



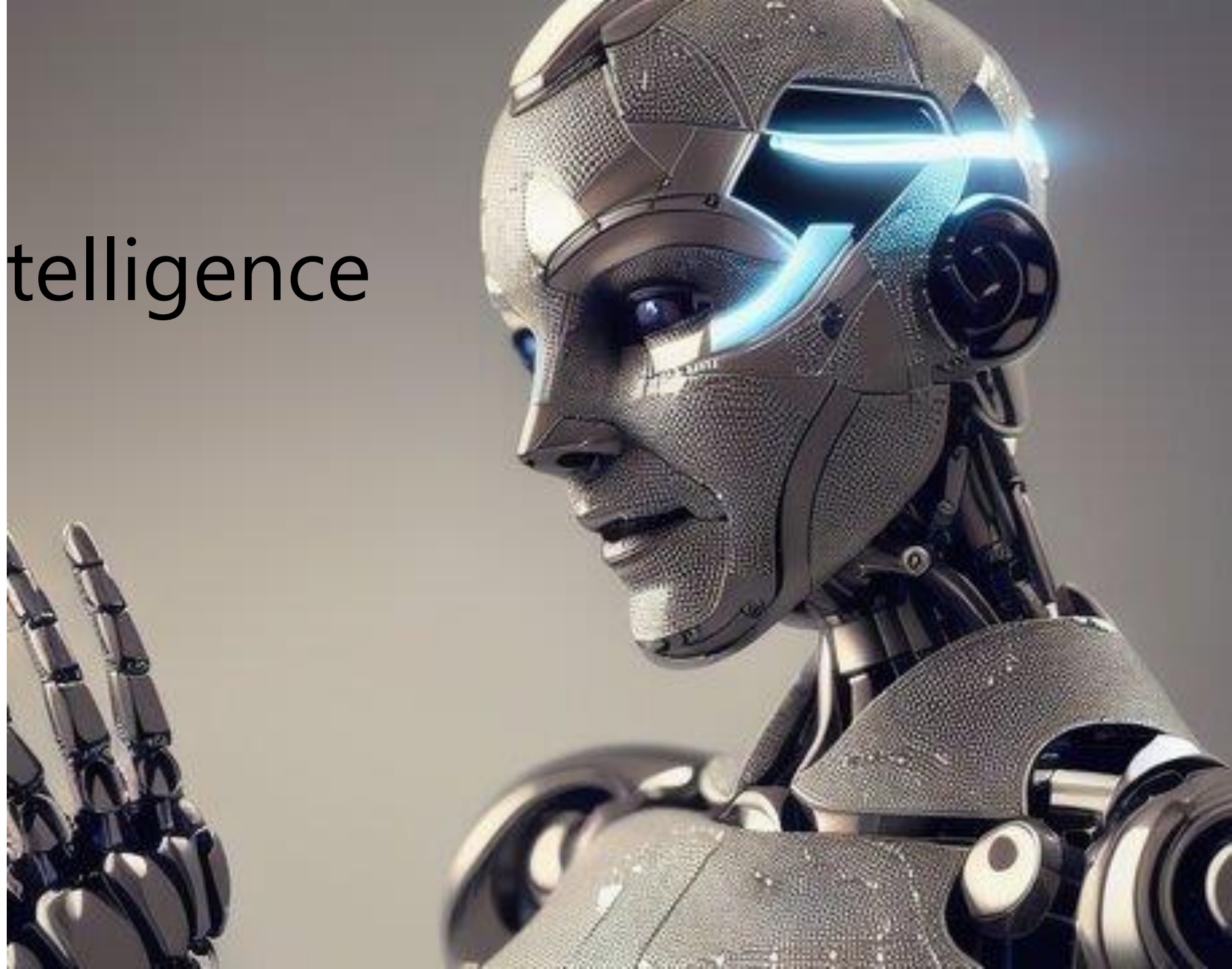
Norfolk
County Council

Artificial Intelligence

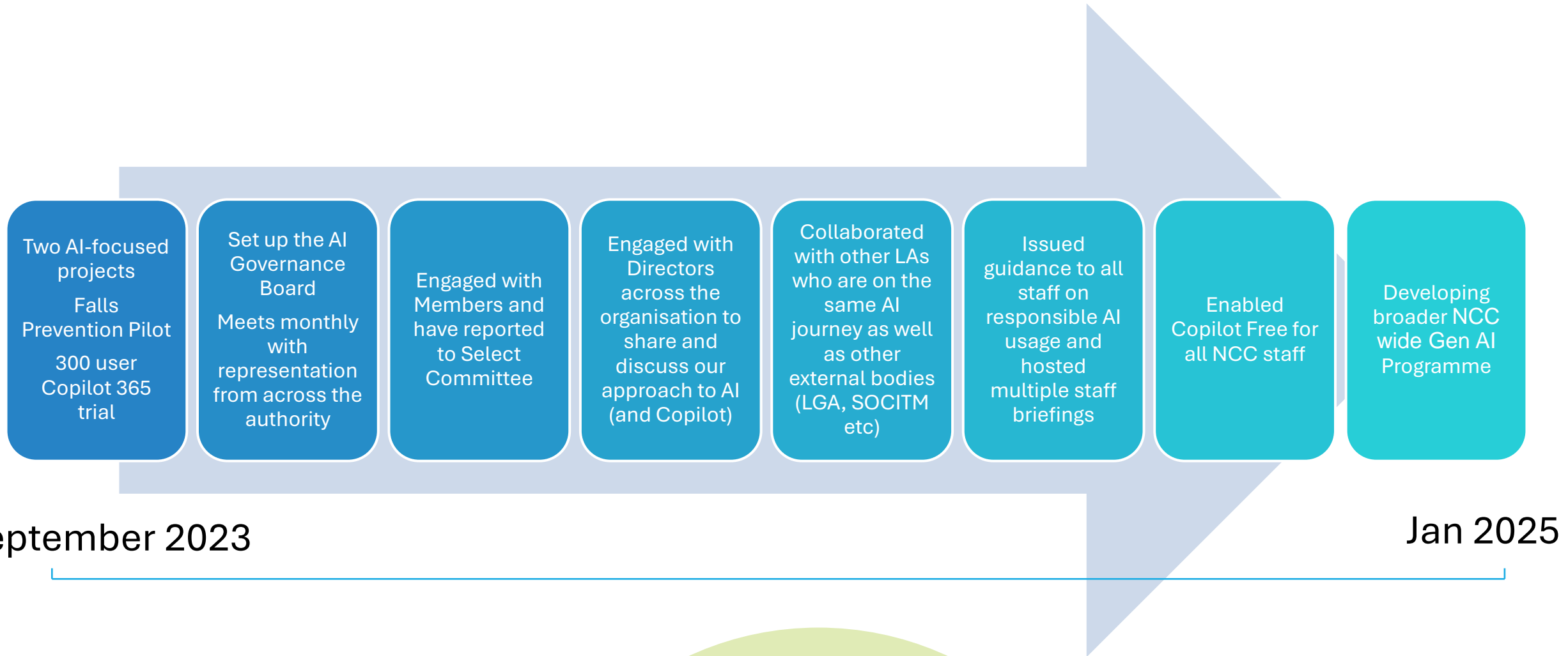
Kurt Frary

Head of ICT

 **Socitm**
Vice President



So far, so good...



AI Strategy

Explore AI in a safe and controlled way

- Approach shared and agreed by Corporate Select Committee and regularly reviewed
- AI Strategy through our AI Governance Board
- Issued all staff guidance on safe and sensible use of generative AI, mandatory e-learning updated to reflect AI principles

Generative AI

- We have explored generative AI through Microsoft 365 Copilot
- Lessons learned from proof of concept demonstrated value in more focused pilots while developing broad capabilities to help the organisation work smarter (i.e. reducing the administrative burden of meetings)
- Trialling other Microsoft AI technologies that provide additional opportunities to deploy bespoke AI solutions to address specific business challenges

Automated AI decision making

- Mandate a **'Human in the loop'** for all decisions affecting citizens
- Emphasise human oversight, accountability, transparency and ownership of all AI generated outputs

Public-facing AI Interactions

- Make sure we understand the underlying capabilities, risks, and controls around generative AI prior to any careful exploration of externally-facing solutions
- Take learning from others in the sector who are developing solutions

Exploit developing organisational capabilities

- Build in-house capability to further exploit opportunities that our larger data sets and models in NCC give us in Data Modelling and Predictive Analytics
- Further pilots in targeting loneliness and isolation in development as well as a number of opportunities to explore in Children's Services.

Exploiting AI

Improving Productivity

Creating documents saving time and effort

Summarising email trails & large documents

Taking minutes and actions of meetings

Increasing efficiency by combining AI with automation

Support Decision Making

Assess large amounts of information and make predictions, enabling better planning and earlier interventions

Improve consistency

Understand sentiment or highlight risks hidden in free format text

Validation checks

Interactions with the public

Natural language chat bots
Quick and accurate responses to common queries

Enhancing the user experience
Personalised conversations

Ambient Listening Technology, taking notes from calls & meetings

Improving accessibility, supporting multiple languages catering for different levels of literacy and skills

NCC AI Maturity

We are doing this now!

We have piloted successfully and are developing this capability

We are learning from the sector and understanding use cases

M365 Copilot Early Access

*What did people
use it for?*

80%

- Summarising and generating content from meetings

65%

- Generating new content from nothing (overcoming Blank Page Syndrome (BPS) or 'writers block')

63%

- Accessing knowledge, self-learning, and understanding concepts

61%

- Creating new content from existing documentation

M365 Copilot Early Access

What did users feel about the product?



88%

Of users agree Copilot helps them complete tasks more efficiently



83%

Of users were satisfied Copilot delivered greater productivity and efficiencies in their work



73%

Of users agreed Copilot increased their capacity to take on more work



65%

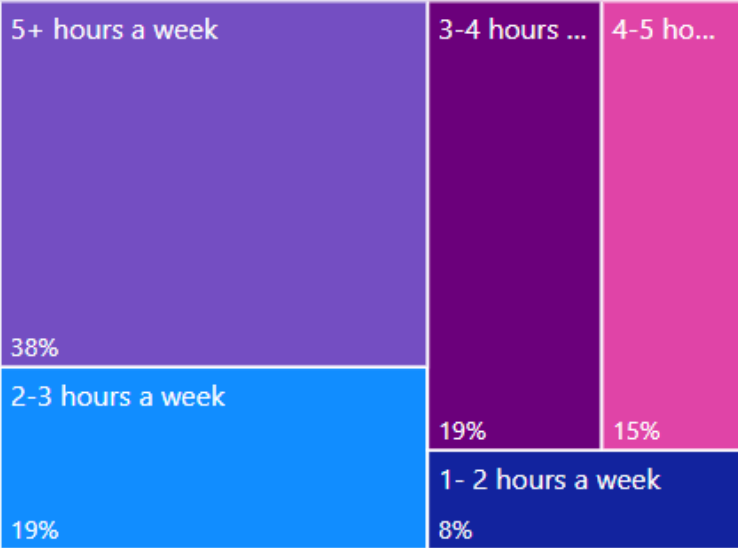
Of users agreed Copilot helped them manage their workload more effectively

M365 Copilot Early Access Survey Findings

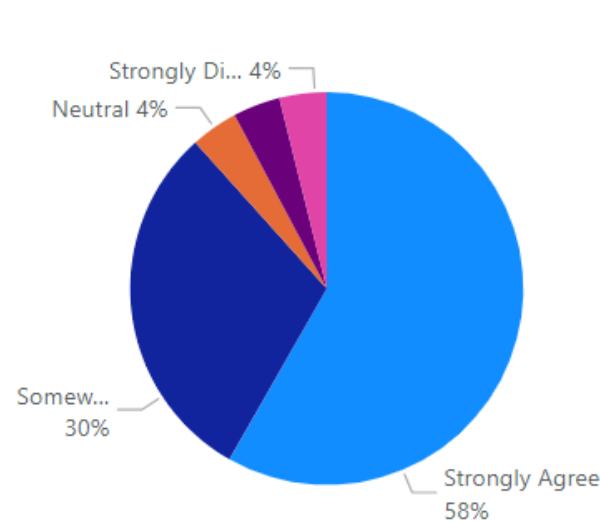
Hours saved required to cover cost

Grade	Minimum Hourly Rate	Hours Saved PerMnth Justification	Actual Average hours saved PerMnth
D Scale	£12.18	2.5	8.7
E Scale	£12.59	2.4	9.1
F Scale	£13.69	2.2	15.2
G Scale	£15.17	2.0	9.5
H Scale	£16.62	1.8	10.0
I Scale	£18.05	1.7	10.1
J Scale	£19.35	1.6	7.8
K Scale	£21.34	1.4	6.2
L Scale	£24.52	1.2	9.4
M Scale	£27.88	1.1	10.7
N Scale	£32.40	0.9	7.2
O Scale	£38.08	0.8	15.6

On average, how many hours per week is Microsoft 365 Copilot saving you?



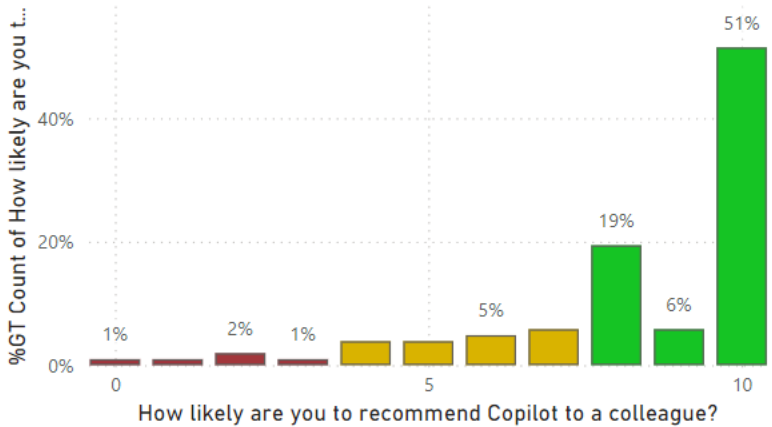
Copilot helps me complete tasks more efficiently, saving time.



237
Hours saved per week

£4,793
Total Saved

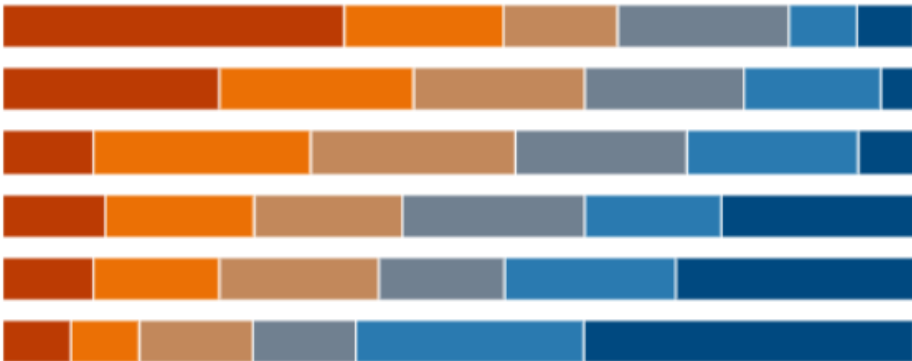
How likely are you to recommend Copilot to a colleague?



Rank Options

- To focus on more 'value added' tasks and l...
- To manage workload more effectively
- To focus on improving quality
- To reduce errors and improve accuracy
- To engage in strategic tasks
- To take on more work

First choice Last choice



M365 Copilot Early Access

Observations, Lessons, and the realities of gen AI adoption

Training, training, training

- We saw significant increase of take up and success with training sessions targeted at role-specific groups
- Training focused on fostering trust, taking away fear, and encouraging careful exploration of prompting
- **Developing prompting and critical thinking is key**

Benefits Realisation

- Realising cashable benefits from an overall corporate perspective is challenging.
- Copilot will deliver productivity, personal efficiency and time savings – we have evidence that supports this.
- It is up to directorates, service areas, and managers to decide how to ‘cash in’ those benefits.
 - Increased capacity, Increased quality, Increased work-life balance (i.e. finishing on time)

Personal Productivity vs Business Productivity

- There is a split in application of Generative AI between everyday tasks that all employees will do (i.e. manage e-mails, creating documents etc) vs very process specific and highly niche areas of work
- We do not want to deploy M365 Copilot for specific business processes where an alternative solution may be better (i.e. PowerAutomate or Azure AI)

Copilot Free

- A significant number of use cases and functionality are achievable in Copilot Free

Personal Productivity vs Business Productivity



Personal Productivity

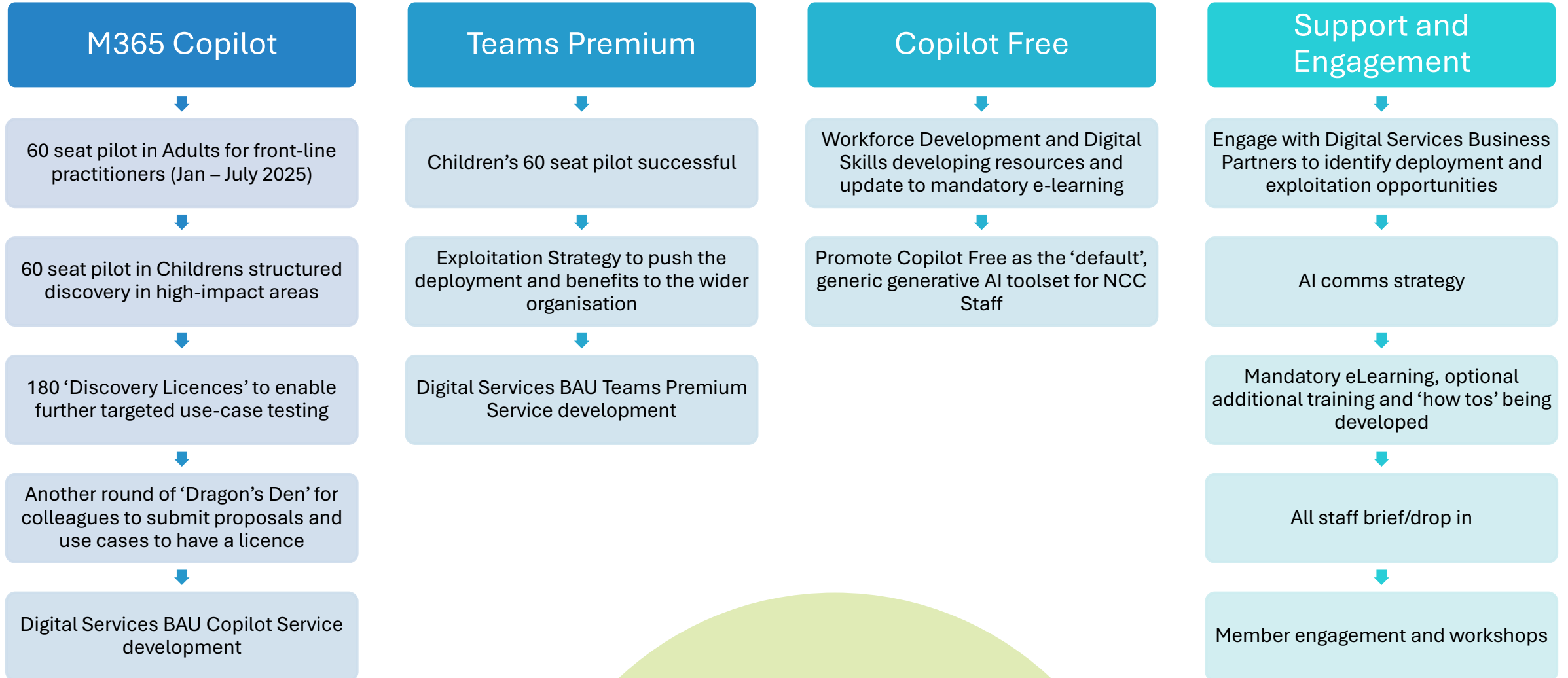
- A suite of 3 applications, prepackaged and developed by Microsoft:
 - **M365 Copilot (£24 per month per user)**
 - **Teams Premium (£5 per month per user)**
 - **Copilot Free**
- These products are applications, much like Word or Excel, we give to staff to help them with their day-to-day work.
- The 'Swiss army knife' of generative AI. Not tailored or bespoke to specific business challenges.
- A well-rounded set of capabilities for staff to streamline administrative work



Business Productivity

- A suite of development and solution architecture tools that allow us to leverage generative AI capabilities in bespoke, tailored solutions we develop to meet specific business challenges.
- These require a formal and structured approach to development, much like any other application development project
- May provide far more focused and specific benefits around specific business challenges
- A pipeline of AI innovation opportunities has been developed with Digital Services Business Partners

Personal Productivity Programme



Adults Pilot Phase 2

Vision:

To explore how Copilot (an AI technology) could be used within Adult Social Services, to simplify aspects of work. The aim is to reduce administrative burden to free up Practitioner time to focus on strength-based practice and improve outcomes for the residents we support. Findings will inform decisions on the future use of Copilot within Adult Social Services.

In Scope:

- 60 Copilot licenses for 12 months, across 4 Operational teams, which include: Practitioners - 20 North, 12 LD, 11 SCCE, 10 MH, with addition of project team licences for 6-month pilot
- Review of hardware to ensure recording quality
- Develop a prompt library for the pilot teams
- Training and guidance
- Building a comprehensive data set to identify specific business problems and potential solutions using Copilot
- Research to understand a baseline and improvements to measure benefits against.
- Utilise Copilot for best interest meetings, supervisions, care act assessments, other assessment conversations and formal meetings.
- Understand what 'quality' output from Copilot looks like for Social Care Teams.

Out of Scope:

- ASSD rollout - this is a second pilot phase to inform recommendations.
- It is not for this pilot to agree how any time savings are utilised operationally.
- Adults AI Policy, the pilot will help inform the need for an AI policy and this is dependent on a Corporate policy.
- Non-practitioner staff
- LAS AI development

"Allows me to have more conversations with people rather than writing up all my notes"

"Copilot just wrote up a supervision for me in about 5 minutes to how I needed it ... I am a convert!!!! Can't wait to find out what else it can do!"

Teams Premium Pilot

Teams Premium is an add-on to Teams, costing £5 per month per user.

It allows a meeting organiser who holds a licence to record, transcribe, and have access to AI-generated summaries and actions of that meeting. The feature is called '**Intelligent Recap**'.

Pilot

A 60-seat pilot of Teams Premium with **Business Support Officers** in Children's Services - Family Help over a 6-week period.

The pilot covered a host of different meeting types, internal and external.

Worked closely with Information Governance to establish guidance and best practice to manage meetings, transcripts and outcomes.

The pilot delivered noteworthy benefits :

- Significant time savings associated with writing up meeting outcomes (as much as 80% reduction in write up time)
- Improved moral and work-life balance in managing workloads
- Simple technical implementation – it just works, with minimal training required. However, change resource required to embed adoption and ensure effective change

What is happening next?

Working with Digital Services Business Partners and Transformation Leads to identify cohorts of users who manage, facilitate and organise a large proportion of meetings to accelerate deployment and adoption.

Areas to approach: Business Support Hub, Executive Support, Business Support functions across the organisation

Business Productivity – what are the tools?

Copilot Studio

Low-code 'Digital Assistants'/Chatbots

Internal or externally facing

AI Builder

Additional 'Low Code' AI tools for PowerAutomate and PowerApps

Azure AI

Full AI application and software development

Other AI Solutions

The market is rapidly evolving, there's huge promise, but also lots of hype/"snake oil" salesmen

AI in Line of Business Systems

Assessment and understanding of new opportunities and technologies

A suite of development and solution architecture tools that allow us to leverage generative AI capabilities in bespoke, tailored solutions we develop to meet specific business challenges.

These require a formal and structured approach to development, much like any other application development project

May provide far more focused and specific benefits around specific business challenges

A pipeline of AI innovation opportunities has been developed with Digital Services Business Partners

Business Productivity – The pipeline

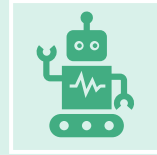


EHCP Compilation

Education, Health, and Care Plans

Compiling evidence and generating summaries of the varied incoming sources used to generate initial EHCP drafts

Potential for significant reduction in external spend on agency staff



Virtual Assistants POCs

- Digital Services

- HR

- FOIs

Gounded in NCC business data to provide context-accurate responses

Reduction in helpdesk and enable advanced self-service



Adult Learning AI Translation POC

Translation of Adult Learning requests from customers, from a native language to English and back.

Enhanced customer experience and quicker resolution times due to use of natural language.



Call Deflection and QA

Greater Self-service and CSA assistance to manage demand on NCC's Contact Centre while enhancing back-office processes

Reduce demand on Contact Centre. Maintain high-quality service.



NRO (Norfolk Record Office)


Use of GenAI to process and add meta data to digital artifacts. Review 100k+ records (images, txt, files)

Providing greater access to public records that would otherwise remain obfuscated to the general public

Active Digital Services Projects



Norfolk
County Council



“AI will likely either be the best or the worst thing ever to happen to humanity.”

Stephen Hawking

Ref: www.cam.ac.uk



Norfolk
County Council



Artificial Intelligence

Kurt Frary
Head of ICT

 **Socitm**
Vice President

