

Key Take-Away: London has an opportunity to build upon its strong track record in supporting female entrepreneurs by facilitating more women-led organizations.

London

Overall Score: 53.4 out of 100. To compare, top-placed New York City had a score of 62.9

Overall Rank: 3rd out of 50 cities measured

Areas of Strength

On the dimensions measured, London does particularly well on policies that support access and use of technology for women entrepreneurs. It not only scores strong because of its large market size but because it provides equal access to the market:

- ✓ Notably one of the few cities to collect technology use by gender
 - Percent of women who use the internet
 - Percent of women with smartphones
 - % of company board members that are women
 - Accelerators with women-owned businesses
- ✓ The top city for potential investors (high net worth individuals)

Areas to Improve

- London's traditional business networks and educational pathways have historically been dominated by men, but these are rapidly becoming more equal
- With more women than men caring for children in London, challenges in achieving a successful work-life balance is a significant barrier to female entrepreneurship

Key Recommendations

- Encourage the private sector to improve policies that promote work/life balance, make a commitment to encourage employees to take advantage of those policies. This will help women take on more leadership roles
- Promote female representation on the boards of industry groups, serve as role models for girls
- Provide grants to develop more female-led co-working spaces. This would facilitate networking and business development in a traditionally male-dominated business environment
- Build and promote more networks that bring together female-elected officials, public sector leaders, and entrepreneurs to discuss policies that could benefit women entrepreneurs
- Provide incentives for female students to pursue STEM subjects at the General Certificate of Secondary Education (GCSE). This will ensure London remains a leader in access to technology for women

Recent Positive Developments:

- ✓ New accelerators have recently been launched to support female entrepreneurs in London.
- ✓ The Mayor's International Business Programme led a trip bringing 15 women-led technology startups to the west coast of the United States.
- ✓ Several women-only co-working spaces have been launched, enabling women to network, collaborate, and grow their businesses in a female-led environment.
- ✓ Female-only co-working spaces have also enabled women with some responsibility for childcare to work in productive environments.
- ✓ Educational development programs for women entrepreneurs have tailored themselves to new mothers.
- ✓ London's highly flexible 52-week statutory maternity leave enables new mothers to build a business by using their savings, while guaranteeing their income levels in the post-natal period.