# UK tech jobs surge 21% led by 200% spike in AI demand, with Liverpool emerging as northern hub



The UK technology sector is undergoing a significant revival, with job openings soaring by 21% and reaching levels not seen since before the pandemic. This upsurge reflects a resilient recovery and an increasing demand for tech talent, particularly driven by the rapid integration of artificial intelligence (AI) across various industries.

Central to this boom, a recent report by global consultancy firm Accenture reveals a staggering 200% rise in demand for AI-related positions in the past year. This increase underscores the transformative impact of AI, which is changing how businesses operate and compete. As companies from finance to healthcare rush to implement advanced technologies, the need for professionals adept in machine learning, data analytics, and automation has never been more pressing.

However, the nation’s reliance on AI as a primary engine for growth raises a vital question: is this resurgence sustainable? Accenture's findings indicate that the tech job market recovery is not merely a temporary spike; rather, it represents a fundamental shift within the labour landscape. Yet, despite this promising trend, areas outside London are pressing to catch up, with regional disparities in tech job distribution becoming ever more apparent.

The capital remains at the forefront of this resurgence, attracting a disproportionate number of vacancies relative to other regions. Still, as the demand for tech roles flourishes, cities such as Liverpool have emerged as rising centres for innovation. Accenture's research highlights a remarkable 49% increase in AI job demand in the North West over the past six months. Liverpool, in particular, is positioning itself as a leader in AI excellence, illustrating that while London may dominate, other regions are harnessing their potential to contribute to the UK's tech landscape.

The uneven distribution of tech opportunities poses significant challenges. Regions outside the capital are urged to enhance their digital infrastructures and talent pipelines to stay competitive. This disparity is a crucial issue for policymakers and businesses alike, who must work together to bridge skill shortages and connectivity gaps. Additionally, the focus on AI expertise raises concerns about equitable access to training and education in less urban areas, where opportunities to engage with cutting-edge programmes can be limited.

Looking ahead, the UK tech sector appears poised for growth, with Accenture projecting that generative AI could nearly double the nation's economic output in the next 15 years. This could potentially add up to £736 billion to the annual GDP by 2038. However, without proactive reskilling initiatives, it is estimated that up to £485 billion in economic potential could remain untapped. Thus, it is crucial for businesses and educational institutions to collaborate to ensure a steady flow of skilled workers capable of meeting future demands.

As this revival progresses, flexibility in working arrangements and competitive compensation packages will be essential for attracting top talent amid an increasingly competitive market. The 21% increase in job vacancies presents a robust signal that the UK is reclaiming its status as a global tech hub; however, the pathway forward demands innovation not only in technology but also in workforce development across the nation. By addressing these pressing challenges and capitalising on emerging trends, the UK tech industry can continue to thrive in an ever-evolving digital landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.webpronews.com/uk-tech-sector-booms-with-21-job-growth-in-ai-surge/), [[4]](https://newsroom.accenture.co.uk/english-uk/news/2022/uk-technology-jobs-market-maintains-strong-annual-growth-despite-recent-signs-easing-accenture-research-finds)
* Paragraph 2 – [[1]](https://www.webpronews.com/uk-tech-sector-booms-with-21-job-growth-in-ai-surge/), [[2]](https://newsroom.accenture.co.uk/english-uk/news/2024/uk-has-potential-to-nearly-double-economic-growth-during-the-next-15-years-from-gen-ai), [[5]](https://www.polytec.co.uk/whats-new/demand-for-cloud-ai-blockchain-and-robotics-skills-rises-accenture.html)
* Paragraph 3 – [[3]](https://www.consultancy.uk/news/37930/uk-ai-talent-pool-increasingly-shifting-to-north-west), [[6]](https://newsroom.accenture.co.uk/english-uk/news/2021/uk-tech-job-openings-increase-for-first-time-since-pandemic-began)
* Paragraph 4 – [[7]](https://www.thenorthernecho.co.uk/news/20038637.north-leading-uk-new-tech-skills/)
* Paragraph 5 – [[2]](https://newsroom.accenture.co.uk/english-uk/news/2024/uk-has-potential-to-nearly-double-economic-growth-during-the-next-15-years-from-gen-ai)
* Paragraph 6 – [[5]](https://www.polytec.co.uk/whats-new/demand-for-cloud-ai-blockchain-and-robotics-skills-rises-accenture.html)

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## Bibliography

1. <https://www.webpronews.com/uk-tech-sector-booms-with-21-job-growth-in-ai-surge/> - Please view link - unable to able to access data
2. <https://newsroom.accenture.co.uk/english-uk/news/2024/uk-has-potential-to-nearly-double-economic-growth-during-the-next-15-years-from-gen-ai> - Accenture's research indicates that the UK could nearly double its economic growth over the next 15 years by leveraging generative AI, potentially adding up to £736 billion to annual GDP by 2038. This growth could elevate the UK's long-term growth rate from 1.6% to 3%. However, without proactive measures in reskilling, up to £485 billion could remain untapped. The study underscores the need for businesses to lead in adopting generative AI to enhance productivity and economic performance.
3. <https://www.consultancy.uk/news/37930/uk-ai-talent-pool-increasingly-shifting-to-north-west> - A study by Accenture reveals that the UK's technology talent pool has experienced double-digit growth in the past six months, with the North West, particularly Liverpool, emerging as a hub for AI talent. Liverpool's technology sector is on the rise, with a 49% increase in AI job demand over the last six months. The city is positioning itself to lead in AI excellence, addressing the growing need for AI skills to maintain global competitiveness.
4. <https://newsroom.accenture.co.uk/english-uk/news/2022/uk-technology-jobs-market-maintains-strong-annual-growth-despite-recent-signs-easing-accenture-research-finds> - Accenture's UK Tech Talent Tracker reports a 40% increase in demand for technology professionals over 12 months, driven by emerging technologies like quantum computing, blockchain, and robotics. Despite a slight easing in the first half of 2022, the overall tech job market remains robust. The study highlights the UK's growing focus on advanced technologies and the need for a skilled workforce to support this expansion.
5. <https://www.polytec.co.uk/whats-new/demand-for-cloud-ai-blockchain-and-robotics-skills-rises-accenture.html> - Accenture's analysis indicates a surge in demand for cloud, AI, blockchain, and robotics skills in the UK, despite a 57% decline in overall technology job openings over the past year. Cloud computing emerged as the most in-demand tech skill, with 35,000 roles advertised. AI job postings increased by 73% in six months, reaching approximately 6,800. The findings reflect a strategic shift towards advanced technologies in the UK's tech sector.
6. <https://newsroom.accenture.co.uk/english-uk/news/2021/uk-tech-job-openings-increase-for-first-time-since-pandemic-began> - Accenture's Tech Talent Tracker reveals a 10% increase in demand for tech professionals in the UK over the first half of 2021, marking the first growth since the pandemic began. The tracker recorded over 93,000 tech job openings in July 2021, up from 85,000 in January. Despite this growth, tech job listings remain 76% lower than in 2019, highlighting the ongoing challenges in the UK's tech job market.
7. <https://www.thenorthernecho.co.uk/news/20038637.north-leading-uk-new-tech-skills/> - Accenture's survey highlights a significant expansion of technology professionals in the North of England, with Newcastle's tech talent pool growing more than eightfold between 2021 and 2022. The city experienced a 40% increase in AI professionals over the last 12 months. In contrast, London saw its first decline in technology professionals since the pandemic, indicating a regional shift in the UK's tech industry.