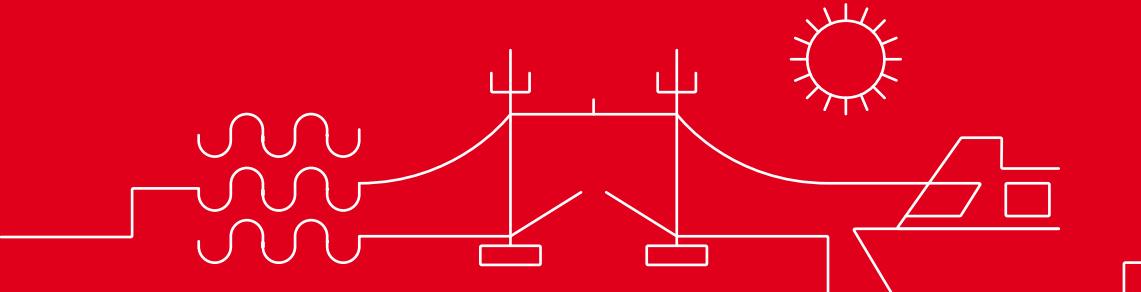


# London & Partners – Grow London Local

LONDON  
& PARTNERS

Presentation to London Borough of Hackney's Skills, Economy and Growth Scrutiny Commission

Vanesa Perez Sanchez, Director - Small Business, London & Partners



# Who we are

**London & Partners is the growth agency for London.**

We are a social enterprise, combining purpose with commercial rigour.

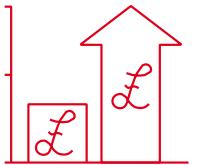
We are funded by grants, partners and our portfolio of venture businesses.



# Everything we do is driven by our mission

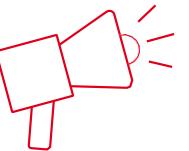
Our mission is to create economic growth for London that is resilient, sustainable and inclusive.

## Growth



Win investment, raise productivity, grow businesses and exports

## Resilient



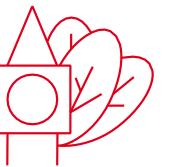
Build London's long- term competitiveness and brand; and nurture the sectors and places of the future

## Inclusive



Support minoritised entrepreneurs to thrive and support businesses to diversify their workforces

## Sustainable



Scale businesses in the green economy and win investment in green infrastructure



London & Partners' creative technology inward investment team



Laura Citron OBE, London & Partners CEO

# How we work

## Strategy

We shape London's strategy in priority sectors by sharing data and insights and convening stakeholders.

## Promotion

We promote London's brand, places and growth sectors to win investment, tourists and events.

**LONDON**  
& PARTNERS

## Investment

We work directly with international investors to convince them to choose London. We help them to expand their businesses or find investments here.

## Business growth

We help London businesses to grow by connecting them with the right support and running accelerator programmes.

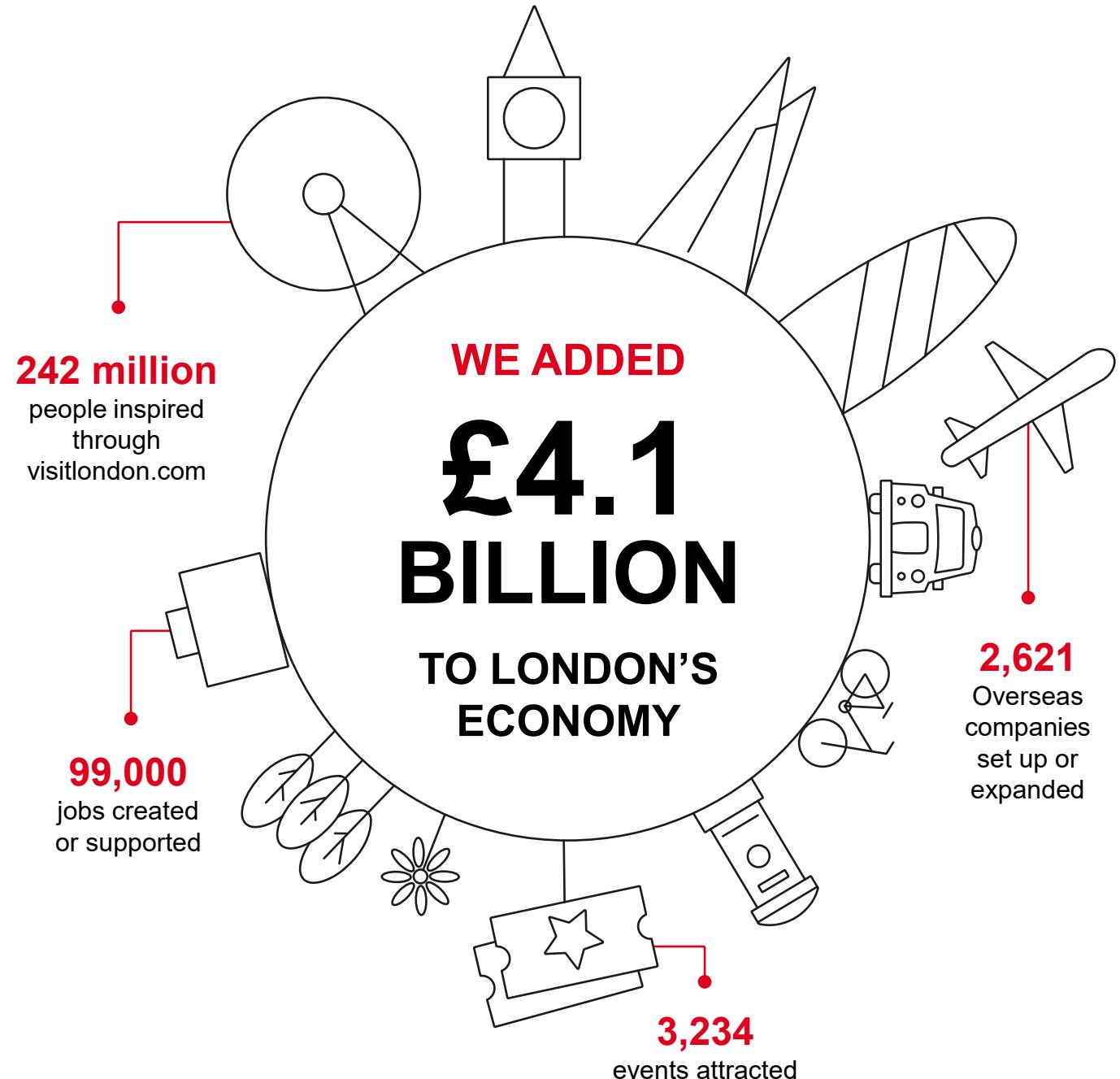
# Our success in numbers

## 2011- 2025

London & Partners makes a difference.

Since we were founded in 2011 we have created significant growth and jobs in London by promoting the city as a place to invest, grow, study and visit.

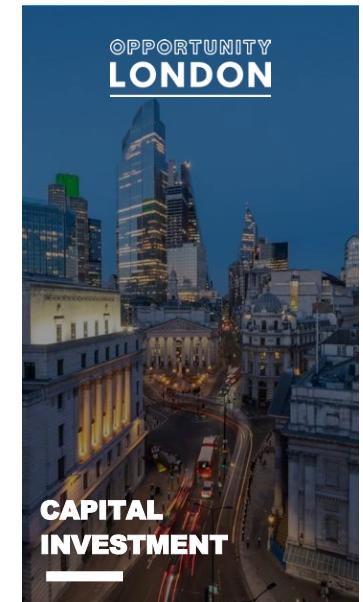
We have also made an important contribution to London's brand with high impact media and marketing campaigns.



# Our brands

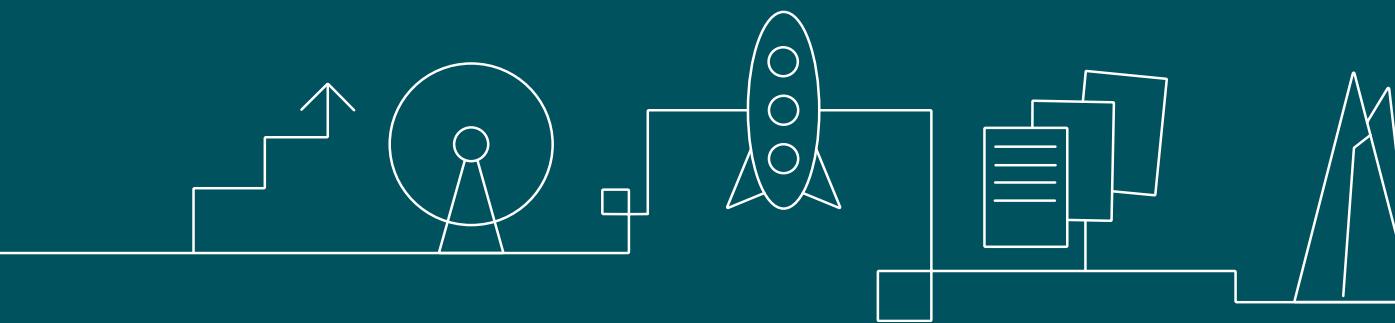
We build powerful brands to engage our international and domestic audiences.

**LONDON**  
& PARTNERS



# GROW LONDON LOCAL

GROW LOCAL  
LONDON





## About Grow London Local

The Grow London Local digital platform and local Business Support Managers are dedicated to helping London's small business owners.

No matter where you're based in London, you'll find relevant support and guidance on business planning, sales and marketing and much more, as well as opportunities to connect with like-minded business owners at one of our events. Events include our monthly Coffee Friday, Grow London Local Lates and networking events specifically for LGBTQ+, Black, female or disabled founders.



# How are we helping small businesses in London



## In-person Business Support

Our business support team helps businesses to understand what they need, what is available, and make referrals to relevant service providers.



## Our Digital Platform

Users can browse upcoming events, webinar recordings, e-learning, blogposts and business advise.



## Our Providers

We are building a high-quality community of public, private and third sector business support and service providers.

# In-person business support



Our business support team helps businesses to understand what they need, what is available, and make referrals to relevant service providers.

The team has 4 Regional Managers and 20+ Business Support Managers covering all London Boroughs.

They are available for in-person, phone, video call, by appointments or drop-in sessions.

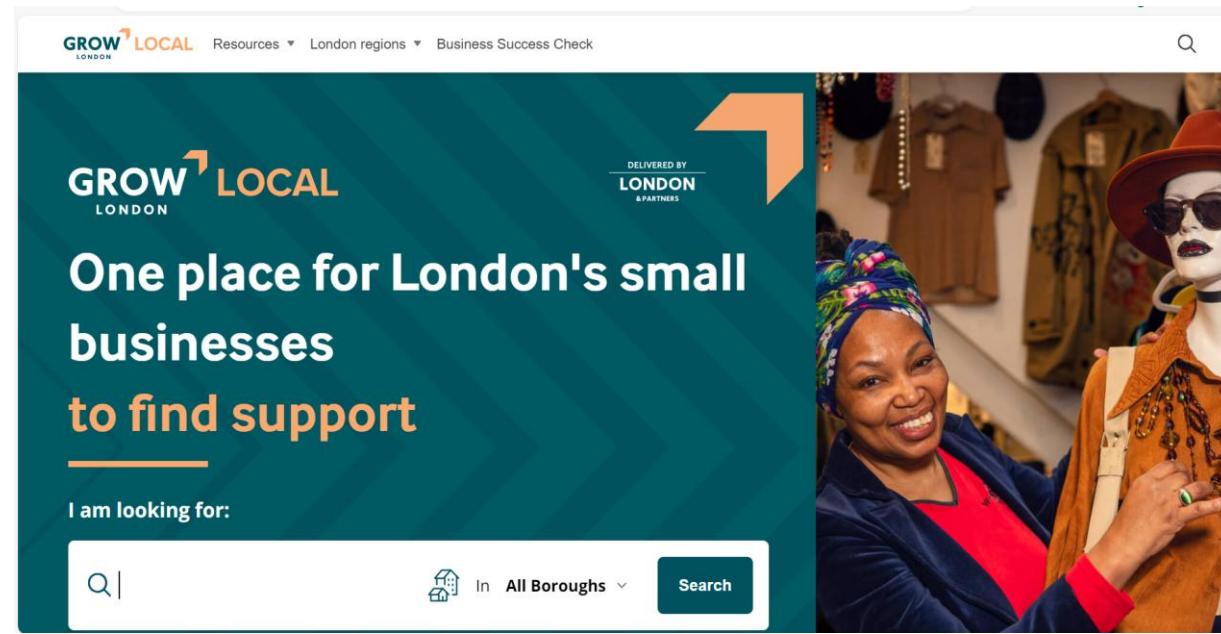
It's a diverse team which represents Londoners. They also speak a range of languages from Arabic, Bengali, Urdu, Ukrainian, Gujarati, Tamil, Panjabi, Turkish and Polish.



# Our digital platform

- Users can browse upcoming events, webinar recordings, e-learning, blogposts and business advise.
- The platform also has a dynamic **diagnostic tool** to more accurately match SMEs to timely, relevant resources and support programmes.
- Users also have the option to connect with Grow London Local's in-person business support team.

[growlondon/local](https://growlondon.local)



GROW LOCAL LONDON Resources ▾ London regions ▾ Business Success Check

GROW LOCAL LONDON

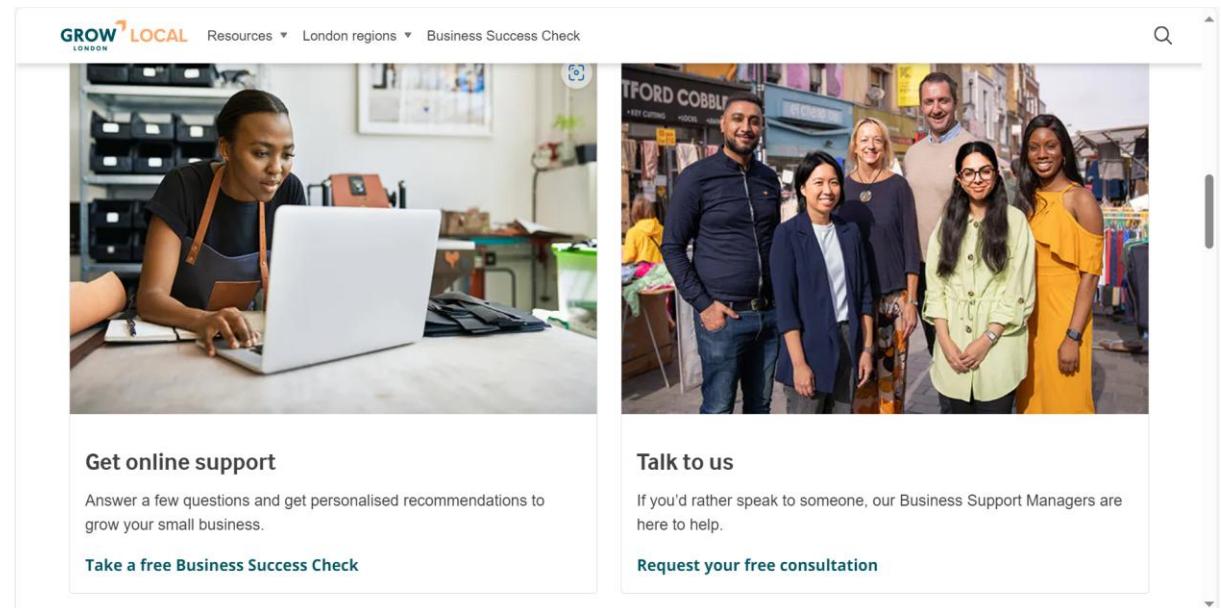
DELIVERED BY LONDON & PARTNERS

One place for London's small businesses to find support

I am looking for:

Search

All Boroughs



GROW LOCAL LONDON Resources ▾ London regions ▾ Business Success Check

Get online support

Answer a few questions and get personalised recommendations to grow your small business.

Take a free Business Success Check

Talk to us

If you'd rather speak to someone, our Business Support Managers are here to help.

Request your free consultation

# Our providers

We are building a high-quality community of public, private and third sector business support and service providers.

We navigate London's small and micro business owners to the support that they need – helping both their businesses and their households to become financially resilient.

We have **375** registered service providers and counting!



NatWest



NEWHAM  
COLLEGE  
LONDON



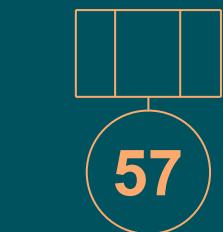
CITY LIT



GREATER LONDON AUTHORITY

Foundervine

# Total since Grow London Local Launch



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



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.



entrepreneurs reached



support providers across London  
boroughs, FE colleges, universities,  
chambers of commerce, business  
improvement districts, charities  
and businesses.



**Helped**  
**29,000+**  
entrepreneurs  
to access support



# Hackney

## Number of entrepreneurs helped since launch



12%  
Disabled



53%  
Female



64%  
Ethnic minority

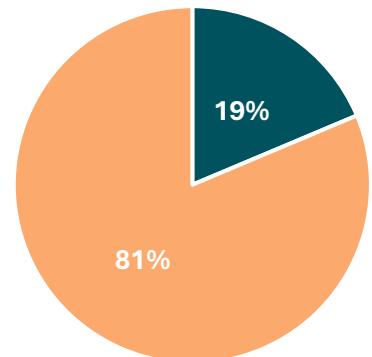
71 > 552

Entrepreneurs  
helped July –  
September 2025

Entrepreneurs  
helped **since launch**

Equalities data of entrepreneurs helped since launch

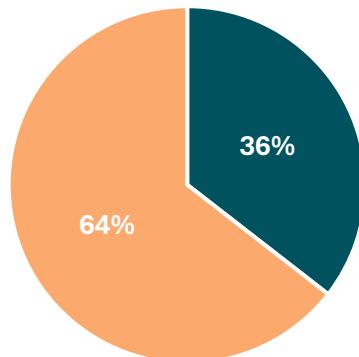
### Digital diagnostic vs In-person



Digital diagnostic

In-person

### Pre-starts vs SMEs



Pre-starts

SMEs



## Top 3 areas of support requested

Marketing

Finance

Planning



## Top sectors helped by Grow London Local

Creative & media

General retail

Business & professional services

Click [here](#) to view the Q2 Grow London Local Impact Report which contains pan-London data.

# Hackney webpage

- Users can request a consultation with their local BSM
- Promotion of the closest upcoming Coffee Friday event
- Community stories – featuring small businesses based in the area
- Recommendations for local events, programmes, services and training courses
- “Featured” support – to spotlight local partners.

[Local support for small business owners in Hackney | Grow London Local](#)

Looking for a space to help your business thrive? Find out more about Places for Growth.

[Home / London Directory / Hackney](#)

You're viewing support in **Hackney**



Browse programmes, courses and training opportunities for small business owners and entrepreneurs in your area.

Request a free consultation with your local Business Support Manager.

Discover upcoming Grow London Local community events. Be inspired by like-minded business founders.



**Your local Business Support Manager**



Geoffrey Evans

Need help finding support for your small business? Your local Business Support Manager in Hackney is here to help.

Fill in a short form and they will get back to you within two working days.

[Request a free consultation](#)

**Your nearest Coffee Friday**

**Fri 6th Feb 2026**  
**Coffee Friday - Social Yoga, Fish Island (Tower Hamlets)**

Join Grow London Local's Coffee Fridays, where you can engage in friendly conversations, share knowledge, and enjoy great coffee (and pastries) with local entrepreneurs and small business owners!

[Get your ticket](#)

**Community stories from Hackney**

**Meet the hair stylist trying to reach new clients**



How hairdresser Anita found marketing and funding support through



# THANK YOU

