Agenda

- **Welcome and housekeeping**

- **Martyn Wallace -** *Collaborative approaches to AI in Social*

- **Daniel Casson, Dr. Caroline Green & Katie Thorn -***The responsible use of generative AI in Social Care*

- **Alyson Vale -** *Generative AI: Use cases from practice*

- **Stuart Till -** *Magic Notes: An AI assessment solution for the care sector*

- **Q & A**

- **Closing and additional resources**

- **Evaluation**
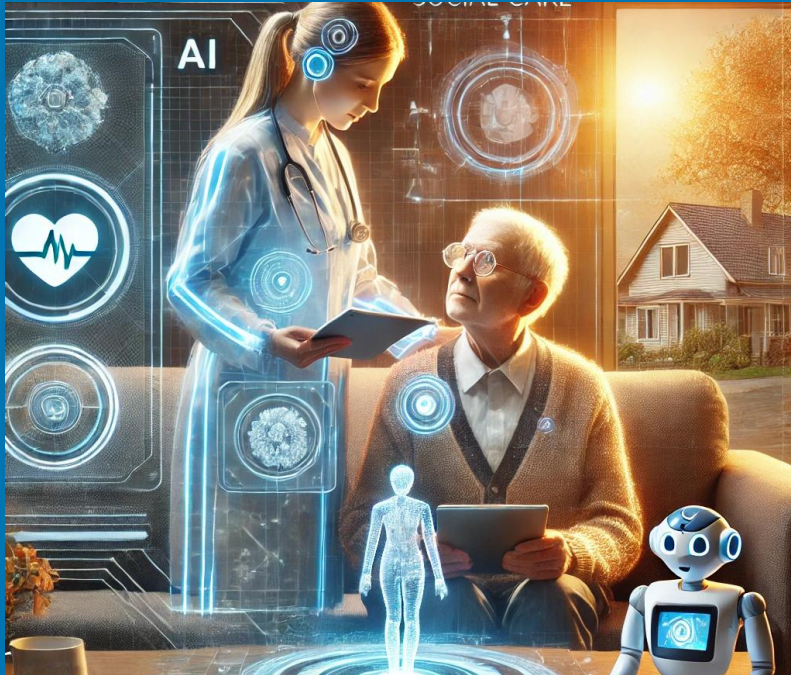
The Rise of AI in Local Government & Care
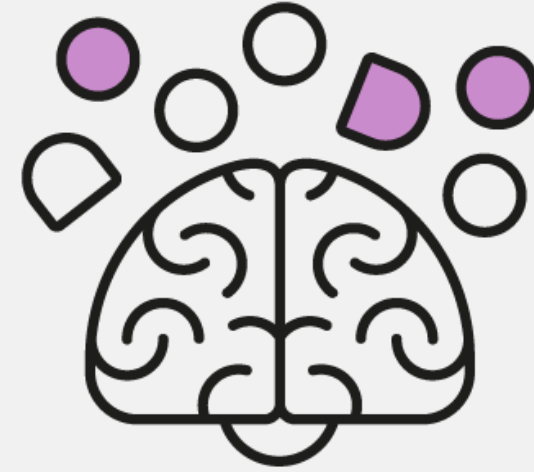
Martyn Wallace
Chief Digital Officer – Scottish Local Government

Digital Office

Slide 1 of 576

COUNCIL OF THE FUTURE

WHY IS AI IMPORTANT TO LOCAL GOVERNMENT?

Enabling Operational Effectiveness

AI can provide Councils with opportunities to automate repetitive (even complex) business processes and tasks, freeing up staff for more valuable and citizen-facing tasks.

By automating tasks and being able to process complex data structures, AI also provides a means to improve compliance and reduce risk.

.

Improve the Customer Experience

Not only can AI-based chat bots enhance the customer experience and reduce transactions costs, but it can help to triage applications, requests, or could help to analyse incidents and problems.

Using AI within the customer experience has the potential improve the customer experience and reduce costs.
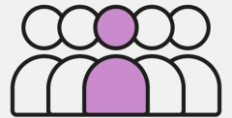
Improve Outcomes for Communities

AI's ability to process large volumes of structured and unstructured data, learn, discover, and understand trends has the potential to: -
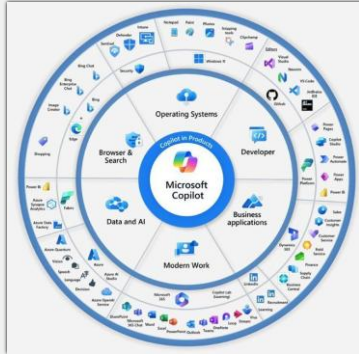1. improve policy and planning decision-making
2. enable services to become more targeted and preventative,

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How do we approach this challenge?

Future Predictions of AI in the workplace

PHASE 1
Productivity Applications

PHASE 2
Line of Business Applications

Verify	Person	Location
Create	Update	Cancel
Book	Notify	Schedule
View	Proof	Pay

PHASE 3
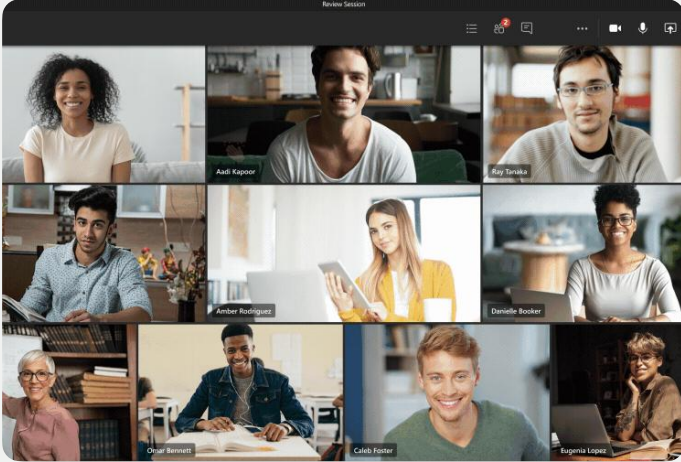### Build your own AI

Business Case, Skills, Ethics Governance

Easier

Harder

PRACTICAL EXAMPLES

EXAMPLES OF HOW AI CAN ENABLE OPERATIONAL EFFECTIVENESS

Administration: Meeting Notes

Post-COVID, many Councils ha e adopted flexible working with staff spending large amounts of time on video calls. Councils are beginning to introduce AI (e,g. Microsoft Co-Pilot) to transcribe meetings and prepare meeting notes. Improving the accuracy, and improving productivity.

Case Management: Creating Accurate Case Notes

Capturing Social Care case notes can from conversations or written notes can be time-consuming and error prone. Bradford Council has used AI to transcribe and summarise conversations and convert handwriting to text.

Compliance: Freedom of Information Requests and GDPR Subject Access Requests

AI's information retrieval capabilities provides opportunities to reduce the cost of processing FOI and SARs, and improving compliance with these legislative requirements. Ai tools can also be used to test new policies and ways of working against legislation.

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# EXAMPLES OF HOW AI CAN IMPROVE THE CUSTOMER EXPERIENCE

Customer Service: Chat Bots

A number of Councils in England have introduced chat bots to process requests relating to services such as planning, waste and recycling, revenues and benefits, roads e.g Aberdeen City Council's "AB1" is multilingual including local dialect "Doric"

Customer Service: Automatic Entitlement

AI provides opportunities to better match records and to analyse needs of individuals. It has the potential to better enable automatic entitlement for grants and benefits, building upon child poverty work underway in Scotland.
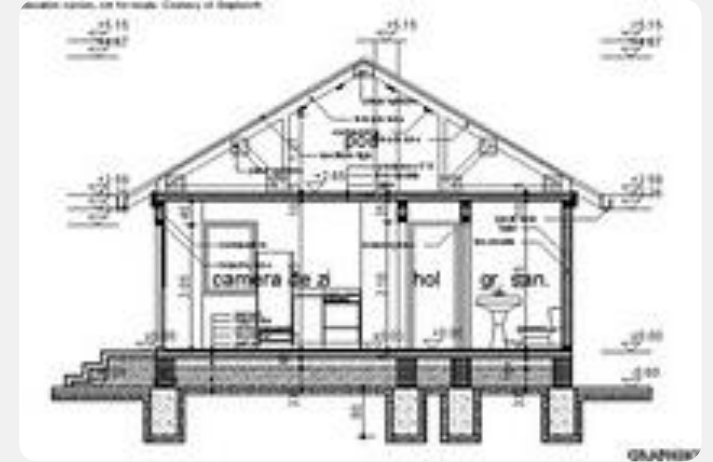
Customer Service: Application Validation

Trials have been undertaken with Councils in England to use AI to verify text and diagrams to verify that planning applications are valid, reducing the administration burden on planners and providing customers with faster responses.

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EXAMPLES OF HOW AI CAN IMPROVE OUTCOMES

Social Care: Early Intervention

The Glasgow Alcohol and Drugs Analysis have used data to research the interactions with the public sector for people who have died from drug and alcohol addiction. The research has identified indicators of risk of drug or alcohol death. Work is now underway to research how this could be used for prevention.
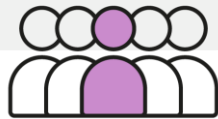

Social Housing: Property Maintenance

Councils and Housing Associations are beginning to invest in IoT sensors that can monitor temperature, humidity, moisture and damp in social housing to improve property maintenance. AI provides the ability for maintenance to become preventative
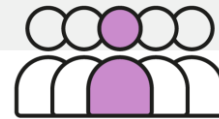
Social Care: Telecare

Councils and Housing Associations across Scotland are migrating telecare to from analogue to digital. Some Councils are beginning to integrate Telecare with personal assistances such as Alexa to support independence. AI provides further opportunities for Preventative care.
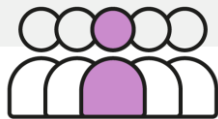
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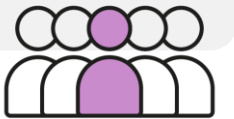
EXAMPLES OF HOW AI CAN IMPROVE OUTCOMES

Economic Development: Monitoring the impact of capital investments

Glasgow City Council are using AI-based object detection to count people walking and cycling, and vehicles using its CCTV network to measure the impact of the City Deal Avenues programme.

Open Government: Understanding to the views of Communities

Analysing consultations to accurately capture the views expressed can be complicated and sometimes expensive. COSLA has worked with the Turing Institute to use AI to analyse engagement on The Open Government Consul Platform.

Tourism: Visitor Management

Perth and Kinross Council, Stirling Council and Loch Lomond and the Trossachs National Park are using real-time data from IoT sensors and AI to predict how business rural and remote locations will be to better equip visitor management staff, and to influence visitors' plans

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However, we have some challenges to overcome

AI is a tool and not a magic wand. We still need to look at what the actual problem we want to solve, our current process and data we have available for the best outcomes

"Human by default , Digital and Data by design" – Martyn Wallace Digital innovation, enabled by the Internet of Things and Artificial

We need to remember that our sector exists to serve people. Adoption of these technologies is a matter of Human Rights.

How do we..

involve people in the design of AI solution?

Be transparent in our use of AI?

build trust and confidence?

comply with our Equalities Duties?

comply with Data Protection?

be ethical?

Support staff to be confident in the use of AI to enrich their work, not replace it?

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DIGITAL OFFICE – "AI RIGHT" 2025

Connect
with us.

in. Digital Office Scottish Local Government

@DigitalOfficeLG

The Oxford Project: The Responsible Use of Generative AI in Care

Digital Care Hub – who are we?

Run by social care providers, for social care providers.

- A sector led community interest company _representing care providers of adults with physical, sensory or learning disabilities, people with mental ill-health, and older people

- Working in partnership with providers, representative bodies, and statutory bodies to support the digital journey of adult social care providers in England.
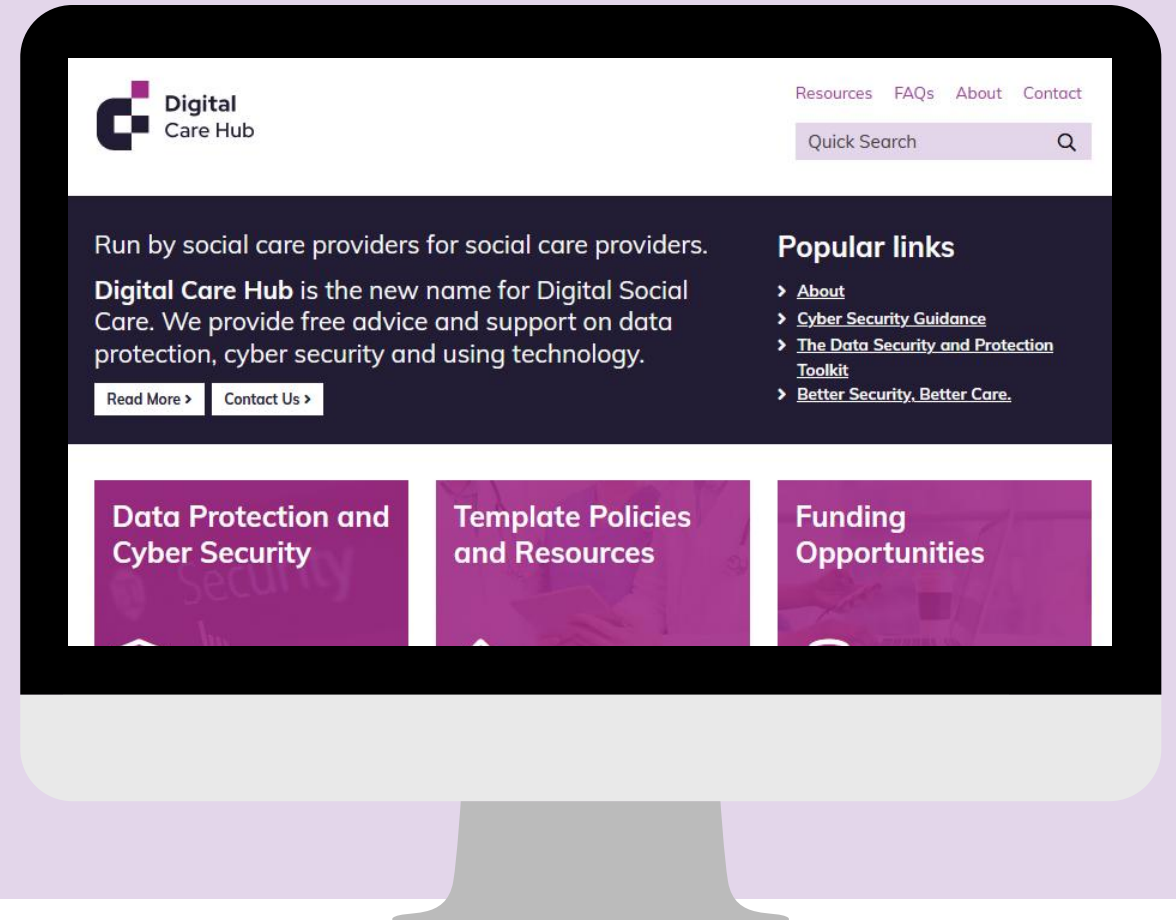
Institute for Ethics in AI – who are we?

- The Institute for Ethics in AI brings together world-leading philosophers and other experts in the humanities with the technical developers and users of AI in academia, business and government.

- The ethics and governance of AI is an exceptionally vibrant area of research at the University of Oxford and the Institute is an opportunity to take a bold leap forward from this platform.

Research themes

AI and Democracy	AI and Human Rights	AI and the Environment
AI and Governance	AI and Human Well-Being	AI and Society

Casson Consulting – who are we?

- Casson Consulting exists to highlight the work of innovators social care and to encourage greater innovation to change models of care.

- It brings together thought leaders, influencers, care professional, people with lived experience, tech developers, care workers and statutory authorities.

- Its driving principles are:

  - Social care exists to help people live as independently as possible according to their own situation.

  - The best way to predict the future is to create it.

  - We haven't come this far, just to come this far.

Casson Consulting
Encouraging innovation in social care

Encouraging Innovation to change care models
Working to change the reality of care with:

- tech companies
- care providers
- care proessionals
- advisors & influencers in care

Digital
Care Hub

INSTITUTE FOR
Ethics in AI
OXFORD

Casson Consulting
Encouraging innovation in social care

Oxford Project on the Responsible use of Generative AI in Social Care

- Institute of Ethics in AI, Oxford University, Casson Consulting and Digital Care Hub

- Co-production across:

  - People with lived experience

  - Care workers

  - Care providers

  - Commissioners

  - Technology Industry

"The 'responsible use of (generative) AI in social care' means that the use of AI systems in the care or related to the care of people supports and does not undermine, harm or unfairly breach fundamental values of care, including human rights, independence, choice and control, dignity, equality and wellbeing."

What is co-production?

"When co-production works best, people who use services and carers are valued by organisations as equal partners, can share power and have influence over decisions made.

Decisions are made together, so everybody has a real say in what happens. For co-production to be done well, all of the work is done together from start to finish."

- Think Local Act Personal, "What is Co-Production".

Ethical principles for the use of AI in social care

- **Truth**   Transparency, Validity, Explicit
- **Transparency**   Honesty, Justification, Explainability
- **Equity**   Fairness, Non-discrimination, Human Rights, Inclusivity
- **Trust**   Privacy, Accountability
- **Accessibility**   Non-discrimination, Equality
- **Humanity**   Freedom, Person-led, Empathy, Human Oversight
- **Responsiveness** Review, Assessment, Evaluation

[Ethical principles for the use of AI in social care contexts - Digital Care Hub](#)

Co-produced AI guidance

Domain	As people who draw on care and support	As people who work in social care	As providers of care	As technology providers
Improving care and support	"I am confident that the technologies used in my care and support, are designed to enhance and improve my care, and to prioritise my well-being."	"I am confident that the technologies I am asked to use in my work help to improve outcomes for the people I support." "I have access to technologies that support me to do my work and which improve my experience at work."	"We plan the use of technologies with the well-being of people who draw on care and support as our priority." "We use technologies to enhance the care and support we offer. Our goal is better care and support." "We ensure the technologies we use are suitable, safe and effective for the purposes for which we use them." "We consider the impact of the technologies we use on the people who work in our services." "We judge the effectiveness of the technologies we use in terms of outcomes for people who draw on care and support."	"We develop technologies with a focus on the well-being of our users. We are motivated by delivering better care and support for people who draw on it." "We ensure our technologies are effective, and safe, for the purposes they were created."

digitalcarehub.co.uk

hello@digitalcarehub.co.uk

Co-produced AI guidance

Across 12 domains:

- Improved care and support
- Choice and control
- Accessibility
- Training
- Data privacy
- Transparency
- Accountability

- Human contact and connection
- Addressing bias and avoiding discrimination
- Continuous improvement
- Co-production
- Sustainable technologies

https://www.digitalcarehub.co.uk/AIGuidance

A collaborative call to action (1)

1. Everyone – to use the "I" and "We" statements set out in our guidance, to guide the use of Generative AI in social care.

2. Everyone working on Generative AI in social care – to continue to work collaboratively on key issues.

3. UK governments to work with the UK's regulators to develop appropriate regulatory and accountability structures to govern the use of Generative AI (and other AI technologies) in social care.

https://www.digitalcarehub.co.uk/aicalltoaction

A collaborative call to action (2)

4. UK governments to take a lead in developing and maturing the infrastructure for innovation and entrepreneurship in social care, in partnership with other key stakeholders including local authorities.

5. UK governments to take a lead in developing and nurturing new business models in the social care technology field, in partnership with other key bodies including local authorities.

6. The Department of Health and Social Care to ensure that it's promised National Standards around the use of technology in social care are ethically informed and aligned with existing legal frameworks, including human rights and equality law, and the wellbeing principle established in the Care Act 2014.

https://www.digitalcarehub.co.uk/aicalltoaction

The Care Workers Statement

Karolina Gerlich, CEO, The Care Workers' Charity, says:
"Care is fundamentally a person-centered activity, and AI should never be seen as a replacement for care workers.
However, AI has the potential to play a supportive role, freeing up time for carers to focus on meaningful interactions with those they care for."

Careworkers-guidance-and-statement-of-expectations-on-the-responsible-use-of-AI-and-particularly-generative-AI-in-adult-social-care.pdf

Digital Care Hub

INSTITUTE FOR
Ethics in AI
OXFORD

Casson Consulting
Encouraging innovation in social care

The Care Workers Statement

- **Expectations** *towards employers*
- **Expectations** *towards developers*
- **Expectations** *towards local authorities and policy makers*
- **Expectations** *towards the regulators of the nations*
- **Guidance for peers before starting to use generative AI in your work place**

The Tech Suppliers Pledge

1. **Ethical innovation:**
2. **Responsible use of data and to promoting its responsible use in our software**
3. **Inclusivity and diversity**
4. **Transparency**
5. **Continuous Learning and Improvement**
6. **Collaboration**
7. **Accountability**
8. **Responsible development**

The Future:
The AI In Social Care Alliance

Thank you & Questions?

Katie Thorn, Digital Care Hub

katie@digitalcarehub.co.uk

Caroline Green, The Institute for Ethics in AI

caroline.green@philosophy.ox.ac.uk

Daniel Casson, Casson Consulting

daniel@cassonconsulting.com

How We Use AI in Practice at Abbotsford Care

Alyson Vale & Steven Morris

Visit Our Website

www.abbotsford-care.co.uk

Our use of AI...

We believe :

- **Technology should amplify human compassion**
- **AI helps us communicate, create, grow — not replace care**
- **We stay true to our mission - AI should help us not replace us**

We created a policy to support use of generative AI in the workplace.

AI helps us care more deeply, not more distantly we are not in the robot game

ChatGPT:
Creativity & Communication
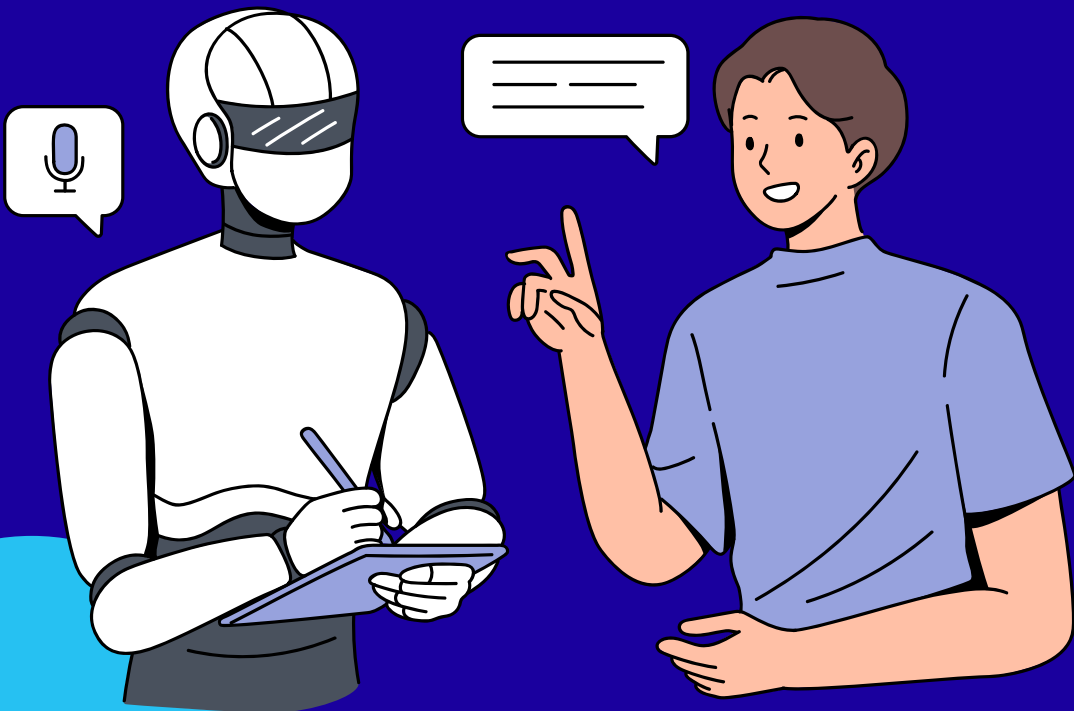
- Internal communication: newsletters, updates
- Creative support: workshops, team training
- External communication: family updates, social media

Making invisible work visible, and ideas tangible.

ChatGPT: How we use it

Using AI creatively, we launched a week-long challenge across our care homes focused on Hydration and Nutrition it was fun, engaging reminders to boost fluid intake. Themed days promoting healthy, enjoyable meals with other activities to support understanding and wellbeing

AI Tools Helped Us:

- Generate daily challenges and activity ideas
- Create engaging communication materials
- Personalise activities for different homes and resident groups

The Impact:

- Improved resident hydration tracking
- Increased resident engagement and wellbeing
- Strengthened staff confidence in promoting nutrition creatively

✨ "Seeing residents light up and feel part of something bigger was a real reward. It wasn't just about fluids — it was about community, creativity, and care."

ChatGPT: Nourish & Flourish Week

Prompting = How We "Talk" to AI

At Abbotsford Care, we use prompting to:

- Spark creative ideas
- Draft communications faster
- Reflect on practice and leadership
- Explore better ways to engage people

Good prompts lead to meaningful, human-centered outcomes.

Prompting helps us stay:

- Curious: Asking new questions
- Creative: Seeing new possibilities
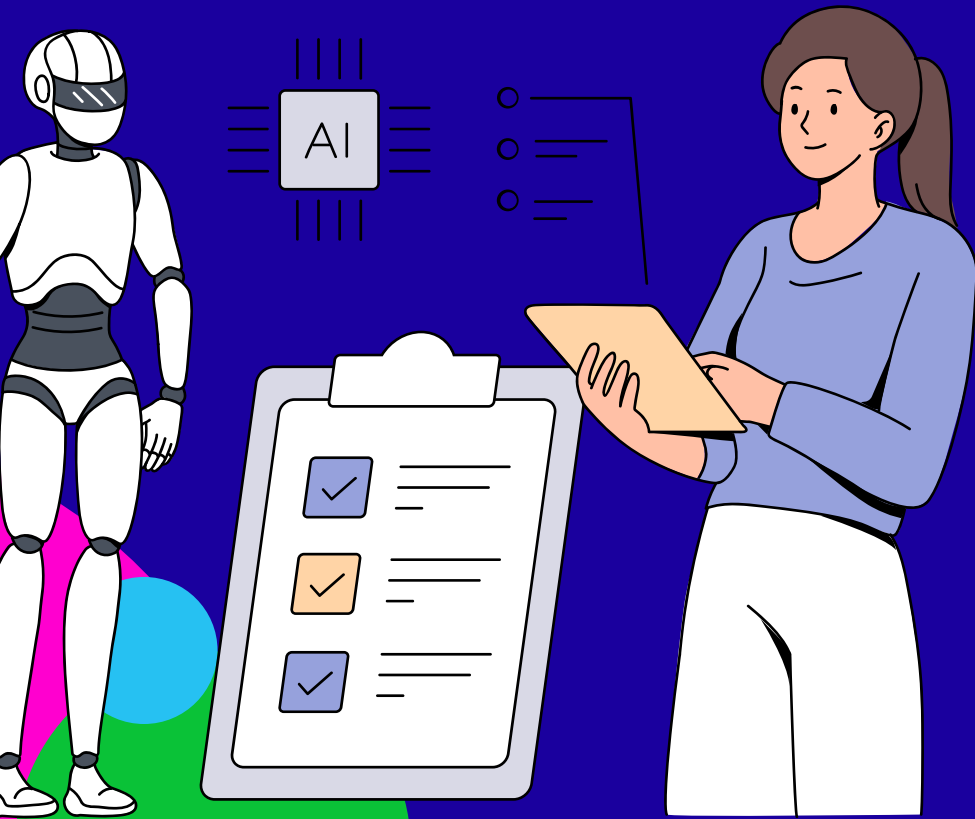- Connected: Using AI to serve people, not replace them

Prompting well is about being human and asking better questions.
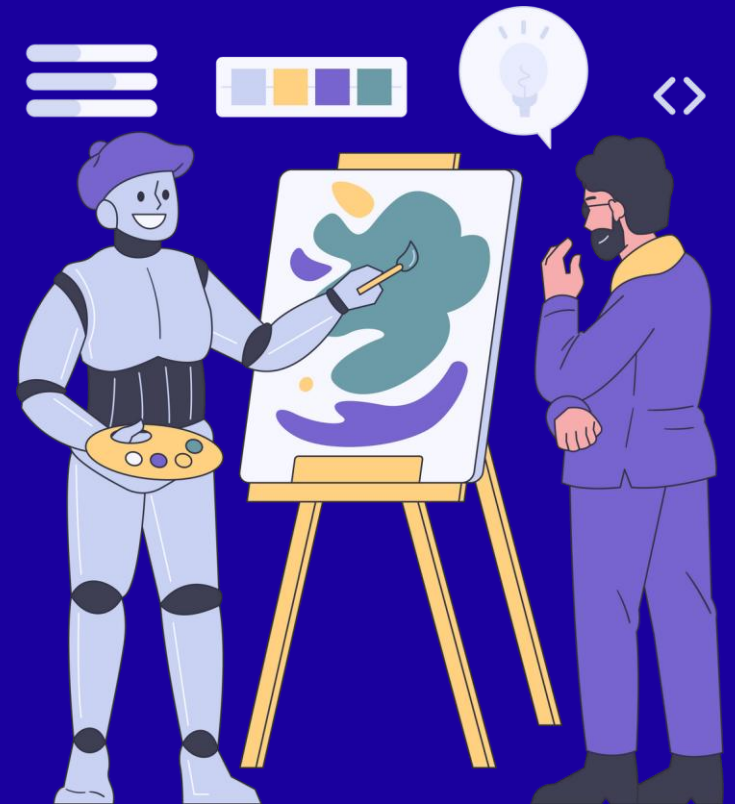
ChatGPT:
How it works in practice.
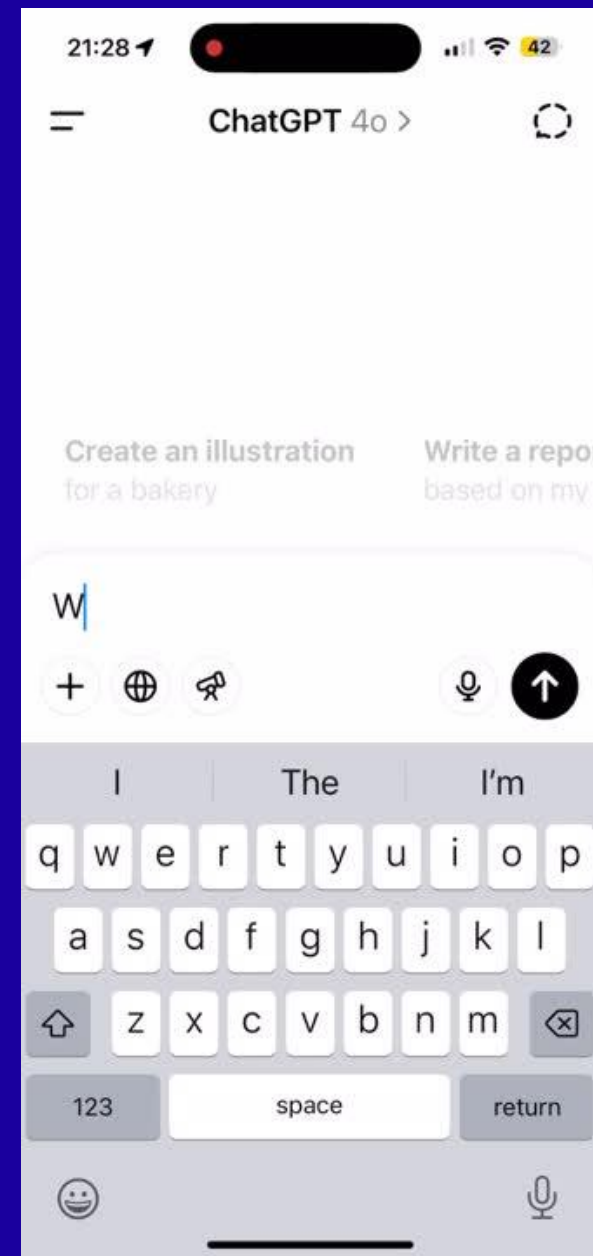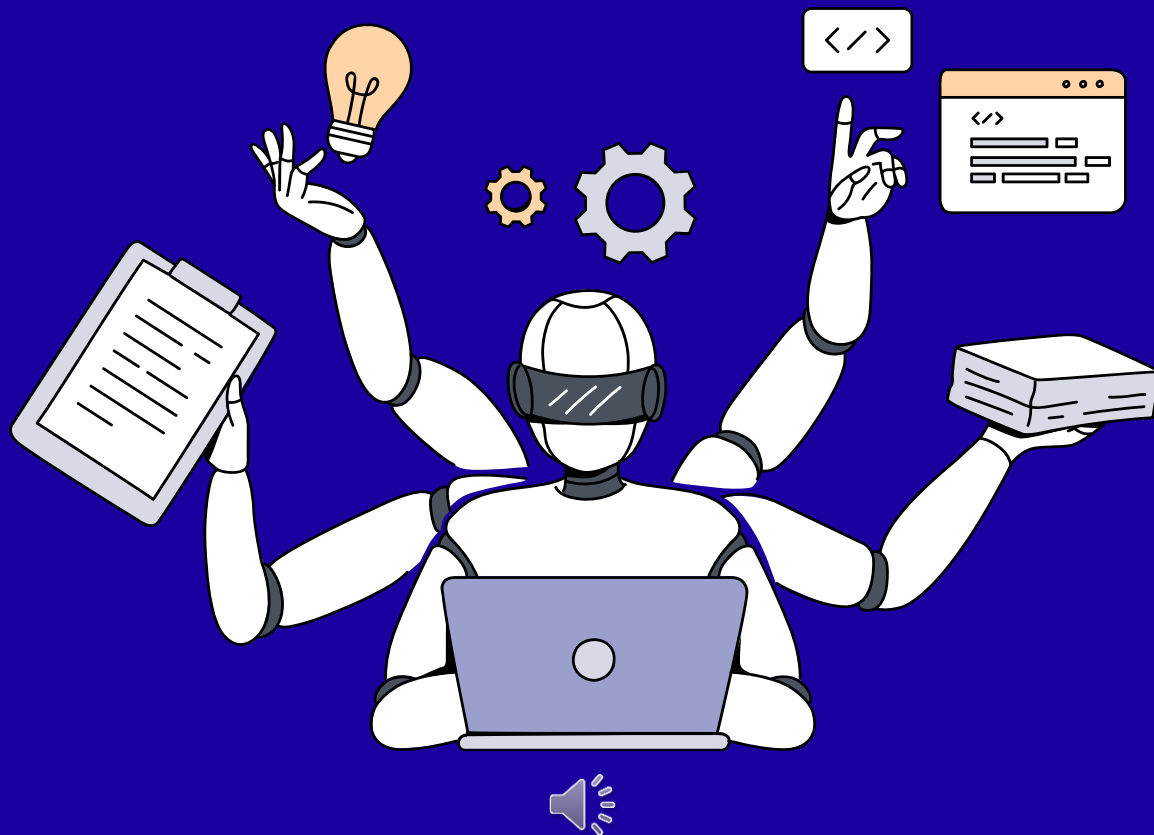
Prompting top tips

1. Be Clear and Specific: The more specific you are, the better the AI can help.
"Suggest 5 fun ways to encourage older adults to drink more water during summer."

2. Give Context: Say who it's for and why.
"Create a newsletter update for families about our new garden project."

3. Start Simple — Then Build ➜ Start basic. Improve with follow-up prompts.

4. Use Human Tone and Values ➜ Ask for warmth, respect, inclusion.
"Write in a warm, welcoming tone, suitable for older adults and their families."

5. Stay Curious and Playful: Try "What if…" or "Suggest 3 options…" ➜ Think of it as a conversation, not a test.

ChatGPT:
How it supports our growth.

- Speeds up writing and brainstorming
- Frees leaders for strategy and relationships
- Shapes activities and stories
- You become curator rather than administrator.
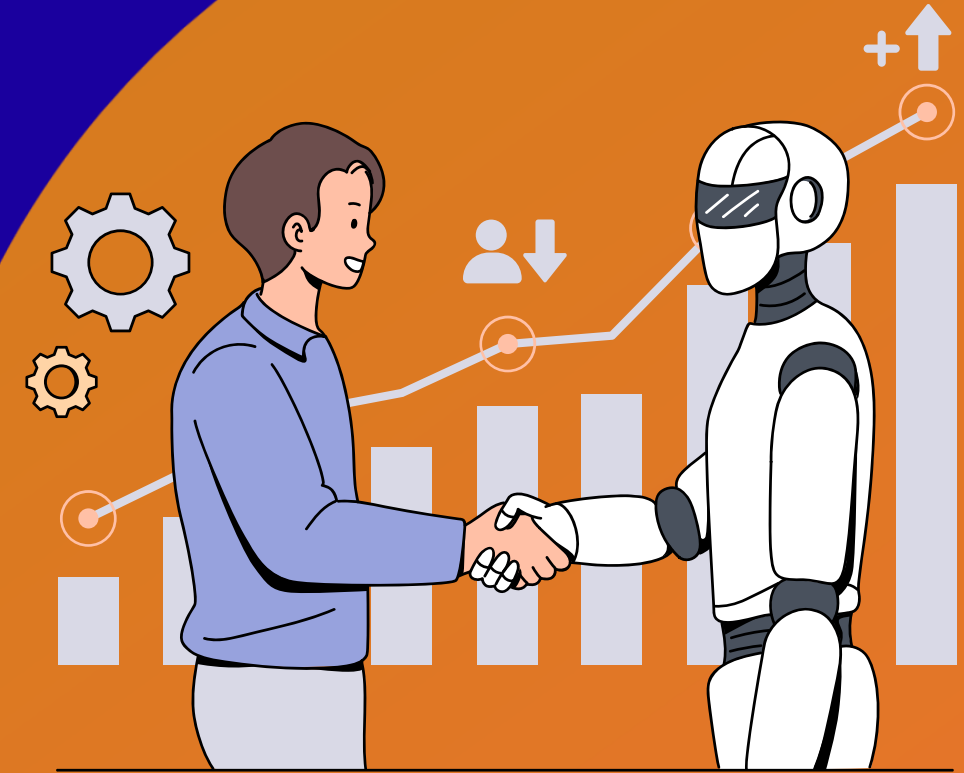
🚀 An extra member of the creative team.

Other AI powered explorations

Exploring AI Recruitment with Progresso

- Faster, values-based hiring
- Intelligent matching
  - Less paperwork, better candidate experience
    - 🔍 "The right people, faster."

Supporting Staff: WhatsApp AI Coaches
- Real-time reflection prompts
- Confidential micro-support
- Empowering carers daily
- 📲 "Care in your pocket."
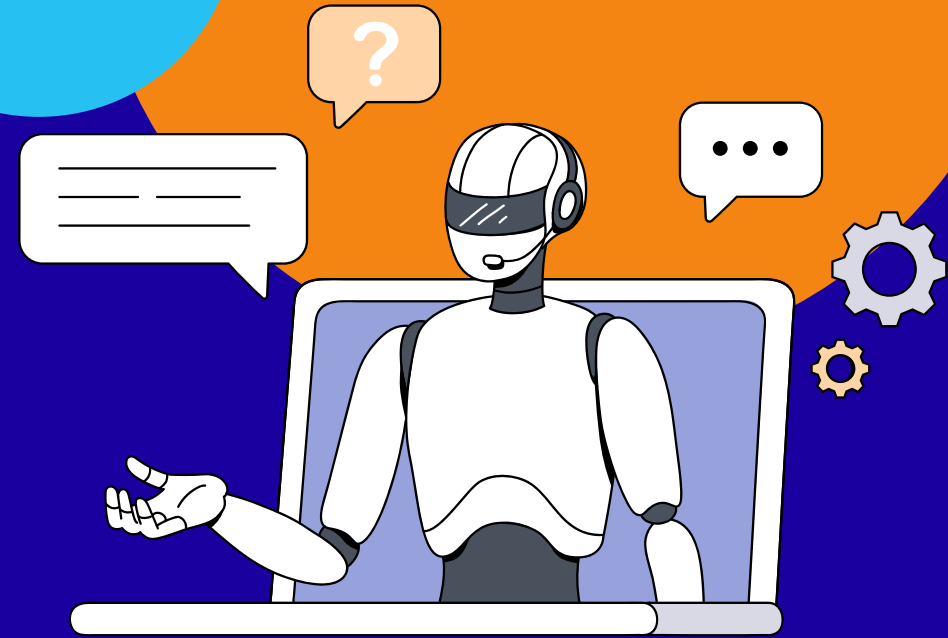
SilverShield for Fall Management
- Predict, protect, prevent
- Early alerts for safer care
- Enhancing dignity and safety
- 🛡️ Proactive care, not reactive crisis.

Questions and Contact Us
Happy to answer any questions you might have....

Follow our story....

Connect with us on LinkedIn

linkedin.com/in/alysonmckechnievale

linkedin.com/in/steven-morris10288

Contact us...

If you are interested in AI and its use in care homes contact us to be part of our IMPACT Network: focusing on AI.
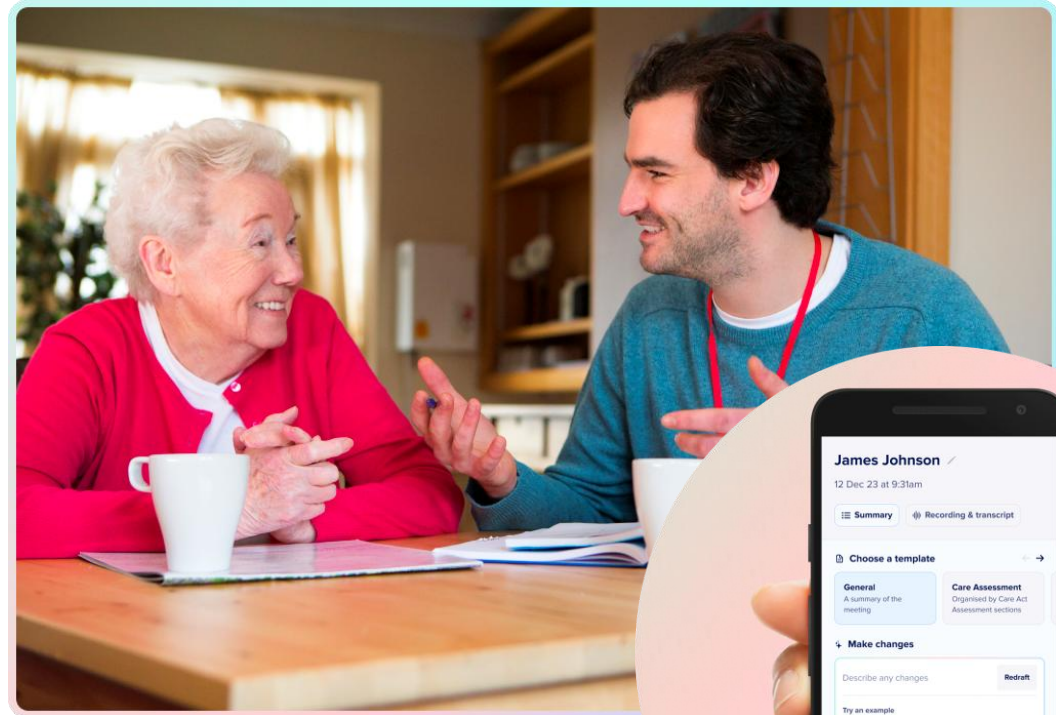
impact@abbotsford-care.co.uk

AI COLLABORATORS
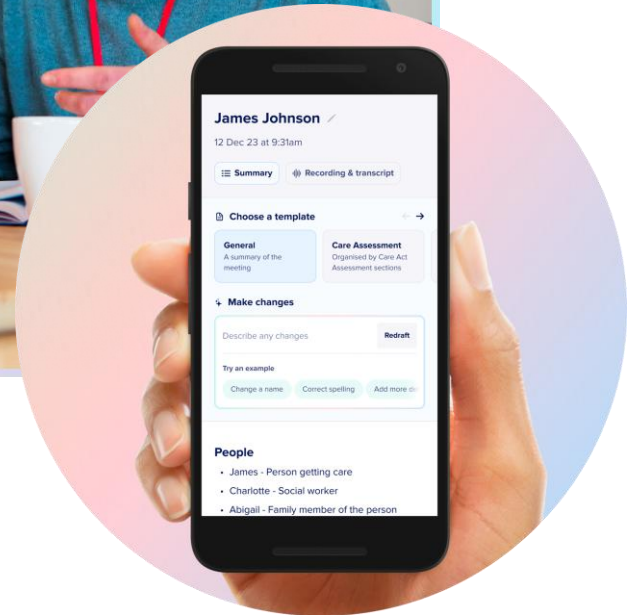
Who are Beam?

Beam is a social enterprise that pioneers custom built technology for frontline workers - Beam employs 80+ caseworkers along with releasing tools for social workers, carers, and clinicians

100+
Partners

5000+
Users

Working with **100+ partners** across the UK

Magic Notes
An AI tool that generates instant, custom assessments
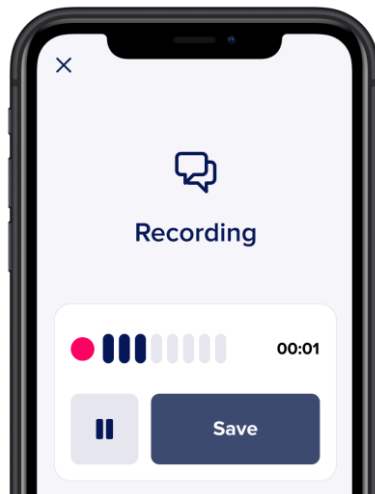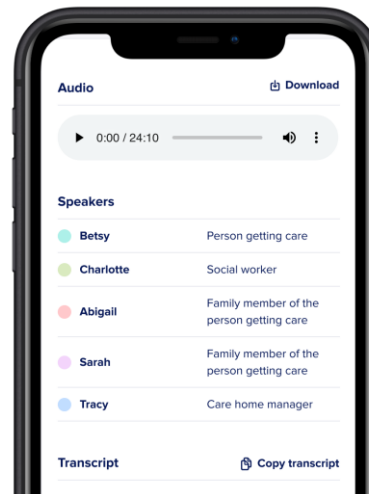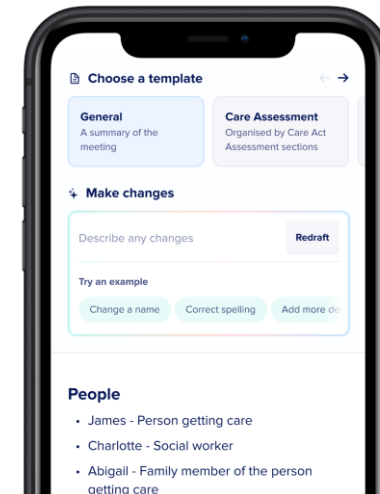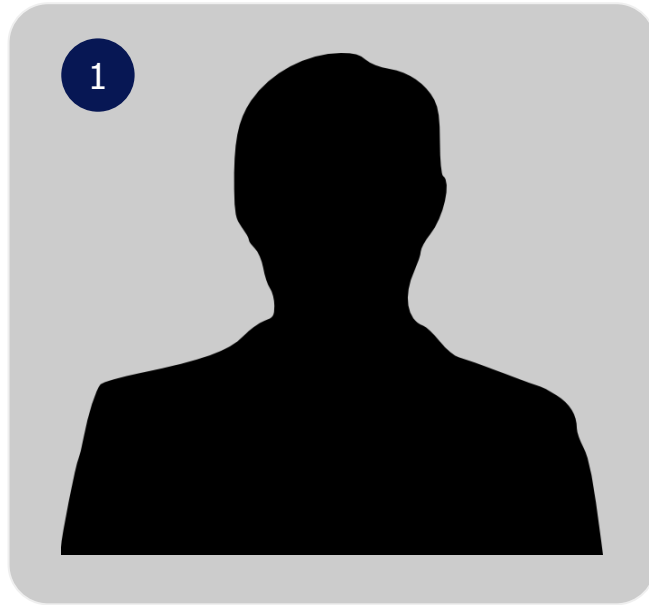
Live Demo of Magic Notes

2 volunteers - 2 min role play between Care Worker and Resident

Role play: suggested topics

Start by **introducing yourselves** and remember to **invent your answers**

Can you move around your home without support?

What do you like to eat? How do you do your shopping?

**Who do you live with?
Who visits you?**

Have you received any medical treatment or medication recently?

What's the name of your GP surgery?

Designed by care teams, for care teams

Built for care teams

➡ Bespoke templates

➡ Handles language translation and accents

➡ Simple and easy to use

Works where care happens

➡ Works offline and online

➡ Handles background noise

➡ Works in person, by phone and on video software

Fully compatible

➡ Works with any database

➡ Works with JAWs, Voiceover and other accessibility tools

➡ Microsoft, Apple, Google and Android devices all supported

Our support team is led by former frontline workers like Grace, Daniela, Janita and Alex

How do we protect the data?

✅ 'Human in the loop' - workers confirm accuracy

✅ No data used to train models

✅ 'Single Sign On' - gold standard login protection

✅ All data stored in the UK, processed within the EU

✅ Data Protection Impact Assessment undertaken

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CYBER ESSENTIALS CERTIFIED

ico.
Information Commissioner's Office

Information Security Management
ISO 27001
Certified

Key findings so far

Save a day per week

Each person gets an average of **8+ hours back every week**

Higher quality notes

Helps staff capture key details **in a consistent format** - regardless of english language skills

Strengthen service delivery

Spend less time making notes and **more time on what matters**

"Our pilot of Magic Notes has seen enormous benefits for our frontline team, who get time back to focus on the most meaningful work.

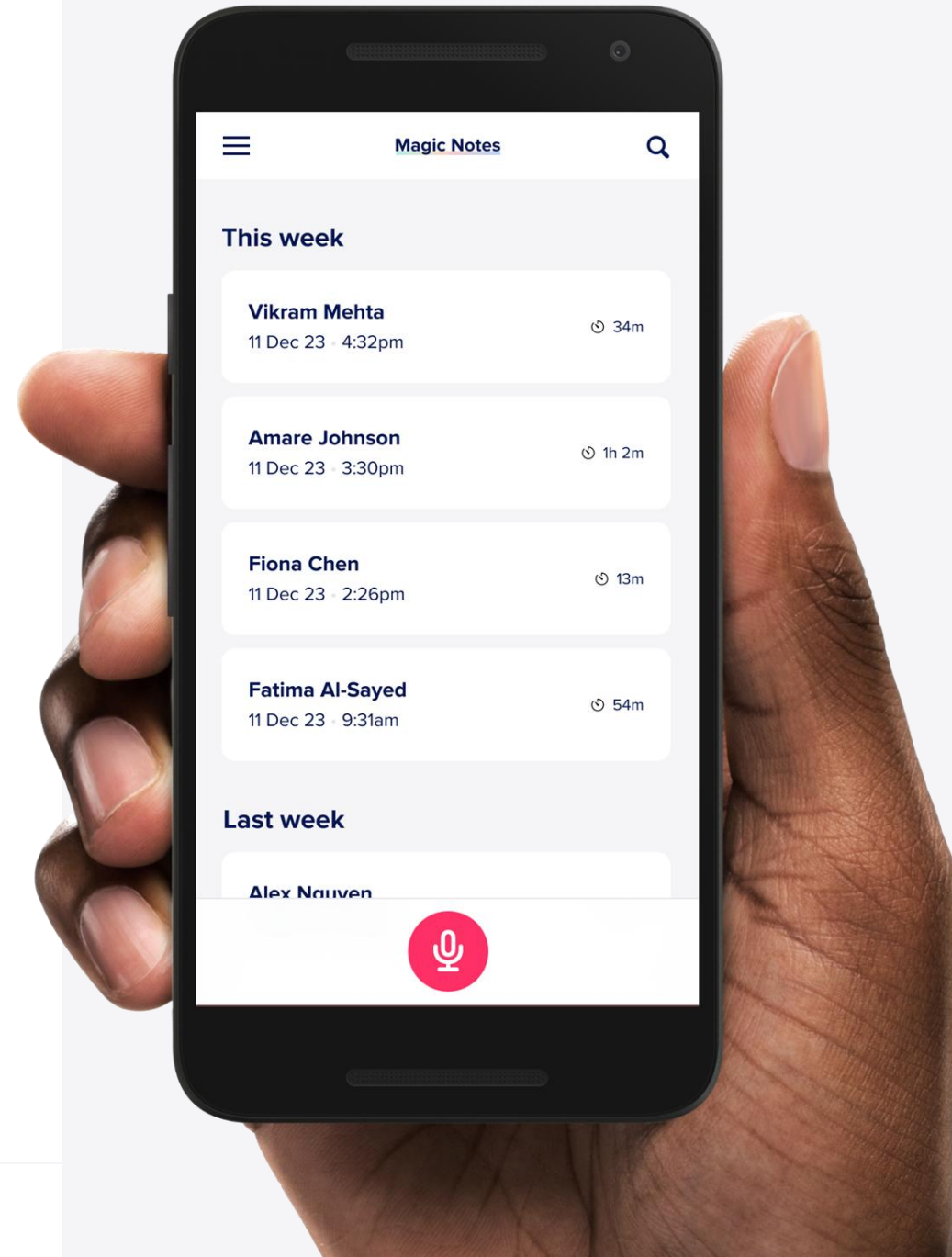"Our service users have also said they value the stronger connections the tool allows staff to create"

Laura Holmes, Operations Manager

beam

10 hours a week saved per practitioner

- Time taken to write up an assessment reduced by 39%

- The time saving gives each member of staff 57 working days back per year
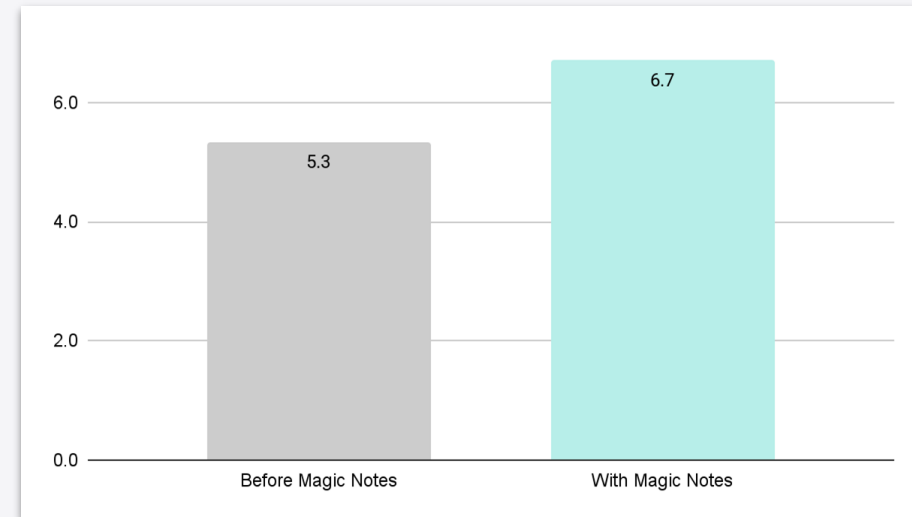
Magic Notes

This week

| Vikram Mehta | |
| 11 Dec 23 · 4:32pm | 34m |

| Amare Johnson | |
| 11 Dec 23 · 3:30pm | 1h 2m |

| Fiona Chen | |
| 11 Dec 23 · 2:26pm | 13m |

| Fatima Al-Sayed | |
| 11 Dec 23 · 9:31am | 54m |

Last week

Alex Nguyen

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Reported improvement in both quality and accuracy of documented conversations

- Increased confidence in quality of work

- More time for reflection

- Less reliance on memory and manual notes means nothing is forgotten

- Easier to capture the person's voice

"How well are you able to **capture the details of your conversations** with service users?"

Before Magic Notes	5.3
With Magic Notes	6.7

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Loved by practitioners

100% of practitioners who took part in the pilot wanted to keep Magic Notes

- Enables better engagement with service users and person-centred approach

- Improved mental health due to reduced pressure from admin burden

- Able to focus on work that better aligns with their strengths and expertise

Frontline staff said...

"Magic Notes has helped when I have been struggling to find the correct words"

"Every single one of us is loving it"

"more time talking to service users in home rather than being stuck with a laptop."

"I've been able to spend time on other activities such as completing more care worker workplace observations than I would previously have been able too"

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Service users were also happy with Magic Notes

"Service users have been great using it and said i**t is great tool, able to spend more time chatting to service user than typing**"

"**I found that the majority of our service users preferred the use of magic notes** as I was able to interact better with the service user"

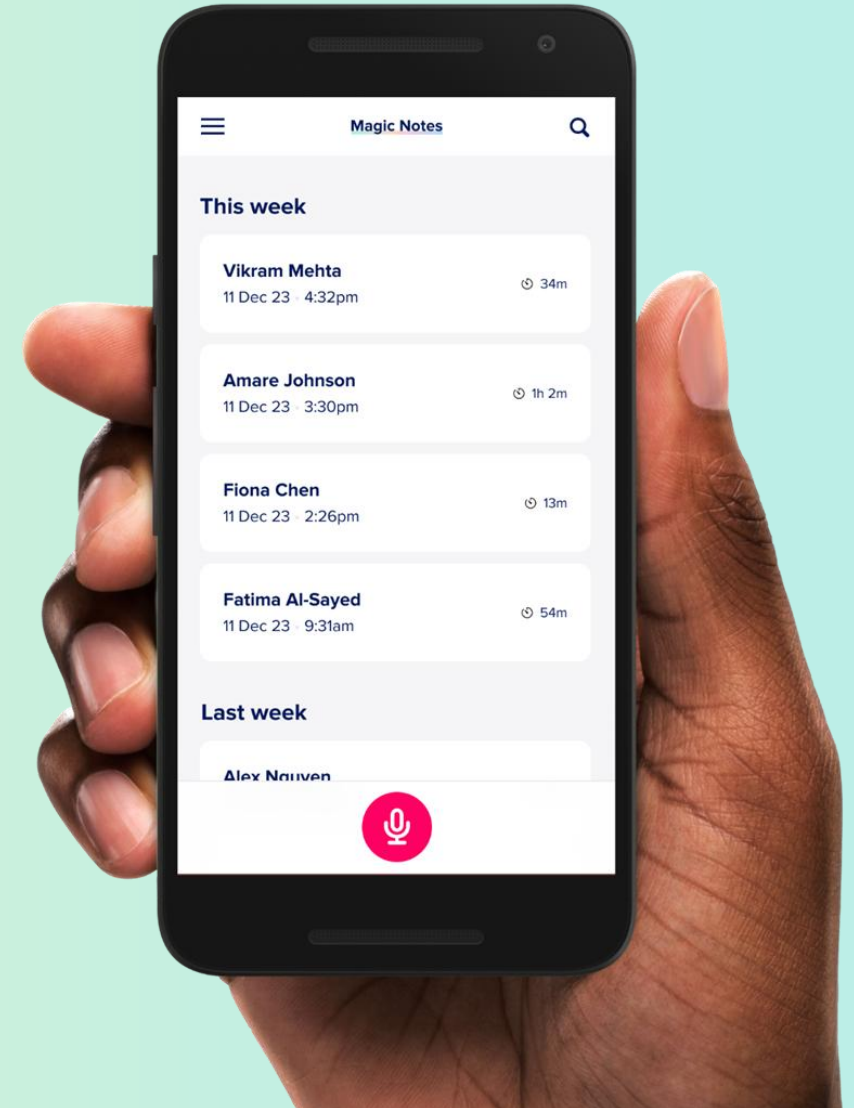"**All of my service users have been fine with using Magic Notes**, once I have explained the process."

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Questions

And Answers

Resources

Good Practice Guidance

You can find a range of resources and useful links on our Hub page.

Evaluation form

Thank you

Please scan the QR code and complete today's session evaluation.

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candice.aitken@careinspecorate.gov.scot

care
inspectorate

digital
social care