



GROW LOCAL
LONDON

QUARTERLY IMPACT REPORT

OCTOBER 2024

INTRODUCTION & WELCOME

This past quarter, we have supported over 4,000 business owners. This is an outstanding achievement for Grow London Local and I am very proud to share the details of our results with you.

In today's competitive, rapidly changing business landscape, access to the right skills programmes is key in order to allow London's SMEs to stay ahead. Grow London Local is the one place for entrepreneurs to get free access to identify and address the skills and knowledge gaps in their business and to find the right training opportunities that will bridge those gaps. Helping employers to navigate the city's skills programmes is a key goal for London's Local Skills Improvement Plan (LSIP) and I'm thrilled to share that GLL has now helped 1,584 entrepreneurs with access to Skills support!

Additionally, I believe that setting up your own business is one of the most exciting and rewarding things you can do. But it's not easy! That's where we come in: Grow London Local can now help future business owners turn their idea into a reality!

Building community has also been imperative to me this quarter. We have seen growing numbers at our in-person events, such as Coffee Fridays and our collaboration with the Post Office. To continue this work, we've also launched our first newsletter in September to cover relevant topics in the London SME space.

Next quarter, I'm looking forward to setting up an additional two newsletters: one for our third-party business support providers and also a newsletter dedicated to our skills programmes. We are also hosting our first roundtable on skills, more of which I'm hoping to share with you in our next report!

The growth and resilience of London's small businesses is an integral part of the prosperity of the City. I'm incredibly proud of the connections we have made for entrepreneurs of all backgrounds to access business support, provide opportunities to learn new skills and access capital and procurement opportunities.

Finally, this report not only showcases the quantitative data, but you will also be able to read testimonials and case studies from some of the businesses we have already supported.



Michelle Cuomo Boorer
Managing Director, Strategy



MEET THE TEAM

At our core is a team of small business champions on a mission to empower London's entrepreneurs to start and grow great businesses.

We're 'out and about' every day, across all 33 London boroughs, meeting with founders and aspiring business owners to discuss their business goals and identify their most urgent needs. Simultaneously, we're building a trusted network of expert support providers from public, private and third sectors, each offering low or no cost solutions that help small businesses to overcome their challenges.

Our multilingual team connects the two; marrying SMEs with programmes, events, services and training courses designed to help them thrive. We attend and host both in-person and virtual events, canvass high streets and markets and organise drop-in sessions and local community events. We've also curated a library of online resources and built digital tools to ensure that small businesses are supported around the clock.



"I was impressed with the range of services available, and felt confident that I would be matched with those that would really support my small business."

**Power to Our
Mothers Limited**



"Grow London Local brings opportunities to your doorstep."

Moe Event Hire



BUSINESS SUPPORT SPOTLIGHTS



Lucy Cassidy

Small Business Service
Relationship Manager

Introducing Lucy Cassidy, one of Grow London Local's fantastic Relationship Managers. Lucy plays a crucial role in supporting small businesses by identifying a wide range of excellent business support providers to onboard onto the GLL platform. Collaborating closely with the Business Support Managers Team, Lucy ensures GLL has a network of high quality and engaged providers who meet the needs of London's micro and small businesses. Lucy successfully managed the GLL relationship with Google and manages provider relationships, key GLL partners and stakeholders, and has a wealth of knowledge in public and private business support services.

Winnie Cheng

Business Support Manager
Grow London Local

Since joining the team, Winnie has supported over 240 entrepreneurs.

With a passion for art, she's built relationships with the GLA's Creative Zone team and 12 CEZs across London, embedding GLL into their London made me programme. She also organised GLL's inaugural 'coffee morning' in partnership with Solo Craft Fair.

Elsewhere, she has hosted drop-in sessions alongside Elephant and Castle, Peckham and Camberwell Business Forums – as well as BIPC Lewisham. And she's worked closely with the Hong Kong Community within Kingston and Sutton, sponsoring and attending events and working with our marketing team to ensure accurate translations of services.

A hugely popular team member, Winnie also delivered an in-house team building 'calligraphy writing' event to celebrate Chinese New Year.



TOTAL SINCE LAUNCH IN JANUARY 2024



Helped
9,743
entrepreneurs
to access support.



entrepreneurs attended our
events including Coffee Fridays,
Hubs and at the Post Office

89%

of SME founders
are Black or minority
ethnic, female or
have a disability



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



144,921
visitors to our website.



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

SMALL BUSINESSES

July – September 2024

Businesses Engaged



54,746
Digital



2,233
In-person



56,979
Total

Businesses Supported



2,692
Digital*



1,573
In-person



4,265
Total

Ethnic
Minority



65%

Female



53%

Disabled



11%

Most Represented Sectors Supported

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

Most in Demand Business Support

1. Marketing
2. Finance
3. Planning

SMEs Supported by Business Stage



39% Pre-start up



61% SME

HEAR FROM THE VEGAN PATTY LADY



Lewisham



Food Retailer



One employee



Female founder



Early stage business



“My relationship with Grow London Local has been incredibly impactful. They have provided me with guidance and support throughout my business journey, helping me to navigate challenges and identify opportunities for growth.”

Natasha Orumbie,
The Vegan Patty Lady



“Natasha’s passion for creating high-quality vegan products, coupled with her attention to detail and professionalism, made the collaboration smooth and rewarding. We’re pleased to contribute to her brand’s growth.”

Ascents Group,
GLL Support Provider



Challenge



Natasha recognised a gap in the market for authentic, Jamaican vegan patties. Having already launched online, she hoped to get her products onto the shelves of large retailers.

Solution



We introduced Natasha to both Shanagher and DMT Solutions – who helped her to develop a B2B sales strategy, and boost her digital marketing.

Impact

Natasha’s products are now in both Costcutter and Nisa. She has also been shortlisted for two awards at the 2024 Lewisham Business Awards.

SMALL BUSINESS SUPPORT

January – September 2024



342
Support Providers



965
Business Support Offerings

Business Support Offerings

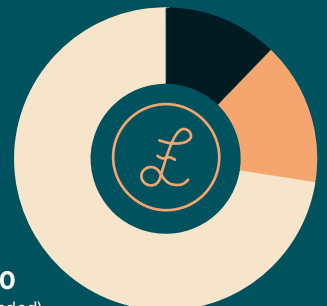


Most in Demand Business Support

1. Marketing
2. Digital
3. People

Costs of Business Support

- £ Partly funded - 118
- £ Fee payable - 147
- £ Free to access - 700
(Government or privately funded)



**Business support offerings is support delivered by a service provider to provide information, advice or guidance to meet a business need, address a problem or enhance the resilience of a business.*

OUR COMMUNITY

Grow London Local's 'Coffee Friday' events take place right across London on the first Friday of every month and offer an informal, relaxed, safe space for founders to step away from their business and connect with their peers.

They discuss challenges, share success stories, exchange ideas and build valuable support networks – all whilst drinking great coffee (and eating cake)!

The Grow London Local team is also on hand, to discover what challenges small business owners in the area are facing and to direct attendees to local support.

To date, we've hosted 22 Coffee Friday events, with more than 587 small businesses owners registering to attend.



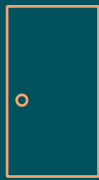
"I really enjoyed the Coffee Friday session and the team has followed up with suggestions and recommendations, post event."

"I loved the last Coffee Friday event. It was super insightful and it was useful to not only connect with the team, but with other founders as well."



SKILLS SUPPORT FOR SMALL BUSINESSES

January – September 2024



17

Skills Support Providers

“My Business Support Manager exceeded my expectations and equipped me with training courses that I would’ve never found myself.”

Bart Strzelec,
Cherish Life Ltd



91

Skills Support Offerings*

Entrepreneurs Supported to Access Skills Support Provision



998
Digital*



586
In-person



1,584
Total

Ethnic Minority



68%

Female



55%

Disabled



13%

*Equalities data is not currently captured for digital users

“Working with Grow London Local initiative has been a fantastic experience. Their commitment to empowering London’s SMEs with digital skills has helped us reach and support businesses across the city. The Skills Academy’s tailored approach and innovative training methods has meant together we are helping to grow success for local enterprises.”

Carlo Liu, Head of Digital Skills Academy,
Capital City College



*Skills support offerings is defined as courses and resources enabling business founders and employees to develop existing skills or acquire new ones to support business operations and growth. *Number is from In-person (SME and pre-starts) and Digital diagnostic. *Diversity data does not include self-serve.

THE SKILLS COMMUNITY

The Grow London Local team recently hosted a roundtable discussion, bringing together College Principals and CEOs from London's Further Education Colleges and Institutes of Adult Learning. Chaired by Howard Dawber, Deputy Mayor for Business, the discussion focused on how they are supporting SMEs to access the skills needed to run sustainable and thriving businesses and what the key challenges and barriers are.



Most in Demand Skills Support

1. ESOL

2. Leadership and Management

3. Net zero training

“The skills roundtable was engaging, informative, and a great opportunity for College Principals to meet with Howard Dawber who is responsible for the skills agenda. Morley College London is a proud skills provider of Grow London Local in enabling SMEs to gain easy access to the skills courses and programmes they need to grow their businesses.”

**Dr. Andrew Gower, Principal
& CEO, Morley College London** 



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