

Enterprise M3




Our modern Industrial Strategy sets out our long-term plan to boost productivity by backing business to create high quality, well-paid jobs throughout the United Kingdom with investment in skills, industries and infrastructure.


In the Enterprise M3 area a partnership of business and civic leaders – alongside other local partners – is working with the government to build on existing strengths, help business to flourish, and grow skills and opportunities for workers across the area.

Industrial Strategy highlights include:

 Investment for the StreetWise project to help develop self-driving vehicles in collaboration with McLaren, the University of Oxford, Arriva, Transport for London and Direct Line Insurance.

 **£3.75m** for improvements along the A30 and adjoining local roads to improve accessibility to and within Camberley town centre.

 **£10.3m** to accelerate housebuilding by providing vital infrastructure to new and existing sites.

 **786,300** people in employment, an increase of **68,300** since 2010. **29,400** workers directly benefiting from the National Living and Minimum Wages. **11,060** apprenticeships starts last year.



Population: 1,600,000
Businesses: 78,030

Case study: Marwell Zoo

Marwell Zoo, which is using artificial intelligence to heat animal enclosures, has received funding to undertake a world-first experiment which aims to reduce its electricity bill and carbon footprint. The zoo spends around £150,000 a year on electricity so has teamed up with IBM to install a 'smart' heater for the Nyala antelope, which prefer warmer climates. The technology uses an algorithm that relies on data from a grid of infrared sensors to detect where the antelope are, and when to warm up their pens.

For more examples go to bit.ly/IS-map

Enterprise M3 Local Enterprise Partnership is now working with the government to develop its Local Industrial Strategy.

We have committed more than £45bn to Industrial Strategy programmes supporting research, local infrastructure, training and business growth throughout the United Kingdom. This money is already starting to be spent on the ground.