



[REDACTED]

2 July 2026

Dear [REDACTED]

Freedom of Information request: FOI2026/00458

Thank you for your Freedom of Information request received on the 26 May in which you requested the following:

Your request:

Thank you for your response to FOI2026/00220 sent on 23 April 2026, about the AI Skills Hub (aiskillshub.org.uk).

Your response said a formal service assessment was not required because the AI Skills Hub did not meet the criteria of a government transactional service under the Government Digital Service framework, and that proportionate governance was used.

I have 3 follow-up questions to understand more about the governance steps that led to the launch and evaluation of the AI Skills Hub.

I would be grateful for your response within 20 working days.

Question 1: Audience research

Please clarify how the AI Skills Hub was designed to reach its intended audience, including:

- a) the purpose of the site and what evidence was used to justify the decision to commission it*
- b) how the intended audience were identified and defined*
- c) what evidence or research was gathered about the audience's information needs, digital access, reading level, and language needs before the launch*
- d) how many of your user research participants included people from any of the following groups: disabled people, people with low digital confidence, people for whom English is an additional language, people from minority ethnic backgrounds, and people in lower socio-economic groups.*

Question 2: Accessibility

Please explain:

- a) the reasoning behind treating accessibility requirements differently for the AI Skills Hub than compared to a transactional government service*
- b) which WCAG 2.2 AA success criteria the site was tested against, and which were not*
- c) whether any disabled users were involved in testing, and if so, across which impairments (visual, cognitive, motor, hearing)*
- d) whether the site was tested with assistive technologies (screen readers, magnifiers, voice control), and if so, which ones*

Question 3: Value for money and outcomes Public money was spent on the AI Skills Hub.

Please provide:

- a) the success measures, outcomes, or KPIs defined before launch, including learner uptake targets across the 4 target sectors (Agriculture and Food Processing, Construction, Creative Industries, and Transport, Logistics and Warehousing)*
- b) performance against those measures from launch to the most recent available month (including total unique visitors, traffic sources, and any measure of meaningful engagement or onward action)*

Our response

I can confirm that UK Research and Innovation (UKRI) hold some information relevant to your request. Please see the information below.

Question 1: Audience Research

Please clarify how the AI Skills Hub was designed to reach its intended audience, including:

1a) the purpose of the site and what evidence was used to justify the decision to commission it

The Freedom of Information Act 2000 (FOIA) provides a right of access to recorded information held by public authorities. However, your request asks the public authority to “clarify how the AI Skills Hub was designed” and “what evidence was used to justify the decision”. This seeks an explanation or narrative about decision-making, rather than specific recorded information.

FOIA does not require public authorities to:

- create new information,
- provide explanations or justifications, or
- interpret or analyse information to answer a question.

As such, this part of your request is not a valid request for recorded information under FOIA.

To advise and assist, we have asked the relevant team within Innovate UK to respond to this part of your request under official correspondence.

1b) how the intended audience were identified and defined

The contract for the AI Skills Hub included a requirement for the successful contractor to undertake market research to identify the target audience and their needs. The contract is publicly available, and more information is available at the following link:

- [UKRI-3797 AI Skills Hub¹](#)

As the appointed supplier, PricewaterhouseCoopers (PwC) carried out this work through a series of engagement events across the UK and subsequently published their findings. This information has been provided in the attached document: FOI2026_00458 Annex 1 – White Paper. Please refer to p.23-69 of the attached document.

1c) what evidence or research was gathered about the audience's information needs, digital access, reading level, and language needs before the launch

As stated in our response to question 1b, PwC gathered evidence before the launch to inform the Hub's design and content. For more information, please refer to p.23-69 of the attached document: FOI2026_00458 Annex 1 – White Paper.

1d) how many of your user research participants included people from any of the following groups: disabled people, people with low digital confidence, people for whom English is an additional language, people from minority ethnic backgrounds, and people in lower socio-economic groups.

UKRI and Innovate UK do not hold any information within the scope of this part of your request as this information was not recorded.

¹ <https://ukri.delta-esourcing.com/commonNoticeSearch/viewNotice.html?displayNoticelId=884232100>

Question 2: Accessibility

Please explain:

2a) the reasoning behind treating accessibility requirements differently for the AI Skills Hub than compared to a transactional government service

As stated earlier in our response, the Freedom of Information Act requires public authorities to provide recorded information. As this part of your request seeks commentary or an explanation of a process, it is not answerable under FOIA in this instance.

UKRI and Innovate UK do not hold any information within the scope of this part of your request.

To advise and assist, we have also asked the relevant team within Innovate UK will respond to this part of your request under official correspondence.

2b) which WCAG 2.2 AA success criteria the site was tested against, and which were not

The AI Skills Hub has been assessed against the WCAG 2.2 AA success criteria and has been confirmed as fully compliant. Compliance can be considered achieved from March 2026.

While accessibility and WCAG interpretation can involve some degree of subjectivity, comprehensive work has been undertaken to ensure the AI Skills Hub meets WCAG 2.2 AA standards. This position has been validated and verified through internal audit.

2c) whether any disabled users were involved in testing, and if so, across which impairments (visual, cognitive, motor, hearing)

UKRI and Innovate UK do not hold any information within the scope of this part of your request.

To advise and assist, PwC have stated that the testing was conducted by experts with lived experience and first-hand reliance on said technologies.

2d) whether the site was tested with assistive technologies (screen readers, magnifiers, voice control), and if so, which ones

A testing model using both automated and manual testing was implemented using various automation tools in conjunction with assistive technologies. The website was reviewed using screen readers namely NVDA and JAWS, along with the Zoomtext magnifier as part of the fusion suite.

The testing was conducted by experts with lived experience and first-hand reliance on said technologies. Accessibility barriers, defects and bugs were reported back as part of a triage process as is common practice with many development/sprint cycle methodologies.

Question 3: Value for money and outcomes Public money was spent on the AI Skills Hub.

Please provide:

3a) the success measures, outcomes, or KPIs defined before launch, including learner uptake targets across the 4 target sectors (Agriculture and Food Processing, Construction, Creative Industries, and Transport, Logistics and Warehousing)

3b) performance against those measures from launch to the most recent available month (including total unique visitors, traffic sources, and any measure of meaningful engagement or onward action)

Please see the information requested in the attached document: FOI2026_00458 Annex 2 – KPI Breakdown.

Your rights

If you have any queries regarding our response please do let us know. If you are dissatisfied with the handling of your request, you have the right to ask for an internal review, explaining which elements of this decision you disagree with and why. Internal review requests should be submitted within 40 working days of the date of our response and should be addressed to:

Head of Information Governance

Email: foi@ukri.org

Please quote the reference number above in any future communications.

If you are still not content with the outcome of the internal review, you may apply to refer the matter to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the review procedure provided by UKRI. The Information Commissioner can be contacted at: www.ico.org.uk.

If you wish to raise a complaint regarding the service you have received or the conduct of any UKRI staff in relation to your request, please see [UKRI's complaints procedure](#).²

Yours sincerely,

Information Governance
Information Rights Team
UK Research and Innovation
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² <https://www.ukri.org/who-we-are/contact-us/make-a-complaint/#skipnav-target>