

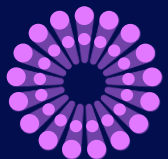
Anniversary of the Magna Charta Universitatum

Laura Citron OBE

CEO, London & Partners and Mission Lead for Growth

12th November, 2025

London Growth Plan: Engaging Industry, Commerce and the Professions



LONDON
GROWTH PLAN

London's growth ambitions

Productivity

Raise the average annual productivity growth rate to 2% from 2025 to 2035.



Inclusion

Raise the household weekly income (after housing costs) of the lowest earning 20% of Londoners by 20%.



Green growth

Accelerate progress towards achieving London's net zero target for 2030.



A global capital

Increase London's services exports by at least 6% on average per year, maintaining the growth rate achieved from 2016 to 2021.



London's growth sectors

Frontier innovation: London's next superpower



Financial, professional and business services & tech



Creative industries and technologies



Experience economy



International education



LONDON
& PARTNERS

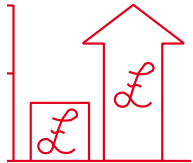
Connecting Industry, Academia & Global Opportunity



Everything we do is driven by our mission

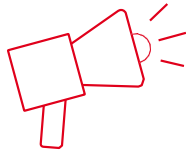
Our mission is to create economic growth for London that is resilient, sustainable and inclusive.

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

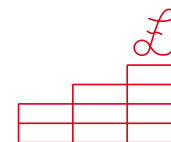


London & Partners' creative technology inward investment team

Our impact in numbers 24-25



Members of the Grow London Local team out promoting the service for London SMEs.



£677m

GVA added to the
London economy



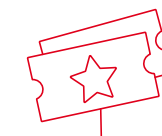
1 in 3

overseas companies in
key sectors set up in
London supported by us



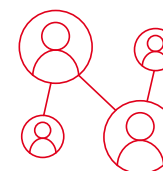
8,000+

jobs created or supported



231

events attracted to London
every year on average



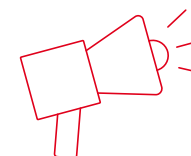
5,532

London businesses
supported in person



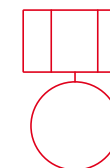
17m

people inspired through
visitlondon.com every
year on average



1 in 5

of London scaleups that
raise venture capital
investment supported by us



61

our NPS score, a measure
of client satisfaction,
on a scale from -100 to 100



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.

Strategy

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



Convening and strategy for priority sectors and audiences



Market intelligence



“

London & Partners plays a critical role in bringing together partners from both public and private sectors to work together to grow the London economy.

John Dickie, Chief Executive, Business LDN



Promotion

We promote London’s brand, places and growth sectors internationally to win investment, tourists and events. We curate London’s story and coordinate the city’s advocates.

Last year, 17million people used Visit London, we secured regular coverage in top-tier global media, and our social media channels have more than 4.6m followers. Our most recent tourism marketing campaign had a return on investment of 52:1.



Curating London’s offer in growth sectors and places



Marketing and communications



Events and international trade missions



London Convention Bureau

Investment

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

Seven in 10 international businesses we supported in 2024-25 were considering investing elsewhere when we first contacted them.



Foreign Direct Investment (FDI)



Capital investment in real estate, energy and infrastructure
(Opportunity London)



Investment in research and development (R&D)



Business growth

We connect SMEs, including social enterprises and charities, with the support they need to grow.

We have supported one in five of London’s scaleups that raise venture capital investment. Last year, we provided personal support to more than 6,400 small businesses and aspiring entrepreneurs in London’s everyday economy, of whom 88% were from a minoritised group.



Small business navigation
(Grow London Local)



Trade/export accelerator for UK scaleups
(Grow London Global)



Business support programmes
(incl. Made Smarter and Early Stage)



Innovation ecosystem building

THANK YOU