My Best Life
By Mind Of My Own Ltd.

Featured in last year's Collective, Mind Of My Own builds social impact software that connects children and families to services and helps them to thrive. Their latest project, My Best Life, is **a digital solution to the one-stop shop.** The accessible software was co-produced with NPC, Sunderland City Council, Together for Children and Salford City Council, and co-designed with adults and young people using services.

It enables children and families to tailor content precisely to their needs, pointing them to relevant support services in their area and offering essential information. A true digital family hub, My Best Life signposts to all children and families' services from one place, with the ability to display local offers, housing, health and wellbeing services and many more.

Who is it for?
- End-to-end solution for Digital Family Hubs, SEND and Care Leaver Core offer and Family Information Services (FIS) directory, with Ofsted Feed Integration
- Councils looking for a reliable and up-to-date, user-friendly directory of their local services and activities.
- Service providers that need to promote what they do to everyone in the locality and ensure no one is overlooked.
- Children and families who are seeking support, services or activities that are suited specifically to them and their needs.

Key features include:
- Fully accessible and available in over 100 languages.
- Ofsted integration.
- One-stop shop for signposting all events and activities, useful information and guidance, and service directories.
- Online booking service, with features including filtering, invitation to review, rate an event, ask questions, make payment and share on social media.

Key benefits include:
- One single directory for all services.
- Ability to engage with hard-to-reach families through the accessible features of the website.
- User-centric design tailored for ease of use.
- One uniform way of presenting the range of local services to children and families, with features to track interest, usage and outcomes.
- Well-designed admin process, making it easy and quick for providers to upload their own events and details.
- Provides data-driven insights to continuously improve services based on honest user feedback and engagement patterns.

See more: https://mindofmyown.org. uk/my-best-life/ https://www.mybest life.org.uk/Sunderland-Family-Hubs

"My Best Life has helped us share our local services with the families and children that need them most. It is a brilliant way to have all our support resources in one place-easy for families and young people and for the local authority too."

Melissa McArthur, Lead Commissioner of Children's Services, Lambeth Council

SMART Children's Services Copilot
By ICS.AI Ltd.

The SMART Children's Services Copilot is **a tool designed to transform the delivery of children's services by providing timely responses and essential updates to families**. Leveraging advanced AI technology, the Copilot ensures families receive swift, efficient support, enhancing their peace of mind and engagement with child welfare systems. Its tailored approach keeps families informed and connected, fostering transparency and trust in the services they rely on.

Simultaneously, the Copilot serves as a vital resource for staff, streamlining workflows and automating routine tasks. By utilising AI for critical insights, social workers can redirect their time and focus to complex cases and deliver specialised care where it is most needed. This dual-purpose tool not only elevates service delivery for families but also enhances staff efficiency and job satisfaction, potentially yielding significant time and cost savings of 5-20%.

By creating a more responsive, efficient, and focused service environment, the SMART Children's Services Copilot is paving the way for the modernisation of children's services.

Features include:
- Streamlined case management, assessments and planning, powered by generative AI
- 24/7 self-service digital engagement across channels and devices
- Accessible, customisable and intuitive user design
- Intent analytics anonymously captures and analyses user interactions
- Multichannel communication enhances service accessibility
- Automated workflows reduce time spent on administrative tasks
- Push notifications for instant carer and clinical updates
- Multi-language support for accessible, inclusive service delivery
- Generative AI triage directs safeguarding and urgent queries effectively

Key benefits include:
- Reduce service delivery and contact costs up to 60%
- Improves care worker efficiency and self-service capabilities
- Rapid deployment with minimal need for additional training
- Enhances decision-making with data-driven insights
- Increases child and family safety with prompt alert responses
- Facilitates focused support on high-need cases
- Keeps families well-informed, improving trust and transparency
- Empowers families with self-service tools and information
- GDPR compliant, ensuring ethical use and data security
- Multi-turn user experience provides details, supportive interactions for complex scenarios