directors of adass
adult social services
West Midlands

AI is knocking at the front door

Monday 27th January 2025

improvement
assurance
innovation
Sector led
Sector led
Sector led

Welcome to the Event

Our goals for today:

- To **show you how AI can enhance front door services** and how Councils have overcome the barriers to implementation, streamlining processes and improving outcomes for people receiving care and carers.

- To **engage in thoughtful discussion** on the ethical issues, risks and opportunities within AI in social care.

- To **provide real world examples**, success stories and share best practice for implementing AI in public services.

- **Encourage an engaging and insightful dialogue** on the responsible use of AI in social care.

Housekeeping

- We will be recording this event; the video will be made available after the webinar;
- Audience: Please switch **off** your microphone **and** video. Any comments or questions can be submitted via ‘Chat’;
- MST automatically records attendee details i.e. email address. We will use this to identify people who joined. This data will be deleted when no longer required;
- Please give your name and the organisation that you work for when you ask questions.

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Introduction to AI for Adult Social Care front door

Lizzie Edwards

Assistant Director: Service Delivery at Solihull Council

Chair of the West Midlands Regional ADASS Digital Network

Key areas where AI can support

- Enhance service delivery
- Streamline processes
- Improve outcomes for people and carers

What can AI do?

- **Streamline administrative tasks**, freeing up valuable time for both paid and unpaid carers to focus on personalised care.
- **Predictive analytics** can anticipate individual care and support needs, enabling proactive interventions and improving outcomes and the quality of care provided.
- **AI-powered virtual assistants and chatbots** can provide 24/7 support, offering immediate assistance and guidance to both people with care needs, family, carers and providers reducing administration burdens.

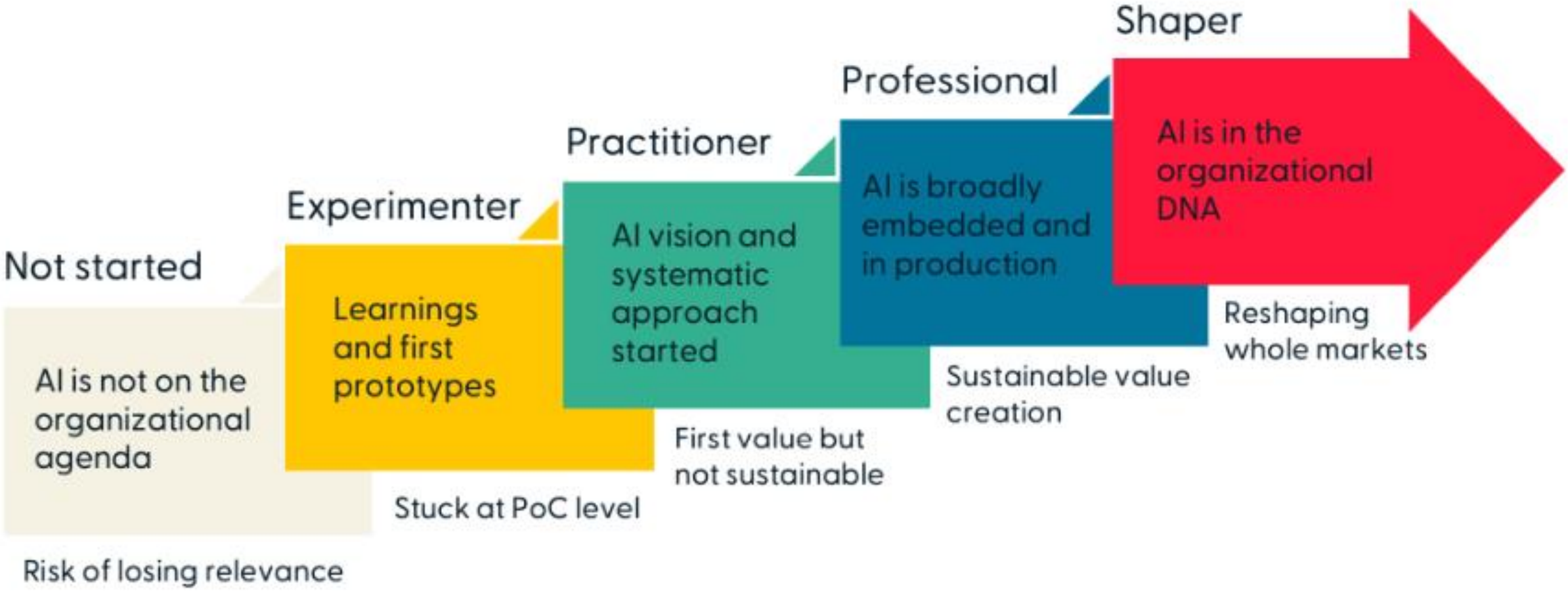
What can AI do cont....

- Enhance decision-making processes by **analysing vast amounts of data** to identify patterns and trends, ultimately leading to more effective and efficient care solutions. **Predictive analysis** on a wider scale.
- Create **personalised care plans** using AI algorithms ensuring more effective care.
- **Optimise resource allocation**, enhancing efficiency.

rethink partners

Benefits of AI for Social Care

January 2025



Do we have the data sets to drive AI?

Source: SwedenAI

Use cases

- Front door
- Self-directed support
- Prevention
- Assessment
- Administration, record keeping
- Risk management and prediction
- Data analytics and insight
- Independent living
- And much more……

Benefits

- Increased independence
- Choice and control
- Managing demand: prevent, reduce, delay
- Care Act outcomes
- Productivity and efficiency
- Data and insight

Technologies

- Generative AI
- Data analytics tools
- Modelling
- Predictive analysis
- Automation
- Chatbots
- Assisted living technologies
- Machine learning
- Voice to text

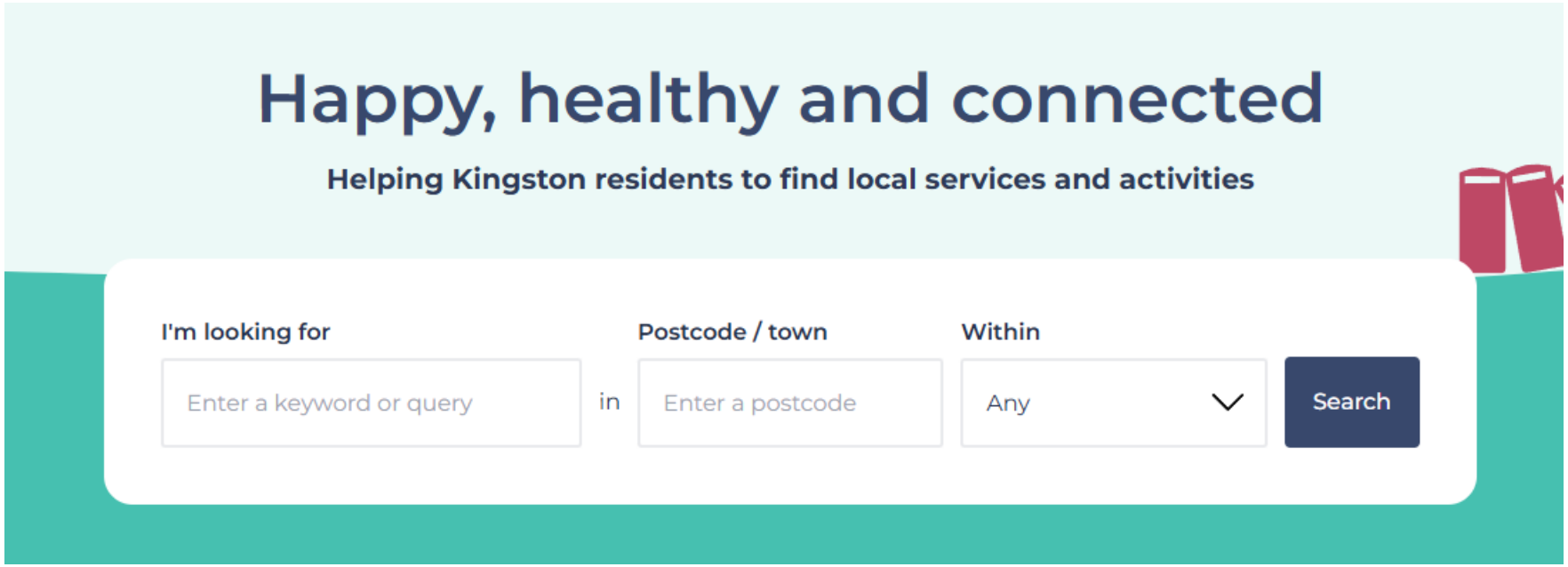
nobi

Safe and happy living

- Use case:
  - falls response and falls prevention
- Benefits:
  - Reduced harm, increased safety
  - Opportunity to learn from and prevent future falls
- Technology:
  - Machine learning?

Magic Notes

- Use case:
  - Social care assessment
- Benefits:
  - Reduces the time spent by social workers in producing assessments and onward care plans
  - Saves time, improves quality, increases connection
- Technology:
  - LLM



- Use case:
  - Social care front door
- Benefits:
  - People can self-serve: faster, no contact, personalised response
- Technology:
  - Is this AI?

Getting started

1. Identify your use case
2. Do your research
3. Identify benefits and how to track them
4. Technology selection
5. Start small, test and iterate
6. Change management
7. Evidence impact and learn lessons
8. Make the case for change and investment
9. Technology selection
10. Plan for scale

Clare Morris, CEO

clare@rethinkpartners.co.uk

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adult social services
West Midlands

AI for Adult Social Care

Edmund Willis, Programme Lead Adviser, Local Government Association

Local Government Association | Directors of adass adult social services | Partners in Care and Health

Types of artificial intelligence (AI) and the adult social care front door

Edmund Willis, Programme Lead Adviser, Partners in Care and Health

Local Government Association | Directors of adass adult social services | Partners in Care and Health

The Local Government Association and Association of Directors of Adult Social Services are **Partners in Care and Health (PCH)** working with well-respected organisations.

PCH helps councils to improve the way they deliver adult social care, and public health services and helps Government understand the challenges faced by the sector.

The programme is a trusted network for developing and sharing best practice, developing tools and techniques, providing support and building connections. It is funded by the Department of Health and Social Care and offered to councils without charge.

www.local.gov.uk/PCH

What is AI?

- AI systems follow the rules of an **algorithm**, or a method of data analysis called **machine learning**, to make predictions and decisions
- Types of AI:
  - Narrow AI = developed for one specific task, e.g. chess, vacuum cleaning
  - General Purpose AI = uses **lots of data** to perform a wide range of tasks, e.g. generating content, translating languages, answering queries, often built on **Large Language Models (LLMs)**
  - Artificial General Intelligence, AGI = computers achieving general intelligence and autonomy – we are not there yet!

AI at the front door of adult social care

- **Text analysis** to automatically sort, summarise and interpret incoming messages, reports and other complex text
- **Speech recognition** to transcribe calls and generate draft summaries or action points
- Manage, sort and analyse vast amounts of data, and identify patterns and trends as part of **predictive analytics**
- **Inform and suggest** care and support decisions and policies, while being mindful of appropriately keeping the '**human in the loop**'

These are just some high-level examples. For more and more detail, explore the NW ADASS AI Good Practice Guide and LGA's AI use cases.

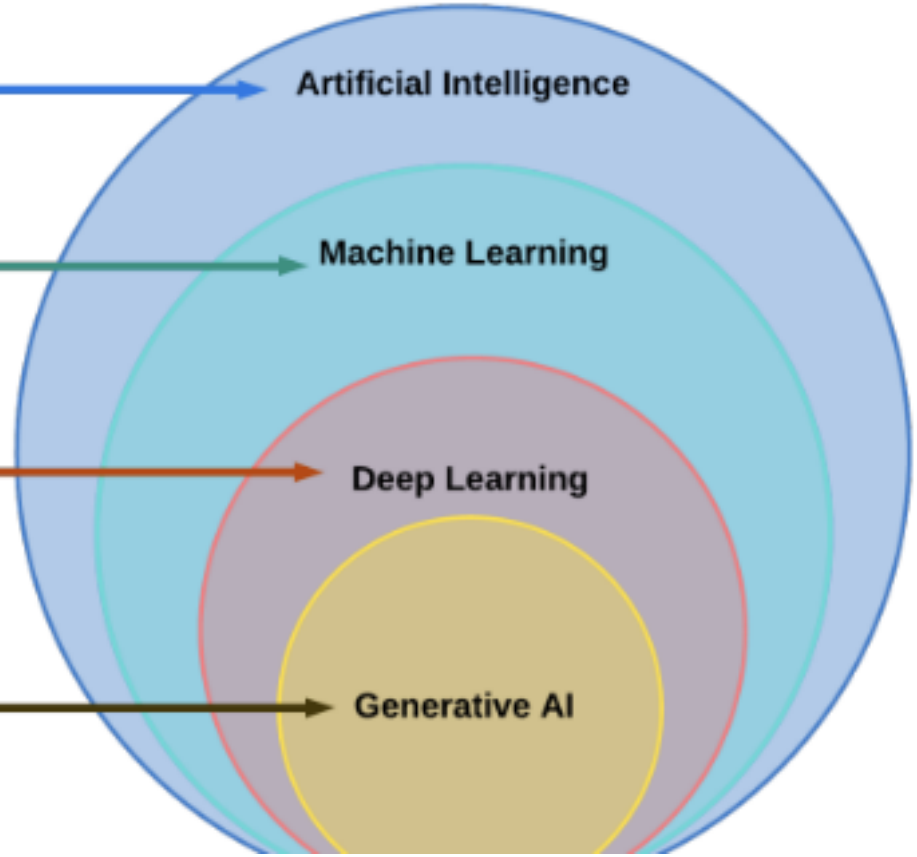
Local Government Association | Directors of adass adult social services | Partners in Care and Health

Artificial Intelligence
AI involves techniques that equip computers to emulate human behavior, enabling them to learn, make decisions, recognize patterns, and solve complex problems in a manner akin to human intelligence.

Machine Learning
ML is a subset of AI, uses advanced algorithms to detect patterns in large data sets, allowing machines to learn and adapt. ML algorithms use supervised or unsupervised learning methods.

Deep Learning
DL is a subset of ML which uses neural networks for in-depth data processing and analytical tasks. DL leverages multiple layers of artificial neural networks to extract high-level features from raw input data, simulating the way human brains perceive and understand the world.

Generative AI
Generative AI is a subset of DL models that generates content like text, images, or code based on provided input. Trained on vast data sets, these models detect patterns and create outputs without explicit instruction, using a mix of supervised and unsupervised learning.



3.1 High-level categories

The high-level uses of AI currently being used for Adult Social Care in the UK are depicted here in two lists: AI-specific use case themes in Adult Social Care and AI themes being used within Adult Social Care that are not specific to Adult Social Care and have wider use in the council.

Specific to Adult Social Care

- ASC Triage assessments
- Assisted living - devices
- Case Audits
- Prediction - falls
- Procurement - care workers passports
- Robotic Process Automation to update case notes
- Social Worker notes and case assessments
- Virtual wards

Not Specific to Adult Social Care, but used in Adult Social Care

- Audio to text
- Chatbots
- Creating own AI Models
- Creating Easy Read documents
- Data analytics
- Data management
- Ethics – particularly data protection on impact assessments
- Form population
- Front Door self-service for information and advice
- Prediction
- Sentiment analysis
- Staff efficiencies
- Staff productivity
- Text analysis
- Text summarisation
- Triage assessment
- Workflow processes

AI classifications and categories of ASC use

From [NW ADASS AI and Adult Social Care Report Oct 2024]

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Derby City Council and ICS.AI – the journey to AI

Dwayne Johnson, Chief Local Government Officer, ICS.AI

Andy Appleyard, Acting Director of Adult Social Care Services Derby

Derby City Council AI Transformation

Andrew Appleyard
Acting Director of Adult Social Care Services
Derby City Council

Dwayne Johnson
Chief Local Government Officer
ICS.AI

Derby City Council

ICS.AI

ICS.AI: LEADERS IN TRUSTED SECTORS CONVERSATIONAL AI

HIGHER EDUCATION

Durham University
NOTTINGHAM TRENT UNIVERSITY
UNIVERSITY OF LEEDS
The University of Nottingham
UNITED KINGDOM · CHINA · MALAYSIA
KING'S College LONDON
University of St Andrews
Imperial College London
UNIVERSITY OF WINCHESTER

B&FC BLACKPOOL AND THE FYLDE COLLEGE
MidKent College
NCL NEW COLLEGE LANARKSHIRE
Coleg y Cymoedd

HIGHER EDUCATION - UK No.1 AI Assistant vendor by market share

LOCAL GOVERNMENT

BOROUGH OF BROXBOURNE
Renfrewshire Council
East Sussex County Council
SOUTHAMPTON CITY COUNCIL
Telford & Wrekin COUNCIL
Cheshire West and Chester
Cheshire East Council
Lewes and Eastbourne Councils
Basingstoke and Deane
Nottingham City Council
SURREY COUNTY COUNCIL
Lincolnshire COUNTY COUNCIL Working for a better future
Lichfield district council
WELWYN HATFIELD
Derby City Council
Rotherham Metropolitan Borough Council
Haringey LONDON
BRISTOL CITY COUNCIL

LOCAL GOVERNMENT – UK No.1 AI Assistant vendor by market share

CENTRAL GOVERNMENT

ico. Information Commissioner's Office
CPS Crown Prosecution Service
Department for Business, Energy & Industrial Strategy
Skills Development Scotland

Selected by the ICO, the UK's AI regulator to handle 360,000 GDPR queries a year

HEALTH

NHS Hertfordshire Partnership University NHS Foundation Trust
NHS Health Education England
hcpc health & care professions council

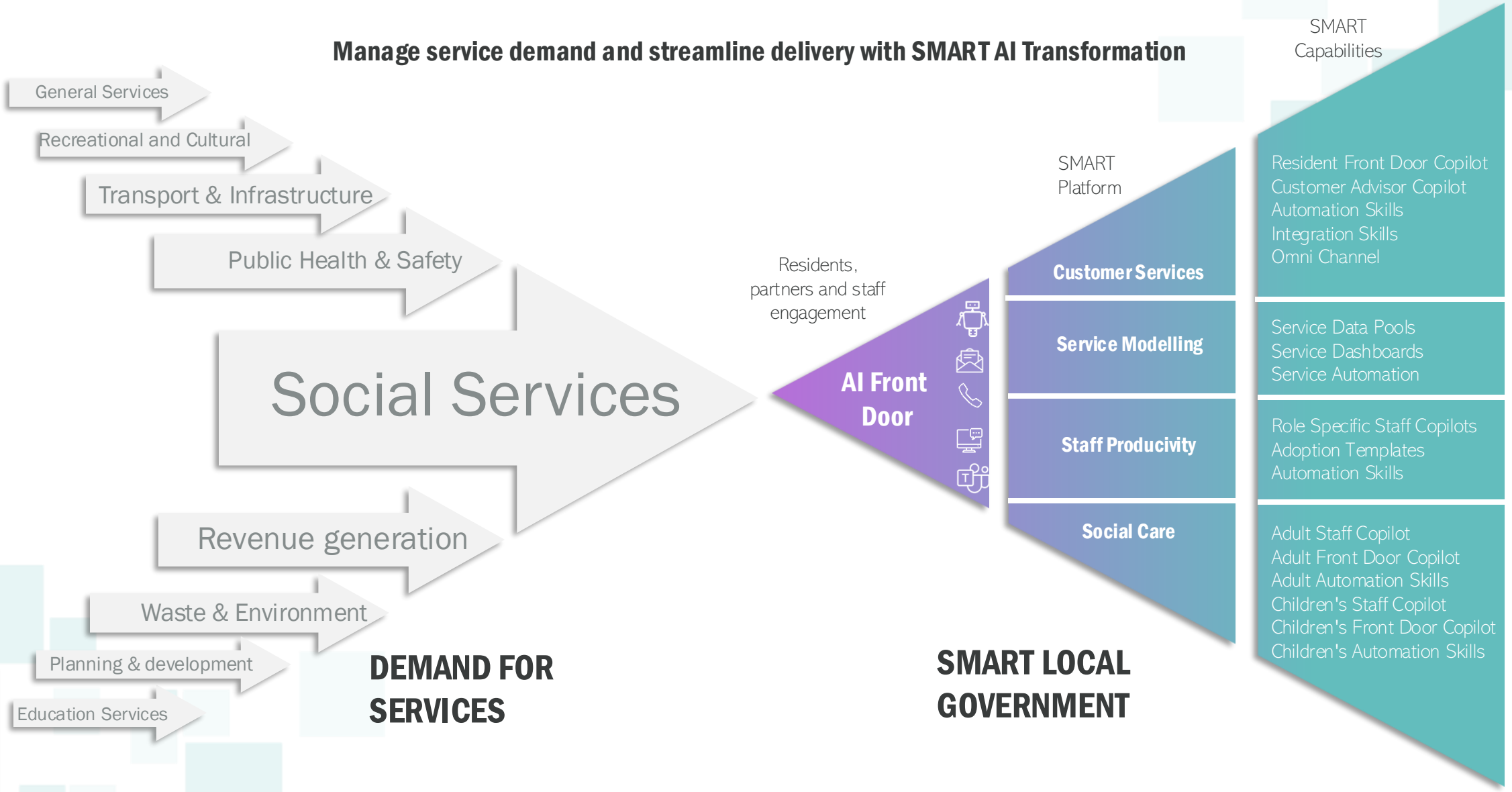
The UK's first Mental Health AI Assistant deployed by an NHS Trust

Our SMART: Conversational AI platform processes 3.9 MILLION self-serve requests annually

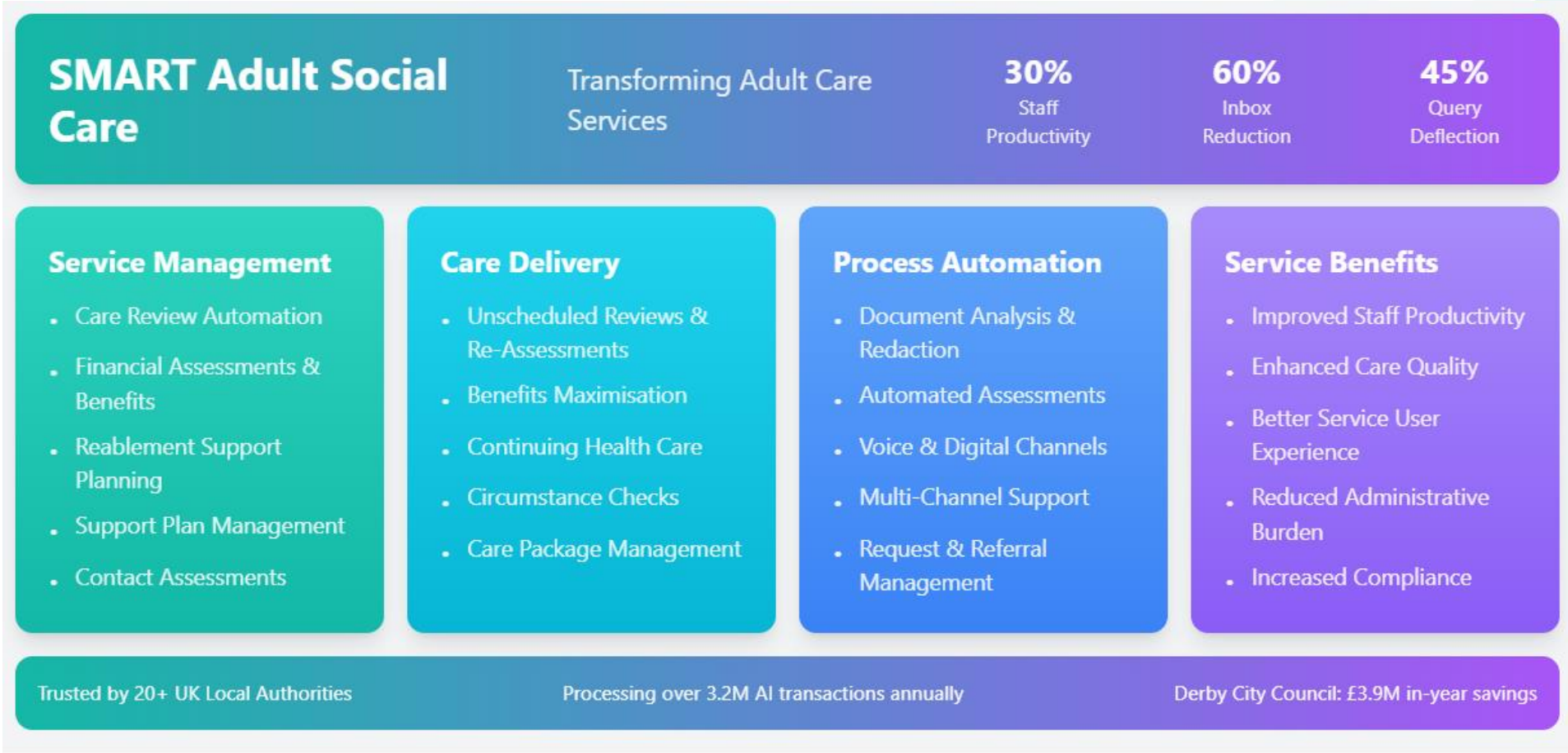
ICS.AI

AI TRANSFORMATION FOR LOCAL AUTHORITIES

Manage service demand and streamline delivery with SMART AI Transformation



SMART: ADULT SOCIAL CARE



SMART: NOTES – AI POWERED VOICE DOCUMENTATION

Find out more:
SMART: Notes Webinar

https://digl.ink/59er7bc

ICS.AI

Introducing Artificial Intelligence into Social Care

Andy Appleyard – Acting Director of Adult Social Care Services

Derby City Council

Derby AI Transformation Roadmap

AI Assistant

AI Assessment

Transformation Phase 1

Transformation Phase 2

Darcie & Ali Customer Service & Housing Digital Assistants

AL Transformation Assessment

Debt Management Dashboard & Chasing

Staff Copilot "Perrie"

Adult Social Care External Copilot

Customer Services Copilot Darcie V2

Phase 1 Go-Live

Revenue & Benefits AI Automations

Housing Copilot Ali V2

Children's Service SEND Copilot

Adult Social Care Internal Copilot

Derby City Council

Darcie and Ali - Benefits and Outcomes…

Derby City Council and Derby Homes partnered with ICS.AI in January 2023, launching Digital Helper, Darcie and Ali - becoming the first council in the UK to replace its main switchboard with phone-based AI Assistant proficient in Council services.

765K Phone Calls	81K Web Interactions	1.7m Questions Asked	44% Successful Deflection

Additional Outcomes:

- 40% reduction in customer service phone calls
- Facilitates access to over 40 different council services
- Continues to learn and improve using cutting-edge AI
- Significant savings to meet MTFP target while maintaining service levels
- Enabled additional saving opportunity in service adjustment and opening hours
- Release time to re-investment in complex calls and maintained legacy channels

Derby City Council

Why AI for Social Care?

Growing waiting lists

Increased demand

Increased complexity

Challenging financial backdrop

Derby City Council

What’s the goal?

Derby City Council

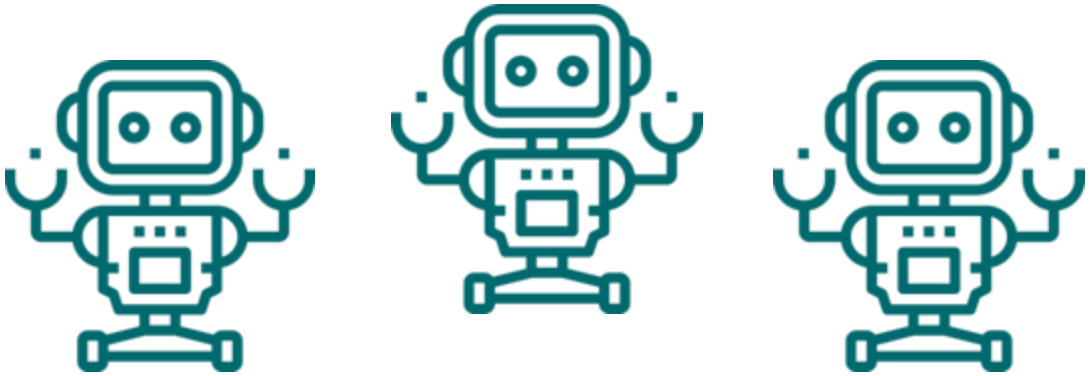
What are we developing now?

Generative AI Large Language Model

Ability to handle multilingual enquiries

Aid users with self-service Financial Assessments

Live Chat for web-based human-in-the-loop interactions



Handle & Process Contact Assessment Requests

Aid users with Benefits Maximisation

Handle & Process Unscheduled Review Requests

Handle & Process Safeguarding Notifications

Handle & Process Shared Lives Requests

Derby City Council

What is happening first?

AI Copilot to support with adults Care Act reviews.

- Will have the ability to make recommendations about care packages based on all the information we hold in LAS.
- Will create draft support plans which our Social Workers will review and amend to ensure they meet people's needs in the most effective way.
- Derby have brought in two specialist Occupational Therapy organisations to strengthen and update the information we have about people's needs. Their work will increase the number of people who are supported with equipment and TEC.

Derby City Council

What's next?

- AI will support us to triage safeguarding referrals instantaneously
- Make recommendations about the severity of the risk and allocate a rating
- Distinguish between safeguarding and quality concerns
- Constantly re-prioritise the order in which referrals should be actioned
- Identify themes and trends in referrals, highlighting emerging areas of risk for the city
- Highlight any spikes in activity

We don’t just work in black and white…

AI is not taking over!

Derby City Council

Darcie and Ali Evolution...

Single-turn conversation (does not remember what you last asked)	→	Multi-turn conversation (has a short-term memory)
Limited synonym capability	→	Recognises wide range of synonyms
Request length limited (approx 20 words)	→	Can receive long and complex requests
Knowledge responses are fixed	→	Knowledge responses are dynamic
Response accuracy is to nearest intent	→	High response accuracy bespoke to the individual question
No User frustration detection	→	User frustration detection
Limited Colloquialism Recognition	→	Recognises wide rage of regional language

GOVERNMENT AI ACTION PLAN

THANK YOU

Andrew Appleyard
Acting Director of Adult Social Care Services
Derby City Council

Dwayne Johnson
Chief Local Government Officer
ICS.AI

Derby City Council

ICS.AI

directors of adass
adult social services
West Midlands

Beebot AI and Halton Borough Council – The journey from Children's to Adults

Andrew Orme, Head of solutions, Beebot and Adam Hindhaugh, Early Help Transformation Lead, Halton Borough Council

AI for Adult Social Care Front Door
The Journey from Children's to Adults

Andrew Orme
Head of Solutions
Beebot AI Ltd
andrew.orme@beebotai.com

Adam Hindhaugh
Early Help Transformation Lead – Family Hubs Programme
Halton Borough Council
adam.hindhaugh@halton.gov.uk

Crown Commercial Service Supplier

ISO / IEC 27001
Certificate No. ISM7799360

CYBER ESSENTIALS CERTIFIED

WCAG 2.1 AA Compliant
EQUALWEB

NHS England

BEEBOT AI

Enhancing human experiences with services or technology

Transforming and Enhancing Council Operations

Crown Commercial Service Supplier

ISO / IEC 27001
Certificate No. ISM7799360

CYBER ESSENTIALS CERTIFIED

WEB CONTENT ACCESSIBILITY GUIDELINES WCAG 2.1 AA Compliant EQUALWEB

NHS Digital

BEEBOT AI

Intelligent Automation Platform

Enhancing human experiences with technology and services

Web / Mobile App Interface

- Improved user experience
- Increased accessibility
- Improved discoverability

Artificial Intelligence

- Improved customer engagement
- Increased efficiency
- Personalisation
- 24/7 availability
- Data collection and analysis

Robotic Process Automation

- Increased efficiency
- Improved accuracy
- Cost savings
- Improved compliance
- Faster processing times
- Improve customer satisfaction
- Reducing costs and processing times

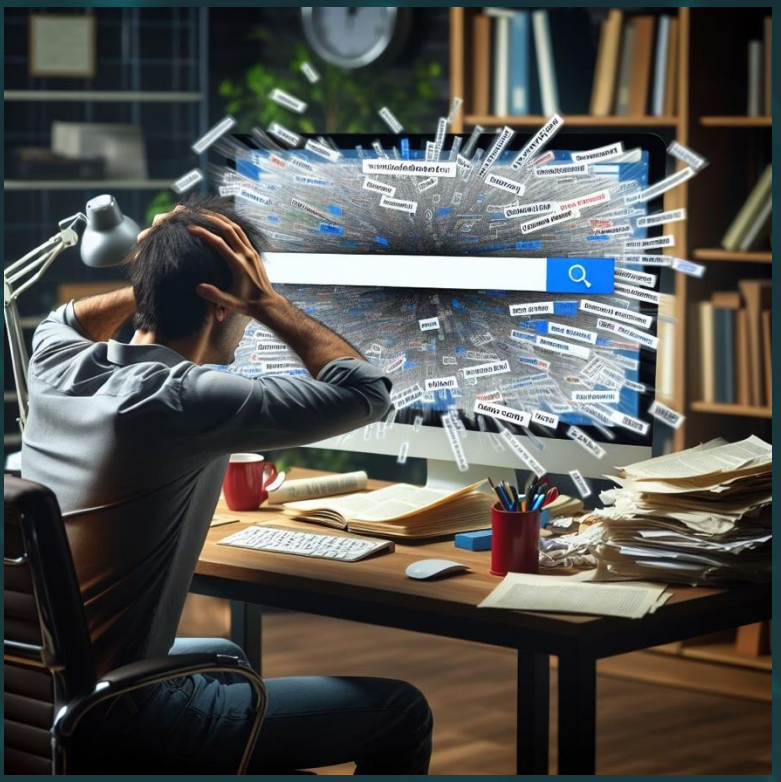
AI Analytics

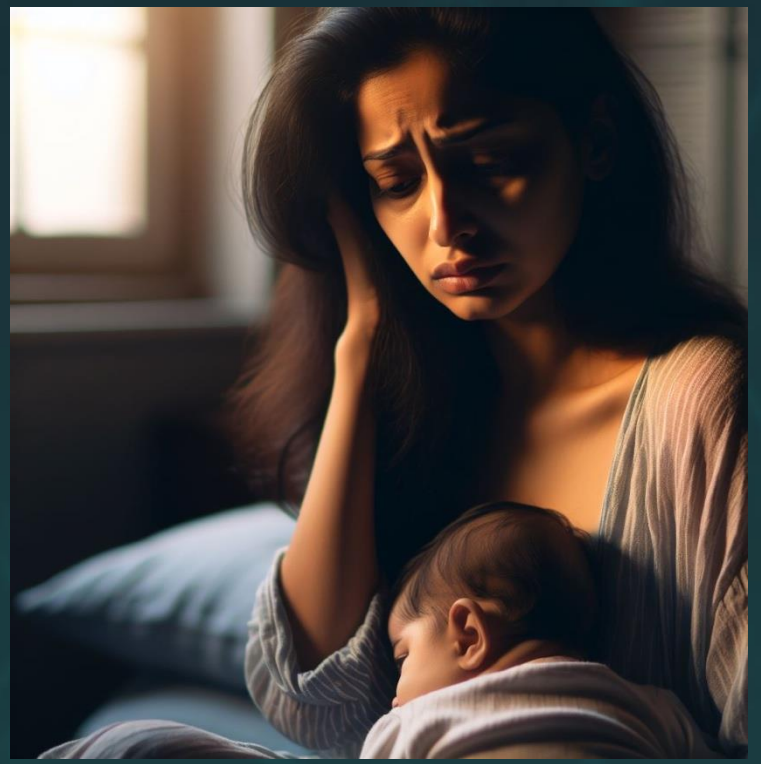
- Improved insights
- Faster decision-making
- AI-driven analytics
- Increased efficiency
- Improved accuracy
- Cost savings
- Personalisation

SAVE → **SCALE** → **ENHANCE**

BEEBOT AI

The Challenge



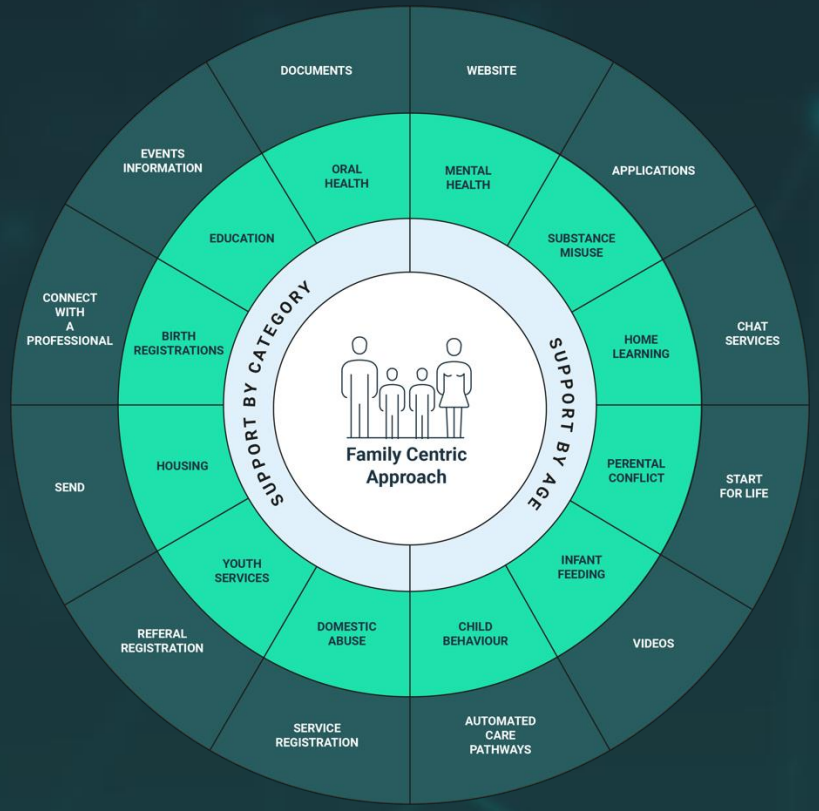


BEEBOT AI

Building a Family Hubs Eco System

Simple User Journeys for Families & Professionals

- Consolidating all your experiences into one place
- Integrating existing information from web/apps/partners and services to drive one experience
- Enabling support and comms to your support workflows to reduce confusion and signpost to relevant advice
- Enabling multi-media content to improve the experience
- Ultimately provide families and the workforce with the ability to self-service their own support 24/7 365
- Enabling Digital workflows that connect information, support and partners to support the community



Consolidate | **Assist** | **Signpost** | **Engage**

BEEBOT AI

A Digital Ecosystem For Local Government

AI

Personalised Experience
Live chat
Mobile app
Secure bot content
NHS Content Integration
API's
Automations
Voice search
Intelligent search
Modern UI/UX
Conversational AI
Automated Care Pathways
Booking System

Strategies

Customer/Resident Experience
Channel Shift
Digital, Technology and Innovation
Early Intervention and Improved Life Chances
SEND Transformation
Medium Term Financial Strategy

One system
One place
One experience

BEEBOT AI

Transforming Councils with AI & Automation

Channel Shift

Enabling councils to enhance customer experience and transition communication channels to be automated

Waiting Well

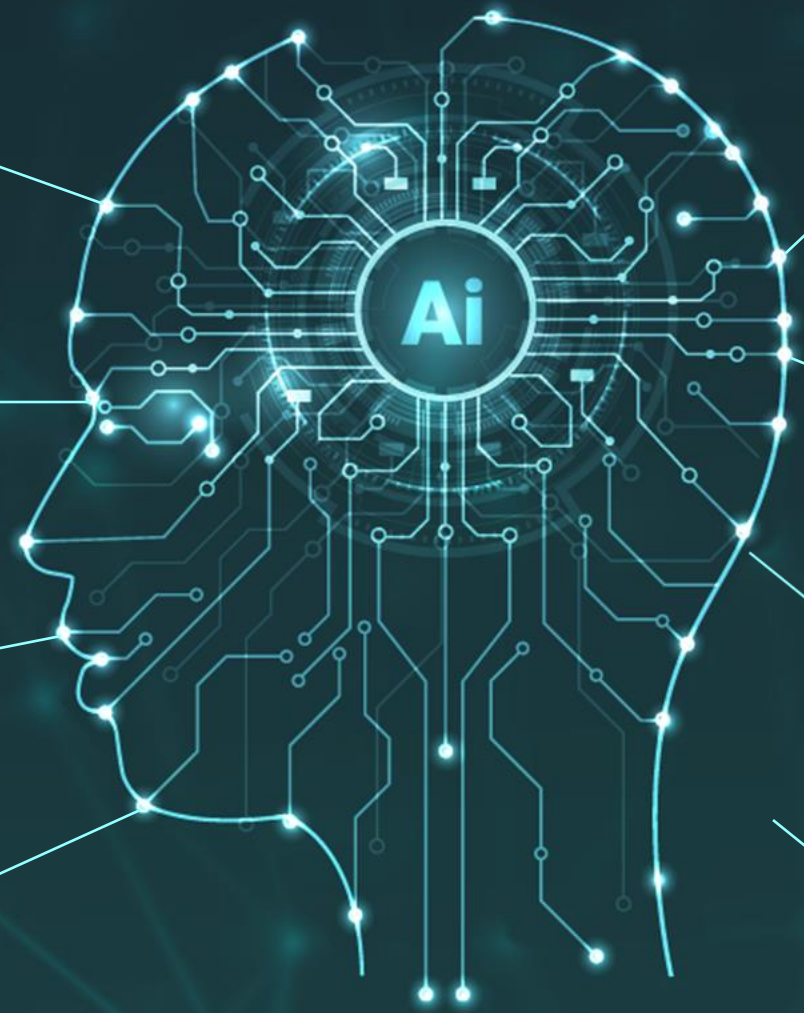
Supporting citizens along their journey to services and enabling self-help though digital sequences

Digital Front Doors

Delivering interactive digital experiences that modernize your digital front door and captivate your audience

Automate Admin

Removing costly administration with automation to drive efficiency



Workforce Enablement

Maximize workforce productivity to increase outcome for citizens

Early Intervention

Utilise modern assessment tools to reduce admin and intervene early to see a decline in downstream costs

Customer Experience

Deliver citizens experiences that build confidence and simplify transactions for citizens while reducing cost

Council Revenue Generation

Partnering with Local Government clients to explore revenue generation opportunities/ethical debt collection

BEEBOT AI

Impact - Halton Analytics overall from June – January 2025

USERS

8.94 k

SESSIONS

17 k

INSTALLED APP USERS

677

PAGE VIEWS

136 k

Notifications

1,354

BEEBOT AI

Adult Social Care
Areas under development/being explored

- Demand Management – review the demand and types of content and assess options for use of a digital front door that can offer improved access to information and proactively push relevant information to citizens / signpost automatically to reduce demand in front door.

- Review process for ASC revenue collection and identify areas for possible automated workflows and AI opportunities.

- Identify opportunities for a potential internal knowledge base that could be accessed via an intelligent chatbot, workflow to speed up staff responses and reduce the volume of internal staff contact queries.

- Annual Reviews – assess ‘as is’ process and explore options for self-referrals supported by bot workflows aligned to AI based checks and validation against set criterial and triggers.

- Review Financial Assessment process and identify areas which require high levels of staff work which could benefit from digitalisation with intelligent workflows, automation and Ai. Particular focus on ‘routine’ / manual processes such as: advising, chasing, uploading, validating, signposting and wasted effort.

- Assistive technology – assess current offer and identify opportunities for digital improvement and engagement. Example: scope for a ‘virtual house’ that offers residents with an easy understanding of different types of technology that could help in specific areas; that links to a portal for purchase or ordering of items.

BEEBOT AI

Adult Social Care
Areas under development/being explored

- Review the informal community carers area and identify how this can be integrated to help leverage the involvement and capacity of the voluntary community.
- Review the approach for citizens to access Therapy Services products and options to create a digital front door to enable residents to purchase products.
- Review out of hours services to identify if robotics can be used to automatically sign post residents to the right help at the right time.
- Review process for ASC direct payments and identify areas for possible automated workflows and AI opportunities.
- Assess opportunities for use of Intelligent Booking engine to ease demand and manual processes associated with areas such as booking, medications, equipment collections, home care visits.
- Self Referrals – assess ‘as is’ process for a number of pain points and explore options for self-referrals supported by bot workflows aligned to AI based checks and validation against set criterial and triggers.

BEEBOT AI

Our Partnerships

AI Driven Solutions Public Sector

Camden

Greenwich Council

Ealing
www.ealing.gov.uk

London Borough of Harrow

London Borough of Hounslow

London Borough of Merton

Doncaster Metropolitan Borough Council

Burnley Borough Council

London Borough of Bexley
Trusted by Bexley residents

Enfield Council

Conwy
Cyngor Bwrdeistref Sirol
County Borough Council

Swale Borough Council

39+ UK Councils

Family Hubs / FIS / SEND Public Sector

Gloucestershire County Council

Coventry City Council

London Borough of Redbridge

Luton Family Hubs

North Lincolnshire Council

Halton Borough Council

Sefton Council

Knowsley Council

North Northamptonshire Council

26+ UK Councils

Private Sector

nationwide

EH

Magna Housing

HARE

GRAY HEALTHCARE

Berkeley Homes

Agria Pet Insurance

Together Trust

Kraken Seattle

Kingspan

THEHUTGROUP

Comfort break

directors of adass
adult social services
West Midlands

Presentations Q&A

directors of adass
adult social services
West Midlands

Panel session – Ethical issues, risks and opportunities around AI

directors of adass
adult social services
West Midlands

Session roundup

Lizzie Edwards

Assistant Director: Service Delivery at Solihull Council

Chair of the West Midlands Regional ADASS Digital Network