

## Press release

FOR RELEASE: 25 September 2023 at 00:01

### techUK's new report "Making AI Work for Britain" unveils the Future of Work in an AI-powered era

- *techUK shares nine key actions for government and business to integrate AI in the workplace and increase productivity*
- *AI tools could contribute over £400 billion to the UK economy by 2030*

**LONDON, 25 September 2023:** The workplace of tomorrow is undergoing a profound transformation, and artificial intelligence (AI) is set to be its driving force. techUK's new report, "Making AI Work for Britain," explores how companies are integrating AI into the workplace and highlights the need for businesses and workers to prepare for the challenges and opportunities of the AI-powered era.

The United Kingdom, already a global leader in AI readiness, stands at the forefront of a transformative wave. Research commissioned by Google and conducted by Public First estimates that AI tools could contribute over £400 billion to the UK economy by 2030<sup>1</sup>, equivalent to an annual growth rate of 2.6%. At the heart of this transformation is Generative AI, which has the potential to save the average UK worker over 100 hours per year.

While it is likely that many tasks currently undertaken by people may be automated by AI, the net impact on jobs is much harder to predict. Historical data suggests that technological innovation creates new opportunities. Over 85% of employment growth in the last 80 years can be attributed to technology-driven job creation and AI will usher in new job and transform existing ones. Although the pace and extent of technological innovation is likely to be profound the impact on the UK labour market may depend on how successful the UK is in making its economy more productive and internationally competitive through technology adoption.

What sets this revolution apart is the synergy between humans and AI. It has the potential to drive productivity growth, freeing workers to leverage their human skills, creativity, and expertise, thereby enhancing the value they bring to organisations. This marks a shift from AI replacing humans to AI complementing and enhancing human capabilities.

The AI revolution is already in motion, and nations that harness its power effectively will be better placed to thrive in the AI-powered economy of the future. Governments will need to play a proactive role in positioning their countries to reap the benefits of AI and prepare their workforces for the inevitable changes ahead.

However, as the UK grapples with an aging population and a declining working-age population, achieving productivity growth is imperative. The adoption of AI is likely to be uneven, potentially disadvantaging late adopters. Hence, the report calls on the government to intensify efforts to support digital adoption by firms across the economy.

The report urges immediate steps to support businesses and individuals as they navigate AI-driven work transformation:

1. **Clarity on AI Laws:** Provide clear guidance on how existing laws apply to AI at work, including data protection, equality, and health and safety legislation.
2. **Invest in Training:** Reform the Apprenticeship Levy, incentivise SME uptake, and ensure funds can be spent on a wider range of accredited courses.
3. **Spotlight Pathways:** Create a Digital Skills Toolkit 2.0, an accreditation framework for modular courses, and a Tech Industry Placement Scheme.
4. **SME Support:** Establish a Digital Growth Fund to help SMEs adopt digital technologies, including AI.
5. **Champion Flexible Work:** Legislate for a right to request flexible and remote working from day one, create a Single Enforcement Body, and support flexible work initiatives.
6. **Anticipate Labor Market Changes:** Staff the Central Function to forecast AI's impact, launch an independent commission on automation and emerging technologies.
7. **Promote Lifelong Learning:** Create a flexible Lifelong Learning Entitlement, support modular and remote learning, and extend maintenance loans to distance learners.
8. **Collaborative Regulatory Environment:** Establish a forum for stakeholders to address AI-related issues, provide sandboxes for responsible workplace innovation, and expand funding for AI adoption.
9. **Support Local Authorities:** Review the Local Digital Fund, enhance the British Business Bank's role, and collaborate with local authorities on digital skills programs.

The report showcases real-world cases illustrating how AI is already supporting people at work, improving product and service quality, and streamlining business processes across diverse sectors. From human resources and customer service to marketing, sales, biomedicine, and sustainability, AI is poised to revolutionise work in numerous fields.

**Antony Walker, deputy CEO of techUK, said:**

“We are at the dawn of a new era of digital technology in the workplace. A new generation of AI-enabled digital tools is rapidly emerging, with the ability to undertake tasks that could previously only be done by people. These new tools will ultimately be applied across the economy, impacting all aspects of employment.”

“To deliver on the promise of AI, governments will need to build on existing efforts to improve digital skills and accelerate digital adoption by businesses.”

**-ENDS-**

## Notes to Editors

The full report can be downloaded [here](#).

[techUK's Future of Work programme](#)

## About techUK

techUK is the technology trade association that brings together people, companies and organisations to realise the positive outcomes of what digital technology can achieve.

With around 1000 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government and stakeholders to provide a better future for people, society, the economy and the planet.

By providing expertise and insight, we support members, partners and stakeholders as they prepare the UK for what comes next in a constantly changing world.