



# Navigating digital skills in the care workforce

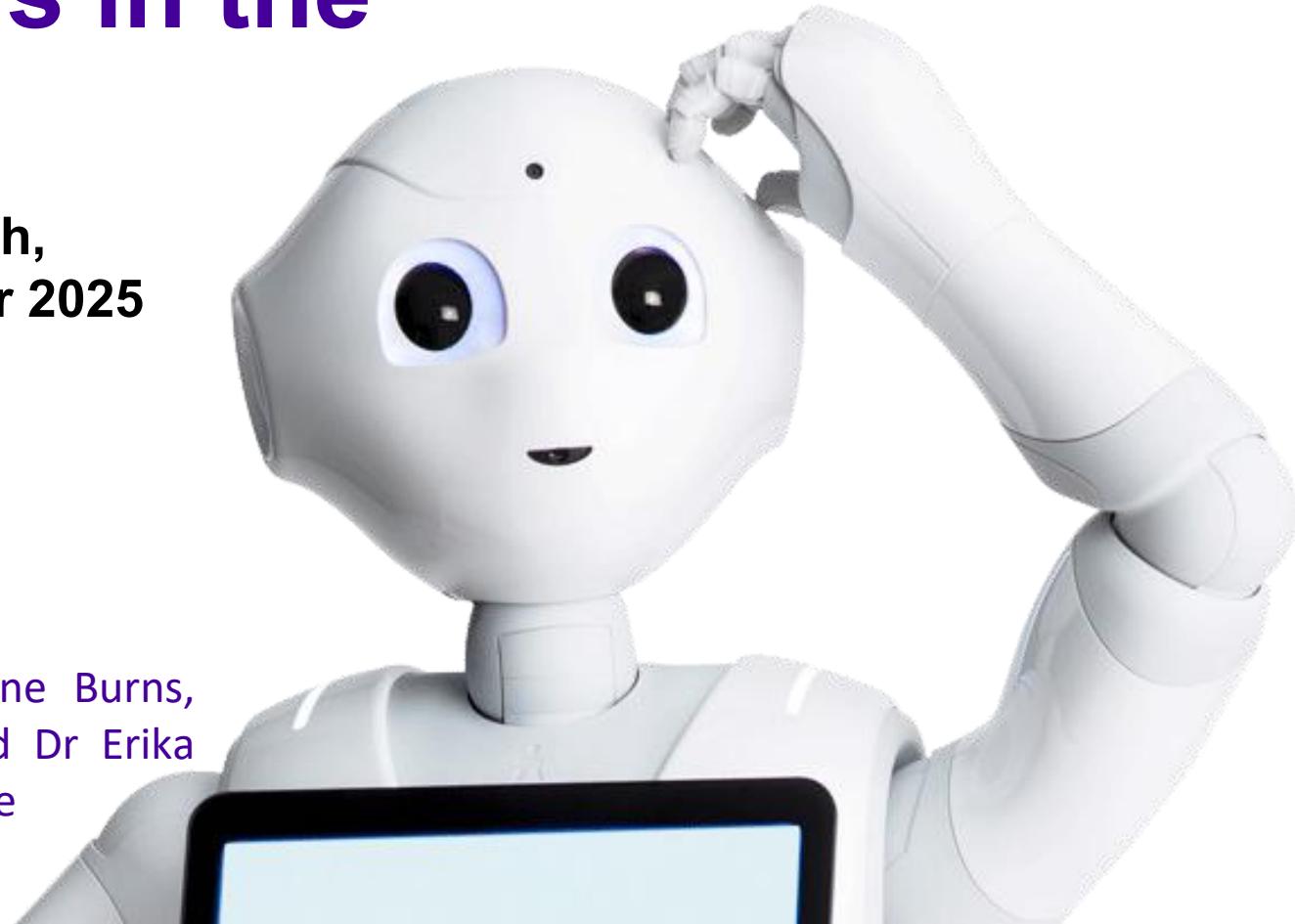
Care we want - a person first digital approach,  
ADASS Yorkshire & Humber, 19th November 2025

**Professor Kate Hamblin**

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Based on research with Dr Grace Whitfield and Diane Burns,  
University of Sheffield; Professor Shereen Hussein and Dr Erika  
Kispeter, London School of Hygiene and Tropical Medicine



Academic



# The Centre for Care's mission

To **co-produce accessible, impactful and original research**, generating new knowledge that is useable by policymakers, commissioners and practitioners **to improve policy, practice and the experience of care and caring**

We define care broadly: the **support needed to enable wellbeing, life chances and inclusion**

We focus on: **care across the lifecourse; paid and unpaid care; care systems; digital care; data infrastructure; and inequalities, diversity and sustainability in care**

Our work is organised around **research themes and groups**, with a focus on **building capacity in care-related research**

Policy &  
Practice



# Overview

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## - Aim:

- to give some insights from research into the ways technologies are being used in care, and the implications for care workforce
  - A deep dive into digital skills
- To give an opportunity to work through a 'theory of change' that might integrate technology to delivery the outcomes you want to achieve.

## - Overview:

- Brief history of care and technology
- Insights from some research into the impact of technology on care work and skills
- An exercise creating an outcomes-based theory of change.

# Brief history of technology and care in the UK

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“We will harness the full potential of cutting-edge technology to transform social care, helping people to live independently in their own homes and improving the quality of care”, Wes Streeting, Secretary of State for Health and Social Care, 2025

- Technology increasingly an area of policy focus and investment to address the ‘crisis’ in UK health and social care
- Funding to integrate technologies into care:
  - ‘telecare’ and generating an evidence base in 2000s → digital technologies (AI, mainstream devices, robotics)
  - 2021 White Paper ‘People at the Heart of Care’ – £150m to ‘drive digitisation across the sector’, including resources for Digital Social Care Records
  - AI: 2019: £250 million announced for the NHS ‘AI Lab’; reduced to £139m in 2024
- Digitalisation also driven by A2D switchover, COVID-19 pandemic and advances in technology

# Some key questions...

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- **'Technology' is very broad:** which technologies? And what will they transform? Efficiencies or care quality? Which and *whose* outcomes?
- **Social care is also very diverse:** is technology transformative across all areas of the care ecosystem? All types of care? All of the workforce?
- **Technology not always predictable:** people 'tinker' and use in ways not intended by the designers (Aceros et al. 2015; Pols & Willems, 2011).
- **Technologies need...**
  - **People:** what about the tasks/ work technologies create?
  - **Wider changes in care systems:** e.g. shifting models to introduce 'prevention into an environment which is focused on dealing with crises' (Glasby et al. 2023: 12).

# Understanding the impact of technology on care & care work

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- **Our research (Whitfield, et al., 2025; Hamblin et al., 2025):**
  - *What digital technologies are being used in care in practice?*
  - *What impact do they have on care and care work?*
  - *What do skills are needed to use them?*
- **The approach we took:**
  - **Analysed policy document and the language they used** to describe things like 'technology', the 'care workforce' and 'digital skills'
  - **Seven care provider case studies:** observations, focus group, analysis of documents and interviews with CEOs, managers, deputy managers, team leaders, care workers (day and night), office staff, activity coordinators, housekeeping staff.

# Which technologies? Mainstream/ 'smart' consumer devices

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Different digital devices and systems were in use:

- 'Care management systems' to organise and record care
- Digital social care records
- Digital log in devices and systems
- Sensors to detect movement, door entry and exit and sound 'acoustic monitoring'
- Call-bell systems linked to smartphone
- Mainstream devices like smartphones and smart speakers.
  - But no robots...



# Understanding the impact of technology on care & care work

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**Policy documents:** technology will make care work more efficient and improve the quality of care

**How technology changes care work:**

- **Makes some tasks ‘faster’ or more instant-** e.g. recording care, information flows, being able to summon help
- **Makes some tasks slower:** e.g. Digital Social Care records including information not relevant to people
- **Sometimes technology is demanding:**
  - Attention: need to respond to the technology first, e.g. logging in, cancelling alerts
    - Changes the order of care tasks - does it then change how care workers work? How people being cared for feel?
  - Needs staff time/ new roles to:
    - Manage and analyse data or respond to alerts
    - Fix it
    - Train/ coach people to use it

# Understanding the impact of technology on care & care work

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## Key messages and recommendations:

- Not as simple as technology = efficiencies → policymakers should acknowledge this or risk disappointment/ frustration from care providers and care workers
- A lot of technology appears to have been designed by people who don't understand care work → co-design technology for care

*“I think that would be a really good way of having those people who developed... designed or developed or whatever coming into the care homes and actually being with us for a shift or for a couple of shifts, actually” (Care worker, residential care setting 1).*

# What do digital technologies mean for workforce skills?

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“By developing the digital skills, confidence, and capabilities of the adult social care workforce, we can empower them to support the people drawing on care to choose the care technology that is right for them.” Stephen Kinnock, Minister for Care

**Lots of reference in policy to care workforce needing ‘digital skills’**- what do they mean?

**Adult Social Care Digital Skills Framework** (developed by Digitising Social Care with Skills for Care in 2023) - two levels of increasing proficiency within each domain:

1. Using technology to support person-centred care
2. Technical skills for using technology
3. Communicating through technology
4. Using and managing data
5. Being safe and secure online
6. Ethical use of technology
7. Digital learning, development, and wellbeing

# What do digital technologies mean for workforce skills?

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## What skills did care workers need in practice?

### Skills needed by care workers:

- Familiarity with typing and navigating touch screens on smartphones/ tablets
- logging in and out of devices
- entering and accessing data
- taking photos and attaching them to records
- accessing digital 'forms' using a QR code
- reading and sending emails, including to the families of the people they supported

**CRUCIALLY** 'problem-solving skills' to navigate technologies' issues.

### Skills needed by senior staff and managers:

- Editing care plans
- locating archived information in digital care records
- analysing or understand the data technologies record
- sharing information with local authorities and regulator.

# What do digital technologies mean for workforce skills?

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- Some issues with confidence from some staff in terms of their ability to use digital technologies: *'we have some staff who do not use smartphones so they were very apprehensive, they were unsure'* (care lead, case study 1)
- Others were very familiar and confident because of the use of smartphones : *'I just generally think that most people, these days, can use a phone-based app. So, the upskilling, is that a requirement? Probably not'* (training staff, case study 6)
- Care workers demonstrated 'problem-solving skills' to navigate technologies' shortcomings
- Other skills, beyond digital:
  - Language skills
  - Judging what was appropriate: over-familiarity with digital = use of emojis, so a need for understanding of record-keeping requirements.

# What do digital technologies mean for workforce skills?

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## How are digital skills developed?

- Technology providers often provide initial training: difficult in a context of staff turnover and in pressured contexts
- Peer support and 'learning on the job'

**Key messages:** technologies in use not always complicated 'hi-tech' but does not mean they're easy to use because sometimes poorly designed

## Recommendations: What helps?

- Ongoing training, not just at point of installation- important for new starters
- Ongoing support to navigate updates, share 'workarounds'
- 'Champion model' - needs recognition/ time/ dedicated role AND consideration of the contingency if technologies are one person's responsibility and they leave.
- And again, co-design of digital devices and systems for care.

# Summary

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- A range of technologies being used in practice in care
- Their impacts are more complex:
  - Making some care tasks faster
  - Making others slower
  - Demanding attention.
- Concerns about workforce lacking digital skills appear unfounded:
  - Care staff quickly adapted to the new technologies
  - Demonstrated creativity and resilience in troubleshooting problems caused by poor technology design.

## Ways forward:

- **Design and integration of digital technologies need to be grounded in the realities of care and care work, and does not underestimate the skills of the care workforce.**
- **Start with outcomes - technology shouldn't be a hammer looking for nails!**

# An exercise...

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- In small groups, work together to develop a 'theory of change'
- A theory of change plots out the outcomes you want to achieve, the resource you will need and any challenges that might come along the way.
- Asking:
  - **What's the challenge?**
  - **What's the outcome you want to see?**
  - **What resources do you need to make the change?**
  - **What activities will you need to do?**
  - **What are the outputs- direct, tangible results of the activities**
  - **What are the outcomes (short-term & medium-term)**
  - **What assumptions are you making that might hold you back?**

Questions	Example – Air Fryers!
<b>What's the challenge?</b>	Older adults with chronic conditions want to live independently at home but find cooking safely increasingly difficult and are not eating well as a result; care workers have limited time to prepare meals.
<b>What's the outcome?</b>	Enhanced quality of life for older adults, reduced hospital admissions, reduced demands on unpaid carers, care worker time used for other support.
<b>What resources do you need to make the change?</b>	Funding, appropriate support/ technology, trained staff to offer support.
<b>What activities will you need to do?</b>	Looking at available evidence to select a technology (e.g. air fryers), training care staff and people to use the air fryers, distributing the air fryers.
<b>What are the outputs- direct, tangible results of the activities</b>	Number of staff trained, number of people using the air fryers.
<b>What are the outcomes (Short-term &amp; Medium-term)</b>	<p><b>Short-term:</b> Increased patient and staff confidence in managing cooking independently, reduced illnesses related to poor diet.</p> <p><b>Medium-term:</b> Improved health, fewer falls or emergencies.</p>
<b>What assumptions are you making?</b>	<ul style="list-style-type: none"> <li>- People are willing and able to use the air fryers.</li> <li>- Reliable power supply and technical support are available.</li> <li>- Care staff have sufficient time to help people to use and maintain the air fryers.</li> </ul>

<b>Questions</b>	<b>Your answers</b>
<b>What's the challenge?</b>	
<b>What's the outcome?</b>	
<b>What resources do you need to make the change?</b>	
<b>What activities will you need to do?</b>	
<b>What are the outputs- direct, tangible results of the activities</b>	
<b>What are the outcomes (Short-term &amp; Medium-term)</b>	
<b>What assumptions are you making?</b>	

# References

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**Centre for Care Deputy Director:** Professor Nathan Hughes

**Please get in touch if you would like to know more, or to work with us on related issues, by contacting our support team:**

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**NIHR** | National Institute for Health and Care Research

# Bradford Adult Social Care's AI Digital Assistant **Annie**



# Where it all began...

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- Summer 2024
- 1 Collaboration
- 3 Councils: Bradford, Norfolk & West Northamptonshire
- 1 Expert technical partner: Bullet
- 1 Business & evaluation partner: CC2i
- 12 month project
- Based on successful pilot in Medway Council
- AI was emerging & collaboration allowed councils to pilot AI without IT resource
- Focus on ASC Information & Advice (Front Door & Unpaid Carers)



**Aida**

# Why it all began...

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- Aim was to improve access to information under Section 4 of The Care Act 2014; *ensuring people had access to the right information at the right time*
- Front door demand (3,000-3,500 calls per month) & increasing
- Call centre only open working hours - particularly high demand at 8.30am
- Multi-lingual community
- Strengthened our Prevention Offer supporting with 'lower level' ASC queries & referrals
- Widening channel access, using accessible & popular channels
- Examples of what Annie can support: *finding local voluntary community services, equipment or technology solutions, housing related queries, carers support, charges, eligibility and much more*

# What is Annie?

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The AI driven digital assistants are trained on **trusted information and advice**, curated with the local authority - including content from national, regional and other expert sources;

They are **channel agnostic** - we have been focusing on **WhatsApp** due to the popularity of the channel and also to ability to **schedule feedback** - but the assistants are also **deployed on web, Instagram and Facebook**;

The digital assistant allow people to '**have a conversation**' with the trusted content; are **multilingual**; available **24/7**; can be **voice or text driven**; can **manage 100s of conversations simultaneously**; interface with **local directories**; monitor and flag messages with **safeguarding concerns**; are trained to be empathetic, supportive and kind;

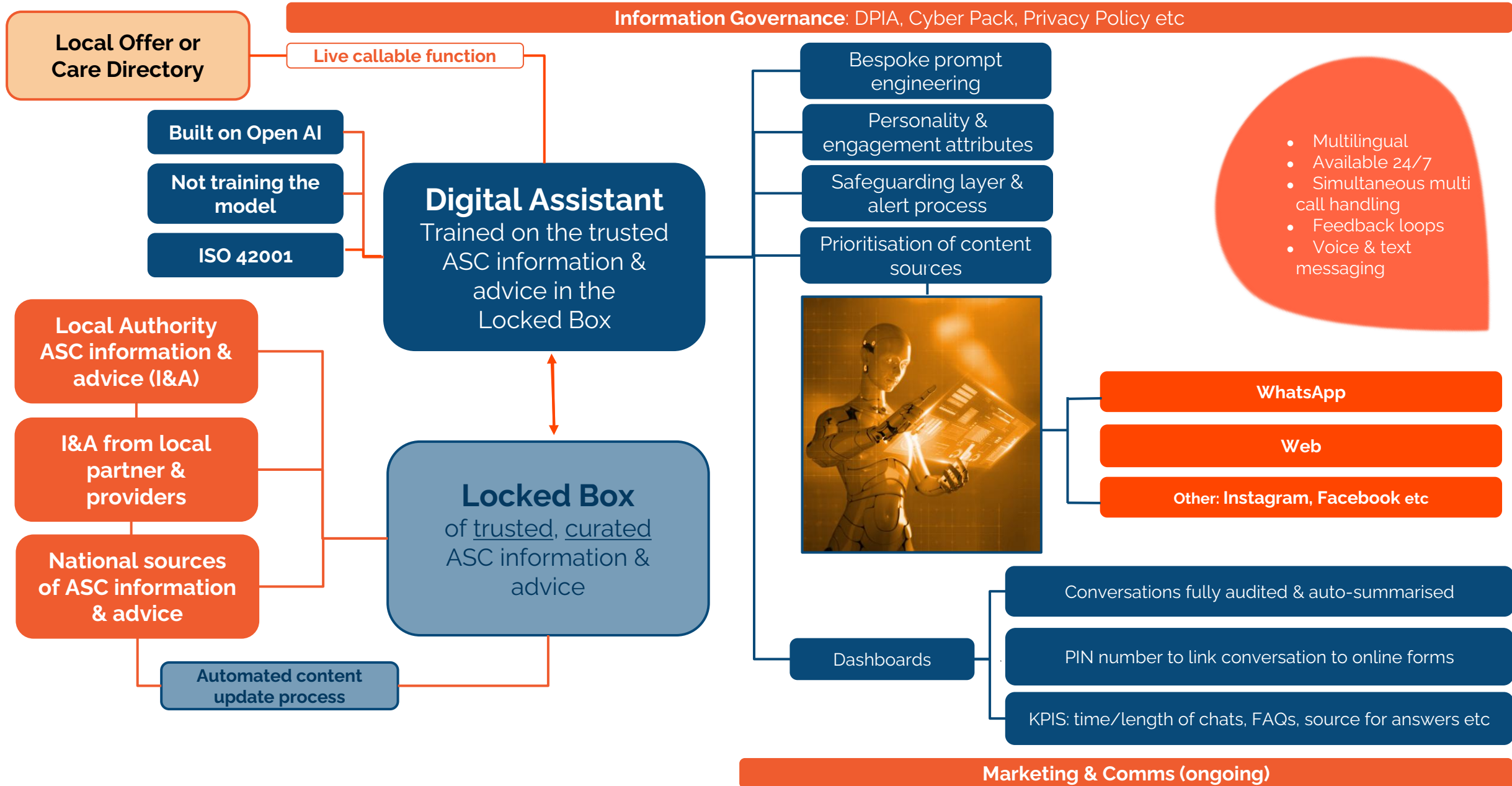
All underpinned by **comprehensive information governance**, as well as **cyber security** - including **ISO42001**

**Aida**

# What Annie is Not

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- Annie is not an assessment tool that will support assessors day-to-day work
- Annie is separate project to council's co-pilot work
- Annie does not gather or store any personal information and will not link in with SystemOne or any live systems
- Annie will not know if there is an allocated Social Worker and cannot give out SW contact details
- Annie does not make any decisions - she is focused on I&A
- Annie doesn't train any AI models
- Annie doesn't collect any personal information or data



# Challenges, Testing & Info Gov

- Delivering a new customer facing channel (WhatsApp) plus AI
  - Bradford's first public facing AI solution
  - AI strategy & sign off process was still emerging - now we have AI strategy board
  - WhatsApp was previously only used as a 'broadcast channel', so required further IT & IG investigation
- DPIA was lengthy but has been completed
  - Support from other councils in the collaboration
- IT department overview & sign off including PEN testing (now annual)
- Multiple rounds of user testing
  - Internal, external and service user groups
  - Language testing
- New Processes:
  - Reviewing Annie's conversations
  - Using a PIN Number, Annie links in with the online referral form to IAH should a referral still be needed after the conversation, which will be followed up by an advisor to prevent duplication

# Cyber Security Overview

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- **UK Data Residency:** All data hosted in AWS London region
- **Multi-Factor Authentication:** Mandatory MFA across all cloud services and administrative accounts
- **Encryption:** HTTPS for all API communications, FileVault disk encryption on all devices
- **Access Controls:** Role-based access with principle of least privilege
- **AI Security:** Dedicated Bullet Armour middleware for AI message filtering and validation
- **Human Oversight:** Human-in-the-loop review processes with guardrails for user safety
- **AI Red Team Testing:** Regular adversarial testing using Promptfoo framework to identify and mitigate prompt injection and other AI-specific vulnerabilities
- **Penetration Testing:** Annual third-party security assessments of all system components
- **Secure Development:** Standard, non-fine-tuned AI models (OpenAI GPT-4o, Anthropic Claude Sonnet 4) with curated RAG approach
- **AI Framework** alignment with NCSC Secure AI System Development principles
- **Red Team Testing:** wide range of attack vectors & prompt injection

# Now Live & Chatting



City of BRADFORD METROPOLITAN DISTRICT COUNCIL

[Return to website](#) **START AGAIN**

### Chat To Annie

Our AI powered adult social care chatbot

Hello, I am Annie, an AI assistant who will help you to navigate your questions around Adult Social Care.

**Children under 18?**

Please contact Bradford Children's and Family Trust

Web: <https://www.bradfordcft.org.uk>  
Telephone: 01274 437500  
Online form: [Children and Families Portal](#)

### Privacy Statement

Please do not give Annie any personal details. Annie will not ask for your name, telephone numbers, bank details, address or date of birth.

All conversations with Annie will be monitored for accuracy and to improve the quality and performance of the service but these are anonymous to us. This information may be used to improve Annie in the future.

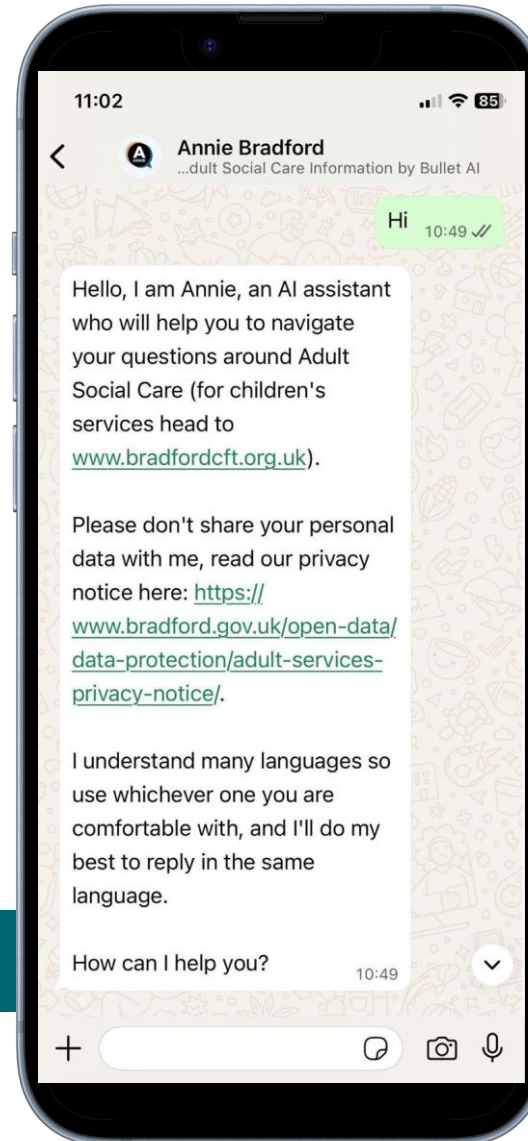
For more detailed information about our how we use your data, please read our [Privacy Notice](#).

Click 'I agree' below to proceed

**I agree**

[Accessibility Statement](#) [Cookie Policy](#)

<https://bradford.bullet-ai.com/>

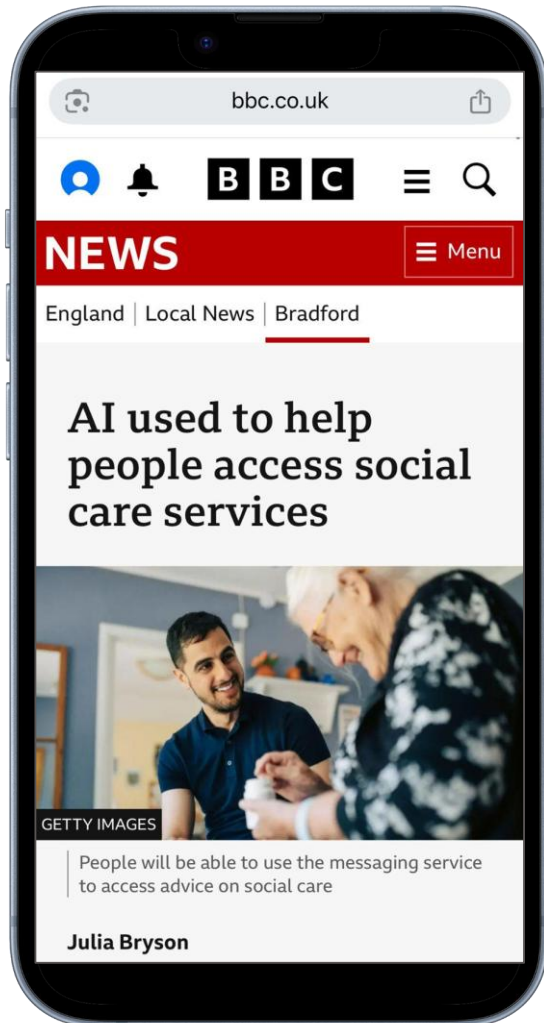


WhatsApp  
Text & Voice

**Aida**

# Comms & Marketing

## LinkedIn



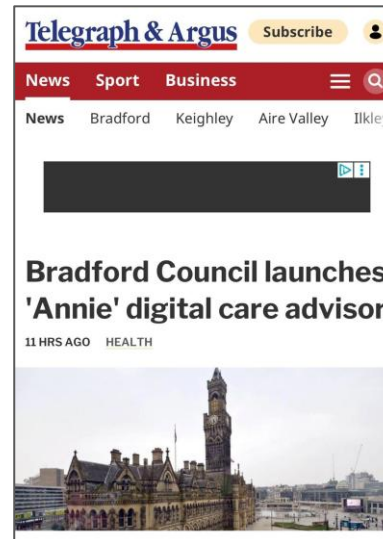

**Bradford Council**  
19,493 followers  
1d · 🌐

We are proud to announce the launch of 'ANNIE' our new digital Artificial Intelligence Advisor for Adult Social Care now available on WhatsApp and online.

ANNIE can help you find tailored support solutions for you, or someone you care for, across the district. Whether it's finding a local community group, advice for carers or equipment solutions.

You can message Annie 24/7 via:

- WhatsApp on 07418 609003 and get the help you need, when you need it, with no waiting times
- Use the following link <https://orlo.uk/hJVno>
- Visit Bradford Council's website: <https://orlo.uk/27E8m>



## Independence Advice Hub

The first point of contact for Adult Social Care in Bradford.

- Information & Advice
- Social Workers
- Community Care Officers

The Independence Advisors act to help callers find tailor made solutions. They will discuss with you such as digital offers, self-serv alternatives to paid-for services strengths, skills and the resources that they can live independently.

This invaluable support service many people in the district, who callers to find the best outcome that they can live independently.

For more information visit IAH contacts: [IAHinbox@bradford.gov.uk](mailto:IAHinbox@bradford.gov.uk)

You can now text **Annie** our **Digital Information Advisor** via WhatsApp on **07418609003** or **scan the QR code**.



Annie is multi-lingual and available 24 hours a day, 7 days a week for non-urgent advice and information on Bradford Adult Social Care.

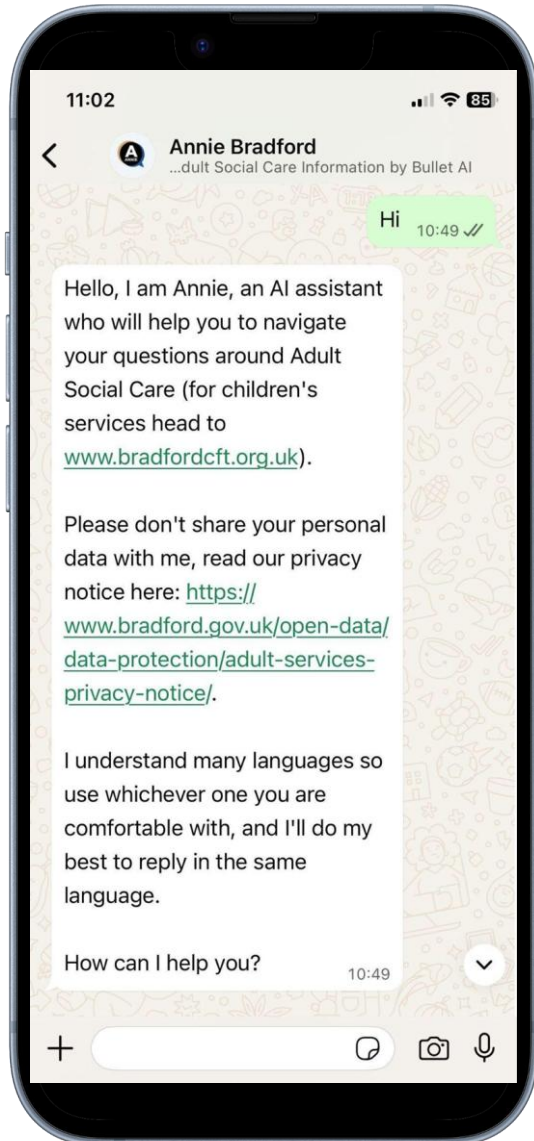
If you prefer to speak to us face to face, please drop into one of our Wellbeing Hubs.

- **Bradford East, Idle:** Thornbury Centre, Wright Watson Enterprise Centre, Thorp Garth, Idle BD10 9LD (Wednesday, all day)
- **Bradford South:** Tyersal Sutton Centre, Kyffin Place, Bradford BD4 8NB (Wednesday, all day)
- **Bradford South:** Great Horton Centre, 69 Beldon Rd, Bradford BD7 3PE (Tuesday, AM)
- **Bradford West, Manningham:** Manningham Mills Community Centre, Lilycroft Road, Bradford, BD9 5BD (Friday, all day)
- **Shipley:** Shipley Library, 2 Well Croft, Shipley BD18 3QH (Thursday, all day)
- **Keighley:** Highfield Centre, 21 Drewry Road, Keighley, BD21 2QG (Thursday, AM)
- **Keighley Central:** Central Hall, Alice St, Keighley BD21 3JD (Monday, AM)

The wording in this publication can be made available in other formats such as large print. Please call 01274 432111.

- Telephone message has been recorded to advertise 'Annie' to callers on the IAH line
- Promoted at Labour Party conference, Bradnet, Managers Express etc
- GP practices, internal newsletter - ongoing
- Social Media videos are underway

# Annie: Demo & Conversations



Hello!

Annie: You are now connected with Annie 😊 How can I assist you today? I understand you are not feeling comfortable with,

You: i keep falling

Annie: I'm sorry to hear that. I can help you address this for you and services that

1 **Tips for Prevention**  
and exercise  
steady on your feet  
fall prevention  
[ai.uk/r/zxNOV](http://b-ai.uk/r/zxNOV)

2 **Falls Prevention**  
Care NHS For  
those over 65  
community e  
services at [b-ai.uk/r/zxNOV](http://b-ai.uk/r/zxNOV)

3 **Accessing the**  
team can be  
professional,  
exercise prog  
[ai.uk/r/zOIGv](http://b-ai.uk/r/zOIGv)

It's important to take care of yourself, and these resources are here to help. If you need further assistance, please let me know!

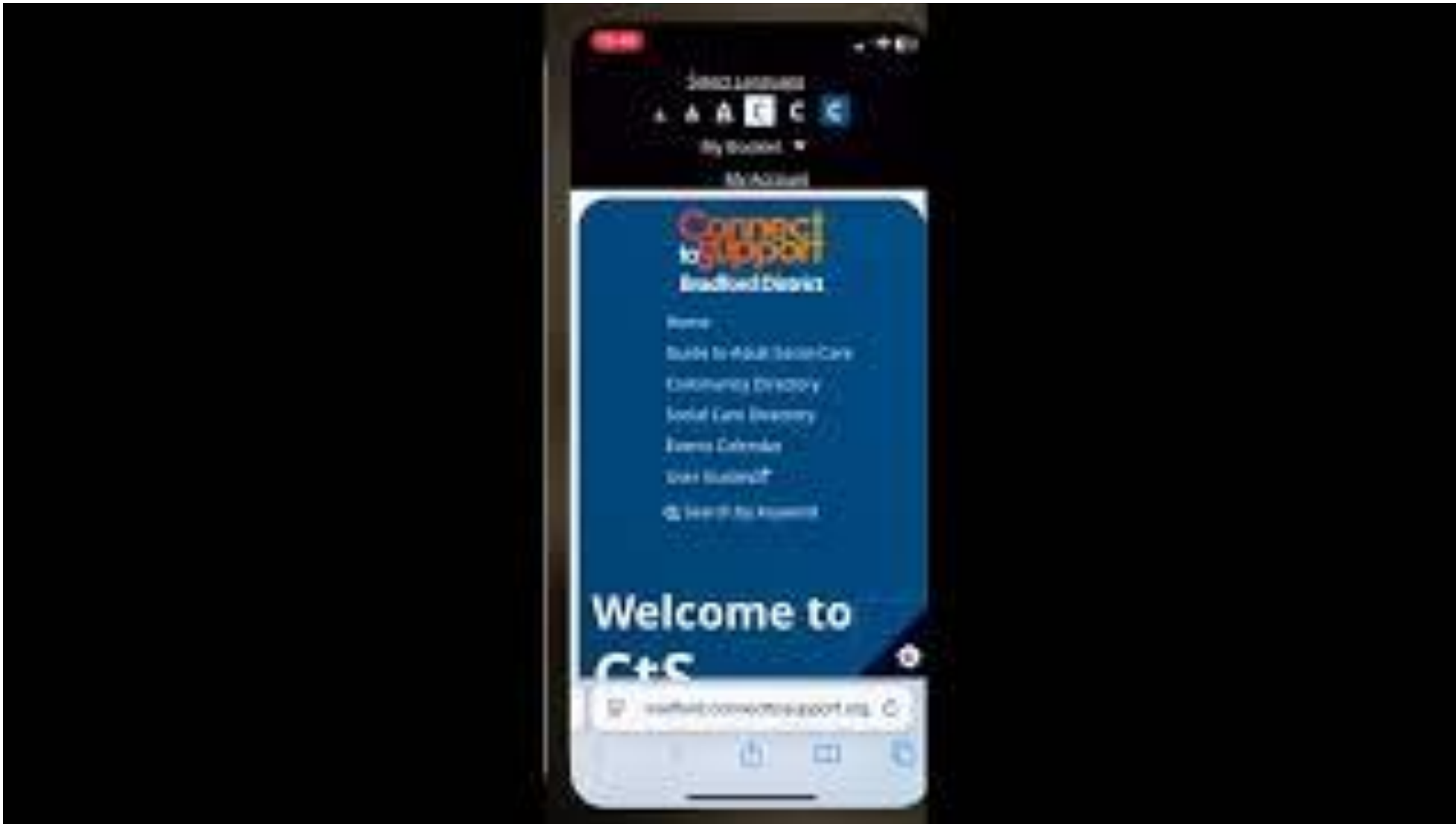
You: can i get any aids to help me walking

Annie: To assist with walking, you can explore various accessibility aids. Here are some options:

- 1 **Assistive Technology:** You can obtain walking aids through local authority needs assessments, supported housing providers, shops, online suppliers, and independent living centres. It's crucial to choose aids that are suitable and comfortable for you.
- 2 **Sight Airedale:** If you have visual impairments, Sight Airedale offers demonstrations and supplies aids for daily living. They can help you choose suitable devices. More information is available at <https://b-ai.uk/r/DBnO2D>.

If you need help accessing these services or have any questions, feel free to reach out!

# Annie: Demo & Conversations



# Annie: Demo & Conversations

You are now connected with Annie 😊 How can I assist you today? I'll be happy to help you with anything you need, and I'll do my best to reply in the same language as you.

1 hour ago

user: Hi, can you explain how bradford council runs its direct payments

1 hour ago

Looking for "bradford council direct payments"

Discovering relevant information...

Searching for "Bradford Council Direct Payments"

**Direct Payments from Bradford Council**  
Direct Payments are funds provided by Bradford Council to individuals who are unable to arrange care and support for themselves. This allows individuals to choose the services and support that best meet their needs, giving them flexibility, choice, and control over how care and support are provided.

**Key Points:**

- Flexibility and Control:** Individuals can choose the services and support that best meet their needs, giving them flexibility, choice, and control over how care and support are provided.
- Management:** The Direct Payment Team offers support to help individuals manage their payments, including assistance with payroll companies to handle responsibilities like paying staff wages, with costs covered by the Direct Payment.
- Charges:** There is a charging policy based on income. For more detailed information, you can visit these links:  
Understanding Direct Payments: <https://b-ai.uk/r/70owqD>  
What are Direct Payments? <https://b-ai.uk/r/jPkG67>  
Charges and Management of Direct Payments: <https://b-ai.uk/r/7g6qRD>

If you have more questions or need further assistance, feel free to ask!

1 hour ago

user: can you explain my options for a direct payments

1 hour ago

Searching for "Direct Payments Options"

**Options for Direct Payments**  
When you receive Direct Payments from Bradford Council, you have several options for managing your care:

- Flexibility and Control:** You can choose the services and support that best meet your needs, giving you the flexibility to tailor care to your preferences.
- Management Support:** You can get assistance from the Direct Payment Team to help manage these payments. This includes using payroll companies to handle responsibilities like paying staff wages, with costs covered by the Direct Payment.
- Accessible Information:** For more detailed information, including accessible formats like audio and Easy Read versions, you can visit the Bradford Connect to Support Direct Payment Zone. For more details, visit:  
Understanding Direct Payments: <https://b-ai.uk/r/70owqD>  
Further Information on Direct Payments: <https://b-ai.uk/r/zkxqxD>  
Feel free to ask if you need further assistance!

1 hour ago

user: whats the process to get a DP

1 hour ago

Searching for "process to get Direct Payments Bradford Council"

Found 3 Bullets

**Process to Get Direct Payments**  
If you're interested in receiving Direct Payments from Bradford Council, here's what you need to do:

- Current Recipients:** If you already receive care and support funded by Bradford Council and want to switch to Direct Payments, contact your social worker.
- No Social Worker:** If you don't have a social worker, you can reach out to the Independence Advice Hub at 01274 435400.
- First-Time Applicants:** For those applying for support for the first time, your social worker will discuss the option of Direct Payments with you. If you are eligible, they will arrange a start date and you'll sign a contract to set up the payment. For more details, you can visit:  
Applying for Direct Payments: <https://b-ai.uk/r/7XkdID>  
How to Apply for Direct Payments: <https://b-ai.uk/r/7g6qRD>  
Let me know if you need further assistance!

1 hour ago

user: do you have a contact number

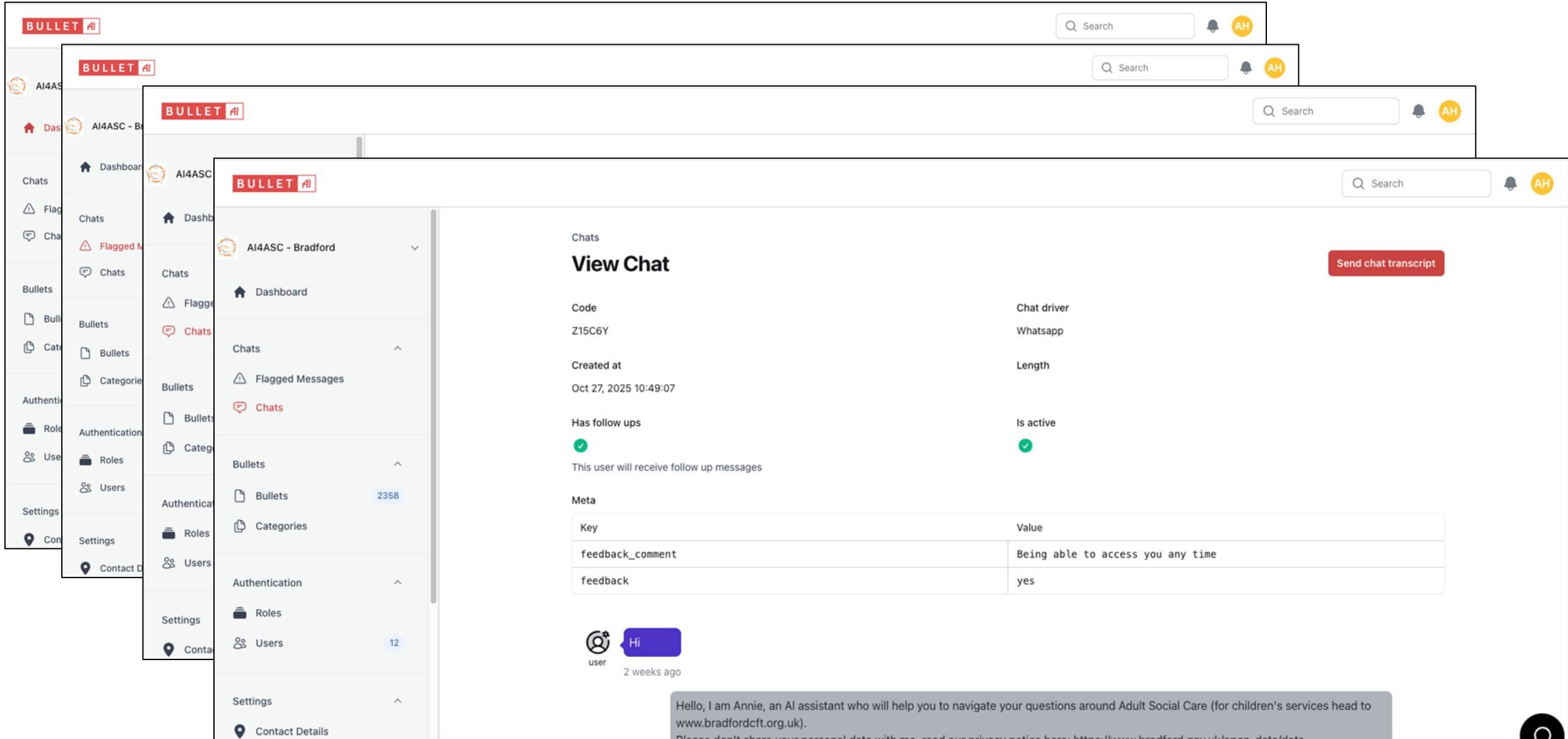
1 hour ago

Looking up contact details...

Discovered 5 contact details.

Certainly! For any enquiries related to Direct Payments or other Adult Social Care services, you can contact the **Independence Advice Hub** at **01274 435400**. They can provide detailed guidance and assistance. If you have more questions or need further help, feel free to ask!

# Data Dashbaords



The screenshot displays the BULLET AI dashboard interface. The main content area is titled "View Chat" and shows details for a chat with code Z15C6Y, created on Oct 27, 2025 at 10:49:07. The chat driver is Whatsapp. The user has follow ups (indicated by a green checkmark) and is active (also indicated by a green checkmark). A note states "This user will receive follow up messages".

Below the chat details is a "Meta" table:

Key	Value
feedback_comment	Being able to access you any time
feedback	yes

At the bottom of the chat view, there is a user profile for "user" with a message "Hi" sent "2 weeks ago". Below this is a system message: "Hello, I am Annie, an AI assistant who will help you to navigate your questions around Adult Social Care (for children's services head to [www.bradfordcft.org.uk](http://www.bradfordcft.org.uk)). Please don't share your personal data with me, read our privacy notice here: [http://www.bradford.gov.uk/open\\_data/data](http://www.bradford.gov.uk/open_data/data)

The dashboard includes a sidebar with navigation options: Dashboard, Chats, Flagged Messages, Bullets (2358), Authentication, Roles, Users (12), and Contact Details. The top navigation bar features a search bar and a user profile icon labeled "AH".

# Impact & Evidence

Go Live date: **27th October**

Total number of conversations: **277**

Total number of messages/questions from users: **784**

% of conversations outside of call centre hours:  
**=25%**

No of conversations per week: **79**

Repeat Whatsapp users of *Annie*: **14 Users**

# Learning Points & Next Steps

- Senior sponsor (corporate buy in) - fitting in with the wider approach
- To ensure co production from the onset.
- Working closely with IT colleagues from day 1.
- Not having preconceptions or fears around how colleagues will engage/like AI
- Ongoing testing, involving experts & teams
- 'Product in a box' - no IT team required - content resource requirements
- IVR promotion & ongoing comms
- Ongoing evaluation & improving KPIs
- Norfolk extending on to Instagram with young carer service
- *Email me this conversation* for web users
- Use of image/media within WhatsApp messages
- Sentiment analysis
- Real time verbal conversation
- Automated Red Team Testing to improve guard-railing further

# Other AI Projects & Products

## Unpaid Carers Digital Platform

- Wider digital platform for Unpaid Carers, with digital assistants embedded
- Specific functionality around respite care, 'Share My Story', discount cards



## QuitCoach

- AI driven smoking cessation approach available on WhatsApp
- Scheduling messages using the proven offline approach combined with a public health digital assistant & reporting



## Kintra - SEND Digital Assistant

- Digital assistant designed to support parents and carers navigate complex information & advice - 24/7 and in any language
- Focused on special education needs & disabilities I&A from trusted local, regional and national sources

## & More

- Working with councils to develop digital assistants for any area where information and advice is complex - currently working on pilots for Revs & Bens,
- Plus a more intuitive approach to housing & repairs and maintenance

# Questions & Resources



- Live demos on our exhibition stand
- Procurement via G-Cloud 14:  
<https://www.applytosupply.digitalmarketplace.service.gov.uk/g-cloud/services/544187292435277>
- Cost: £28k per year
- Cyber pack available on request
- Slides available on request/via iNetwork
- Share your contact details now or at stand to keep in the loop - update webinar in Jan/Feb with further evaluation/impact
- Thank You
- Contacts:  
[karen.hudson@bradford.gov.uk](mailto:karen.hudson@bradford.gov.uk)  
[Holly.Adams@bradford.gov.uk](mailto:Holly.Adams@bradford.gov.uk)  
[jane.hancer@cc2i.org.uk](mailto:jane.hancer@cc2i.org.uk)