



The voice of technology
enabled care



North East and
North Cumbria



Developing Proactive and Preventative Care Services across the North East

Fiona Brown, Associate, Northeast ADASS

Paul Berney, Associate, TEC Services Association (TSA)

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Hartlepool Borough Council

Supported by:



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@TSAVoice

Care Closer to Home Programme Update

Fiona Brown North east ADASS 11th November 2025

Care Closer to Home

Care Closer to Home
SPONSOR: Chris Jones-King (Cumberland)
ADASS Associate: Fiona Brown
Policy and Projects Manager: Kerry Topping

What we are trying to achieve

We will ensure that housing supports the lives that people want to lead and ensure people can live as independently as possible.

We will ensure that people's voices are heard and inform the design and delivery of services

We will identify where technology can be used to support people's lives and aspirations

Priority workstreams

Housing, Health and Care
Sponsor – Chris Jones-King (Cumberland)
Fiona Brown (ADASS Associate)

Social Justice and EDI
Sponsor – Angela Connor (Stockton)
Kerry Topping (NE ADASS)

Innovation
Sponsor: Steph Downey (Gateshead)
Fiona Brown (ADASS Associate)

Delivery Groups / Networks

GNCR
Chair – Steve Foreman (Newcastle)

HH&C Community of Practice
Chair - Sean Cocking (NENC ICB)

Research, Innovation & Digital
Steph Downey
Strategic Director, Integrated Adults and Social Care Services (Gateshead)

HH&C Programme Board
Chair - Jacqueline Myers (NENC ICB)
Vice Chair - Fiona Brown (ADASS Associate)

COIN
CHAIR: Denise McGuckin (Hartlepool)
DASS SPONSOR: Jill Harrison (Hartlepool)

Lived experience
Chair - Jeanette Penman (South Tyneside)

Carers
Chair – Lee Alexander (Durham)

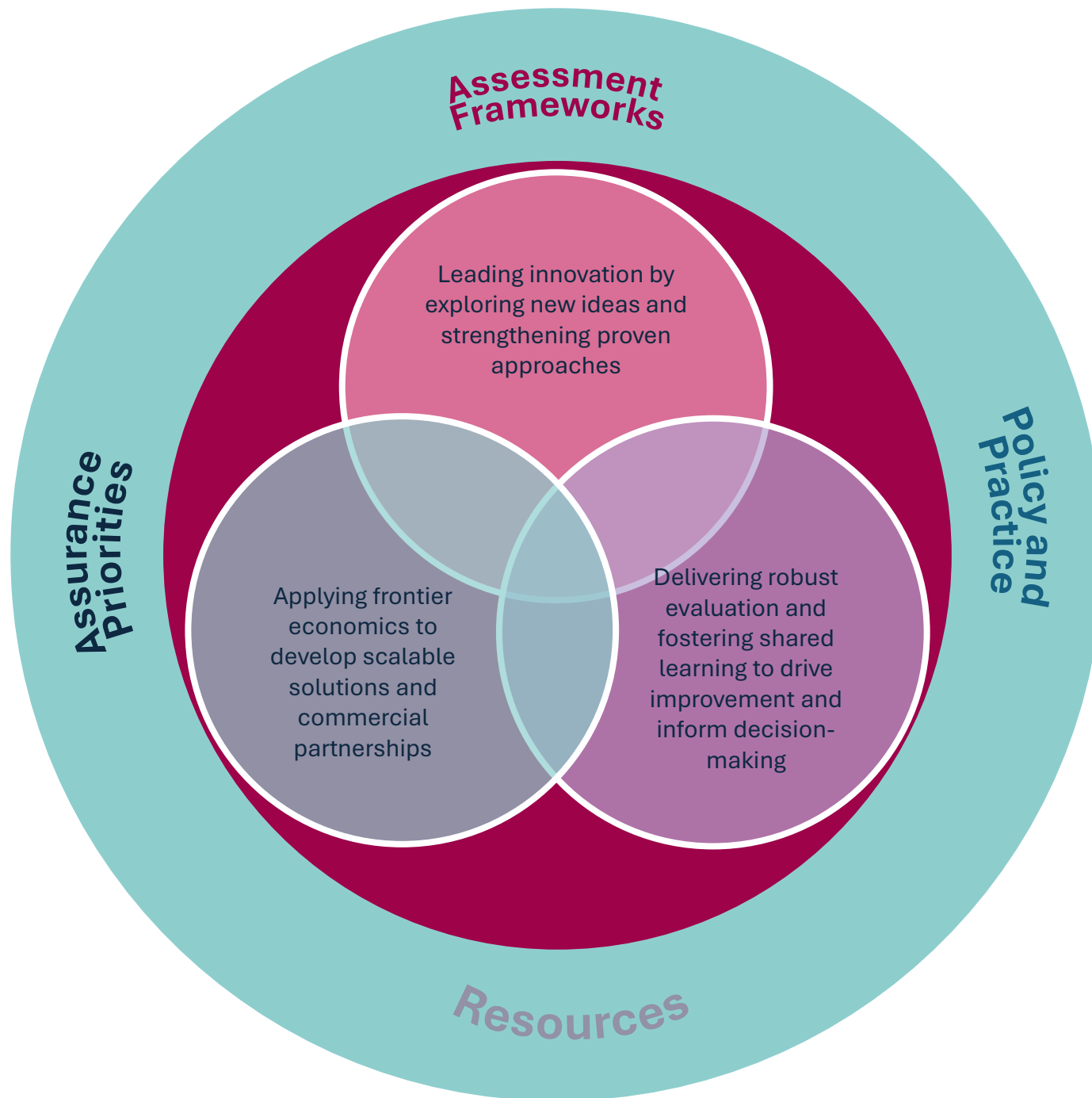
I am healthy, I can live the life I want to live and do the things that are important to me as independently as possible.

Digital Innovation and Inclusion Programme

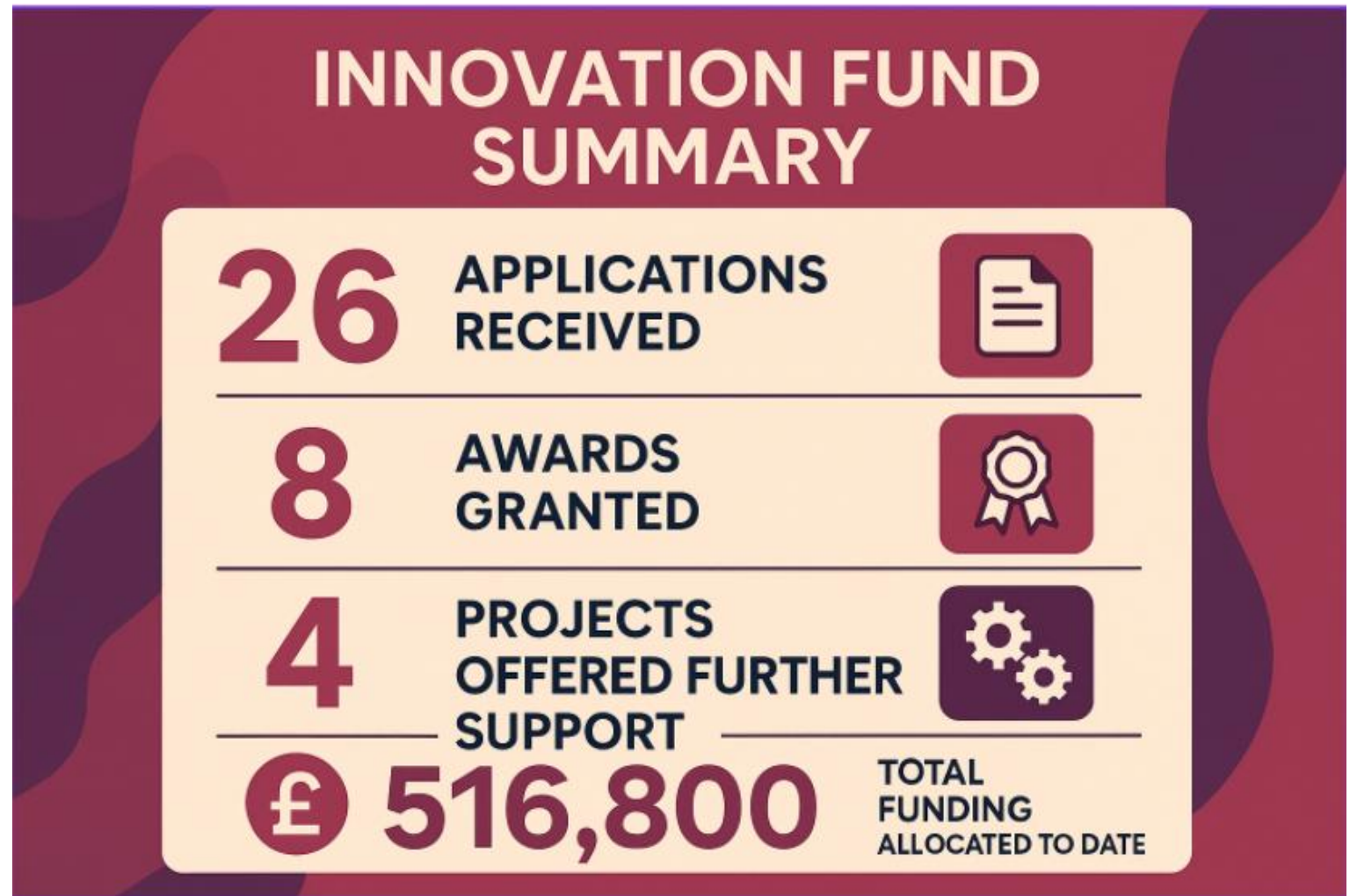
Digital and Innovation 5 Year Plan on a Page (2025-2030)

Governance Doing the right thing and being open	Growth Learning what works and building on it	People More care and support that works for people	Systems Supporting staff and connecting systems safely
Our Challenge			
Ensure transparency in digital systems and governance	Ensure innovations and learning improve care, independence and outcomes	Provide accessible, coproduced technology and support to maximise individual choice and control	Provide connected digital infrastructure to improve continuity of care
We will...			
• Be clear who is accountable when things go wrong • Promote guidance on ethics in AI • Make better use of data to improve services	• Be an Innovate UK pathfinder • Share best practice • Use data analytics and research to inform strategy and investment	• Ensure equitable access to services, especially for underserved populations • Coproduce innovative solutions • Collaborate with academic and research bodies to test and scale innovations	• Support CQC providers to improve cyber security and resilience • Develop a leadership programme for innovators • Maximise the use of digital and tech solutions to improve productivity
In 5 years:			
• More regulatory (framework) for AI in ASC • <u>knowvate</u> Board integral to our work • Build upon innovation to drive reform	• Better access to evaluation framework on what works as a region • Mechanisms for feedback from all stakeholders • Better outcomes, care and efficiency through innovation	• Increased blended care with tech embedded • Reduced digital exclusion by improving digital literacy and access to resources • Better informed users on how data is collected used and stored.	• Better use of resources • More technology at scale to support individual choice and control • Shared care records across health and social care





Summary of Activity



TSA Rapid Assessment

TSA/ADASS: a blueprint in three parts

Step by step guide

Financial Model



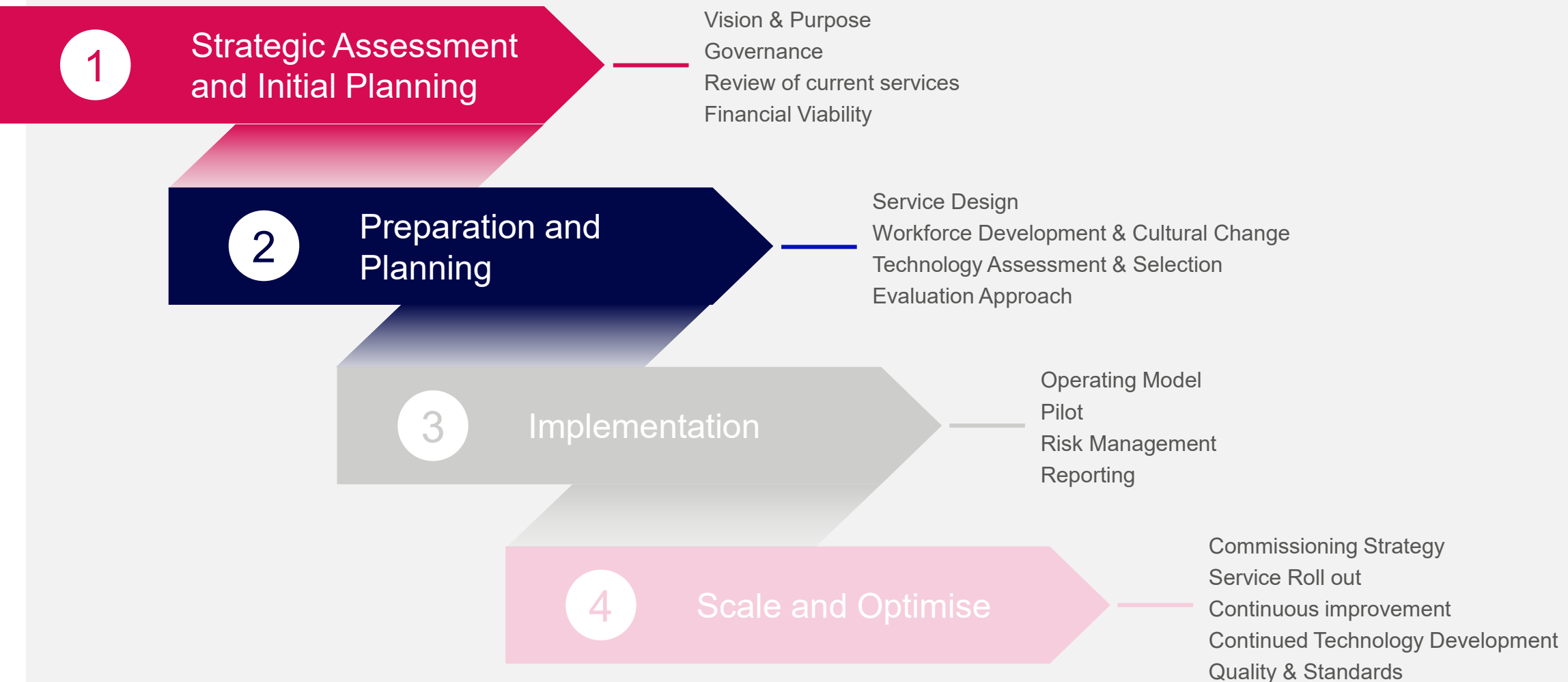
Solutions overview

600+

Downloads of the blueprint makes it the TSA's most popular publication ever.

The interest and appetite for proactive and preventative care is high.

A phased approach to introducing new services



Structure of the Guide

Stage

Introduction: why is this stage important?

What are the goals of this stage?

What are the Key Considerations for this stage?

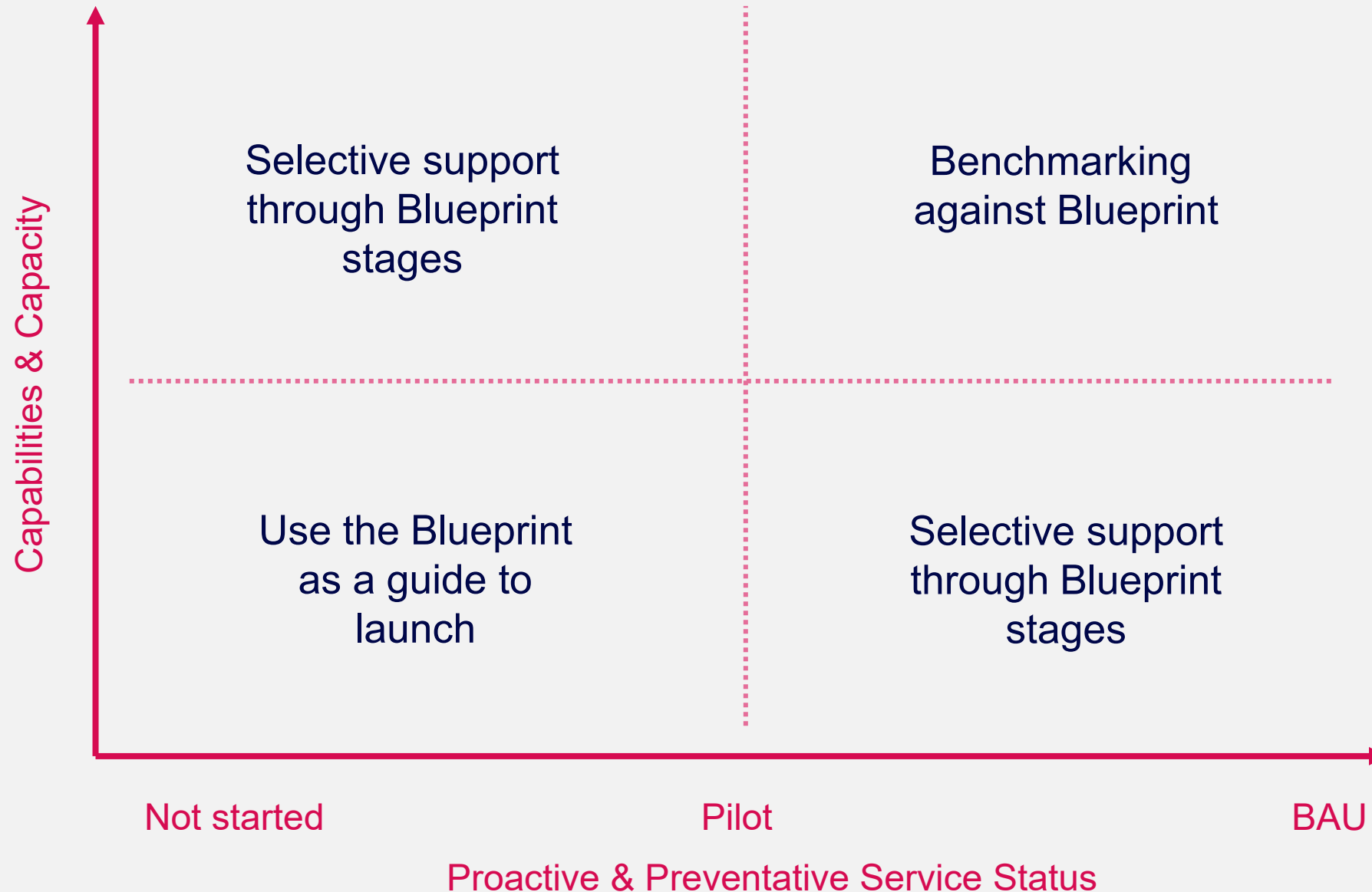
What are the Key Questions for Commissioners to ask?

Further references

Lived experience example

Exemplar from Local Authority

Check point



TSA support for Local Authorities

Workshop the art of
the possible

Assess &
Recommend
changes to current
strategy

Offer guidance on
implementing the
Blueprint

Offer participation
in the Community
of Practice

North East ADASS Region leading the way



ASSESSMENT



BENCHMARKING &
RECOMMENDATIONS



REGIONAL
STRATEGY

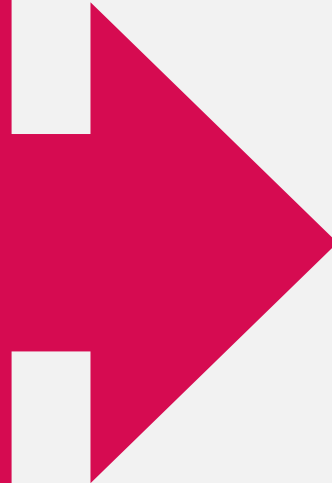
Headline Goals

1. Establish the North East as the first region in the country with a complete understanding of proactive and preventative services across all Local Authorities
2. Create the first Regional Strategy for testing, developing and rolling out proactive and preventative services
3. Provide each Local Authorities with benchmarking against the ADASS TSA Blueprint with recommendations on how to make the most of existing investments and what actions could be taken in the short, medium and long term to support these services

What TSA are doing

Principal Activities

- Rapid Assessment of all 13 local authorities
- Development of individual dashboards and improvement plans for each Authority
- Aggregation of findings into a regional overview
- Strategy development including Regional Options Plan
- Facilitation of Community of Practice for peer learning and validation



Principal Outputs

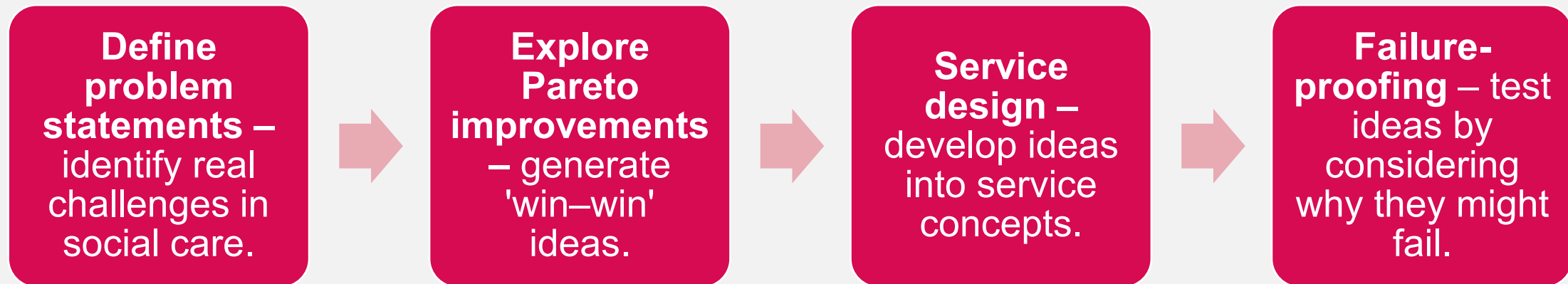
- Rapid Assessment Reports for each of the 13 local authorities
- Individual assessment dashboards and improvement plans
- Regional overview of all proactive and preventative projects
- Regional Options Plan

Regional Hackathon

Brought together diverse voices from across social care to generate, test and shape ideas for proactive and preventative services.

The focus was on identifying win–win opportunities (*Pareto improvements*) and turning them into service concepts.

Structure of the Day



Hackathon

Remote Care

**Care Act
Assessments**

**Falls
Management**

- Visualised today's journey
 - Reimagined the service
 - Peer reviewed the reimagined service possibilities and build on the concepts
 - Refined the concepts based on the feedback
- Presented the final outcome to all the group.

Innovation Fund

Hartlepool Innovation Fund

perspective

November 2025



Hartlepool
Borough Council

Innovation fund – approach...

- **NE ADASS Innovation Programme Expert Reference Panel started in 2024 – to encourage a new way of thinking/working.**
- **Funding of projects to support innovative thinking & new ideas (NOT BAU) – this is exactly what we should be doing.**
- **Process for councils to present their ideas for funding to support innovation**
- **Range of different projects – from Shared Lives, AI, tech equipment etc.**

Expert panel groups – focus and membership

- **Expert panel members include Hartlepool among others (Redcar, Gateshead, Durham, N Tyneside, Skills for Care and lived experience etc).**
- **Group with range of skills and knowledge**
- **Good discussions**
- **Open views and different perspectives, knowledge & experience**

Bid approach for innovation funds

- **Focus on innovation and technology.**
- **Not just doing BAU (however useful that may be).**
- **Scalable across other areas.**
- **Clear costed models.**
- **What is the project trying to achieve?**
- **How do we monitor the project?**
- **Timescales.**

The Hartlepool bid...

Ask me



- We had never done this!
- 24th October panel – 1 of 5 interesting bids
- Key people identified in HBC to create the bid and oversee this – Leigh Keeble and Rachel Stacey.
- Information & advice should be specific to the question
- 24/7 response
- Conversational and personalised
- Simple language
- Piloting, testing and feedback etc

Hartlepool AI project update

Goal	• Use AI to make adult social care information on Hartlepool now more personalised, conversational, and accessible.
Problem	• Current site is text-heavy, hard to navigate and assumes the person has knowledge of adult social care. • Average reading age in Hartlepool is 7 years, so many struggle to find or understand the information.
Need	• People don't know what to search for or use different language to what professional's use. • Public expectations are shifting towards AI-driven digital tools.
Solution	• Develop an AI Chatbot on Hartlepool Now to provide tailored, localised easy-read responses. • Integrate BSL (Signapse) for accessibility.
Impact	• People better informed and confident finding support. • More self-service. • Chatbot embedded in everyday practice.
Sustainability	• Low ongoing cost, AI is self-learning. • Supports with increasing people to become digitally confident.

HartlepoolNow



Connect to BSL Interpreter

Create account

Forgotten your password

Email

Password

Log in

Organisations

Information & Advice

Events

Warm Hubs

News

Benefits Calculator

Welcome to Hartlepool Now

Hartlepool Now makes it easy to find out about local events, information, help and support available in Hartlepool

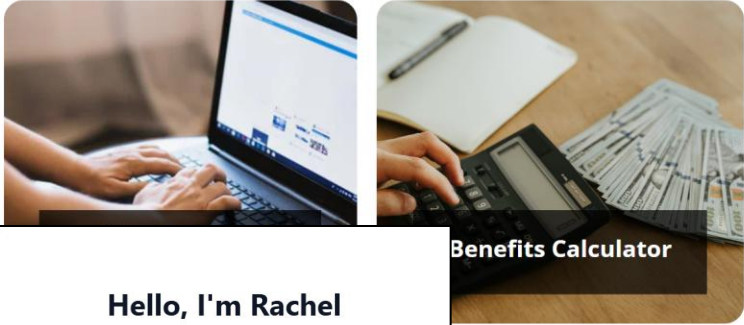
Search

Try finding what you are looking for by using key words

e.g. Housing



All Together Now



Benefits Calculator

Ask me

Rachel

I'm currently in Beta

Rachel

Hi Trevor, I'm Rachel, your Digital Assistant.

I'm here to help you quickly and easily find answers to your questions. You can find out more about who I am and how I work on the [About](#) page.

As you chat with me, please share your thoughts on how helpful my responses are - whether they meet your needs or could be improved. Your feedback is really valuable and helps me get better.

Thank you for your time and support!

Add your message...

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Hello, I'm Rachel

I'm currently in Beta, so I'm still learning and improving. You can find out more on the [About Rachel](#) page.



New Conversation

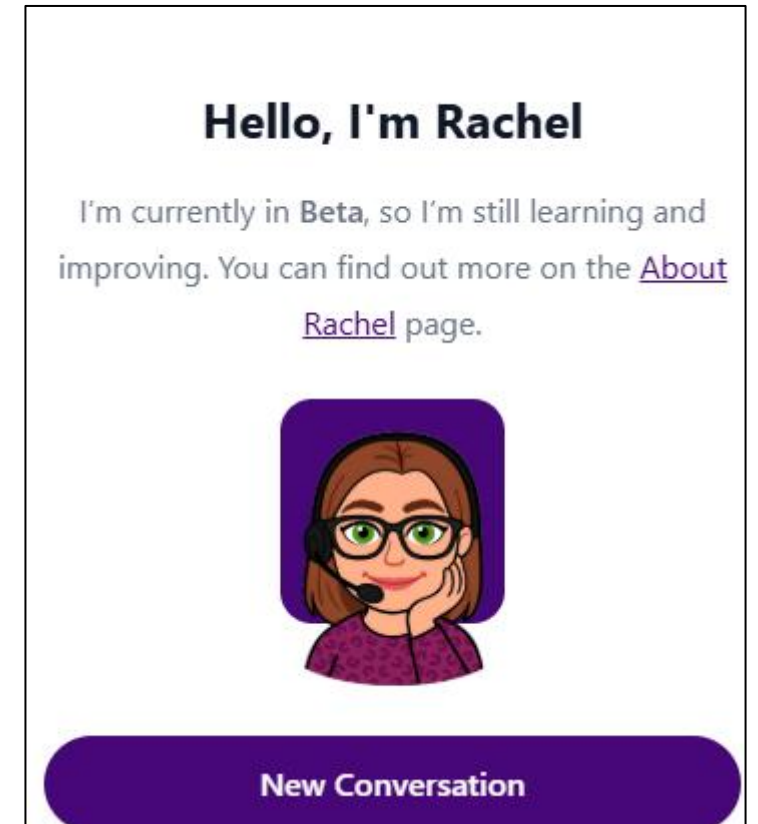
Close Chat

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The latest progress...



- Worked with trusted partner 'This is focus'
- HBC Project manager overseeing this (*Rachel – chatbot named after her*)
- We have Gone Live



Questions