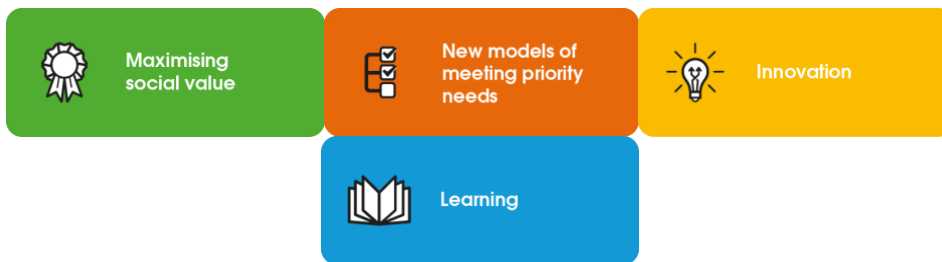




COMMUNITY



ICS.AI working with Derby City Council

Leading the UK's First AI-Native Local Authority

Like many local authorities, Derby City Council faced severe financial pressures alongside rising service demand. After years of digital investment, the Council recognised that incremental change would not be enough.

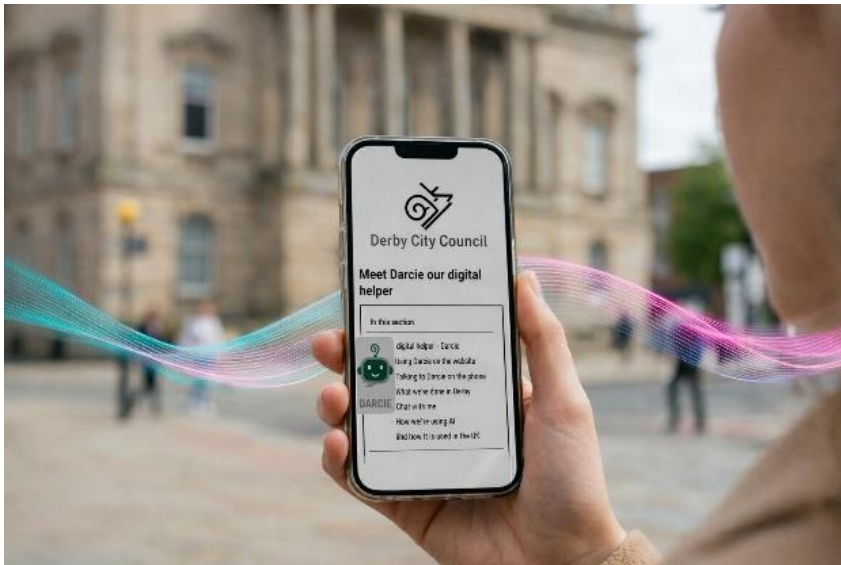
Derby made a strategic decision to become the UK's first AI-native local authority, embedding AI across the organisation to fundamentally reshape how services are delivered. In partnership with ICS.AI, the Council implemented a Unified AI Target Operating Model that brings together resident access, staff productivity, and back-office operations within a single, governed platform.

From Channels to an AI-Powered Front Door

With over 60% of resident contact historically via telephone, Derby prioritised transforming access. In April 2023, it launched *Darcie* for customer services and *Ali* for housing, creating a 24/7 AI-enabled front door. This shifted services from channel-driven to needs-led access, reducing pressure on contact centres while improving speed and accessibility.

In May 2025, *Darcie* was enhanced with generative AI, enabling more natural and empathetic conversations in English and nine additional languages. It can also identify

potential vulnerability and direct residents to appropriate support. The impact has been significant: a 56% deflection rate, waiting times halved, and misdirected calls reduced by 85%.



Chatting with Derby Council's Darcie front door on mobile phone

AI for All: Empowering the Workforce

Derby adopted an “AI for All” approach, making AI available across the organisation. Staff are supported by *Perrie*, a secure AI copilot that assists with drafting, analysis, and simplifying complex policies. This reduces administrative burden and frees up time for higher-value, resident-focused work.



Three council employees are discussing Local Government Reorganisation

Transforming Back-Office Operations

Building on its AI-enabled front door and workforce, Derby continues to further embed AI across operational services to drive efficiency and improve outcomes.

In income and debt management, AI-enabled dashboards provide a unified, real-time view of debt, enabling more ethical, proactive, and strategic approaches to collection.

A Unified, Governed AI Platform

Rather than deploying isolated tools, Derby has implemented a single AI platform with governance built in. Guardrails, human oversight, and auditability are core features, supported by an independently chaired AI Ethics Board. AI supports decisions, but people remain accountable for outcomes.

Delivering Measurable Value at Scale

To date, Derby has identified £12 million in savings while maintaining service quality, demonstrating that AI can deliver practical, scalable impact today.



Derby City Council's AI Transformation results

A Blueprint for Local Government

Derby's journey shows how councils can move beyond pilots to organisation-wide transformation, providing a replicable blueprint for the sector.

For further information contact:

Fiona Watson

Chief Marketing Officer – ICS.AI

marketing@ics.ai | 01256 403800 | www.ics.ai