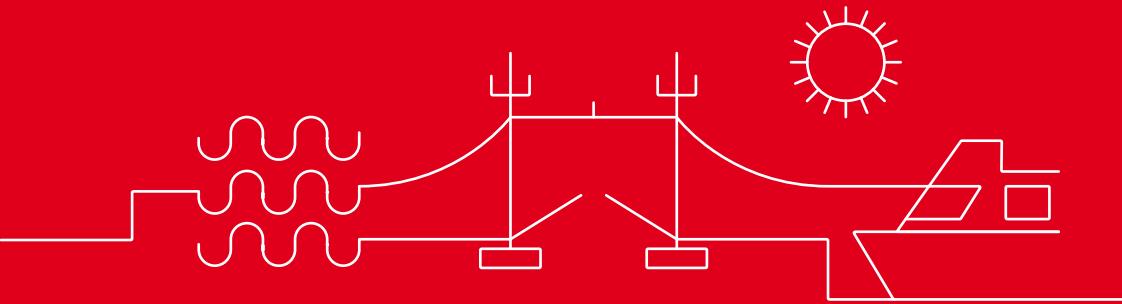


London & Partners – Grow London Local

LONDON
& PARTNERS

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

Vanessa 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

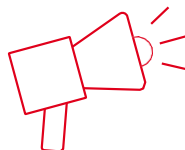
Our mission is to create economic growth for London that is resilient, sustainable and inclusive.

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.

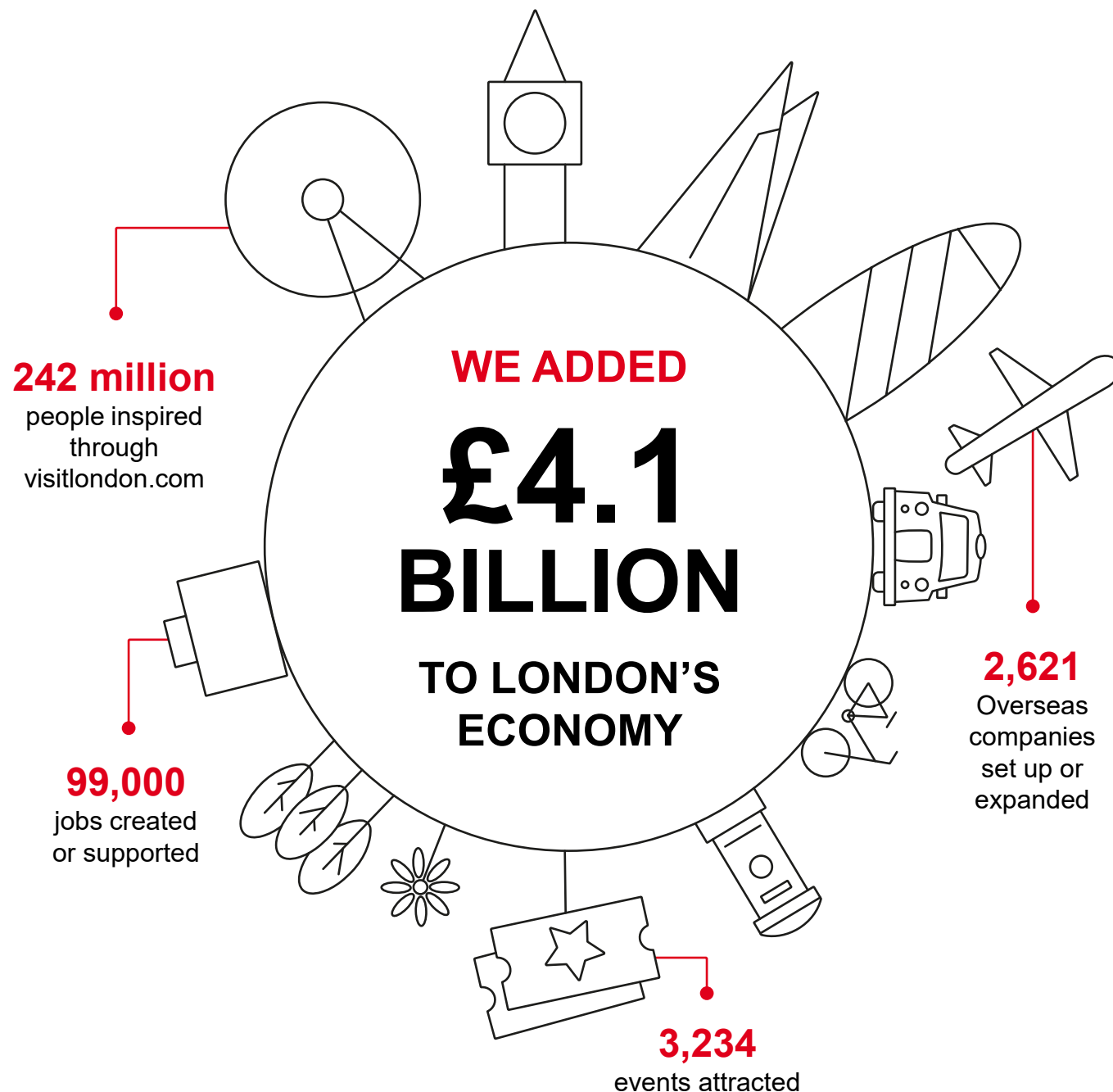
Our success in numbers

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.

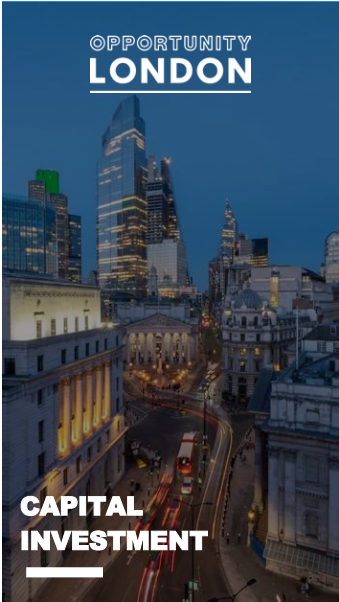
We have also made an important contribution to London's brand with high impact media and marketing campaigns.



Our brands

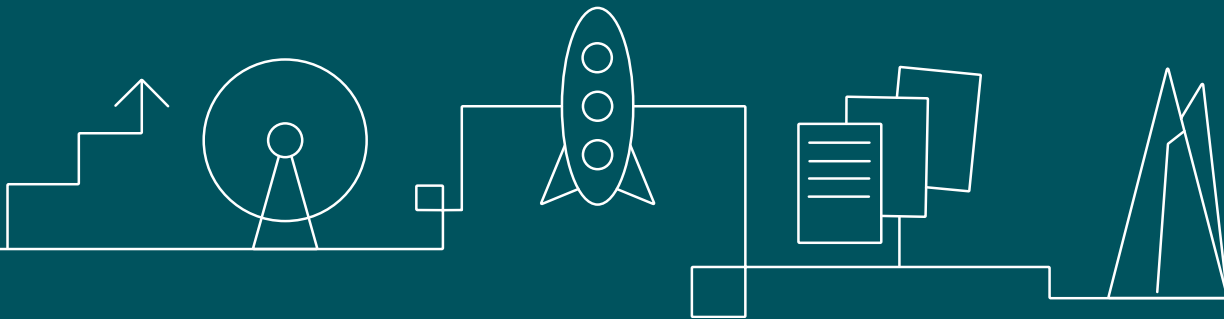
We build powerful brands to engage our international and domestic audiences.

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 advice.



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 advice.
- 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

The screenshot displays the Grow London Local website. The top navigation bar includes the logo, 'Resources', 'London regions', and 'Business Success Check'. The main hero section features the text 'One place for London's small businesses to find support' and a search bar with a dropdown menu for 'All Boroughs'. To the right of the hero section is a large image of a woman smiling next to a mannequin in a hat. Below the hero section, there are two service cards. The first card, 'Get online support', shows a woman working on a laptop and includes a link to 'Take a free Business Success Check'. The second card, 'Talk to us', shows a group of people and includes a link to 'Request your free consultation'.

GROW¹ LOCAL LONDON

DELIVERED BY LONDON & PARTNERS

One place for London's small businesses to find support

I am looking for:

Search

In All Boroughs

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

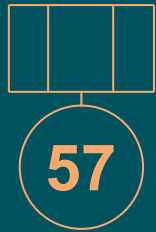
We are building a high-quality community of public, private and third sector business support and service providers.

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!



Total since Grow London Local Launch



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



88%

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



Helped

29,000+

entrepreneurs
to access support



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



entrepreneurs reached

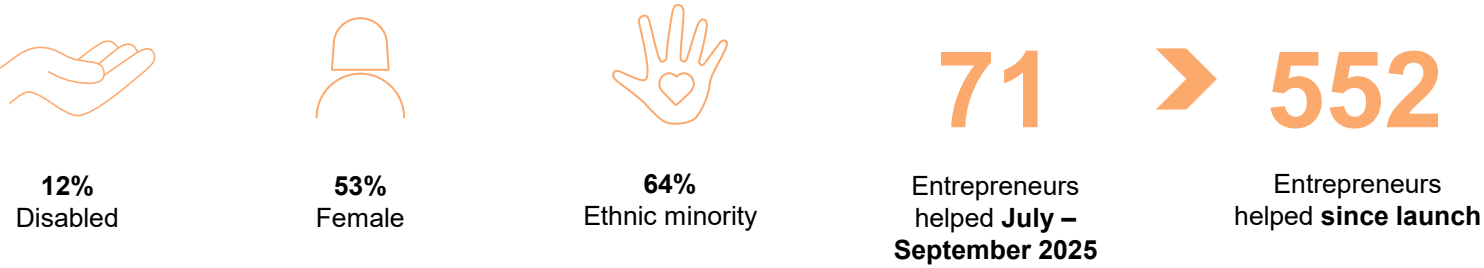


support providers across London
boroughs, FE colleges, universities,
chambers of commerce, business
improvement districts, charities
and businesses.



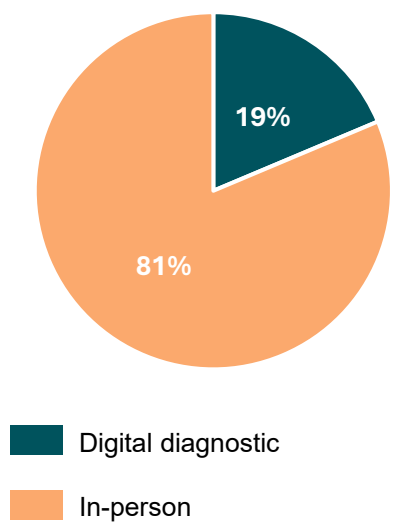
Hackney

Number of entrepreneurs helped since launch

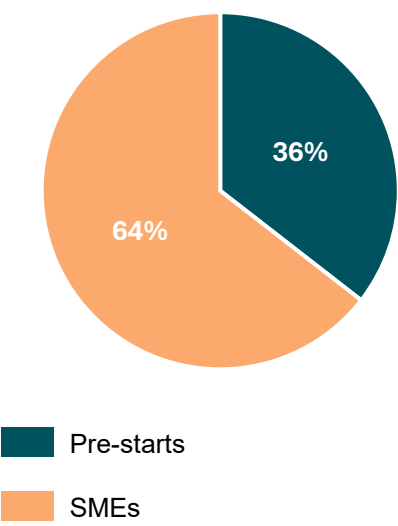


Equalities data of entrepreneurs helped since launch

Digital diagnostic vs In-person



Pre-starts vs SMEs



Top 3 areas of support requested

- Marketing
- Finance
- Planning



Top sectors helped by Grow London Local

- Creative & media
- General retail
- Business & professional services

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



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.

Geoffrey Evans

[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

