LONDON & PARTNERS' REPORT TO THE GLA

Q2 2025/2026

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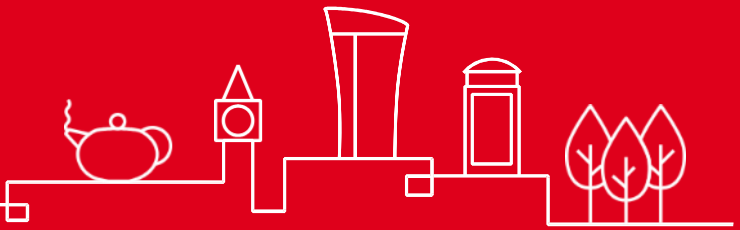


Q2 2025/26 summary

Throughout the second quarter, we have continued to deliver strong GVA and outcomes across all programmes, setting us up well to achieve our targets for the whole year.

Our impact
We have made excellent progress towards hitting our impact targets for the year. As we enter our typically busy third quarter we have already delivered £368m GVA, 58% of the annual target and securely on track to meet our annual target.

Key milestones
Strong performance across all business lines has driven our half year results, with Grow London Global and FDI achieving £236m (55%) and £100m (65%) respectively of their annual targets. As well as this, CVB has added 31m GVA, 62% of their target. Significant FDI and trade wins were achieved across markets, and sectors. During the second quarter we delivered the Mayor's trade mission to Africa and further trade missions to Canada and Australia.

As well as GVA, we measure other key outcomes including the number of businesses supported through our Grow London Local service. In Q2 we supported a further 5,160 small businesses of which the majority were from underserved backgrounds

Net Promoter scores – our customer satisfaction target – remain highly positive across all target groups.

Looking forward
Q3 is one of our busiest periods across all our activities. Major milestones in our business plan include London Life Sciences Week, the Grow Summit, the London delegation to Bio Japan, IMEX Las Vegas, a trade mission to New York & Toronto and a delegation at Slush (a global tech startup event).

Summary
We're proud of our performance across the first half of the year and confident our performance across the whole year will continue to deliver impact for London's growth ambition.

LONDON
& PARTNERS

2025/2026 KEY PERFORMANCE INDICATORS

Introduction

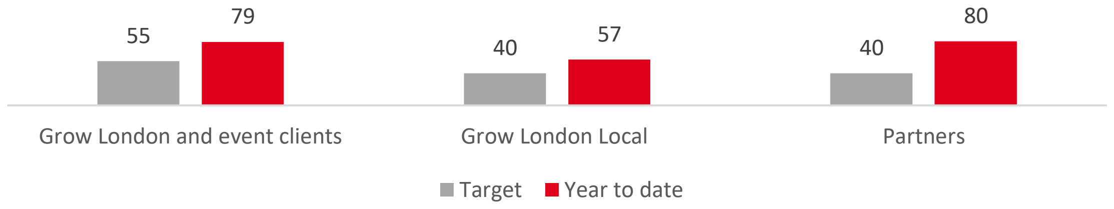
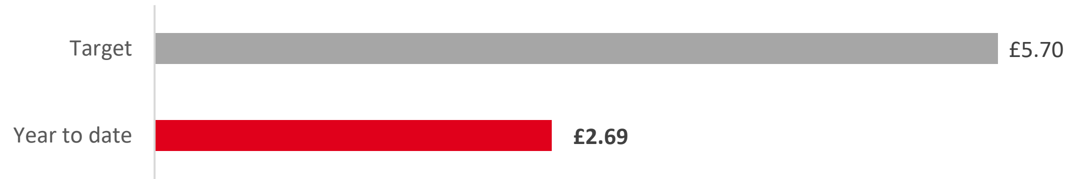
2025/2026 outcomes as set out in L&P's business plan

	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.

L&P Scorecard – financial year 2025/26 – Q2

Outcome	Grow London	Grow London Local	Destin-ation	Opp London	Metric	RAG	Results
	Area of activity						
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. All GVA figures are interim and unaudited.

GVA – on track

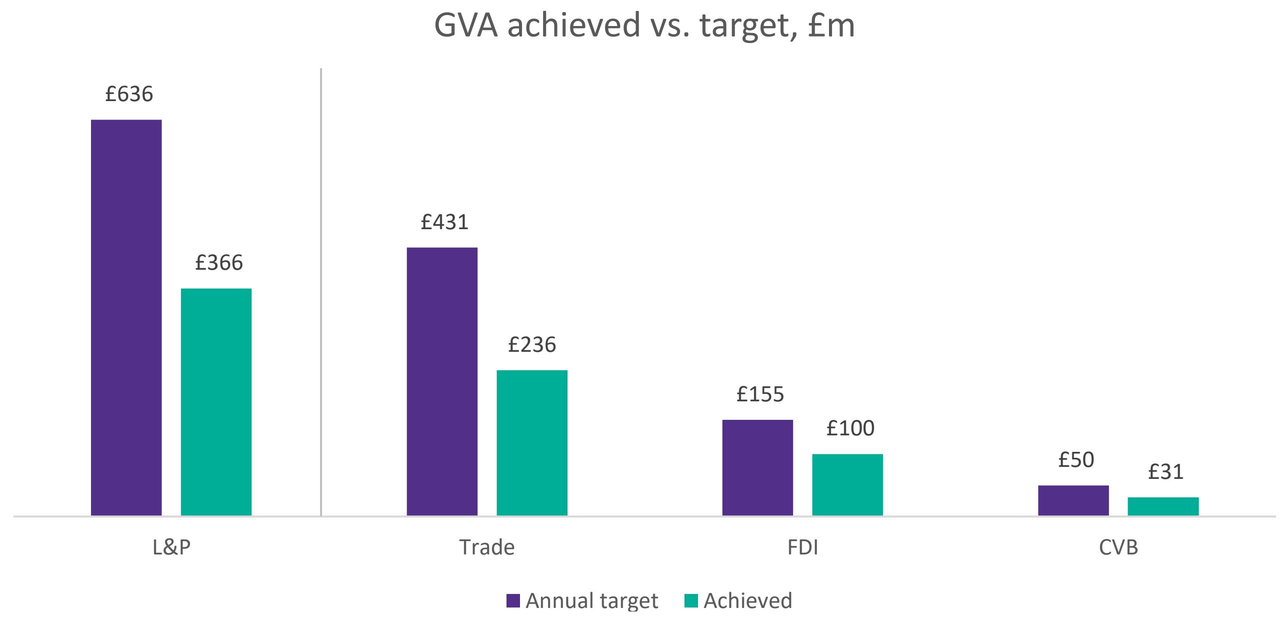
We added £229m GVA to London's economy in Q2, taking the total for 2025/26 to £368m. This is 58% of our £636m target, halfway into the financial year.

Our trade programme has delivered £236m this financial year, 55% of the £431m target. £170m of this was in Q2 alone.

FDI has achieved £100m GVA, 65% of the £155m target, so 2/3 of the annual target.

Business Tourism has achieved £31m GVA, 62% of the £50m target. £21m of this was achieved in Q2 alone.

Major Events doesn't have a GVA target this financial year, but we track GVA wins in the background.



Annual target (£m)	636	431	155	50
Achieved (£m)	368	236	100	31
Share of annual target	58%	55%	65%	62%
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 Q2 2025/26, we have added £368m GVA to London's economy, 58% of our £636m target. Through Grow London Global we have added £236m, which is 55% of the program's £431m target. Our FDI work has added £100m, 65% of the £155m annual target while CVB has added £31m GVA, 62% of the £50m target. NPS is 79 for Grow London and event clients, well above the annual target of 55, and 57 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 Q2 2025/26, we have added £368m GVA to London's economy, 58% of our £636m target. The majority of GVA has been achieved through trade and some through FDI and CVB. All three are tracking well against targets.

FDI

£100m GVA, 65% of the annual target. 56 FDI companies.

Some notable Q2 wins are:

- Chinese sustainability business / 150 growth jobs in first year in Richmond.
- Ukrainian FinTech company creating 10 jobs in their first year.

Trade

£236m GVA, 55% of the annual target. 72 companies graduated.

Some notable Q2 wins are:

- Biopharma company Westminster
- Creative industries company from Newham

CVB

£31m GVA, 62% of the annual target. 60 events won.

Some notable Q2 wins are:

- Corporate event with 18,000 daily visitors for six days at Excel
- Delegation with 14,000 daily visitors to Excel for four days and won against cities in the EU.

ME

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

Client satisfaction performance

Grow London and events business lines have got NPS 79 by end Q2, well above the full-year achievement of 69 last FY and this year's target of 55, This is based on 136 responses.

Trade is at 65 vs 59 last year. FDI is at an impressive 95 vs. 83 last FY, while CVB is at 86 based on seven clients. Last FY, CVB scored an impressive 93 across the year. All 56 FDI clients have scored 8, 9 or 10 on the scale from 0 to 10.

Partners and OIF is at NPS 80 vs a score of 49 last FY and against the target of 40. This, however, is so far only based on 10 OIF respondents.

Grow London Local have NPS of 57 against a target of 40. Last year NPS was 60. This is based on a sample of 173 responses.

Small businesses supported performance

Grow London Local has so far helped 10,000 small businesses and entrepreneurs access the support they need in 2025/26, 67% of the 15,000 target. 3,425 businesses have been supported through the in-person consultations, 69% of the 5,000 target, and 6,577 entrepreneurs through the Grow London Local website, 66% of the 10,000 target.

Income

£2.685m against a Q2 target of £2.961m, so 91% of the quarterly target. We have achieved 47% of the annual target of £5.7m. After reforecasting, we do not expect to meet the annual target. The main reason is less Visit London ecommerce revenue due to Google AI summaries.

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

GAV figures and interim and unaudited.

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: Strong start to the year continued throughout Q2 with a further 25 FDI wins valued at £38m GVA and forecasted to create 460 new jobs.

Overall, we are now at 58 FDI wins and £100m GVA at the mid year point.

This is up £18m (22%) on Q2 position last FY and represents 74% of our overall annual FDI GVA target.

The average size of completed FDI wins this FY is significantly up on last FY (£1.7m GVA per win – up c52%)

Markets: **India** continues to be our largest source market again in Q2 with £37m GVA (18 wins). **China** strong with £27m from 13 wins and **NA** has seen an upturn with a strong 25/26 with 18 wins valued at £25m GVA. **Europe** had a stronger Q2 and now 8 wins valued at £8.7m GVA.

Sectors: **Sustainability** is the strongest sector with £39m GVA (from 16 wins) and has exceeded its full year target. **Enterprise Tech and Fintech** both strong at £25m and £24m respectively. **Creative** landed 9 wins valued at £10m GVA and **Life Sciences** secured 2 wins and £1.2m GVA.

NEW OPPORTUNITIES

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

In Q2 we sourced an additional 155 new opps FDI opportunities valued at £55m.

Overall we have sourced 311 new opps this FY down 15% YoY.

Sectors: **Enterprise Tech** sourced the largest volume of new opps with 89 (valued at £24.8m GVA) followed by **Sustainability** with 82 new opps (£28.8m GVA). **Creative Tech** sourced 60 new opps (£14.7m GVA) and **Fintech** 47 opps (£27m GVA). **Life Sciences** sourced 26 new opps (£8m GVA)

Markets: **India** and **North America** saw the strongest lead generation in Q2 with 99 and 97 new opps respectively (£29.2m and £42.5m GVA). **Europe** sourced 62 new opps (£17.2m GVA) and **China** 34 new opps.(£9.5m GVA).

NEW WINS

25 new completions landed in Q2 valued at £38m GVA – this period. Some notable projects as follows:

- China's largest logistics provider expands its London presence wit
- Chinese infrastructure major expands its UK and London portfolio
- German fintech Platform sets up in London
- Indian Creative Tech company sets up it London HQ
- Indian Sustainable Energy provider sets up first office in London
- Indian IT Consulting and SaaS firm sets up in London
- Chinese Creative / LED Screen Producer sets up a London HQ
- Ukrainian Fintech / AI-powered SaaS Platform sets up in London
- Chinese BioPharma firm sets up in London

Grow London Global – Trade

TARGETS

Number of cohorts on the GLG programme for Q2:

Cohort 5 – 111 (Sep 2024)
Cohort 6 – 107 (Feb 2025)
Cohort 7 – 141 (Sep 2025)

We are completing graduating Cohort 4 & have started graduating Cohort 5 from the GLG programme.

KPIs

GLG GVA: £181m achieved in Q2

ACTIVITIES

Our activities and events include some of below:

Cohort 7 Launch - Sep
Grow London Global launched its largest cohort yet welcoming 141 high-growth scaleups onto the 12-month programme.
Cohort 7 consists of innovators from a whole range of sectors including AI, fintech, VFX and edge computing, and also saw the launch of the brand new Pre-Global programme - a new pathway to GLG supporting underrepresented founders.

ACTIVITIES

Taster session with Hollywood Executive - Sep
An opportunity for our GLG cohorts to meet with a seasoned Hollywood executive to gain insights and participate in a roundtable discussion on industry trends and opportunities including networking.

Networking with Saudi Scaleups - Sep
An opportunity for our delegates to meet 20 Saudi Scaleups, grow their network, and explore new business opportunities in the region.

Global Corporate Connect with Alibaba – Sep
An opportunity for our cohort to hear insights from Alibaba and pitch directly to them.

Office Hours with TwentyAI - Sep
Our companies met with Robynne McPadden, Head of Partnerships at twentyAI to ask hiring questions on scaling in the USA.

US Expansion: Roundtable Dinner with Wilson Sonsini – Sep
We hosted a "Coming to America: US Expansion and Fundraising" roundtable dinner, run by Dan Glazer from Wilson Sonsini.
An opportunity to understand the commercial, venture and growth capital opportunities including a facilitated Q&A session discussing best practices for navigating the logistical aspects of launching and operating a UK business in the States.

From Innovation to Impact: Climate Tech Opportunities in Dubai & DMCC - Sep
A breakfast session held in partnership with Sustainable Ventures to discover how you can easily set up, run, and expand your business in Dubai with the Dubai Multi Commodities Centre (DMCC).

- ## TRADE MISSIONS

We held 3 trade missions in Q2 as below

Life Sciences Trade Mission to Canada - July
We led a Life Sciences delegation to Toronto and Montreal meeting investors, academia, healthcare institutions, corporates, and support bodies. Our delegates pitched to leading healthcare institutions, met with investors and the ecosystem in both cities.

Mayoral Trade Mission to Africa - July
Our Fintech, Sustainability & Enterprise delegations featured 26 of London's most innovative scaleups, who travelled across the continent to forge new connections and explore strategic partnerships, commercial expansion, and investment opportunities in Nigeria, South Africa and Kenya. They took part in 18 curated engagements, including market briefings, investor and corporate sessions, and networking receptions - connecting with over 110 leading African corporates and investors. We hosted high-profile showcases in both Lagos and Cape Town, convening over 150 ecosystem leaders in each city, featuring keynote speeches from the Mayor of London, panels on investment and innovation, and pitches from London founders.

Enterprise Trade Mission to Australia - Sep
We led 12 of London's brightest Enterprise Tech scaleups on a high-energy trade mission to Sydney and Melbourne. Connecting with corporates, partners and investors, we also held a reception in Melbourne and networking event at the British Consulate General in Sydney.

Grow London - Growth Services & Community

A new 'Frontier Innovation' Fellowship

We are in programme delivery for the Frontier Innovation Fellowship, having welcomed 9 new companies into the programme, Delta G, SAIF, Planda, Primordial, Hynt, Deep Meta, Tempo, Holotraps and KnitRegen. We're preparing to showcase them at our Grow Summit and SLUSH.

Open Innovation Fellowship

In Q2 we welcomed a cohort of Fellows from Google DeepMind, BT Group, Legal & General, Holland and Barrett, Morgan Stanley, NatWest Group, Sage, Shell, Tesco, Virgin Group, Wiley, WTW.

The programme included visits across London to explore the London innovation clusters as well as sessions at DeepMind, IDEO, Holland & Barrett Innovation Hub, Royal College of Art. We're taking the Group to Mclaren Racing before November

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
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 – Networking breakfast with Yonder and Natwest
Enterprise – Pre-LegalTech [Conference] Talk with Linklaters, Taylor Wessing and Oury Clark

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: 98

No of graduated companies: 32

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.
- **91 new companies** supported through programme. 73 provided bespoke advisory with remaining receiving support via our workshops.
- Bespoke support provided around key themes including inclusive hiring best practice, salary and benefits, candidate sourcing (with focus on underrepresented candidates)

CONVENORS

- Launched **Grow Talent Club**: a new series of monthly events bringing together founders and talent leaders. First session hosted in September focussing on GTM and Revenue teams, with sector leaders addressing why companies should recruit inclusively to build winning teams.
- Launched **comprehensive Inclusive Hiring resource** on Grow London website, based on best practice from GLA employer toolkits. Now being proactively promoted to all Grow London clients. Inclusive hiring session delivered for **141 Grow London Global companies** as part of cohort launch.

CONNECTORS

- Promoting organisations that meet the Quality Mark or other relevant best practice standard. Building network of talent experts and leaders
- Advocacy: using data and insight from our work with companies to advocate for inclusive hiring practices and diverse talent in the tech sector, including through our Grow Talent Club sessions.
- Supporting GLA teams on development of Inclusive Talent Strategy. Working with WIN on the development and launch of inclusive hiring toolkit

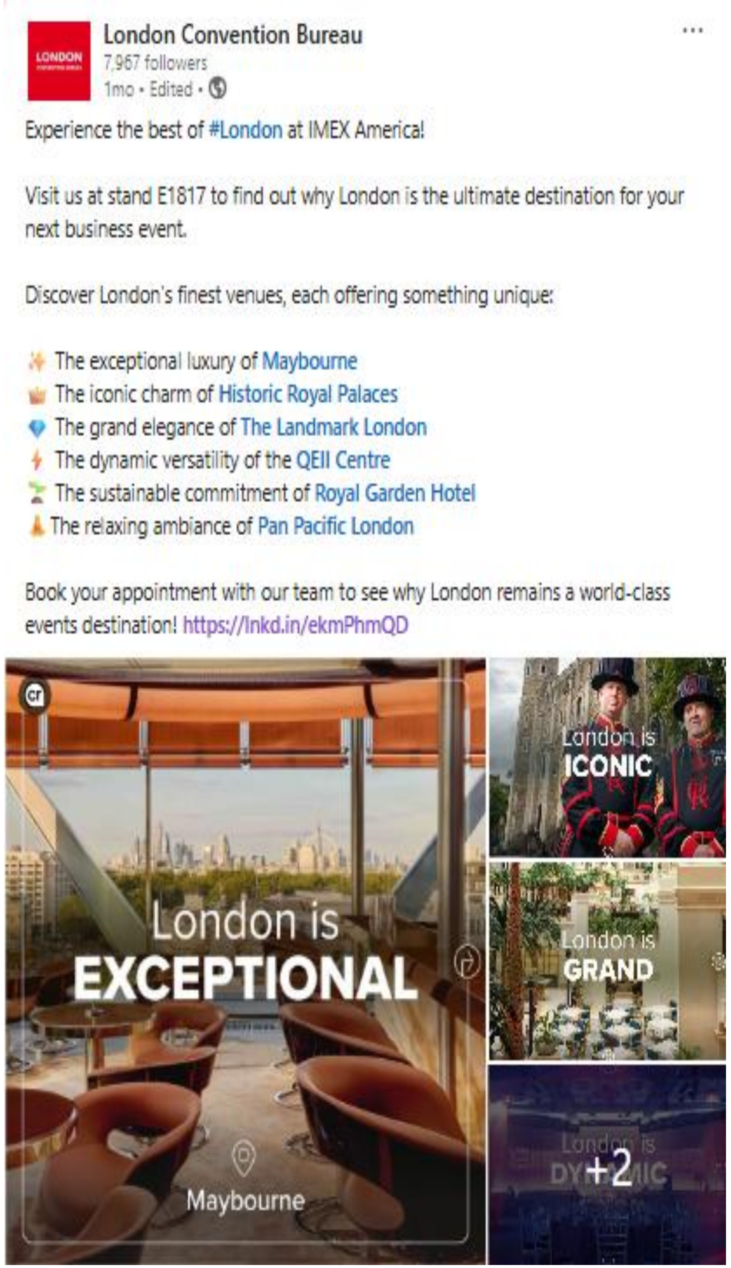
Business Marketing (CVB)

IMEX America 2025 Campaign:

Q2 saw a focus on delivering our IMEX campaign with increased social posts, content and video curation with an aim to reach and influence at US audience.

Total organic social reach: **17,765**

Total reach from email: **19,680**



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VIEW FROM THE MARKETS

Europe

HEADLINES

- **President Macron's State visit to London (July 2025)** - French President Emmanuel Macron made the first state visit by a French leader to the UK in 17 years, marking a significant moment in post-Brexit UK-EU relations.

- **Chancellor Friedrich Merz's Landmark visit to London and the Kensington Treat (July 2025) -** German Chancellor Friedrich Merz undertook his inaugural official visit to the UK culminating in the landmark signing of the Kensington Treaty. This historic bilateral agreement was signed by Chancellor Merz and Prime Minister Keir Starmer. The treaty encompasses wide-ranging cooperation on security, migration, and economic issues, including plans for a direct train link to Berlin, e-gate access for frequent travellers, and expanded school exchange programs.

- **UK-EU Summit Follow-up & Interministerial Group** – Following the May 2025 UK-EU Summit, both sides continued to build on the new Strategic Partnership, focusing on security, defence, and economic cooperation.

FDI & Trade

- **Europe** had a stronger Q2 and now 8 wins

- **6 FDI Wins** in Q2
  - 3 Enterprise Tech
  - 2 Fintech & Cyber
  - 1 Sustainability

- **European startups** raised **€21 billion** in Q2 2025, a 90.9% year-over-year increase from Q2 2024, though still 25% below Q3 2023 levels. The number of deals continued to decline, signalling a more selective investment environment

- **New unicorns and mega-rounds** highlight Europe's growing capacity for innovation, especially in AI and biotech—sectors where London can leverage its strengths in talent and capital.

ACTIVITY

NRF Europe – VIP Networking Event at the British Embassy, Paris - In partnership with the British Embassy in Paris, we co-hosted an exclusive VIP networking event on September 15, bringing together a curated group of key stakeholders, including leading corporates, retailers, and high-growth scaleups from London (GLG) and Europe.

The Europe team also attended a variety of events such as TechBBQ, Nordic Tech Week, France Digitale Day.

China

HEADLINES

- China announced that it will no longer seek Special and Differential Treatment in WTO agreements, which can lower tariffs and provide subsidies, despite continuing to identify as a developing country.
- Secretary of State for Business and Trade Peter Kyle's visit to China in Sep and meeting with Vice-Premier He Lifeng for the China-UK Joint Economic and Trade Commission (JETCO) , after a seven-year pause, is further evidence of renewed momentum between UK and China.
- In a video statement to the UN on 27 Sep, President Xi Jinping said that China would reduce its greenhouse gas emissions across the economy by 7-10% by 2035 for the first time.
- China will require export permits for EVs from 2026, saying that tighter controls are needed to stop unregulated sales that undermine after-sales service and risk damaging the reputation of Chinese auto brands.

FDI & Trade

- China team won 7 FDI projects.
- 6 GLG companies showcased their unique technologies in 2025 World Artificial Intelligence Conference (WAIC) in Shanghai in July.
- 3 GLG Life Sciences companies joined the UK life sciences delegation in China International Fair for Investment & Trade (CIFIT) in Xiamen in Sep.

ACTIVITY

- Attended the 25th China International Fair for Investment & Trade (CIFIT) in Xiamen, where the UK was the Country of Honor. Part of the UK regional cities delegation with reps from Liverpool, Manchester etc.
- L&P was invited by DBT China and the Investment Promotion Agency of the Ministry of Commerce of China (CIPA) to join as a supporting organization of the UK-China Healthcare Innovation Platform (UKCHIP) and participated in the first working group meeting in August.
- The team proactively participated in, spoke at, and supported a wide range of business events across various cities, including: NovaX Global Investmatch Carnival (Shenzhen), Plug & Play China Tech Forum (Shanghai), 3rd China International Supply Chain Expo (Beijing), Belt and Road Business Conference (Yinchuan), DBT city visits in Shandong Province, Global Digital Trade Show (Hangzhou) etc.

India

HEADLINES

- India now has 73 unicorns in 2025, with 11 new billion-dollar startups. FinTech leads at USD 50.1 billion, followed by AI, SaaS, E-commerce, AutoTech, consumer goods, and the shared economy

- Deeptech startups in India are projected to attract USD 5 billion annually within five years, up from USD 1.5 billion, driving breakthroughs in quantum, spacetech, robotics, and advanced materials

FDI & Trade

- A total of 16 new Indian companies set up operations in London.

- Large global Indian HQ'ed companies continue to expand their presence in London with a focus on frontier technologies like Quantum, AI and Green Innovation

ACTIVITY

- North India roadshow to Jaipur and Lucknow. Engaged 70+ companies over 4 days, to promote London as a top investment hub and strengthen stakeholder ties

- Hosted Creative and Fintech roundtables in Mumbai and a Friends of London event in Bangalore, opening doors for next year’s pipeline

- Travelled to Hyderabad, Kerala, and fast-growing Tier 2 cities like Ahmedabad, Nashik & Chandigarh to meet companies and explore new markets

North America

HEADLINES

- During September's Presidential visit to the UK, major investments were announced including £100bn from Blackstone (primarily on data centres), £22bn from Microsoft (AI, including an AI supercomputer in Essex) and £5bn from Google (AI infrastructure and R&D).
- Doubts emerge about whether the US has entered an AI bubble and if the economy is over-exposed to projected growth in this sector.
- US interest rates cut 25 basis points to 4.00-4.25%, the first cut of 2025. Canadian economy projected to decline 0.8% in July-Sept. Turbocharge Canada launched with investments in critical minerals and port expansion in Quebec.

FDI & Trade

- 18 wins this FY by the end of Q2. Wins this quarter include a deeptech innovator and a SaaS platform from California, an adtech from Colorado, an energy consultancy from Texas, an employee benefits platform from Utah and an innovation hub from Massachusetts.
- Life sciences trade mission to Toronto and Montreal in July meeting buyers at R&D hubs and healthcare institutions and specialist investors.

ACTIVITY

- Hosted Deputy Mayor Mete Coban MBE in NYC in September during UNGA and Climate Week. He was the headline speaker at our event "Building Sustainable Cities" and met with a range of FDI projects in the sustainability space.
- London Meetup event in Denver, Colorado, in collaboration with the City of Denver and Oury Clark.
- Supported the Department of Business & Trade's MOU events in Salt Lake City, Utah.
- Delivered an event during Seattle Tech Week and a standalone business roundtable on UK market entry in San Francisco.
- Elevate conference in Toronto and All In Summit in Montreal.

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SECTORS

Creative Technology

HIGHLIGHTS

- 4 Creative Technology FDI companies set up in London
- 31 new creative technology FDI opportunities
- 29 companies joined Cohort No 7 of the Global London Global programme

ACTIVITIES

- Communities team hosted ecommerce event with HSBC Innovation Banking with over 60 guests including GLG, FDI companies, Fellows and stakeholders, speakers included Taylor Wessing, Back Market H&M
- Hosted a panel during gamescom on Cities x Games Powering the Experience Economy
- Hosted reception with DBT Paris at British Embassy
- Joined a panel on Hounslow Opportunity
- Team attended MAD//Fest, gamescom, NRF Paris, eCommerce Expo
- Attended launch of Music Tech UK report

NEXT QUARTER

- Tech For Retail Immersion Day in Madrid GLG
- Supper Club Dinner for Mediatech & Adtech
- Meet the Corporate with JCDecaux
- Attending Slush

Fintech & Cyber

HIGHLIGHTS

- 4 Fintech & Cyber FDI wins
- 13 GLG companies graduating
- 26 new GLG companies recruited on to Cohort 7
- GLG Trade mission to Africa

ACTIVITIES

- Communities team hosted Meet the Corporate events with NatWest, Standard Chartered and HSBC
- Communities team ran 'Access to Funding' event with Experian Ventures
- Grow London Global Trade Mission to Africa (Nigeria and Kenya)
- Grow London Global Trade Mission to Singapore

NEXT QUARTER

- Attending and speaking at Fintech Fringe
- Hosting Fintech Club event with Google
- Team attending Slush in Helsinki
- Grow Summit
- GLG Trade Mission to New York and Toronto

Enterprise Tech & Business Services

HIGHLIGHTS

- 8 FDI wins
- 4 GLG wins
- Trade Mission to Australia
- Connected Britain
- Delegations

ACTIVITIES

- Trade Mission to Australia
- Connected Britain: participated in a panel with Uber and Vyntelligence
- Meet the Corporate with Natwest
- Delegations: Saudi

NEXT QUARTER

- AI dinner
- LegalGeek & LegalTech event
- Grow Summit
- WebSummit
- Slush
- LTW365 AI in retail event
- CBRE breakfast

Sustainability

HIGHLIGHTS

- 7 FDI completions
- Successful graduation of 11 Grow London Global companies.
- 27 scale up sustainability companies joined the September GLG cohort
- Sustainability Innovation Demo day and Annual Networking Reception with Mete Coban
- Supported Mete Coban in New York for NY Climate Week
- Pitch Contest Panel at Formula E Accelerated Live conference

ACTIVITIES

- Supported NY based team for Mete Coban in New York for NY Climate Week including panel discussion and visit to NewLab
- Meetings with Mete with World Energy Council and California State Senators
- Visiting delegations: Hydrogen and Energy Storage from China, Washington State SAF, two Dutch delegations
- Speaking engagements at Fujian Government Briefing on UK’s Business Environment, Proptech Connect, Ealing Decarbonisation Breakfast, Knightsbridge Partnership Forum, Swedish Proptech event, Autonomy-European AV Summit 2025, Gateway UK Programme Session, Solar & Storage, Birmingham

NEXT QUARTER

- Blue Earth Summit, Carbon Unbound and Hydrogen Summit
- Leading on London Hub on UK stand at Barcelona Smart City World Expo
- Meet the Corporate with E:ON
- Oslo Innovation Week and Climate Tech Supercluster event in Paris

Life Sciences - MedCity

HIGHLIGHTS

- We held successful London Life Sciences Week International Pre-launch event in London
- We hosted delegations from: China and Hong Kong, Türkiye, Korea, Luxemburg and USA.
- We hosted a Japanese Pharma Reverse Pitch webinar
- We hosted two Lab Providers forum events to promote newly opened facilities in London
- Joined the NHS London life science working group

NEXT QUARTER

- Leading London/UK delegation to BioJapan
- Presenting at International BioPharma Industry Week in Shanghai
- Hosting London Life Sciences Week events: Welcome Reception and London Life Sciences Week Pavilion events including Future of Life Sciences with keynote speaker, Lord Patrick Vallance and Future of Health in collaboration with NHS London health and social care, with keynote speaker, Minister Zubir Ahmed
- Hosting global life sciences clusters session at the Future of Life Sciences event
- Hosting Investor Only Breakfast in the Connect Café at 180 the Strand followed by Bench to Business London Showcase, with pitches from some of the London Life Sciences Companies to Watch 2025, followed by pitches from leading academic spinouts and early-stage life sciences companies
- Other stakeholders are hosting events in London Life Sciences Pavilion eg. Conquering Cancer Innovators Forum hosted by ICR and the London Cancer Hub and 5 years of CRISPR in real life hosted by Richmond Pharmacology.

ACTIVITIES

- Working with the BIA on planning for London Life Sciences Week 2025
- FDI: 37 new leads and 5 new opportunities
- Joined NLA Expert Panel on Innovation Districts
- Attended London Universities Spin-out demo day
- Attended Victoria House launch

LONDON
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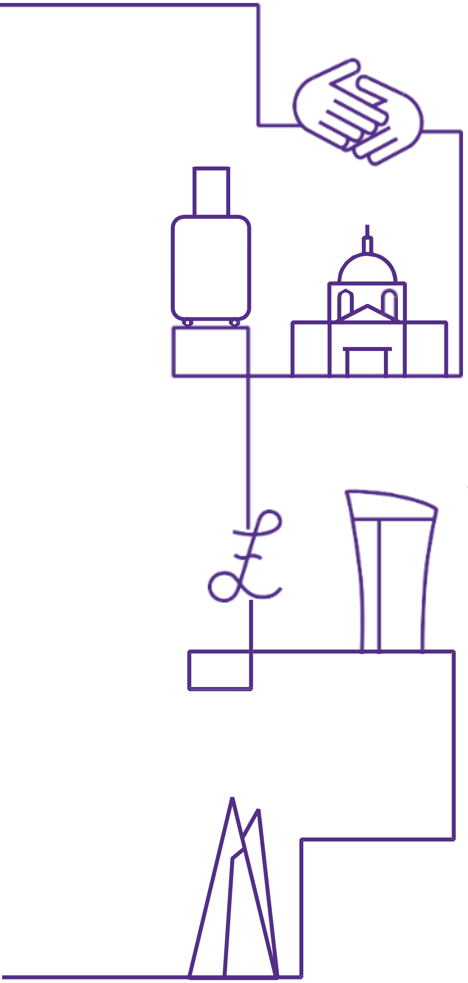
VISITOR ECONOMY

Conventions and Business Tourism



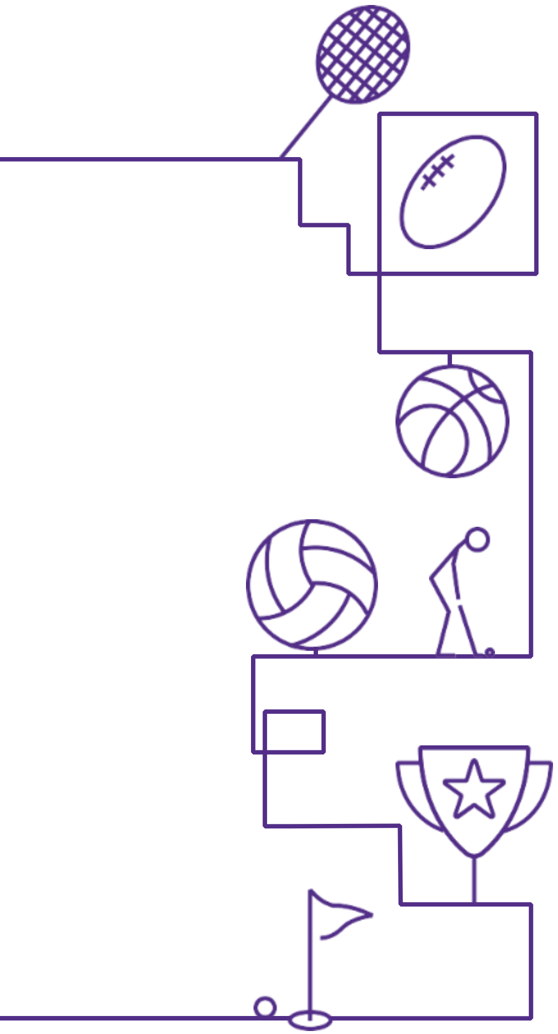
Sales Activity

- Visit Britain sales mission – Paris, Geneva and Brussels
- CEMA Summit Austin USA – top US corp Travel Managers
- Sales Mission West Coat US – 4 partners
- ESOT Info Desk at Excel
- ERUS Info desk at Park Plaza Westminster Bridge
- ABAI 2027 Site Visits in July
- ERS for social venues – coming in 2028 – 20,000pax
- IFLA – shortlisted city site visit – hosted with Excel
- ESHRE Paris – Serena hosted Delegate boosting desk for ESHRE 2026 in London promotion
- IEEE Convene in Lisbon to promote London for IEEE events (shared table with Excel)
- City DNA Summer School Attended in Luxembourg at the end of August
- M&IT Awards hosted by Hilton
- Recording for podcast for INTA – Brand London

Wins

- Eular 2026;14,000 delegates, June Excel
- Workiva Amplify June 26, Tobacco Dock

Major Events & Experiences



Delivered/supported

- Formula E 2025
- Gamescom Cologne 2025
- BLAST Premier Open 2025
- T100 2025

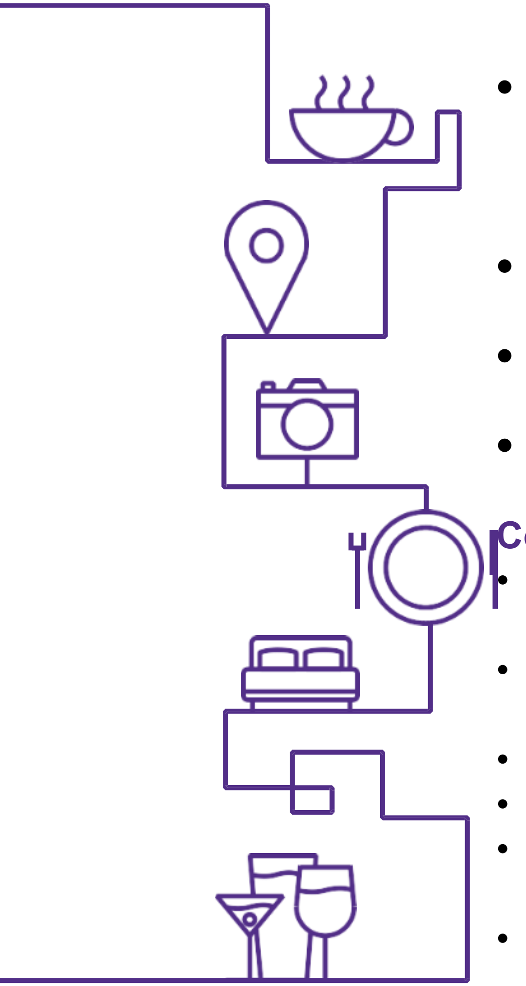
Won

- Women’s Rugby World Cup 2025
- Ultimate Tennis Showdown 2025
- NFL London 2025
- Laver Cup 2026
- E1 Powerboat Series test
- London Experience Week 2026
- Formula E 2026
- T100 2026
- NBA London 2026
- Women's T20 World Cup 2026

Definitions

Delivered/supported: Event has taken place
Live: Active conversations and/or bids taking place with rights holders
Won: London announced as host city

Destination Team



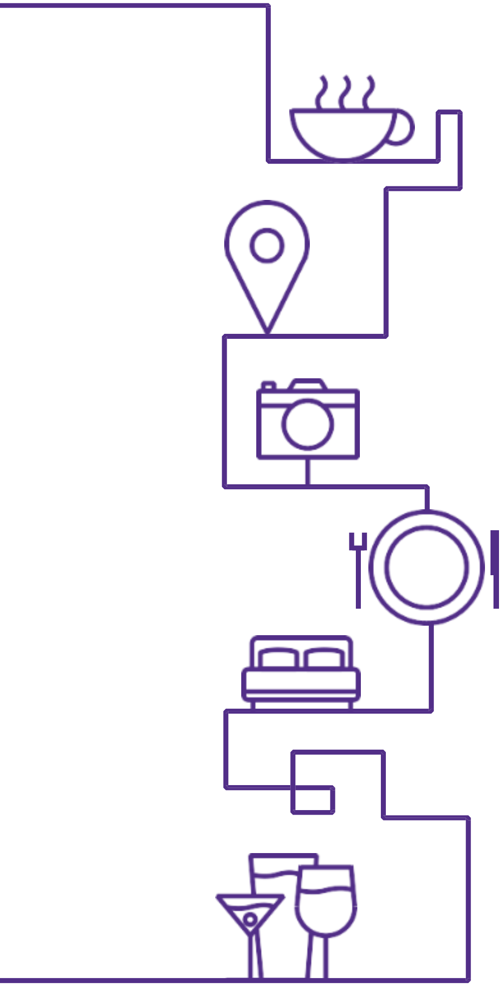
Visitor Experience and Places

- The Destination Team are leading the delivery of L&P's Visitor Experience Strategy. 'Experience' is a core pillar of London's Growth Plan, a sector valued at £140bn to the UK and the team will support this Growth Plan pillar across the city
- The Place Support Programme has been developed and is being activated. The team are engaging with numerous Boroughs, landowners and BIDs across the city, with over 15 engaged with so far. The programme, aligned to the Growth Plan, identifies Priority Places across the city, and strategic support through planning, workshops, comms, insights has been developed to enable place growth, investment and place shaping
- As part of the Place Support Programme, the team are supporting the development of a Destination Summit for South London Partnership in November
- A Visitor Data Service programme has been mapped out. This will add strategic value and insight support to places and is linked to the GLA/L&P partnered High Street Data Service
- A sustainability workstrand continues to be researched and will develop further in Q3

Consumer marketing

- Visit London 'London Makes it Possible' campaign continues across owned and earned channels, including web, email, app, social and influencer activity, supporting objectives, priority themes and messaging.
- Christmas activation, to shine a spotlight on London in partnership with a new Christmas movie, set in London and celebrating London's inclusivity, diversity and Christmas spirit.
- Work underway to support and promote priority places on Visit London aligned to London Growth Plan.
- Developing London Welcome creative
- Planning London Gateway campaign, promoting London and Scotland to US audiences. This is a coop campaign - London & Partners leading. The campaign is due to launch end Jan/ early Feb.
- Developing a new TikTok series, to showcase London's unique and surprising experiences, through authentic, channel first storytelling to inspire, drive consideration and deeper engagement and consideration for Visit London.

Visit London channels performance



Visit London website & ecommerce

- 2.8m users in Q2
- Weak demand in the summer across the market
- VL.com users reduced due to softening demand and increased use of AI Overviews

Social media engagement and growth

- 42.9m organic engagements in Q2
- 6.3m paid engagements in Q2
- 138.4k new followers in Q2

Social media content

Hidden and lesser-known London spots performed strongly this quarter, like a secret WWII shelter beneath a South London tube station, alongside content celebrating traditional London foods and major summer events. Examples include a 90s-themed bar and classic pies & mash on Instagram; the Marie Antoinette exhibition at the Victoria and Albert Museum on Facebook; and upcoming festive Christmas content working its magic on TikTok.

We observed a recovery in engagement following last quarter's dip, with audience growth spread across all channels. Growth appears evenly distributed across channels, indicating we're reaching distinct user groups rather than overlapping followers.

LONDON
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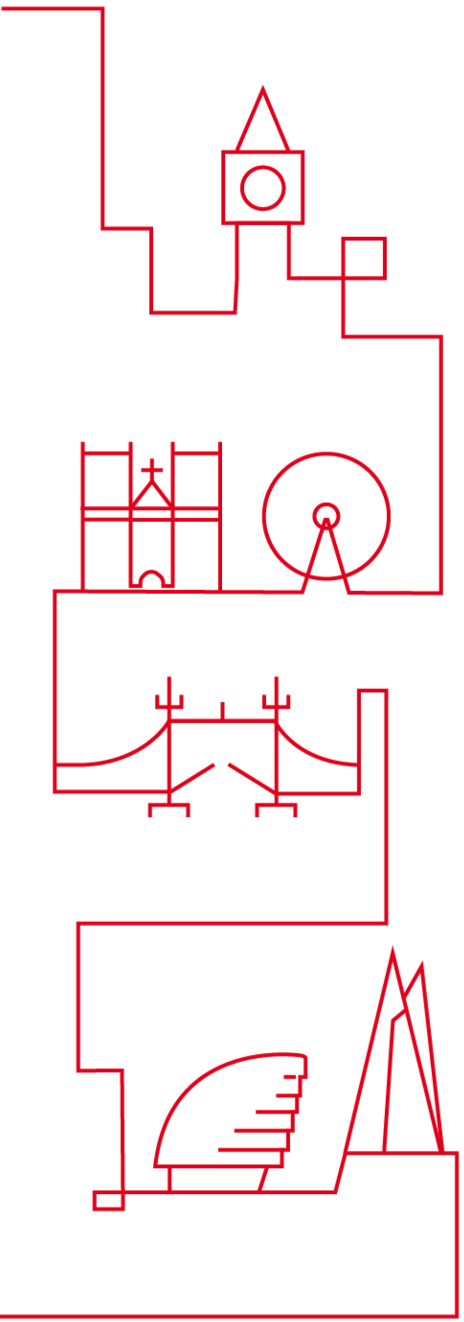
SMALL BUSINESS



OUR IMPACT SINCE LAUNCH

Helped
29,000+ entrepreneurs to access support.

2,800+
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.

345,000+
entrepreneurs reached

57
Net Promoter Score from entrepreneurs supported – considered **"excellent"** by industry standards.*

430+
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

July – September 2025

Entrepreneurs reached

Digital	In-person	Total
28,866	2,716	31,582

Entrepreneurs helped

Digital	In-person	Total
3,444	1,716	5,160

Ethnic minority	65%
Female	53%
Disabled	12%

Top sectors supported

1. Business and Professional Services
2. Creative and Media
3. Retail

Top categories of business support requested

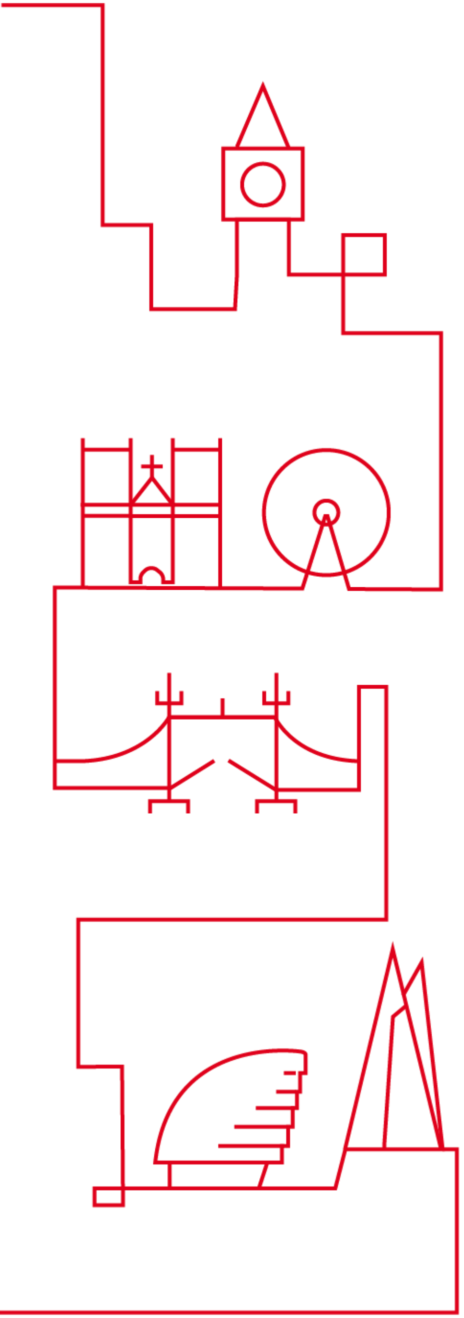
1. Marketing
2. Finance
3. Planning

Entrepreneurs supported by business stage

44% Pre-starts

56% SME

*Equalities and sector 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.
**The top sector supported is 'other' however work has taken place to align sectors across the in-person and digital service.



SMALL BUSINESS SUPPORT

January 2024 – September 2025

436
Business Support Providers

2,132
Business Support Offerings*

Top categories of business support available

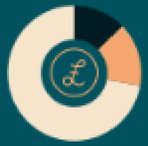
1. Marketing
2. Digital
3. People

Top types of business support available

1. Events
2. Skills
3. Programme

Costs of business support

Partly funded **297**
Fee payable **306**
Free to access **1,529**



Accessibility of business support available

452 Hybrid
707 In-person
973 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 – September 2025

36
Skills Support Providers

404
Skills Support Offerings*

Entrepreneurs helped to access skills support provision this quarter

617 Digital
1,093 In-person
1,710 Total

Ethnic minority 66%
Female 56%
Disabled 13%

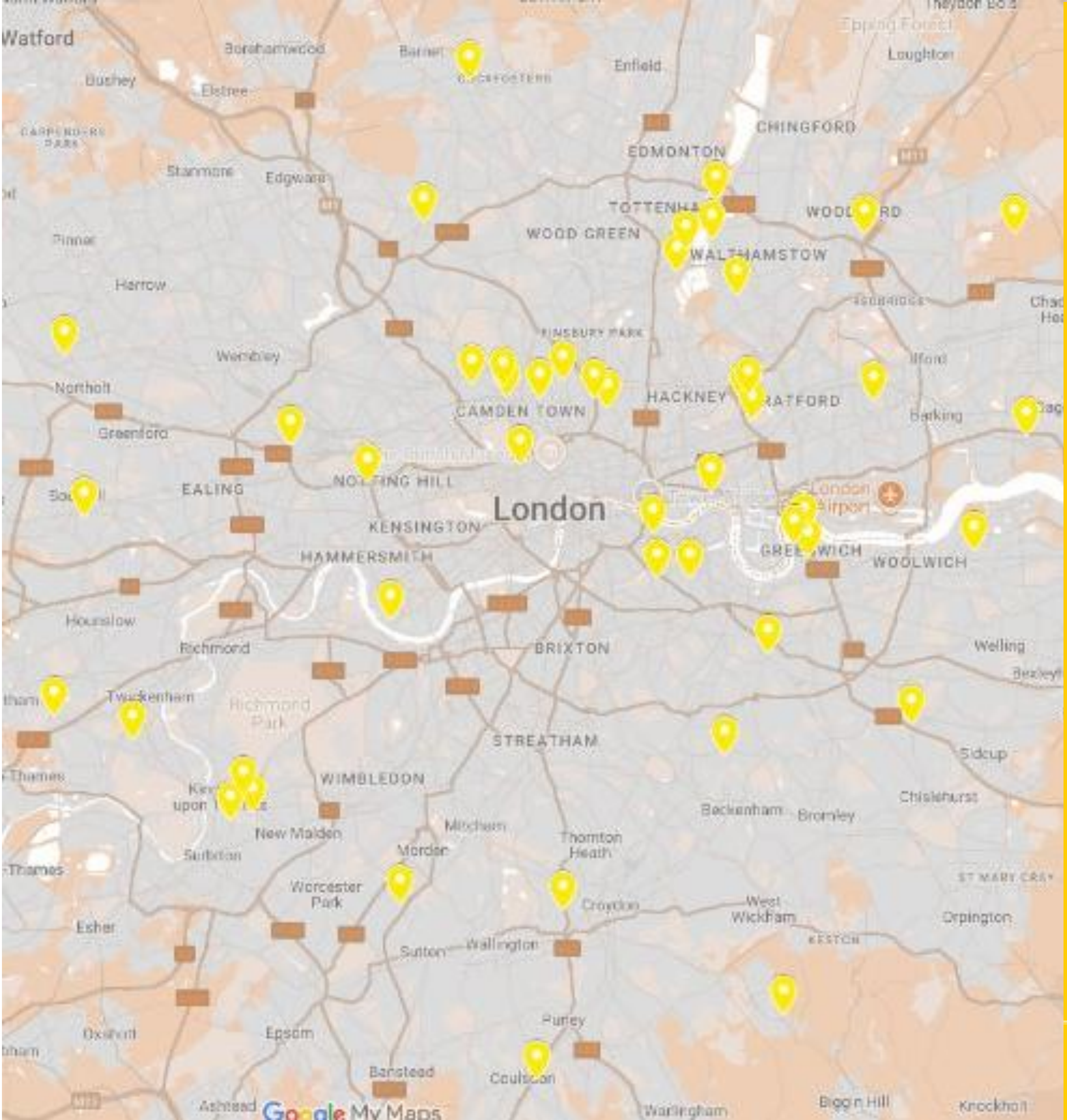
Most viewed skills support

1. Digital promotion for businesses
2. English for speakers of other languages (ESOL)
3. Start your own business

Most referred to skills support

1. Digital Skills Academy
2. Start Your Own Business
3. How to become a successful content creator

* 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.



MADE SMARTER

"The workshop and roadmap were spot on and addressed exactly the pain points we are facing as a business, outlining available support to improve our productivity."

"It is the first and only government-based initiative I feel understands our current problems and provides active support and assistance."

"It was an absolute pleasure having you here and showing you around, we feel as though we have some great alignment."

Made Smarter Reach 1.5 Million Londoners – Spotlighting Croydon SME we have supported.

Radio (BBC breakfast Show):

- Pre-recorded and live interviews delivering clear and positive messaging on the Made Smarter programme.

Television (BBC London News, 6.30pm):

- The Made in London brand featured prominently throughout the piece, We raised the profile of London and Partners.

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LONDON BRAND – PR

Q2 PR Results

Generating press/media/influencer coverage in key markets for London and London & Partners, building both the city's and the organisation's brand

Volume	Sentiment[4]	Engagement
360+ Pieces of Coverage[1] **1B+** Potential Reach[2] **Top Locations**[3]: United States: 170 Nigeria: 51 United Kingdom: 48 China: 21 Germany: 11 Ghana: 8 India: 7 Canada: 6 Australia: 5 South Africa: 5	**83%** Positive **17%** Neutral **0%** Negative	**Most Engaged Placement**[5]**:** **Shondaland**: *'The Official 'Bridgerton' Travel Itinerary: West London'* **Top Shared Link**[6]: *https://www.shondaland.com/shondaland-series/bridgerton/the-official-bridgerton-travel-itinerary-bath - appeared in three London-focused Shondaland 'Bridgerton' placements we secured, reinforcing London's role as a gateway city for exploring the UK.*

[1] Includes all press/media/influencer mentions & placements secured or supported by London & Partners. Organic (unsupported) coverage is excluded. Includes one paid placement, mentions through newswire services, and pieces picked up by news aggregator sites.

[2] This reflects the combined monthly audience of the press/media/influencer 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/influencer 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/influencer 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/influencer monitoring platforms.

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

Business Highlights

- **Forbes Africa -** *Mayor of London & Deputy Mayor for Business & Growth on UK-Nigeria ties and Grow London support*: ‘The Unicorn Factory for Africa’: Hailing Lagos as a Tech Powerhouse During First-Ever Mayor-Led Trade Mission to Africa

- **Entrepreneur -** *Tips on getting tax right, Grow London Local news feature*: Nearly Half of London Start-Ups Unaware of Taxes

- **Fast Company (Executive Board) -** *London & Partners’ Director of North America on the city as a creator of breakthrough technologies and new Frontier Innovation Fellowship*: Frontier Innovation: How Cities Are Future-Proofing Their Workforce

- **Startups.co.uk -** *The importance of having a business plan, Grow London Local news feature*: London Founders Starting With No Business Plan *(Outcome: we observed a correlative spike in Grow London Local website traffic)*

- **ET Edge Insights -** *London & Partners’ Director of India on the UK-India trade deal:* India-UK FTA Explained: Ushering in a New Era of Trade, Jobs, and Mobility

- **Dainik Navajyoti -** *London & Partners’ Director of India on the capital’s ties to India’s northwest:* London Excited for Partnership With Jaipur and Rajasthan

- **European Gaming Industry News -** *London & Partners’ Head of Major Events & Experiences on London’s position as global hub for gaming:* Esports Set to Take Over the Capital as BLAST Premier London Open Heads to Wembley Arena

- **CGTN -** *London & Partners’ Managing Director of Grow London on the city’s attendance at CIFIT*: Two-Way Investment Key to Future China-UK Business Relations

- **Media Capital** - *London & Partners’ Vice President of Los Angeles on bridging the UK-US corridor*: Scaling Across Borders: James Cummings on UK–US Expansion & London’s Global Strategy

Destination Highlights

- **LA Times -** *Winter and autumn London travel feature*: The Perfect Stops for London Fall Travel: Dining and Shopping Best Bets
- **Shondaland -** *Set jetting in East London and Greenwich, 'Bridgerton' travel feature*: The Official 'Bridgerton' Travel Itinerary: East London and Greenwich
- **Shondaland -** *Set jetting in Central London, 'Bridgerton' travel feature*: The Official 'Bridgerton' Travel Itinerary: Central London
- **Shondaland -** *Set jetting in West London, 'Bridgerton' travel feature*: The Official 'Bridgerton' Travel Itinerary: West London
- **The Telegraph -** *Summer in London travel feature*: How to Spend a Weekend in London
- **Belfast Telegraph -** *12-hour London itinerary travel feature*: Travel Review: I Got to Four London Attractions in 12 Hours – and Loved Every Second
- **Welt am Sonntag -** *London for beginners travel feature (print, full-page spread)*
- **RTE TV -** *London trip giveaway, featuring London & Partners' partners (broadcast)*

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 experience economy.

- We were pleased to welcome new Tourism Members including Prince Akatoki, Broadwick and Gordon Ramsay.
- Q2 was a busy month focused on planning future events for an even busier Q3. Partner engagement remained strong, with highlights including the Meet the Teams networking session and our Summer Drinks.

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 have welcomed 2 new Grow London members to our network – CPL, and With PR.
- We are focused on our pipeline for our New Network Partnership proposition, aligning this to L&Ps new strategy and opening opportunity for a wider group of partners to join our network.
- We also have a number of advanced proposals for strategic partners that we are currently working on, along with some high-value renewals.

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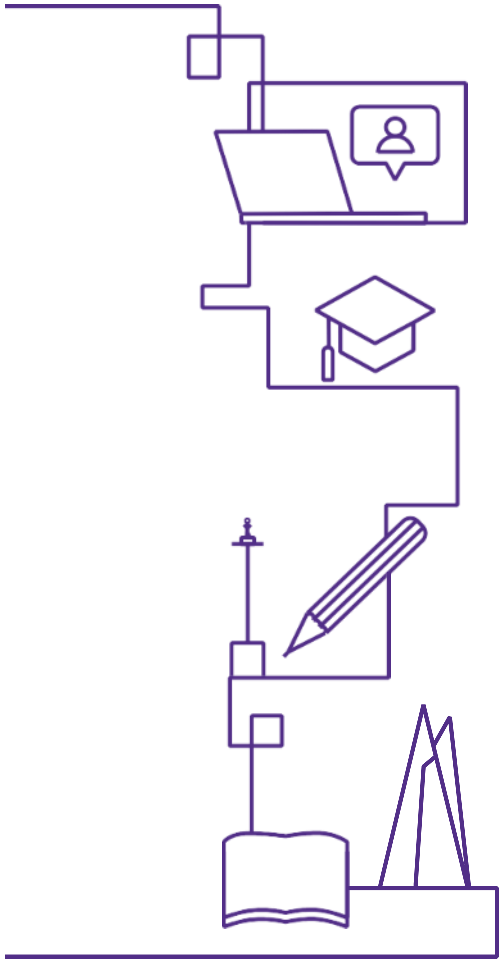
STRATEGY AND OPERATIONS

Corporate Affairs



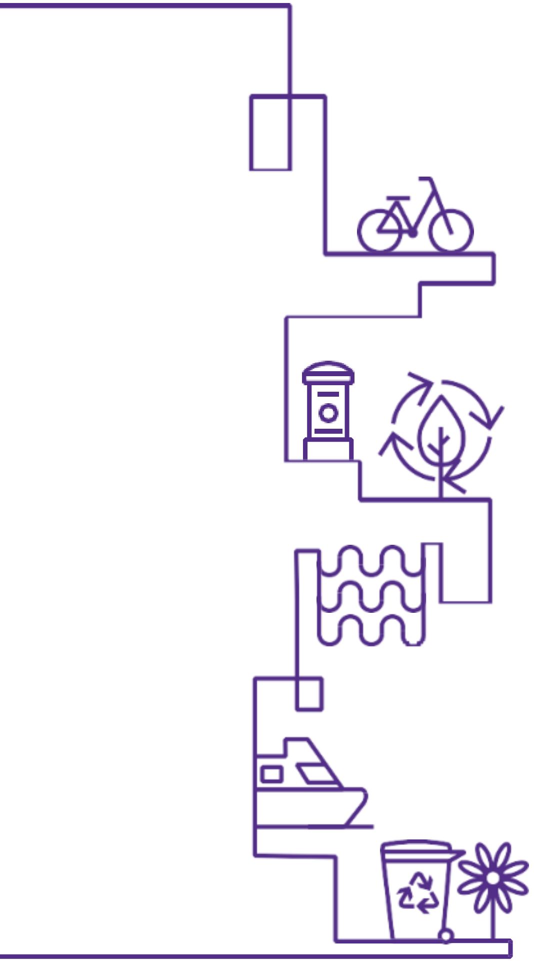
INSIGHT & IMPACT

- Delivered our Q2 insights webinar exploring the latest London tourism trends for our tourism partners.
- Hosted the half yearly results webinar with our attractions monitor contributors to discuss the latest trends and admissions data for London.
- Supported with insight briefings four trade missions for Grow London Global (GLG) in Q2: Africa Mayoral Trade Mission, Fintech Mission to Singapore, Life Sciences Mission to Toronto & Montreal and Enterprise Tech Mission to Australia.
- Our FDI GVA methodology was discussed and featured within the Financial Times as a progressive approach to impact measurement.
- Developed country profiles for our core markets detailing key insights for FDI, Trade and Tourism.
- Spoke at Advanced Therapies Europe showcasing the key findings from our Advanced Therapies report.

STAKEHOLDER RELATIONS

- Supported borough engagement for the next iteration of the Opportunity London Investment Prospectus, which sets out £22bn of live opportunities across London, spanning housing, infrastructure, life sciences, energy and culture.
- Attended the London Real Estate Forum and Opportunity London Investment Summit, providing boroughs links and introductions to key stakeholders.
- Supporting Assembly Members and MPs to better understand London & Partners' services, including hosting 3 AMs and 1 MP at our Grow London Local Coffee Fridays.
- Supporting GLA with all requests in a timely and efficient manner.

Operations



FINANCE

- Parallel running of 2 finance systems during the quarter which ended 30th September
- Process improvement ongoing alongside the new system project
- External audit due to be finalised in the next week.

TECHNOLOGY

- Business plan approved for Cybersecurity upgrade
- Increasing efficiency through automation and collaboration.
- Onboarding a new cloud support Partner
- Data and Tech strategies in development.

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

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THANK YOU