ADASS East - September 2025

Future of caring: Innovating with AI

Together we care and thrive

Agenda

10.00am   Welcome
10.10am   Technology in social care
10.35am   Vision for technology
10.45am   Essex County Council
11.15am   Break
11.30am   The AI Opportunity
12.30pm   Agility in Commissioning
12.50pm   Closing reflections
13.00pm   Lunch

Welcome

Natasha Burberry
**Regional Sector Led Improvement
Programme Manager**

Technology in Social Care

James Townsend

Co-Founder & CEO

mobilise
Together we care and thrive

directors of
adass
adult social services
eastern region
connecting innovating improving

Core principles

Focus on upstream prevention

Technology to bring people together

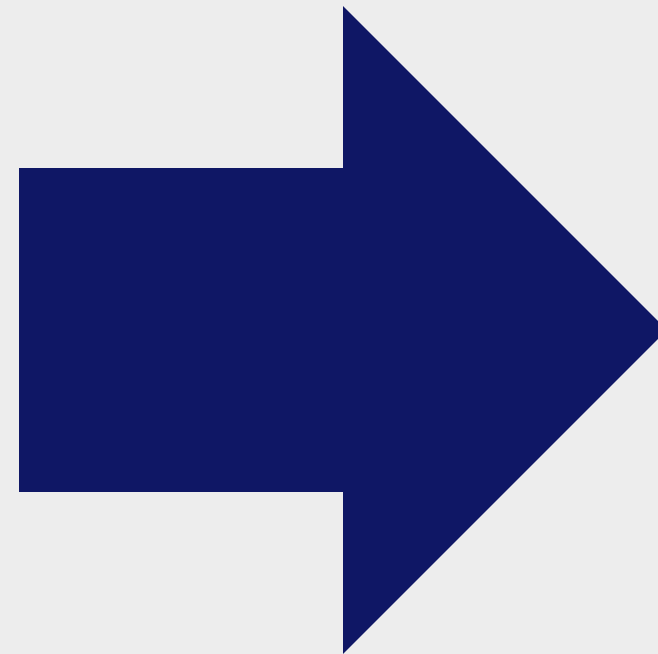Mobilise the knowledge, wisdom & expertise of carers
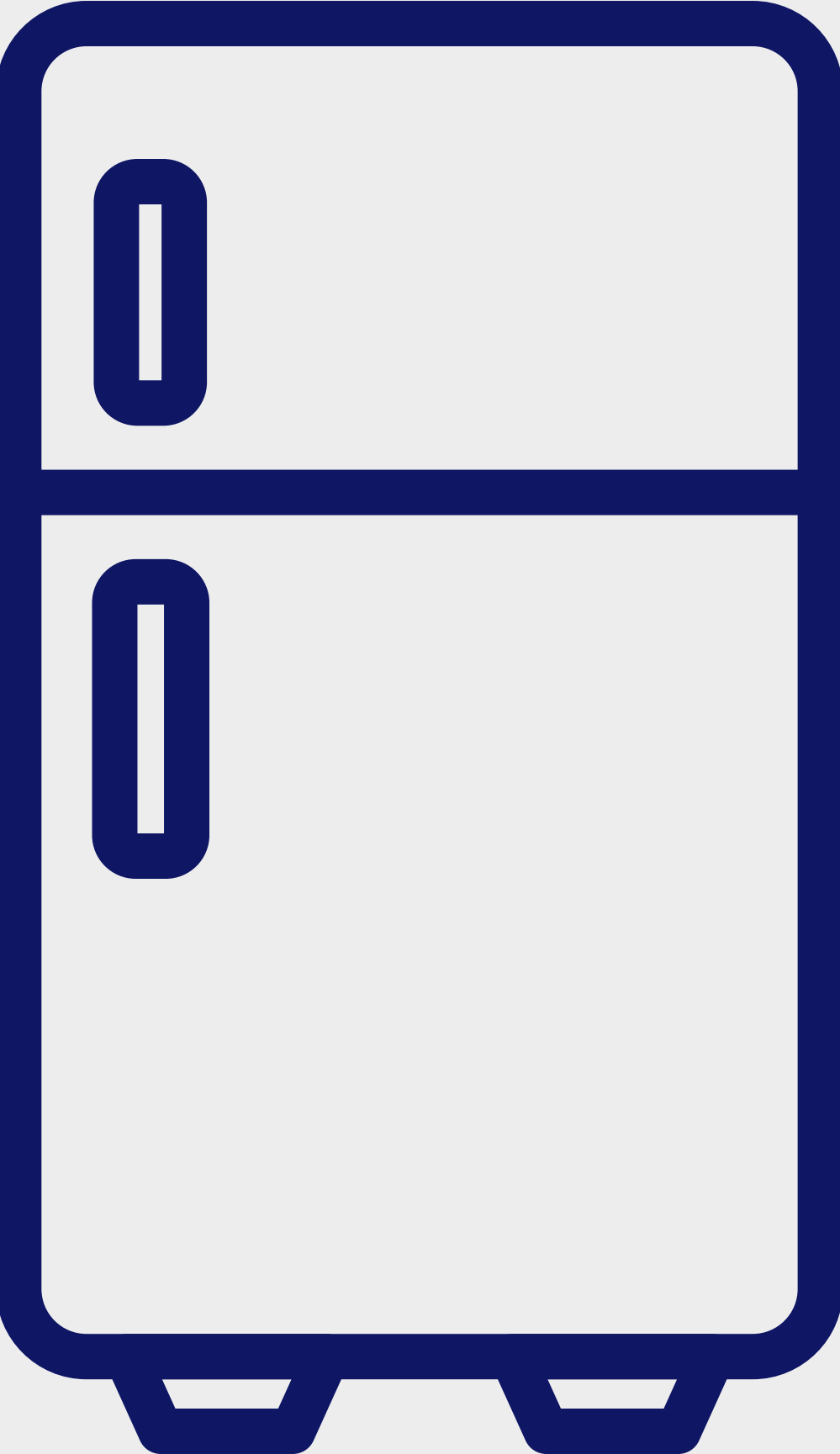
Today's Challenges

Building the future

Experts at crisis
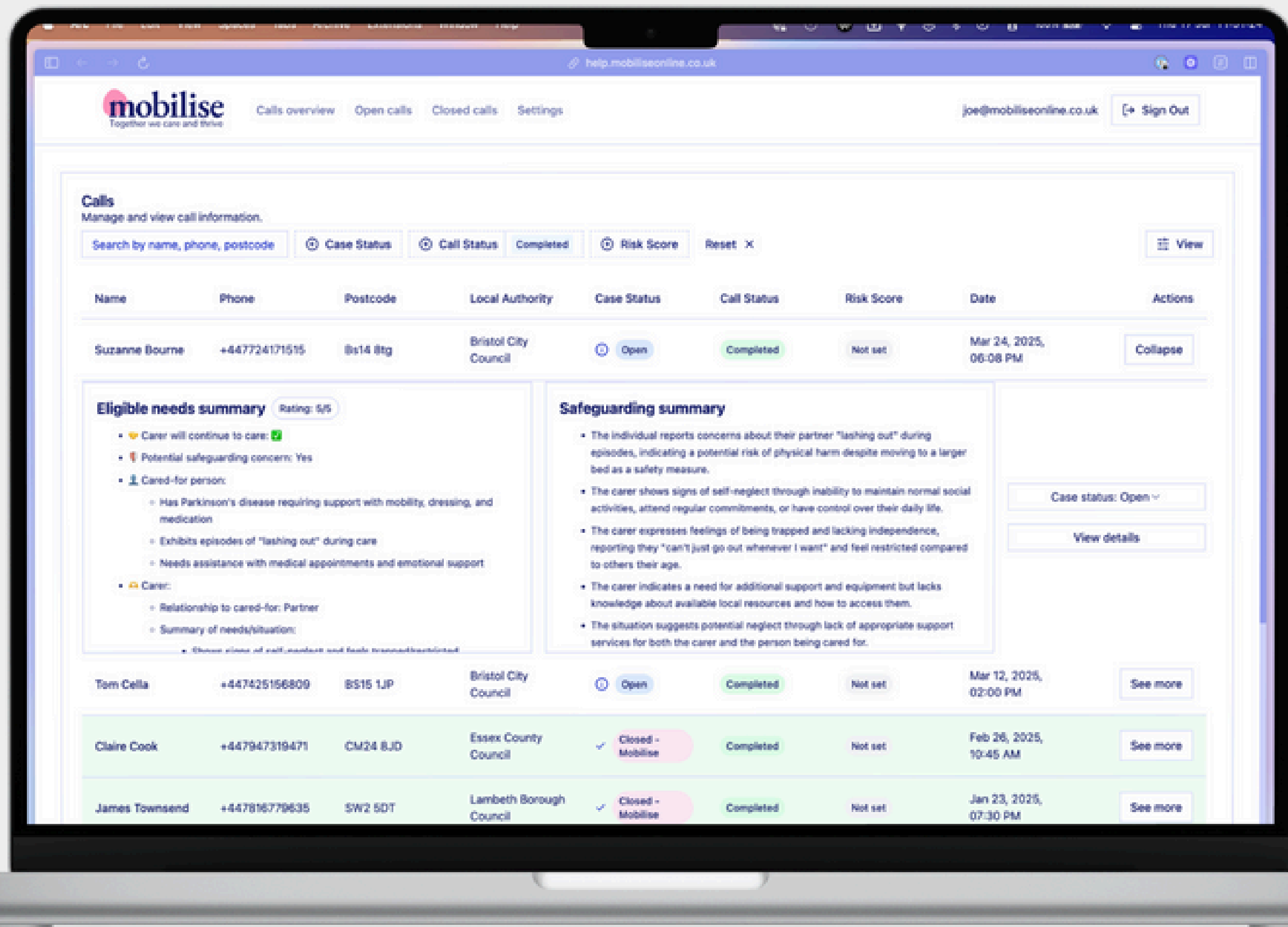
Salami slicing services

Statutory minimum

Predictive datasets

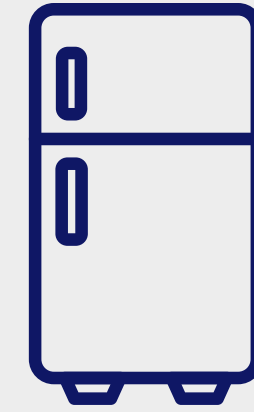**'Intelligent' triaging**

Infinite personalisation

I know I can reach out for help at any moment

It feels like I'm connecting to the right support at the right time

I'm talking to family members about how we can plan ahead for what's down the road

'Carers Service' contracts	Rolling G-cloud procurement
Managing waiting lists	Predictive Analytics
Static Carer's Assessments	Dynamic Support
Carer Identification	Hyper Personalisation

Vision for Technology

Patrick Warren-Higgs

Executive Director for Adults, Health and Commissioning

Essex County Council

Ben Negus
Commissioning Manager

Essex County Council

Rachel Amoss
Senior Commissioning Officer

Essex County Council

Essex County Council

Essex County Council Digital Journey for Carers

Ben Negus, Commissioning Manager (Essex County Council)

Rachel Amoss, Lead Commissioning Officer (Essex County Council)

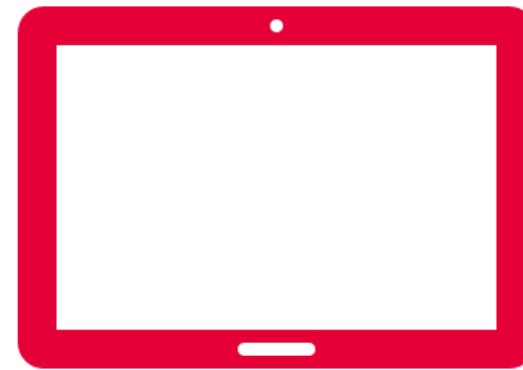**ADASS Network**

24th Sep 2025

Overview of Digital work for Unpaid Carers in Essex

Website Follow on Review (with carers feedback)

Digital Offer for Carers

Smart Tablets Project

Carers Assessments Triage Tool

Potential automation of carers assessments

Deep dive focus for today

Essex County Council

Carers Website Review

ECC Unpaid Carers Commissioning Team
September 2025

Background

Essex County Council is committed to supporting informal family carers across Essex. We want to ensure that carers can easily access the information, advice, guidance, and support they need—when they need it.

Previous engagement:

- Early in 2024 we engaged with carers to get their views on the ECC Carers Website.

- In October 2024, Healthwatch Essex gathered feedback from carers on their experiences of the website.

  Quick fix changes made following feedback

  Continuous Improvement

Carers have previously told us;

- It isn't always easy to find the information they are looking for.

- Some of the language isn't easy to understand.

- It is unclear who the term 'carer' is referring to, some felt it was for paid carers.

- The search function was hard to use and support available for carers was too far down.

Carers Website Review

Internal Audit

Carer Engagement

Next Steps

Conducted an internal audit of the carers website.

We found:

- Duplication of information
- Incorrect/ out of date information
- Navigation could be improved

Engagement with carers through 1:1 conversations online.

- Gathered views and experiences of the website
- Focus on navigation, language and the information

- Collated feedback to form recommendations
- Replay findings and recommendations to carers
- Working with content team to make changes

Carers Feedback - Recommendations

Navigation

- Reduce number of clicks to access key content.
- Reorder homepage tiles to prioritise urgent and high-interest topics.
- Amend headings to include 'local carer support' and 'practical support'.

Information

- Add description of what carer is, and who this support is for to the home page
- To include more descriptions of what each link takes you to, what the support is and the benefits to the carer.
- To add in contact details, including operating times
- To add information on waiting times for carers assessments, and where to go for support while waiting.
- To add videos of support available to carers.

Language

- To ensure language and tone is empathetic
- More inclusive and everyday language to be used

Digital Platform to Support Unpaid Carers

Essex County Council

ECC Unpaid Carers Commissioning Team
September 2025

Problem Statement: Insights from Carers

As part of the All-Age Carers Strategy development, carers told us they wanted services which were:

Responsive.	Provided emotional and practical support.	Equitable.	Accessible.
Flexible.	Empathetic and knowledgeable.	Continuously Improving.	Integrated.

Strategic Outcomes intended from the Digital Offer

Aim: Reach more carers and increase levels of engagement, including carers less likely to engage with conventional support services (e.g. working age carers, young adult carers and male carers).

How: Using engaging digital content and tools which are easily accessible to carers regardless of location, person circumstances and time restraints:

- Strategic use of technology to **identify and support carers at scale**

- Facilitating carer-to-carer **self-support**.

- **Collaborative working with wider partners** including signposting and referral pathways.

- **Reaching underrepresented groups** e.g. working age carers/male carers and providing them with knowledge and support.

Why: An offer that sits in addition to and complements traditional service offers for all unpaid carers and also a focus on underrepresented carers

Digital Offer Requirements – Oct 24 onwards

Carer Identification

- **Advertising** through social media geo-targeted across Essex
- **Search-query based content and tools** targeted at Essex postcodes
- **Marketing campaigns** which would be aligned that the Council and Carers Partnership Board Members

Digital Engagement

- **Email communications** with key info and advice promoting Essex and national carers orgs/support, tailored to needs identified
- **Access to Automated online tools** to support common queries (e.g. carer's allowance checker, blue badge eligibility and emergency planning)
- **Website with web chat** support
- **Online virtual peer support**

Signposting & Referrals

- **Signposting / referrals** to relevant local organisations is required to provide ongoing and additional support to those in need.

Highlights (Oct 24 – Jul 25)

Impact:

- **61,000 carers have accessed** the digital information hub
- **8,000 carers have engaged** with the digital hub (13% conversion rate)
- **95% of carers reporting satisfaction** with the virtual services they received
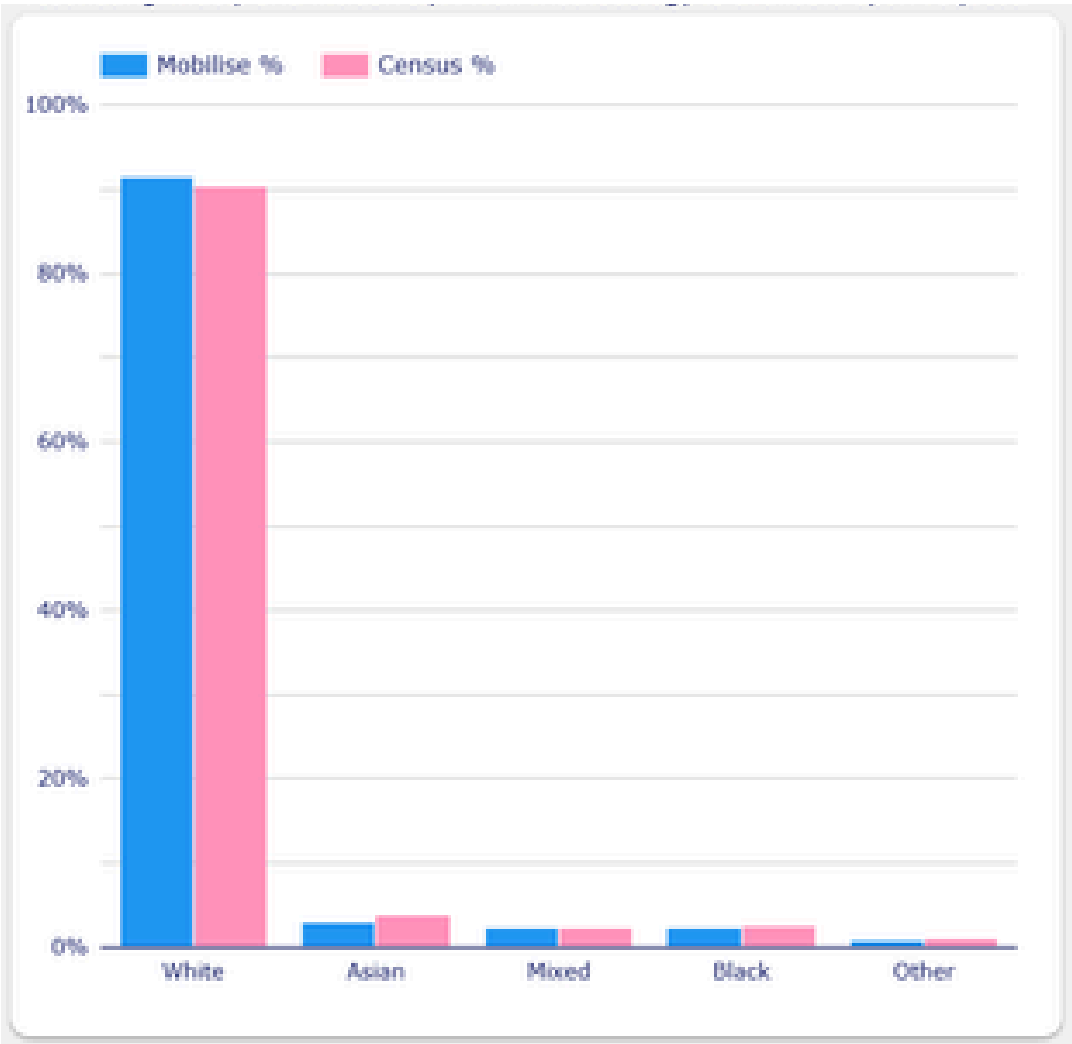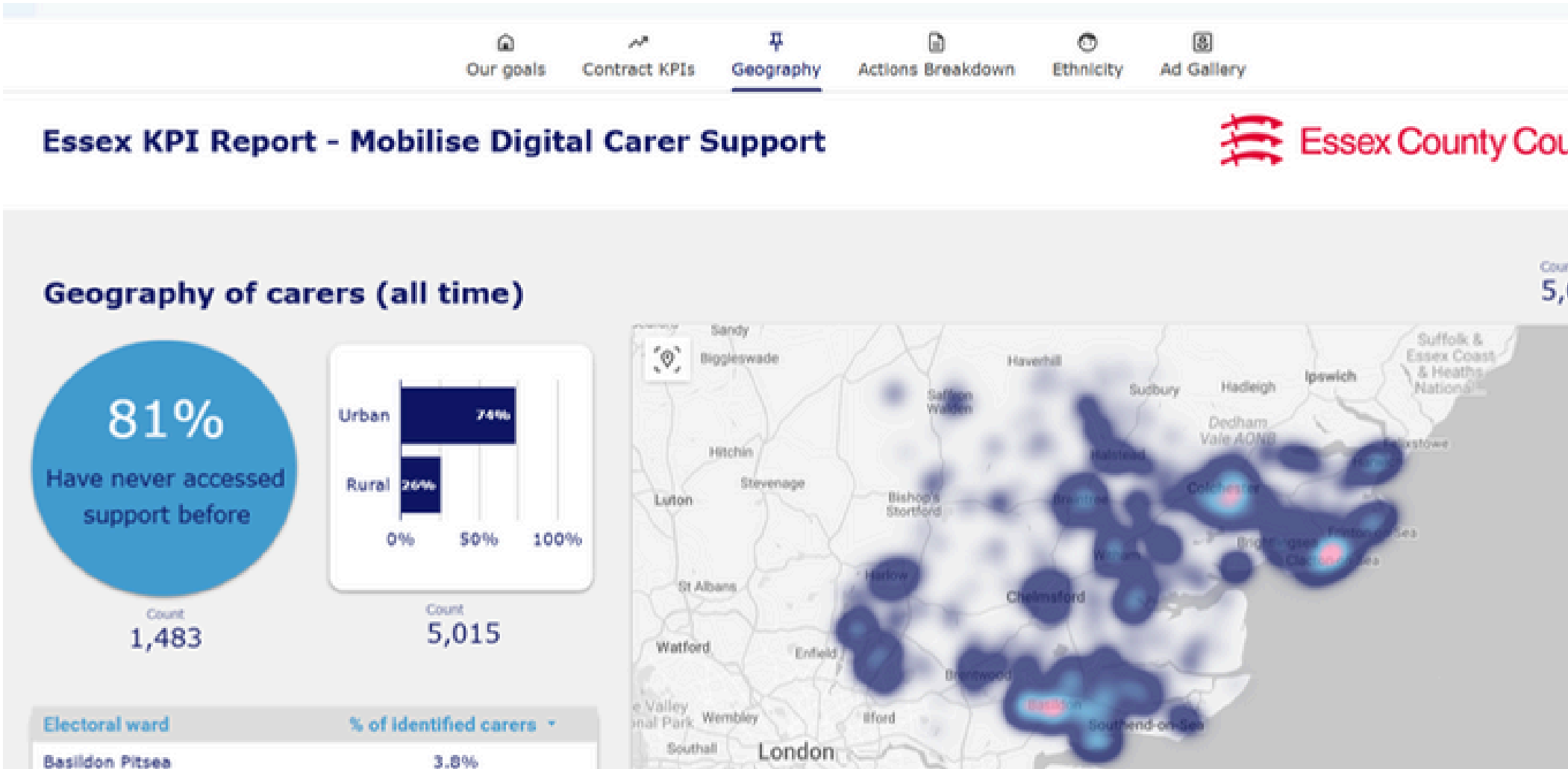
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in carers allowance support
(over the past year)

64%

of interactions were outside working hours,
30% were on the weekend

Essex KPI Report - Mobilise Digital Carer Support
Essex County Cou...

Geography of carers (all time)

81% Have never accessed support before
Count 1,483

Urban 74%
Rural 26%
Count 5,015

Electoral ward | % of identified carers
Basildon Pitsea | 3.8%

Mobilise % | Census %
White | Asian | Mixed | Black | Other

HEY ESSEX!

Caring for a son or daughter with a learning disability or a long-term health condition?

Let us help.

Essex

Personalised Guide to Caring__Tow...

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Group discussion

- Do you have any innovative digital platforms or services which you commission to support carers (e.g. online assessments, directories, peer support forums)?

- How are you using data and digital tools to effectively target carers at risk of breakdown?

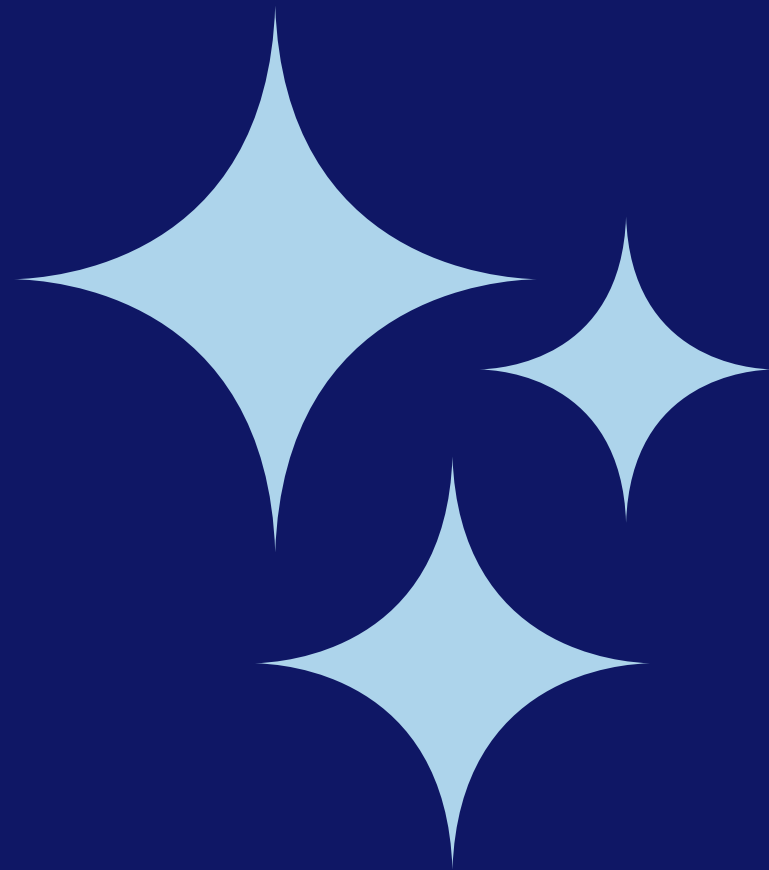- Are you integrating carer-related data across health and social care systems to improve services?

15 minute break

What is AI?

- "The science of making machines do something that requires intelligence if done by men" Minsky
- Made up of different disciplines: Generative AI, LLMs, Machine Learning
- Already embedded in everyday life (maps, translation, typing suggestions)

Machine Learning

- Algorithms that allow a program to learn based on data collected from previous experiences.
- Programmers do not need to write the code for what actions or predictions the program will make based on a situation.
- Instead, the system takes appropriate actions based on patterns and similarities it recognises from previous experiences.
- Example: Netflix recommendations

Generative AI

- is a branch of AI, a class of machine learning technologies that can generate new content, such as text, images, music, or video by analysing patterns in existing data.
- Example: AI image generation (pictured!)

Large Language Model

- are computer systems trained to understand and work with language, by looking at words in order, like how we read a sentence.
- An LLM is trained by learning to predict the next word in a sequence, given what has come before, using a large corpus of text.
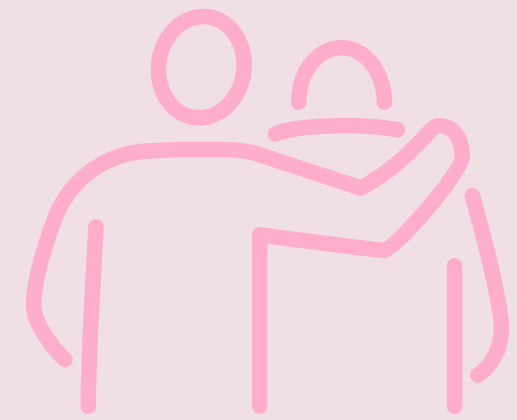- Example: Microsoft CoPilot and ChatGPT

Why AI matters now

Tooling is accessible today

Consumer AI like ChatGPT already embedded.

Adoption is rising across local goverment

Digital transformation already shifting to AI first.

Highly relevant to ASC work

Staff time saved, improves reach, complements human support.

Case study: Monitoring health data to keep people safe

The challenge:
- People who need close monitoring (during hospital care, recovery, or daily living) generate huge amounts of data from sensors.
- Every individual is different – what is "normal" for one person could be risky for another.
- Relying on fixed thresholds (e.g. "raise alarm if heart rate >100") often causes missed warnings or too many false alarms.

The goal:
- Detect early warning signs of risk (e.g. abnormal heart rate, blood pressure, unusual activity).
- Make monitoring systems more accurate, timely, and personalised.

Using AI to make monitoring adaptive and personal

Our approach:
- Built an AI system that learns from past data.
- Automatically adjusts rules for each person (no one-size-fits-all).
- Continuously updates those rules as conditions change.

The impact:
- About 15% more accurate than systems with fixed rules.
- Fewer false alarms, more meaningful alerts.
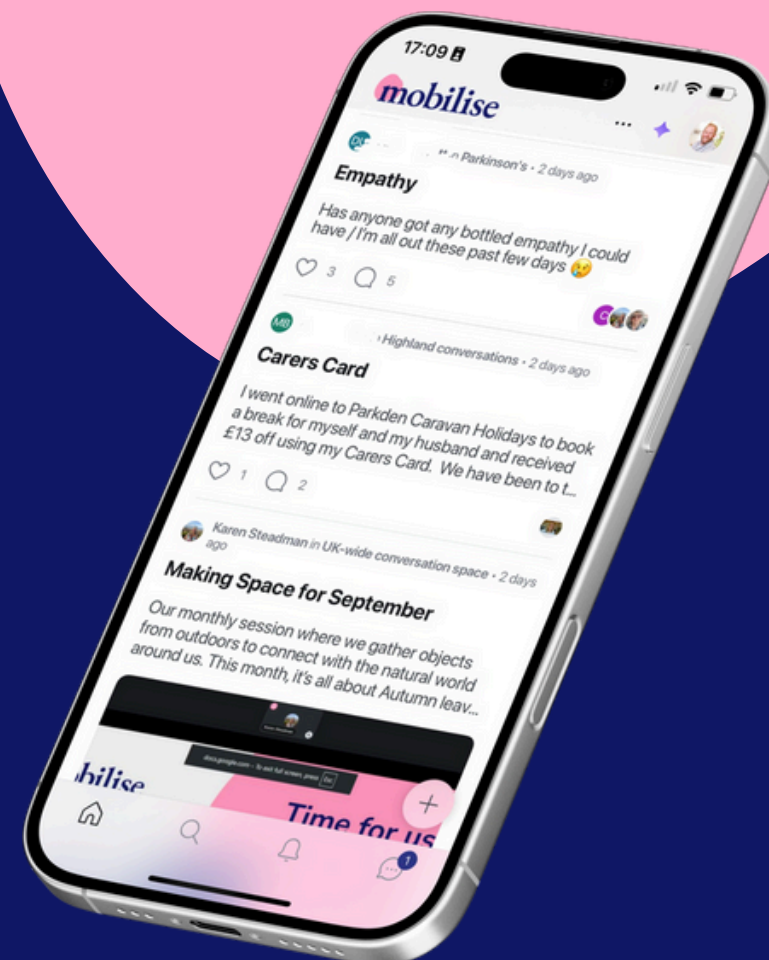
How this could be applied to social care:
- Technology can support carers and staff by spotting quantifiable risks earlier.
- Helps focus human attention where it is most needed.
- Moves us towards safer, more personalised care at scale.

Mobilise and AI

Unique, high quality information
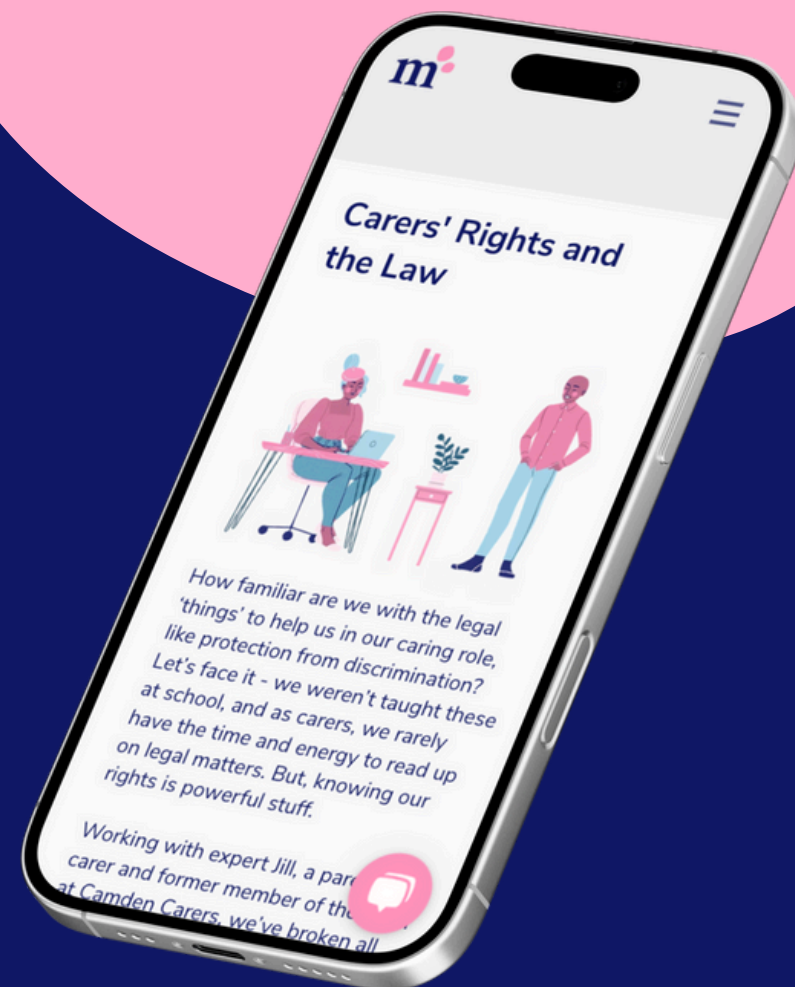
Engaged community

Carer-centric digital expertise

Mobilise Assistant

What is it?
A question and answer bot built just for carers, that relies on trustworthy sources of information and the knowledge, wisdom and experience of our community.

Mobilise assistant uses AI to:
- ...review data and classify it
- ...respond empathetically
- ...create high quality answers

Dynamic Carer's Assessments

What is it?
Scalable assessment that are dynamically evolving based on changing needs. Monitored by your existing teams. Addressing demand outstripping supply.

The assessment process uses AI to:
- ...create the text for conversations
- ...synthesise voice
- ...structure support plans and create messaging from complex and diverse information
- ...summarise information
- ...review data and classify it
- ...help with prioritisation
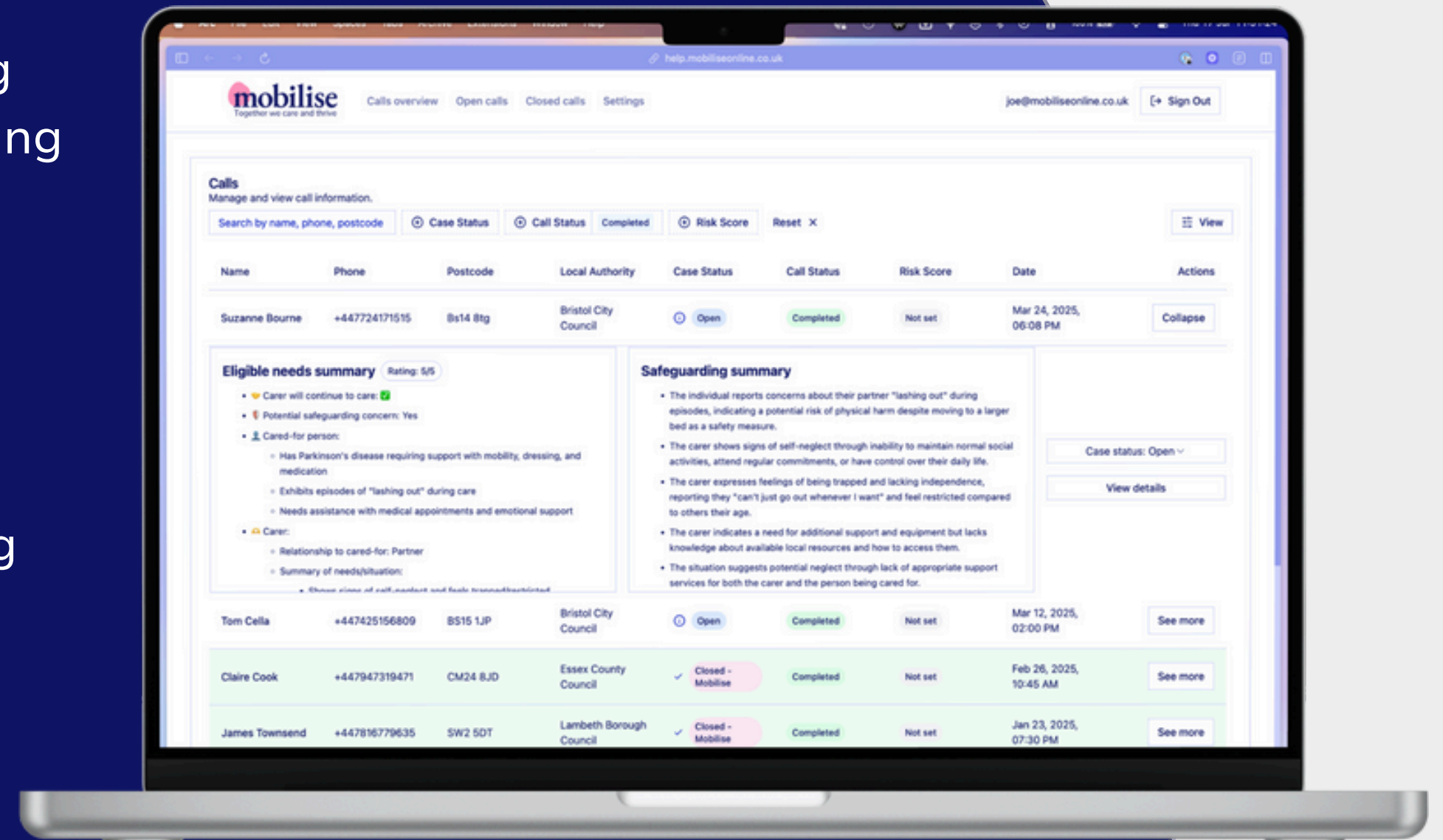
AI in Local Government

Magic Notes

Transcription and note taking

Kent Council

Using AI to identify financial hardship

Barking & Dagenham

Predictive modelling of households at risk of crisis

Agility in Commissioning

Dominic Taylor

Head of Partnerships

mobilise
Together we care and thrive

Working together with ADASS East region since 2021

Looking to achieve a partnership approach

Operational goals

- Implement a cost-effective solution
- Deliver streamlined support to carers
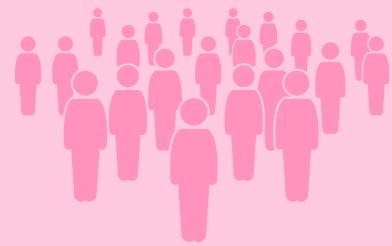- Data to evidence impact

Service flexibility

- Extended availability
- Personalised one-to-one support
- Multiple support options

Outcomes

Prevent, Reduce & Delay

Together we care and thrive

Reaching and identifying thousands of unpaid carers

Continuous online support makes a real impact

Results delivered that matter

Together we've achieved...

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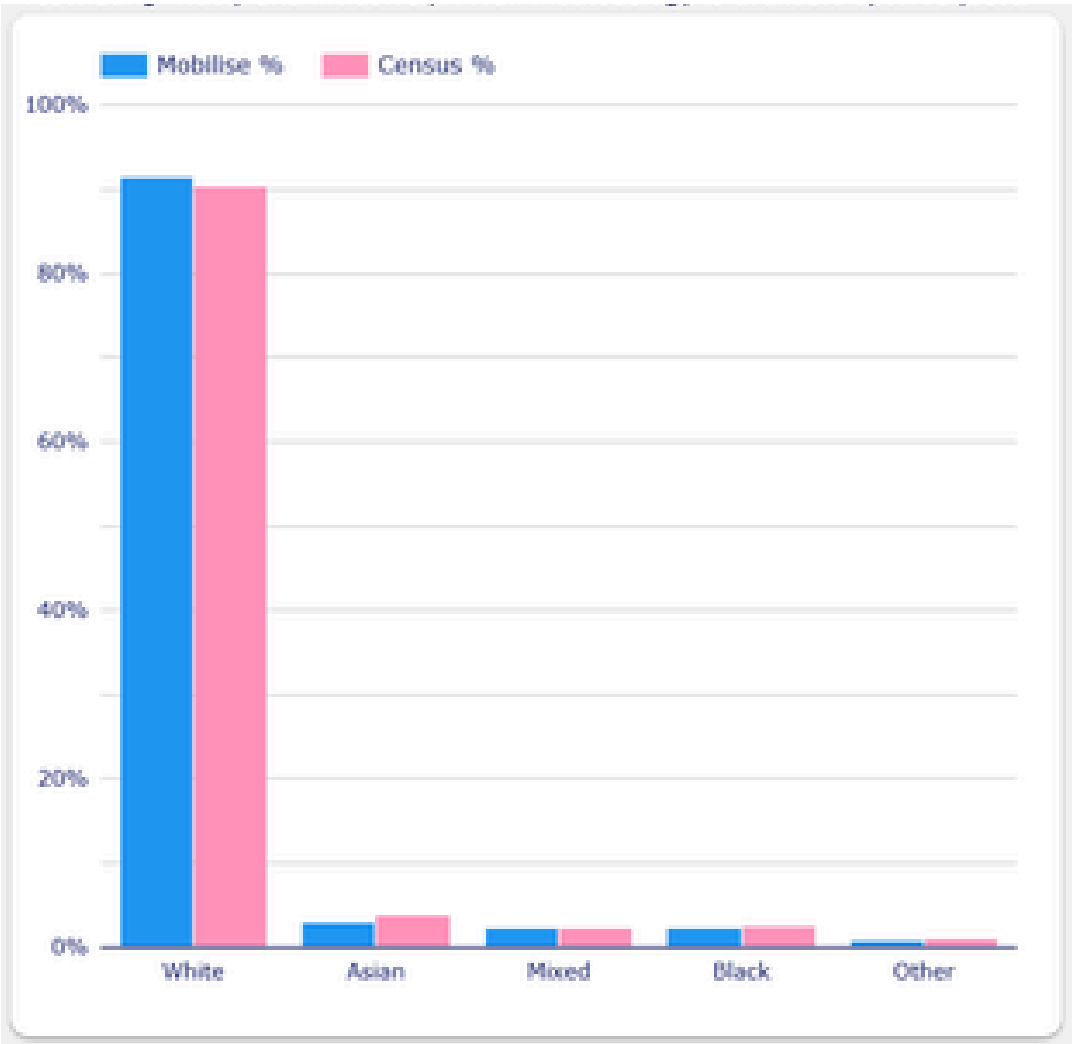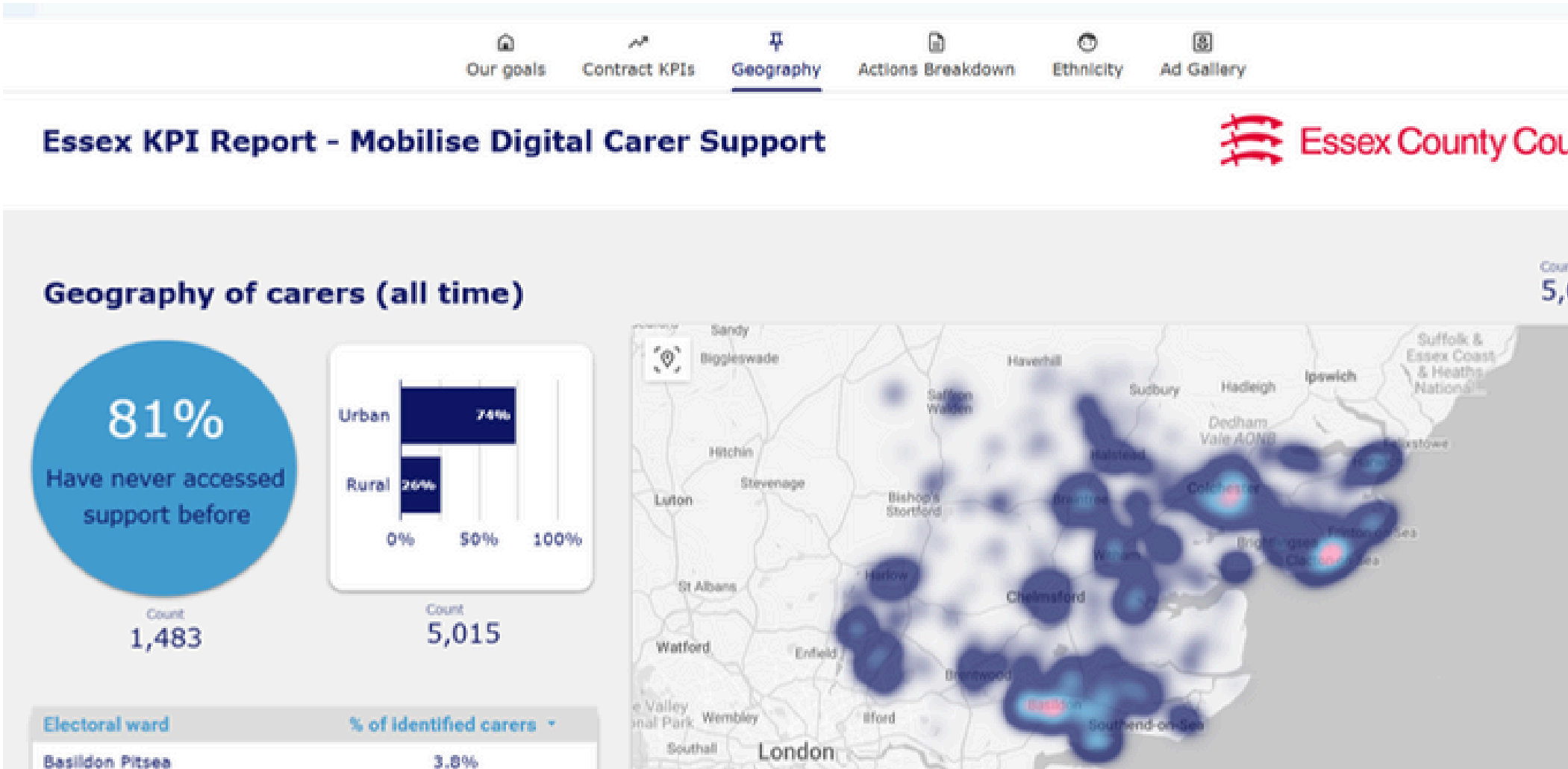- **95% of carers reporting satisfaction** with the virtual services they received

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Essex

Personalised Guide to Caring__Tow...

What has this looked like for carers?

For Julie...

- Practical support from the local authority
- Choice in her carers assessment
- A supportive Occupational Therapist
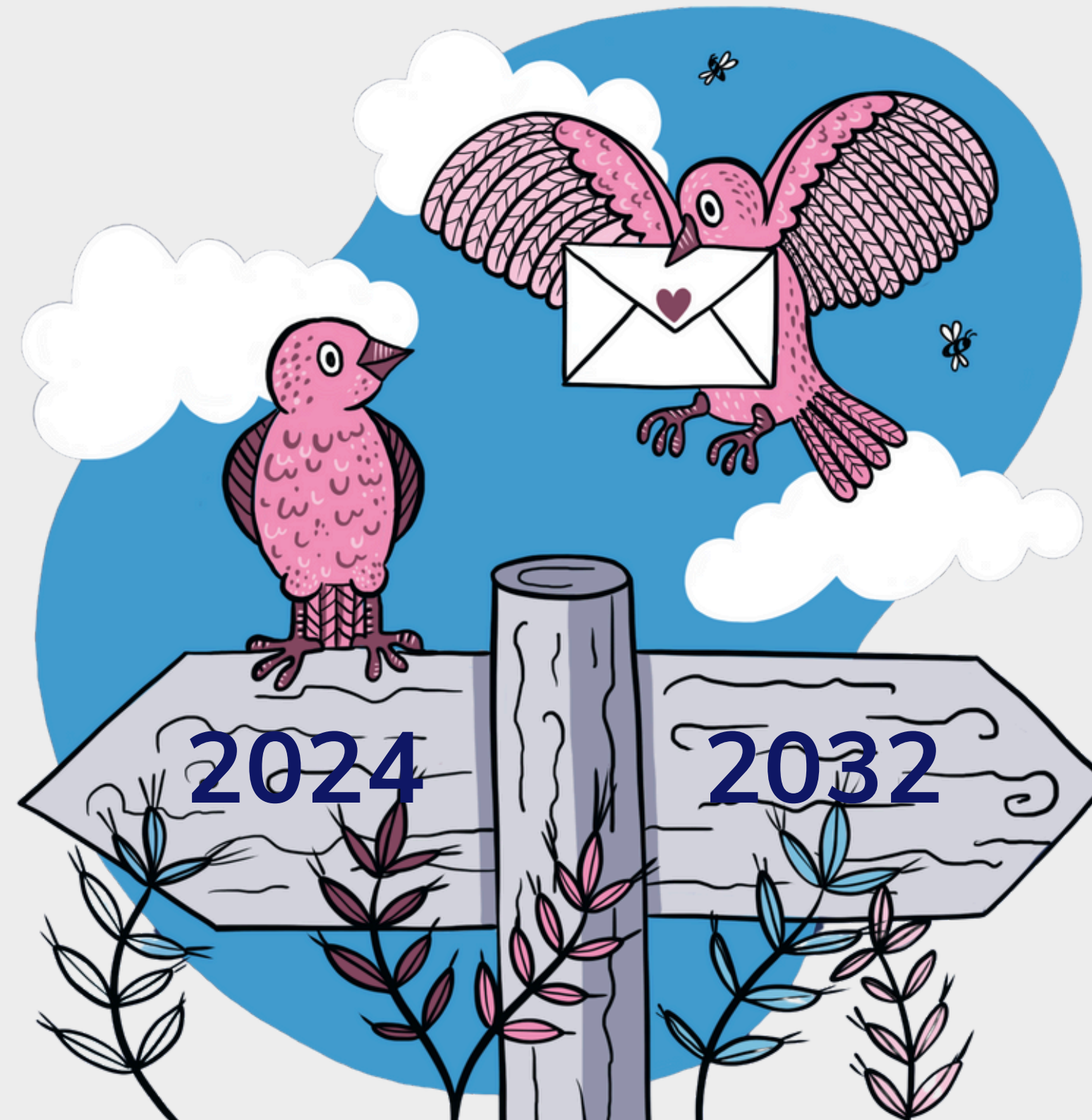- But maintaining independence

Through agile provision ...

Julie finds emotional support:

- **Community,** such as engaging with others who run quizzes
- **Sharing her wisdom,** especially previous caring experiences to help others in similar situations
- **Social connection,** and the ability to check in on other carers

What does the future hold?

A need for future-proofed services

- Specifications must anticipate societal changes, moving beyond today's service models
- Consider increasing shift toward digital/online/AI service engagement
- Adapt to growing demand for 24/7 "on-demand" accessibility
- Account for demographic evolution - tomorrow's elderly carers will have different digital expectations

Future-proofed commissioning

- **Tenders** are assessed to find the '**most advantageous tender**' (MAT) using award criteria, not just price
- Specifications based on impact and outcomes not determinative, inflexible outputs
- Sharing best practice and joint commissioning across ICBs
- Use of frameworks (G-Cloud) for efficient procurement process

Questions

Let's discuss

What's next?

Lunch

And spotlight interviews with Vicky