. Currently, this excludes some platforms, including LinkedIn, WeChat, TikTok, and others. This limitation is common across other press/media monitoring platforms.

[6] The link that appeared most frequently in articles and posts.

Business Highlights

- Ran a full international press/media operation at London Tech Week, working with domestic outlets, London-based correspondents, and in-market journalists covering North America, Europe, India, and China

- Organised an official London Tech Week panel moderation spot for **TechCrunch**'s Dominic Davis (US tech/startup outlet) on 'What Investors Are Looking for in 2025'

- Secured Alex Konrad from **Upstarts Media** (US startup and venture capital Substack) to moderate a roundtable at the Founder's Forum Investor Summit, supporting his **'Top 5 London Tech Week Takeaways**' article

- Placed our Director of North America, Stephen Feline, in **Frontline Ventures**' 'US Playbook for European Founders Looking to Expand', alongside founders, lawyers, and investors sharing tips, tricks, and common pitfalls

- Headed to IMEX Frankfurt, managing press/media for the Deputy Mayor for Business and Growth, Howard Dawber, and the London Convention Bureau Team

- Continued our work on the London for Film and TV campaign, including hosting top European press/media such as **ZDF** (Germany's national public-service broadcaster) at the opening of Eastbrook Studios

- Placed a comment from our Director of India, Hemin Bharucha, in **The Economic Times of India** (India's top financial daily) on the importance of the India Free Trade Agreement

- Supported the announcement of the International Trademark Association's inaugural London event, scheduled for 2026

- Announced an agreement with Unicorn Factory Lisbon (startup/scale-up hub launched by Lisbon City Hall) to support collaboration between UK and Portuguese companies, with coverage secured in **Notícias ao Minuto** - one of Portugal's most visited online news platforms

- Placed a thought-provoking op-ed by our North America Director in **Fast Company** (US innovation/business outlet) on the future of the climate sector

- Teamed up with the Mayor of London's press office to declare June as 'Business Month', promoting record-breaking L&P trade and investment figures, including coverage in **The Financial Times**

- Amplified Grow London clients' office openings in London, supported with quotes

- Launched the Frontier Innovation Fellowship, securing press/media coverage during London Tech Week with **Startups Magazine**

- Amplified Richmond Council's local economic growth story following a meeting with our CEO, Laura Citron

- Placed Grow London Local clients in hyper-local press/media to celebrate community-rooted entrepreneurship, including Muddy Barkers, in the **Ealing Times**

- Published new research highlighting how many small businesses lack a business plan (and the support available), with coverage in **Entrepreneur** and **Startups Magazine**

- Supported the Made Smarter initiative to drive digital transformation among manufacturers, featuring a quote from our Director of Small Business Service Delivery, Vanesa Perez Sanchez

- Busted two prevailing Paris tech myths - **Sifted** picked up and amplified our messaging (which was also shared with relevant stakeholders)

- Hosted journalists from **The Financial Express** (Indian business newspaper**), The Times of India** (India's largest English-language daily), and **The New Indian Express** (Indian national daily) during visits to Delhi, Coimbatore, and Chennai with Hemin Bharucha

Destination Highlights

- Teamed up with partners to spotlight capital investment in London's experience economy, securing a timely **BBC World News** interview for James Wallman, CEO of the World Experience Organization, ahead of London Experience Week

- Worked with international press/media, including Canada's largest daily newspaper, **The Toronto Star**, to promote the release of Bridget Jones's London filming locations

- Supported the launch of 'Europe's Best Cities' report with a quote from our CEO, Laura Citron

- Supported the reopening of The Vincent Rooms with a quote from our Managing Director, Rose Wagen-Jones

- Arranged for Rose to be interviewed by **Newsweek** (the US weekly news and current affairs outlet) and quoted in its 'New Destinations' feature, alongside global tourism leaders

- Secured a series of **BBC Radio London** appearances for our Director of Destination, Simon McCaugherty, sharing top tips on school holiday activities

- Connected **Rick Steves**' **Europe** TV Team (widely broadcast US travel series) with attractions across the city, facilitating the filming of a new documentary set to air in the US in 2025

- Worked with partner hotel, nhow Shoreditch, to arrange an East London itinerary, spotlighting street art and market food for 10 Spanish and Italian journalists

- Created a three-day itinerary for Instagram influencer **Ely Gypset** (114K followers), highlighting London's food, drink, and culture - featuring five tourism partners in her coverage

- Supported a feature on royal destinations across the city, published in **Il Fatto Quotidiano**, a prominent Italian independent newspaper

- Worked with the same journalist on a piece showcasing London's unusual dining spots, published in **Vanity Fair**, the international lifestyle and culture magazine

- Developed a three-day itinerary highlighting family-friendly destinations, including six tourism partners, for coverage in **RollerCoaster** and **Evoke**, both Irish lifestyle outlets

- Arranged visits to Bridgerton filming locations for two separate 'London itinerary' features to be published on **Shondaland**, the culture and storytelling platform founded by producer Shonda Rhimes

- Coordinated with **China Global Television Network** (China's state-run international news broadcaster) to include an interview with Simon McCaugherty in a feature on the growth of London's theatre scene in 2024

- Simon also participated in a **Foreign Press Association in London** panel at Olympia, exploring the redevelopment's impact on West London as a global destination

- Secured four tourism partners, plus Visit London, coverage in a live TV competition, which aired during **The Late Late Show** on **RTÉ** on a Saturday night (one of the biggest TV slots in Ireland)

LONDON
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INCOME GROWTH OPPORTUNITIES

Commercial Partnerships - Tourism

The Tourism Partnership team leads the recruitment and engagement of over 370 tourism businesses across London, including 24 Strategic Partners who play a vital role in shaping the capital's visitor economy.

- By the end of Q1, we achieved £984K in income for FY 2025-26. We were pleased to welcome new Premium Members including The Chancery Rosewood, Flibco, Cashel Travel, Neon, INTX, EG Chauffeurs, Big Ben Coaches and Arrange MY.
- Q4 was a busy quarter for partner engagement and events including a Meet the Teams networking session, the Associations and Major Events Forum, a Canada and US market update, the Social Media Club which ran in partnership with Tik Tok at their offices, the CVB Exchange, the Summer insights webinar and a Strategic Partner Forum which had an excellent turnout.

Commercial Partnerships – Business

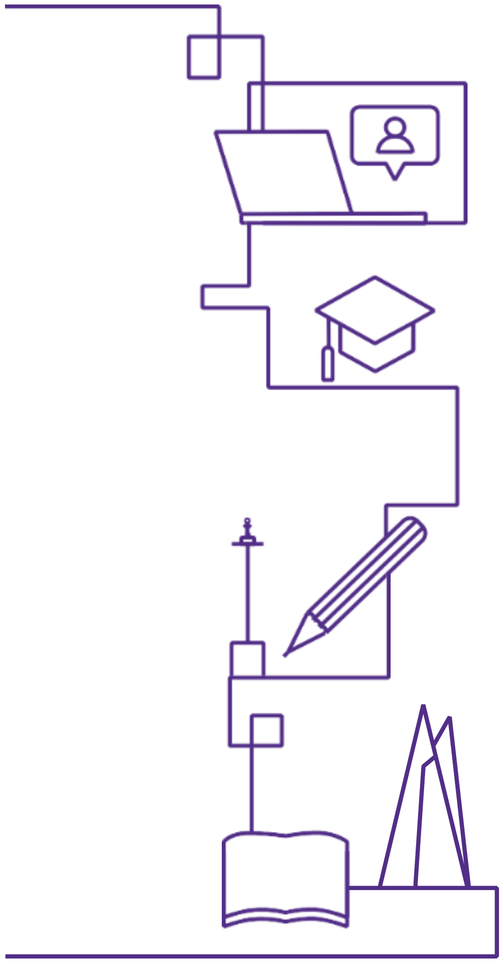
The Business Partnerships team manage partner engagement and acquisition of partners across all Grow London programmes. We work with around 40 partners across inward investment, trade and innovation.

- We are pleased to confirm a new partnership with KPMG
- We have recently added a new partnership proposition to our mix – London Network Partner. This will be focused on networks, insights and shared mission, with a view to open up more opportunities for corporates interested in supporting L&P without being involved in programme delivery
- NatWest sponsored our London Tech Week VIP Reception

LONDON
& PARTNERS

STRATEGY AND OPERATIONS

Corporate Affairs



INSIGHT & IMPACT

- Curated and published the first L&P Impact Report for 2024 – 25.
- Delivered our Q1 insights webinar exploring the latest London tourism data and trends for our tourism partners.
- Published to contributors and partners the Q1 London Attractions Monitor which explored the quarter's admissions data for London.
- Supported with insight briefings three trade missions for Grow London Global (GLG) in Q1:

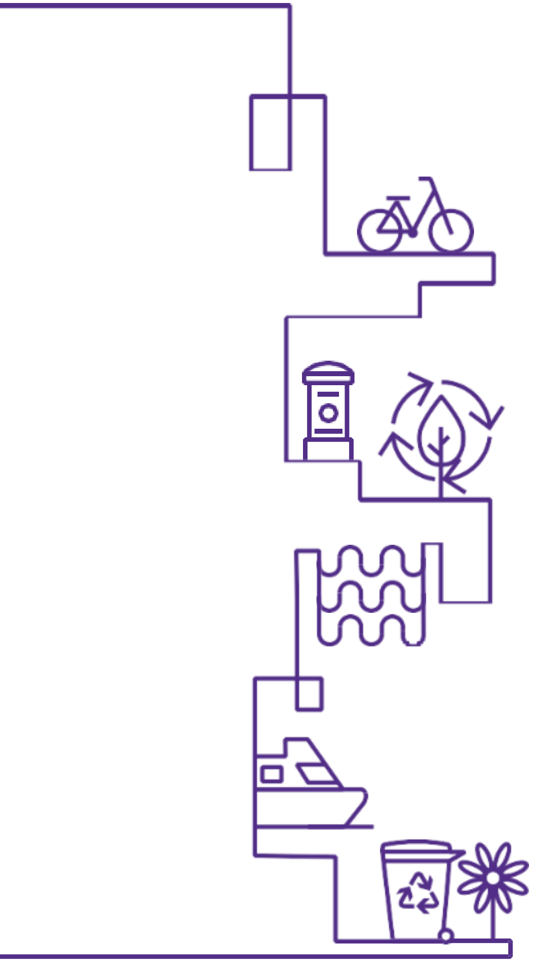
  1- Media tech mission to Paris and Madrid
  2- Sustainability LA mission
  3- Fintech mission to Singapore

- Reviewed and defined the sector classifications to use for Grow London Local (GLL) businesses.
- Started to scope case studies to support lab-based life sciences SMEs with environmentally sustainable initiatives.

STAKEHOLDER RELATIONS

- Supported the engagement with the GLA and London boroughs at London Tech Week to ensure key stakeholders were engaged at the relevant events.
- Attended UKREiiF with London & Partners CEO, facilitating meetings with London boroughs from each of the subregions to discuss potential development and engagement opportunities.

Operations



FINANCE

- New Dynamics Business Central finance system went live successfully 1st July 2025
- Process improvement ongoing alongside the new system project

TECHNOLOGY

- Business plan approved for Cybersecurity upgrade
- Increased automation projects and cross departmental support
- Onboarding with new cloud support Partner

HUMAN RESOURCES

- People Strategy launched with 5 areas of focus over the next 3 years
- 31 hires in Q1 with over 77% being filled with direct hires
- Rollout of EDI Training across the business for employees and line managers

FACILITIES

- Plans for office move remain ongoing

LONDON
& PARTNERS

THANK YOU