



[REDACTED]

18 June 2026

Dear [REDACTED]

Freedom of Information request: FOI2026/00387

Thank you for your Freedom of Information request received on the 30 April in which you requested the following:

Your request:

I am writing to request information under the Freedom of Information Act 2000 regarding the Government's AI Skills Hub (aiskillshub.org.uk)

Please provide the following information, covering the period from the launch of the AI Skills Hub to the most recent date for which figures are available:

1. *The total number of people who have registered for the AI Skills Hub.*
2. *The total number of people who have started at least one course, module or learning pathway through the AI Skills Hub.*
3. *The total number of people who have completed at least one course, module or learning pathway through the AI Skills Hub.*
4. *If available, a breakdown of registrations, course starts and course completions by month*
5. *Any website traffic figures held for the AI Skills Hub, such as
total visits or sessions;
unique users;
page views;
average session duration;
bounce rate;
monthly traffic figures;
most viewed pages.*
6. *Any internal dashboards, reports, briefings or summaries that discuss usage, uptake, engagement or completion rates for the AI Skills Hub. For the avoidance of doubt, I am seeking the most recent figures held by UKRI.*

Our response

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

1. *The total number of people who have registered for the AI Skills Hub.*

63,462 learners have registered for the AI Skills Hub.

2. *The total number of people who have started at least one course, module or learning pathway through the AI Skills Hub.*

39,739 users have created a personalised learning pathway. UKRI does not record when users start a course or module.

3. *The total number of people who have completed at least one course, module or learning pathway through the AI Skills Hub.*

UKRI does not track user course completion.

4. *If available, a breakdown of registrations, course starts and course completions by month*
UKRI does not record when users start a course or module.

Table 1 – Number of Registrations per Month.

Month	Number of Registrations
June 2025	301
July 2025	305
August 2025	123
September 2025	339
October 2025	483
November 2025	324
December 2025	219
January 2026	27,050
February 2026	21,644
March 2026	7,015
April 2026	5,100
Total	62,903

5. *Any website traffic figures held for the AI Skills Hub, such as*

- *total visits or sessions;*
- *unique users;*
- *page views;*
- *average session duration;*
- *bounce rate;*
- *monthly traffic figures;*
- *most viewed pages.*

Table 2 – Website Traffic Figures.

Query	Answer	Notes
Total visits or sessions	As of 6 th May 2026 1,011,559	This data is from January 2026 to 6 th May 2026. This data includes members and guest users.
Unique users	This data is not recorded, and therefore out of scope of FOI Legislation.	
Page views	As of 6 th May 2026 2,705,354	This data is from January 2026 to 6 th May 2026. This data includes members and guest users.
Average session duration	This data is not recorded, and therefore out of scope of FOI Legislation.	
Bounce rate	This data is not recorded, and therefore out of scope of FOI Legislation.	
Monthly traffic figures	This data is not recorded, and therefore out of scope of FOI Legislation.	
Most viewed pages	Course Catalogue: As of 6th May 2026 659,847 views since the launch of the AI skills Hub Landing page: As of 6th May 2026 230,393 views since the launch of the AI skills Hub As of 6th May 2026 the AI Skills Boost page has had 507,620 views from registered users since it was launched in January 2026.	These are not unique views and are based on activity from registered users of the Hub only. This data is from June 2025 to 6 th May 2026.

6. *Any internal dashboards, reports, briefings or summaries that discuss usage, uptake, engagement or completion rates for the AI Skills Hub.*

Innovate UK holds quarterly reports for the AI Skills Hub.

We have determined that the information you have requested falls under Section 41 of the FOIA, information provided in confidence, and section 43(2) of the FOIA, commercial interests. Further details on these exemptions are provided below.

Section 41 – information provided in confidence

The quarterly reports were provided to us by PricewaterhouseCoopers (PwC) in confidence as part of the ongoing project. Disclosure would constitute an actionable breach of confidence, as the information was supplied under a clear expectation that it would not be disclosed into the public domain.

Section 41 is an absolute exemption and therefore not subject to the public interest test.

Section 43 – commercial interests

We also believe that the information you have requested falls under the scope of Section 43(2) of the FOIA. This exemption is used where disclosure would likely result in a person's (an individual, a company the public authority itself or any other legal entities) commercial interests being prejudiced.

This is a qualified exemption, and a test was carried out to determine whether the public interest in maintaining the exemption outweighs public interest in disclosure.

Public interest in favour of disclosure

- There is a general public interest in the disclosure of this information to ensure transparency and openness of a public organisation.
- There is also a public interest in transparency in order to ensure the accountability of public organisations and how they spend public funding.
- It would be in the public interest to view the AI skills hub quarterly reports as public monies are used to fund this activity. As this is the case it is important that the programme has a positive impact and is beneficial to all parties involved. Seeing copies of these reports enables the public to independently assess the impact of the AI Skills Hub Project.

Public interest in favour of withholding the information

- These documents contain sensitive information like project timelines, risks, costs and current progress, and these factors have not been publicly disclosed, and there is a clear expectation of confidence given the commercial sensitivity.
- This industry area is a highly competitive field where any key approach or novelty may offer a key strategic advantage in the market. If we were to share these reports openly, we believe it may compromise a commercial advantage to a competitor and reduce the market position of PWC.
- We also considered the impact on UKRI if commercially sensitive information of companies we engage and work closely with were disclosed. We believe it would damage the trust in UKRI and likely impact our ability to carry out our role and manage our current and future investments.

Taking the above arguments into consideration, we reached the decision that the need for commercial confidentiality outweighs the public interest in disclosure, therefore the information is exempt from disclosure.

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](#)¹.

¹ <https://www.ukri.org/who-we-are/contact-us/make-a-complaint/#skipnav-target>

Yours sincerely,

[REDACTED]

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