# UK Prime Minister’s AI adviser warns against job loss fear, urges support for homegrown AI firms



At London Tech Week, Matt Clifford, the UK Prime Minister’s AI adviser, delivered a robust defence of the nation’s approach to artificial intelligence, emphasising that framing AI as a transformative force threatening job security is unhelpful and counterproductive. According to Clifford, who is also the driving force behind the UK’s AI strategy, the country risks falling behind in the global race for AI supremacy if it does not embrace the technology swiftly.

Clifford articulated the urgency for the UK to cultivate and retain its homegrown AI companies, stating, “We need homegrown AI companies to benefit from this,” as countries compete intensely for leadership in AI innovation. He cited examples of notable UK firms such as ElevenLabs, Synthesia, and Wayve, which exemplify the potential for domestic companies to contribute meaningfully to the sector. Particularly, he underscored the importance of the UK exporting AI services rather than solely relying on imports, which positions the country as an active player in the evolving global AI landscape.

This visionary perspective resonates amid a broader context of significant investment in AI infrastructure. Recently, Prime Minister Sir Keir Starmer announced a £1 billion initiative aimed at enhancing the UK’s computing capabilities, a critical step given that Nvidia’s CEO Jensen Huang pointed out the nation's current deficiencies in digital infrastructure despite its rich AI research talent. This investment is designed to bolster the AI Research Resource initiated in 2023 and facilitate the training of 7.5 million workers in AI by 2030.

While some industry leaders, including Elon Musk and Dario Amodei of Anthropic, have posited that AI could dramatically reduce job opportunities—Musk famously suggesting a future where “no job is needed”—Clifford vehemently counters this narrative. He argues that the discourse should shift towards viewing AI as a tool that can enhance human capabilities, positing instead, “how do we make it something that every person in the UK feels actually gives them superpowers and makes them more effective?”

Clifford’s remarks come at a pivotal time for the UK’s AI landscape, where government reports recommend streamlining visa processes for AI experts to attract global talent and promote innovation. The proposed AI Opportunities Action Plan aims to create special zones for data centres and simplify regulatory frameworks, thereby positioning the UK as a competitive hub for machine learning technologies. Meanwhile, Science and Tech Secretary Peter Kyle has emphasised the potential of AI to boost productivity significantly, urging integration of AI into the national growth strategy.

Amidst the excitement for innovation, significant concerns remain around the ethical implications of AI, including issues of accountability, cybersecurity, and economic disparity. Discussions at London Tech Week highlighted the need for balanced development that not only fuels technological advancement but also ensures sustainability and inclusivity within society.

As Clifford concluded his address, it was clear that the UK government's approach to AI—balancing ambitious goals with caution over societal impacts—will be critical in shaping the future landscape of work and economic prosperity.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://tech.eu/2025/06/10/ai-job-apocalypse-not-helpful-framing-says-uk-prime-ministers-ai-advisor/), [[3]](https://www.techradar.com/pro/live/london-tech-week-2025-day-one-all-the-news-and-updates-as-we-see-them)
* Paragraph 2 – [[1]](https://tech.eu/2025/06/10/ai-job-apocalypse-not-helpful-framing-says-uk-prime-ministers-ai-advisor/), [[2]](https://www.ft.com/content/cc04adfb-81b2-477f-b85c-ce042e8f83a8), [[3]](https://www.techradar.com/pro/live/london-tech-week-2025-day-one-all-the-news-and-updates-as-we-see-them)
* Paragraph 3 – [[1]](https://tech.eu/2025/06/10/ai-job-apocalypse-not-helpful-framing-says-uk-prime-ministers-ai-advisor/), [[2]](https://www.ft.com/content/cc04adfb-81b2-477f-b85c-ce042e8f83a8), [[4]](https://www.ft.com/content/4ec7a942-97c0-4e0f-9c9a-9fbec1506bbf)
* Paragraph 4 – [[5]](https://londontechweek.com/speakers/matt-clifford-cbe), [[6]](https://www.gov.uk/government/news/appointment-of-matt-clifford-cbe-as-the-ai-opportunities-adviser), [[7]](https://www.gov.uk/government/news/ai-expert-to-lead-action-plan-to-ensure-uk-reaps-the-benefits-of-artificial-intelligence)
* Paragraph 5 – [[4]](https://www.ft.com/content/4ec7a942-97c0-4e0f-9c9a-9fbec1506bbf)

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## Bibliography

1. <https://tech.eu/2025/06/10/ai-job-apocalypse-not-helpful-framing-says-uk-prime-ministers-ai-advisor/> - Please view link - unable to able to access data
2. <https://www.ft.com/content/cc04adfb-81b2-477f-b85c-ce042e8f83a8> - At London Tech Week, Nvidia CEO Jensen Huang highlighted the UK's lack of sufficient digital infrastructure despite its strong AI research talent and significant private investment, ranking third globally behind the US and China. In response, UK Prime Minister Sir Keir Starmer announced a £1 billion investment to expand the nation’s AI computing capabilities, aiming to increase compute power twentyfold and transition the country into an AI leader. The funding will bolster the UK AI Research Resource launched in 2023 and support wider adoption of AI, including training for all civil servants.
3. <https://www.techradar.com/pro/live/london-tech-week-2025-day-one-all-the-news-and-updates-as-we-see-them> - Day two of London Tech Week 2025 was packed with major tech announcements, influential speakers, and innovative showcases. UK Prime Minister Keir Starmer and Nvidia CEO Jensen Huang highlighted the UK’s investment in AI, including a £1 billion boost to computing power and training 7.5 million workers in AI by 2030. Nvidia also announced plans for an AI lab in the UK. Microsoft UK unveiled a partnership with Barclays to deploy 100,000 Copilot AI agents, emphasizing AI's role in productivity and inclusivity. Talks from Arthur Mensch (Mistral AI) and others discussed the balance of AI development with sustainability, open-source accessibility, and reducing global inequality. On the exhibition floor, firms like AWS, Dell, AstraZeneca, and Redbull showcased AI applications across various sectors. Startups such as SentiSum, Streamlogic, and Glean displayed tools for customer insights, project management, and knowledge search. Panels addressed issues like ethical AI development, cybersecurity challenges, economic disparity, and the UK’s competitive positioning versus the US. Across industries, AI’s transformative potential was evident, but concerns around sustainability, regulation, and workforce displacement surfaced. Overall, the day reinforced the importance of strategic collaboration, ethical innovation, and sustained investment to lead in the AI-driven future.
4. <https://www.ft.com/content/4ec7a942-97c0-4e0f-9c9a-9fbec1506bbf> - A government report suggests that the UK should streamline the visa process and reduce costs for experts in artificial intelligence (AI) to make the country more appealing for developing machine learning technologies. The 'AI Opportunities Action Plan,' compiled by venture capitalist Matt Clifford, recommends establishing special zones for data centers and easing procedural complexities to attract global AI talent. Science and Tech Secretary Peter Kyle, emphasizing AI's potential to boost productivity by 5%, aims to integrate AI into the national growth agenda. Clifford’s recommendations follow roundtables with industry stakeholders, highlighting visa process challenges and energy costs for data centers. An 'AI opportunities unit' will be established to implement the accepted recommendations, despite potential resistance from the Home Office, which is focused on reducing net migration. The report underscores the need for government support in overcoming barriers related to bureaucracy and infrastructure for fostering an AI sector competitive on a global scale.
5. <https://londontechweek.com/speakers/matt-clifford-cbe> - Matt Clifford CBE is a British entrepreneur and co-founder of Entrepreneur First, a global talent investor and startup accelerator. He is also the Prime Minister’s adviser for AI. Matt has been influential in shaping the UK's AI strategy and serves as the Chair of the UK's Advanced Research and Invention Agency (ARIA), focusing on funding breakthrough research and development projects.
6. <https://www.gov.uk/government/news/appointment-of-matt-clifford-cbe-as-the-ai-opportunities-adviser> - Matt Clifford CBE has been appointed as the Prime Minister’s AI Opportunities Adviser. He will advise ministers on action to drive forward implementation of the AI Opportunities Action Plan, working closely with the Department for Science, Innovation and Technology’s AI Opportunities Unit to take forward the recommendations in the Action Plan. This role will be unpaid.
7. <https://www.gov.uk/government/news/ai-expert-to-lead-action-plan-to-ensure-uk-reaps-the-benefits-of-artificial-intelligence> - UK Science Secretary Peter Kyle has commissioned an Action Plan to identify how AI can drive economic growth. Tech entrepreneur Matt Clifford has been appointed to lead this work, delivering a new AI Opportunities Action Plan to identify ways to accelerate the use of AI to improve people’s lives by making services better and developing new products.