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**N E W S R E L E A S E**

# **Digitalisation of Buckinghamshire businesses**

[Buckinghamshire Local Enterprise Partnership](https://www.buckstvlep.co.uk/) (Bucks LEP) is proud to partner with [Buckinghamshire Business First](https://bbf.uk.com/) in examining the opportunities and challenges facing businesses as they digitally evolve, as part of the [Inno Industry](https://bbf.uk.com/business-support/inno-industry) Project.

Buckinghamshire Business First has been working with nine other European partners across the EU to collaboratively create a guide for SMEs and business clusters in how to approach digitalisation, and to be better prepared for the fourth industrial revolution.

This month, Buckinghamshire LEP took part in the second stakeholder engagement workshop and discussed the best practices shared in the project between the participating nations.

Jack Douglass, Broadband Programme Manager for Buckinghamshire Local Enterprise Partnership, stated: “It was fantastic to hear of some of the real-world examples of business support and innovation in this area, particularly as we aim to ensure we can support all of our businesses on the journey to become more digitised”.

The project will continue over the next two years to establish more international best practices and has become more important now as businesses look to adapt their methods of working following the effects of COVID-19.

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Jack added: “It is particularly important to make sure that the changes we are seeing in the economy, and the best practices we have evidenced from other nations, are all incorporated in the upcoming Buckinghamshire Digital Strategy, so that businesses and residents have the tools to make the most of the digital world”.

The key aim of the Inno Industryproject is to increase the number of business clusters that are supporting the transition to Industry 4.0, and to create a blueprint of best practice to support businesses in clusters to take up new digital technologies, such as Big Data and Artificial Intelligence. In addition, the project partners aim to improve local, regional and national policies in order to increase the rate of clusters that develop activities to support digital transformation.

In Buckinghamshire there are strong business clusters, including high performance engineering, assistive technologies and the creative industries clustering around Pinewood Studios, which Bucks LEP are keen to support by taking full advantage of Industry 4.0 and its ethos of lifelong learning to prepare businesses for the digitalisation of the economy.

Inno Industry is funded by Interreg Europe, a programme funded by the European Regional Development Fund (ERDF).

For more information about the Inno Industry project, please go to the website: [www.bbf.uk.com/business-support/inno-industry](http://www.bbf.uk.com/business-support/inno-industry).

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**Note to editors**

The [**Buckinghamshire Local Enterprise Partnership**](http://buckstvlep.co.uk/) (Bucks LEP) is a business-led ‘partnership of equals’ between local government and the private sector, building the conditions for sustainable economic growth in the County.

[**Buckinghamshire Business First**](http://www.bbf.uk.com/) (BBF) is the Growth Hub for the county and is backed by Buckinghamshire-based entrepreneurs, thousands of SMEs, the Buckinghamshire LEP and Buckinghamshire Council. BBF provides the link between public policy and the business community in Buckinghamshire and works with partners to create a dynamic business environment in the Entrepreneurial Heart of Britain.

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