PETERBOROUGH CITY COUNCIL 2024

OVERVIEW

Peterborough City Council wanted residents to stay independent longer, but inconsistent use of assistive technology was a barrier.

Outcomes Matter helped identify challenges and deliver practical solutions, including Hey Geraldine, an AI assistant capturing frontline expertise.

How Outcomes Matter Helped Peterborough Turn AI Into Real-World Impact Supporting Residents to Stay Independent for Longer

CHALLENGE

Peterborough City Council knew assistive technology could help residents stay independent for longer, but its use was inconsistent. Staff confidence varied, opportunities to reduce or delay formal care were being missed, and pressure on services continued to grow.

Much of the council's TEC knowledge lived with one expert, Geraldine — creating a single point of dependency at a time when she was managing a full caseload and approaching retirement. Peterborough needed a way to share expertise, build confidence, and embed a TEC-first approach across the whole workforce.

THE SOLUTION

Working closely with frontline teams and leaders, we:

- Diagnosed what was holding TEC adoption back, drawing on data, staff insight, observations, and case reviews
- Co-created a clear and credible digital and TEC vision, grounded in real practice and workforce needs
- Developed and delivered a practical roadmap that focused on achievable change
- Designed and implemented Hey Geraldine — an AI-powered chatbot that captured and scaled deep institutional knowledge
- Embedded change through targeted engagement, communications, champions, and live demonstrations
- Integrated the chatbot directly into Microsoft Teams to fit seamlessly into daily workflows
- Introduced a structured logic model and early-stage ROI framework to track outcomes over time

This was not just a technology project. It was about building confidence, shared ownership, and sustainable capability across the workforce.

We didn't introduce AI for AI's sake, or attempt to overhaul existing practice overnight. Instead, we worked alongside Peterborough City Council to build on what already existed — the expertise, values, and day-to-day realities of Adult Social Care teams.

We focused on shifting mindset as much as tools: moving TEC from being seen as a specialist add-on to something that confidently sat within everyday practice. Change was phased and pragmatic, starting with immediate, high-impact interventions, while laying the groundwork for longer-term transformation.

THE IMPACT

In early testing, Hey Geraldine handled over 1,200 queries - equivalent to around 300 hours of staff capacity - and is saving the real Geraldine approximately 15 minutes per conversation.

Peterborough is now seeing:

01 Increased and more consistent use of assistive technology across adult social care

02 Greater confidence among new staff to identify, discuss, and recommend solutions

03 Improved agility among experienced practitioners, who can quickly navigate options and mobilise support

04 Reduced pressure on specialist roles, freeing capacity for complex cases

05 A growing sense of shared responsibility, with TEC recognised as part of everyone's role - not just specialist teams