# Innovate UK launches AI Skills Hub to close training gap and boost productivity



Innovate UK has launched a national AI Skills Hub to accelerate adoption of artificial intelligence, create jobs and drive sector-wide growth. The new digital marketplace connects tech businesses, developers, employers and training providers, offering curated learning resources and real-world AI use cases.

Focusing initially on four sectors—agriculture and food processing, construction, creative industries, and transport and logistics—the Hub is part of Innovate UK’s BridgeAI Programme. It provides funding, expert support and collaborative opportunities, while also embedding principles of ethical AI, transparency and data privacy.

The launch comes as the demand for AI expertise outpaces supply. PwC’s 2025 AI Jobs Barometer shows that UK industries with higher AI adoption are achieving nearly fivefold productivity growth compared to others. AI-related job postings have grown 3.6 times faster than the market average, and employers are offering wage premiums of 14 per cent for relevant skills.

However, over 73 per cent of employers in key sectors report shortages in areas such as AI systems, machine learning, ethics and governance. Cost and difficulty accessing appropriate training are cited as the main barriers, with only 17 per cent of employees resisting AI upskilling. The AI Skills Hub seeks to address these challenges by aligning training more closely with employer needs and reducing access barriers.

The Hub also responds to deeper shifts in the nature of work. AI is not just automating tasks but reshaping entire roles, demanding new skills like critical thinking and collaboration. “AI is here to stay, it will develop faster and faster, and presents huge opportunities for employers and employees alike,” said Zlatina Loudjeva, partner at PwC UK. She urged workers to take charge of their own development, adding: “Providing these essential skills is not only key to the UK's economic stability and prosperity but also to promoting greater social cohesion.”

The Hub’s sector focus targets industries with untapped AI potential. While finance and IT have already seen substantial productivity gains, construction, agriculture and manufacturing lag behind. Innovate UK aims to bridge this divide by helping high-potential but under-digitised sectors catch up.

By uniting employers, tech firms and educators, the Hub creates a collaborative ecosystem for AI upskilling. This integrated approach not only builds technical capacity but also embeds responsible innovation from the outset, crucial for maintaining public trust as AI becomes more widespread.

Innovate UK’s AI Skills Hub is a timely and inclusive initiative that supports both economic growth and social equity. By addressing training gaps and fostering ethical innovation, it helps position the UK at the forefront of global AI leadership.

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## Bibliography

1. [https://www.wired-gov.net/wg/news.nsf/articles/Innovate+UK+launches+new+AI+Skills+Hub+20062025092000?open](https://www.wired-gov.net/wg/news.nsf/articles/Innovate%2BUK%2Blaunches%2Bnew%2BAI%2BSkills%2BHub%2B20062025092000?open) - Please view link - unable to able to access data
2. <https://www.pwc.com/gx/en/issues/artificial-intelligence/ai-jobs-barometer.html> - PwC's 2025 Global AI Jobs Barometer reveals that AI can make people more valuable, not less – even in the most highly automatable jobs. PwC analysed close to a billion job ads from six continents to uncover AI's global impact on jobs, skills, wages, and productivity. The report highlights that industries more exposed to AI have experienced nearly fivefold higher growth in labour productivity compared to those less exposed. Additionally, jobs requiring AI skills offer a wage premium of 56%, up from 25% last year. The study also notes that skills sought by employers are changing 66% faster in occupations most exposed to AI, up from 25% last year. This underscores the accelerating pace at which AI is transforming the workforce and the skills required for success in the AI era.
3. <https://www.pwc.co.uk/press-room/press-releases/research-commentary/artificial-intelligence--ai--exposed-sectors-see-a-fivefold-incr.html> - PwC's 2024 Global AI Jobs Barometer indicates that sectors more exposed to AI are experiencing almost fivefold (4.8x) greater labour productivity growth compared to those less exposed. The report, which analysed over half a billion job ads from 15 countries, suggests that AI could help many nations overcome persistent low productivity growth, leading to economic development, higher wages, and enhanced living standards. In the UK, job postings requiring AI skills have grown 3.6 times faster than all job postings, with employers willing to pay a 14% wage premium for such roles. The study also highlights that skills sought by employers are changing at a 25% higher rate in occupations most exposed to AI, emphasizing the need for workers to adapt and build new skills for the evolving job market.
4. <https://aiskillshub.org.uk/about-us/> - The UK AI Skills Hub is a digital marketplace designed to supercharge AI adoption, job creation, and growth by bridging tech businesses and developers across the UK. The hub acts as a platform for learning resources and use cases tailored for employers, individuals, AI tech partners, and training providers. Initially, it focuses on four high-potential sectors: agriculture and food processing; construction; creative; and transport, logistics, and warehousing. Embedded within the hub is Innovate UK's BridgeAI Programme, which supports businesses and AI developers through tailored funding, expert support, and collaborative knowledge sharing, while prioritising education on ethical practices, transparency, and data privacy.
5. <https://www.pwc.com/mt/en/publications/humanresources/pwc-ai-jobs-barometer.html> - PwC's AI Jobs Barometer highlights the transformative impact of AI on the workforce, emphasizing that employees who learn to leverage AI are likely to enhance their value, potentially gaining greater bargaining power for higher wages. The report notes that jobs requiring specialist AI skills, such as machine learning, have grown 3.5 times faster than all jobs since 2016. These specialist jobs carry up to a 25% wage premium, underscoring their significant value to companies. The study also reveals that AI's impact on the workforce is accelerating, with skills sought by employers changing 66% faster in occupations most exposed to AI, up from 25% last year.
6. <https://www.pwc.co.uk/services/technology/generative-artificial-intelligence/uk-ai-jobs-barometer.html> - PwC UK's 2024 AI Jobs Barometer provides insights into the rapid growth of AI-related job postings, which have increased 3.6 times faster than all job postings over the last decade. The report highlights that sectors more exposed to AI, such as financial services, information technology, and professional services, are experiencing nearly five times higher labour productivity growth compared to those less exposed. Additionally, UK employers are willing to pay a 14% wage premium for jobs requiring AI skills, with the legal and information technology sectors experiencing the highest premiums. The study emphasizes the need for workers to adapt and build new skills for the fast-evolving job market.
7. <https://www.reuters.com/technology/ai-intensive-sectors-are-showing-productivity-surge-pwc-says-2024-05-20/> - The use of artificial intelligence (AI) in business is leading to a significant increase in worker productivity, particularly in professional, financial services, and information technology sectors, with a growth rate of 4.3% between 2018 and 2022 compared to 0.9% in sectors like construction, manufacturing, and retail. PwC reports that AI's rise could spur economic growth, higher wages, and improved living standards. Job ads requiring AI skills have surged, underscoring AI's contribution to productivity. This trend is expected to accelerate as companies adopt generative AI, usable by non-specialists. However, the rapid changes pose challenges, with the IMF noting that AI could impact 60% of jobs in advanced economies soon. AI-skilled jobs offer average premiums of 25% in the U.S. and 14% in Britain.