



Press release

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ESCP London joins Help to Grow programme for SMEs

Applications for January 2027 intake at ESCP's Campus in North West London are open

ESCP Business School London is launching the Help to Grow: Management programme in January 2027, expanding the School's support for small and medium-sized businesses across the UK. The School is now accepting applications from eligible SME leaders who look to strengthen their business strategy, win new customers, get more from their teams and build a clear plan for growth.

Part of ESCP's wider commitment under [its Small Business Charter accreditation](#), the programme will deepen the School's engagement with UK SMEs as business leaders place greater emphasis on upskilling talent. [KPMG UK's latest Private Enterprise Barometer](#) found that 37% of business leaders now prioritise skills and capability development, up 25% in just six months, as they look to harness technologies such as AI and drive growth.

Help to Grow: Management is a 12-week, government-backed programme. With 90% of the cost funded by the government, eligible SME leaders pay only £750. Participants receive 50 hours of learning, alongside one-to-one mentoring and peer learning, giving them structured time to step back from the day-to-day and focus on developing their business.

To extend access further, ESCP's first cohort builds on the School's involvement in Camden's Inclusive Business Network and a shared commitment to inclusive growth. Eligible businesses can also speak to the ESCP team about payment options, including bursaries.

Professor Marie Taillard, Dean of ESCP Business School London Campus, said:

"SMEs are such a vital part of the UK economy, and we want ESCP to play a more active role in supporting their growth. Help to Grow allows us to build deeper relationships with SME leaders, expanding lifelong learning opportunities at our



London Campus and bringing our expertise directly to the businesses growing and creating jobs around us.”

At ESCP London, the programme will run from **6 January to 31 March 2027**, with sessions scheduled on Wednesdays for around two to four hours a week. Participants will benefit from the School's international reputation, applied learning model, close links with industry and entrepreneurial approach to business education.

In a cohort of around 20 SME leaders, participants will be taught by ESCP experts who combine all academic expertise with practitioner and consulting experience. The programme will cover strategy, innovation, marketing, finance, digital transformation and people management, combining practical learning with international perspectives drawn from ESCP's presence in London and across six major European markets.

The programme builds on ESCP's existing work with UK SMEs through consulting projects and industry collaborations, alongside its wider entrepreneurship ecosystem, which includes Blue Factory, ESCP's European Business Incubator, and alumni-founded businesses such as London-based Shop Circle.

Alice Ivanoff, CEO & Founder of Kokoon (now part of Blify) and Help to Grow Programme Manager at ESCP Business School, said:

“When you are running a growing business, so much of your attention is focused on what needs to happen today that it can be difficult to step back and think about what comes next. Help to Grow gives leaders the space to do that, challenge their thinking and work through their own growth priorities. We want participants to leave each session with ideas they can put into practice straight away.”

Ahead of the January launch, ESCP will host two free online taster sessions on 9 and 22 October, featuring business practitioners from Canva and Word on the Curb. The sessions will give prospective participants a preview of what to expect should they join the programme.

Applications for the programme are now open, find out more at:
<https://escp.eu/help-grow-management>

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About ESCP

ESCP was founded in 1819, making it the world's oldest business school. Throughout its 200-year history, ESCP has remained committed to educating accountable, bold and creative leaders who launch trends, bring new solutions and initiate the codes of tomorrow.

ESCP's six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience ESCP's European approach to management grounded in multiculturalism.

Every year, ESCP welcomes 11,000+ students and 6,000+ managers from 140 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

With innovation as the cornerstone, ESCP is accelerating academic research and business education to forge new pathways for a better future for all.

About ESCP London Campus

ESCP has been present in the UK since 1974 and in London since 2004. Based in West Hampstead, the London Campus welcomes more than 1,250 students and 600 executives from over 80 nationalities across its Bachelor, Master, MSc, MBA and Executive Education programmes.

ESCP is ranked 2nd in the UK and 4th in Europe in the Financial Times 2025 European Business Schools ranking. The London Campus holds Full UK Degree Awarding Powers and Small Business Charter accreditation. ESCP works closely with the UK business community through consulting projects, internships, case-based learning and industry partnerships, while its Blue Factory start-up incubator connects students, alumni and entrepreneurs with the wider UK and European start-up ecosystem.

It all starts here.

Website: www.escp.eu

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