

# Funding the Future

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One to watch for in next week's Budget and associated forecasts is the suggested impact of AI on employment rates in the UK.

The FT has [reported this morning](#) that:

*Law firm Clifford Chance is cutting about 10 per cent of its business services staff in London, pointing to increased use of artificial intelligence as one reason for the job losses.*

They added:

*Roughly 550 employees, in areas including finance, HR and IT, were told last month about plans to make some 50 jobs redundant and to bring in role changes for up to 35 others.*

And to contextualise this, they added:

*The elite firm, where partners earned an average of £2.1mn in the past financial year, told staff that greater use of AI and reduced demand for some business services meant that it needed to cut jobs.*

Let's be clear: we always knew law was an area where AI would have a significant impact, and I suspect many firms will be doing what Clifford Chance is. Other sectors will not be hit as badly. But to ignore this issue would be reckless on Rachel Reeves' part. But will she really address it? I am not betting on it.

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## AI: How to use it as a campaigner

We have produced a guide on how to use AI as a campaigner, for which we're already getting good feedback. It's available [as a free download here](#). **Take a look. We think you'll find it useful.**

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