# BridgeAI fuels responsible AI adoption across UK’s key sectors



Artificial Intelligence is rapidly transforming global industries, and the UK is making notable progress towards becoming a leader in responsible AI innovation. At the heart of this effort is Innovate UK's BridgeAI programme, which in its second year is embedding AI into sectors traditionally slower to adopt the technology—such as agriculture, construction, transport and the creative industries.

To date, BridgeAI has supported more than 450 projects, engaging over 3,400 organisations and 9,000 individuals. The programme has directed more than £120 million in grant and co-investment funding towards practical AI adoption. Businesses receive toolkits, strategic frameworks, innovation vouchers, and training to help them integrate AI effectively and responsibly.

BridgeAI’s impact is already visible in real-world applications. AI tools are improving agricultural productivity and dairy output, helping infrastructure teams predict potholes before they form, and enabling logistics and public transport operators to optimise systems in real time.

In early 2025, UK Research and Innovation (UKRI) announced an additional £7 million for over 100 new projects. Delivered through BridgeAI under the Technology Missions Fund, the investment is supporting trials of AI tools tackling issues from food waste to road infrastructure and workplace diversity—demonstrating the programme’s dual focus on productivity and inclusivity.

Alongside funding, BridgeAI is driving AI governance and skills development. More than 1,000 training courses have been offered, complemented by new competency frameworks and ethics tools to support responsible AI use in business.

Industry-led innovation remains central to the programme. Cambridge Kinetics, for example, used BridgeAI backing to integrate AI into its Kinabase platform, improving digital workflows for clients in the UK and internationally. The programme’s collaboration with the Alan Turing Institute is helping to bridge gaps between AI developers and end-users, while support from the Digital Catapult ensures businesses benefit from expert technical guidance and cutting-edge training.

BridgeAI is building a national ecosystem for applied, ethical AI—backed by robust funding, strong partnerships and clear strategic vision. While challenges around access and governance persist, the programme reflects the UK’s commitment to responsible innovation and its readiness to lead in AI’s next era.

Created by [Amplify](https://www.hbmadvisory.com/amplify): AI-augmented, human-curated content.

## Bibliography

1. <https://www.fintechscotland.com/bridging-the-ai-divide-highlights-from-bridgeais-second-year/> - Please view link - unable to able to access data
2. <https://www.ukri.org/news/over-7-million-awarded-to-help-ai-boost-growth-in-the-uk/> - In January 2025, UK Research and Innovation (UKRI) announced over £7 million in funding for more than 100 projects aimed at trialling AI tools to enhance productivity across various sectors, including agri-food, transport, construction, and creative industries. These projects aim to address challenges such as reducing food waste, improving road infrastructure, and promoting workplace diversity. The funding is part of the UKRI Technology Missions Fund, delivered by the Innovate UK BridgeAI programme, which also offers training and expert advice to support AI innovation.
3. <https://www.kinabase.com/news/leading-the-way-in-ai-innovation> - Cambridge Kinetics, a UK-based company, successfully completed a research project funded by Innovate UK BridgeAI. The grant enabled them to conduct independent research into AI technologies and integrate effective AI tools into their flagship platform, Kinabase. The project aimed to enhance business software with AI capabilities, providing businesses across the UK and abroad with innovative solutions to improve digital workflows and operational efficiency.
4. <https://www.gov.uk/government/news/government-puts-ai-to-work-for-bakers-road-workers-and-more> - In January 2025, the UK government announced funding for 120 projects to trial AI tools across various industries, including agriculture, retail, and infrastructure. The £7 million funding, part of the UKRI Technology Missions Fund and delivered by the Innovate UK BridgeAI programme, supports initiatives such as predicting potholes before they form and helping farmers increase dairy cow productivity. The aim is to boost productivity and efficiency through AI adoption in diverse sectors.
5. <https://iuk-business-connect.org.uk/news/bridgeai-priming-the-uk-to-seize-ai-opportunity/> - The Innovate UK BridgeAI programme has supported over 3,400 organisations, allocated £73.8 million in grant funding, and facilitated more than 1,000 AI skills courses. The programme aims to accelerate safe and responsible AI adoption across the UK, with a focus on sectors like construction and creative industries. It provides businesses with funding, expert knowledge, and AI-driven solutions to enhance productivity and competitiveness in an AI-powered economy.
6. <https://www.turing.ac.uk/partnering-turing/current-partnerships-and-collaborations/innovateukbridgeai> - The Alan Turing Institute collaborates with Innovate UK BridgeAI to drive AI adoption in sectors with high growth potential, including transport, construction, agriculture, and creative industries. The partnership focuses on building relationships between AI developers and end-users, fostering user-driven AI technologies, and addressing technical and business skills gaps. It also emphasizes sustainable and responsible AI innovation, providing independent scientific advice, AI upskilling, and governance expertise to support organisations in navigating the AI landscape.
7. <https://www.digicatapult.org.uk/programmes/programme/bridgeai/> - Digital Catapult delivers the Innovate UK BridgeAI programme, aiming to accelerate AI adoption in high-potential sectors such as agriculture, construction, creative industries, and transport. The programme offers funding, technical assistance, and upskilling opportunities to help businesses implement AI effectively and ethically. It connects organisations with AI experts, provides access to cutting-edge AI training, and supports the development of AI solutions that address sector-specific challenges, ultimately enhancing productivity and competitiveness.