18th June 2025

Introduction: Setting the Stage for Change

Good afternoon, everyone.

Before I say anything else, I want to begin with something simple, but far too rare: thank you.

Thank you for the courage you show every single day. For walking into situations that most people would run from. For facing the unimaginable, the traumatic, and the dangerous—not because it's easy, but because it's necessary. You are the calm in chaos, the strength in crisis, and the hope in moments when hope feels far away.

Too often, your bravery goes unrecognised. The lives you save, the comfort you give, the difference you make—it doesn't always make headlines. And yet, you carry on. Quietly. Steadily. With a sense of duty that inspires everyone around you.

I know something of what that sacrifice looks like - not just from the outside, but from the inside too. For many years, I stood beside someone who served in the emergency services. My husband answered the call during terror attacks, protests, and moments of celebration in London and abroad with the United Nations. I saw the toll it took, the pride it brought, and the strength it demanded - not just of him, but of his teams, and everyone who loved him.
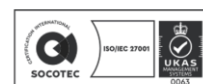
So, when I look at you, I don't just see officers. I see people. I see families. I see heroes who rarely ask for thanks - but deserve it more than most.

And today, as we talk about entering the New Age of AI, I want you to know: Nothing in this new Industrial Revolution can ever replace your super-human intelligence, courage, compassion – and of course, your *sensational sense humour*.

Our Mission

I deeply appreciate what you do and that is a driving force behind my determination to make Artificial Intelligence a force that helps humanity. A force that helps your people to do their duty better and most importantly, to come home safe when their shift is done.

You may wonder, 'How on earth can this woman make AI a force for good. She's not Elon Musk!'

Well, I will show you how my developers here in the UK, are building AI models that already help to protect lives in high-stakes industries. How we created the first avatars of police officers that provide safety information to the public in multiple languages.

We have also been honoured with the Market Disruptor Award at the Safety and Security Entrepreneur Awards for our GAI Translate product, the first secure alternative to Google Translate. It's a BOOSTER for Microsoft.

In this session you will hear how you can leverage AI to reduce pressure on your people – and the public. And understand how putting rubbish data into AI causes rubbish results to come out.

I do want to hear your views, so I will leave time for questions.

Now, from the beginning, let's be clear, AI is no longer a choice; it is here. If you think Chat GPT was big, just see what's coming next with Agentic AI and Quantum.

You will have seen stories of how AI will transform everything from disease detection to autonomous transport. AI is reshaping how we work, how we think, and how we serve. Your services will feel this.
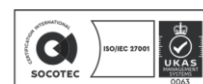
I want to inspire you to embrace AI as your tool to supercharge your people.

And we must act now because if we fail, we risk falling behind.

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How do I know this? Because it happening to me. We are developing AI that is disrupting the business it has taken me 25 years to build.

Think about it; Since 2001, I have invested millions in hiring hundreds of people. Winning global clients like Bloomberg, Mitsubishi and United Nations. Even being honoured with two awards by Queen Elizabeth.

Then we invest £3.5m over 3years to build an AI solution that let's our clients do their own translations instantly and securely. Even have them verified by one of our experts when necessary. This gives clients big savings. But it means they spend less money on traditional human translations.

Think about it. Can you see the similarities with how lastminute.com introduced new tech that disrupted the high street travel agents?

I saw AI coming a decade ago. We embraced AI. The result? We now offer clients the best of both worlds – AI backed by human experts. The best news is, our clients are on the AI journey with us because we collaborate, they trust us.

You can do the same. Make AI a tool to empower your people, not replace them.

But before you race off to build a new AI tool that promises to do the job of 20 analysts, understand the cost and return on investment.

For example, the *McKinsey's 2025 Workplace AI Report* found that despite AI being a top priority, 75% of businesses still aren't seeing any meaningful returns. The gap stems from poor strategy, a shortage of skilled talent, and inflated expectations that can't be met. These are not AI leaders they are AI followers.

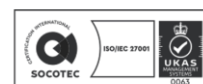So, I ask you: Are you an informed AI leader or an AI follower?

Let's explore this together.

Breaking Down Silos

One of the big challenges facing emergency services is the siloed nature of operations. Working in parallel, but not always in unison. Data sharing is a big problem.

The consequences can be horrifying! Home Secretary Yvette Cooper spelled this out on Monday when she updated the House on the audit carried out by Baroness Casey into child sexual exploitation and grooming gangs.

Why have these vile offenders escaped justice for decades. Why have child victims of rape been prosecuted?

She says it is due to: I QUOTE:

> "too little sharing of information, too much reliance on flawed data, too much denial, too little justice, too many criminals getting off and too many victims being let down."

I am sure you are asking, how did these grooming gangs escape justice for so long? Why was basic data on rapists so flawed?

Baroness Casey says officials did not connect the dots and were in denial.

Now imagine how AI has the power to change this. Where you can join the dots instantly. AI can analyse data in seconds rather than the hours it would take a human.

For example, one of the largest construction companies has partnered with us to organise, translate and label their safety incident data to prioritise risks using our AI tools. It cuts the time needed to review data and frees safety officers to be on site more.

Vital intelligence can also be missed when it's not in English. Research by Victim Support has shown how in one case, a vulnerable woman with English as a second language suffered domestic abuse and ended up being arrested when she attempted to report her partner.

The alleged perpetrator was able to interrupt conversations between the victim and police, causing confusion, and resulting in the victim being mistakenly arrested.

You know how challenging it is for your people on the front line. Often, they don't have all the data. Or they fall into a big data swamp and can't process it. If some of the data in that swamp is in a foreign language, they can sink deeper.

Baroness Casey identified data as a problem. To solve this, you need to clean-up the data swamps so it can be used to train AI models. This is a time-consuming task but when it's done, you have the fuel to power amazing results.

Imagine seamlessly integrating data from all services and in multiple languages. Where predictive analytics can identify patterns of risk in calls from the public, using speech to text, automated translation and multilingual avatars.

There are the legal frameworks to do this today. We know it is necessary to prevent crime against vulnerable people. And it is certainly a proportionate response. So, why delay adopting AI across blue light services?

This is not science fiction; AI is already being used. For example, HMRC uses predictive analytics to identify taxpayers most likely to be non-compliant and document analysis to identify cases of potential fraud. All AI tools maintain a 'human in the loop' to take decisions.

Then there is Humberside Police, they have the first two avatars of police officers created by Guildhawk. They have been used to deliver public safety information in different languages following the summer riots in 2024.

By the way, I am a real human not an avatar – I only speak 3 languages, my avatar speaks 103.

You all know that to be able to collaborate and share data you need trust.

Therefore, we must ask the hard questions:

How do we guarantee all the data we capture is accurate before it is shared or used to train AI models?

Remember, rubbish in – rubbish out. Innovate UK are backing us and Sheffield Hallam University to develop a new method to label data. We'd love your feedback and to learn how you are labelling your data.

AI to Reduce Work Intensity

Let's talk about your people now. The men and women on the front lines are under immense pressure. They are overstretched, often criticised and rarely thanked. Small wonder some are burning out.

AI can help by automating tasks. For example, AI-powered chatbots can handle non-emergency calls, freeing up call handlers to focus on critical incidents. Introducing AI translation into online reporting can improve trust and help identify public safety risks that currently go unreported.

This is being used to protect lives in mines across the world. For example, safety inspectors at Hawcroft integrated our automatic translation into their risk assessment software so engineers can write their reports in their native language. Translation accuracy is 100%. This saves inspectors days every week, freeing them from the stress of trying to translate and ensuring risks are addressed faster.
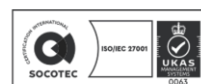
But this is not just about efficiency; it is about humanity. By reducing work intensity, AI can help create a healthier, more sustainable work environment.

I have seen this firsthand in my own work. When we introduced AI-driven tools at Guildhawk, we were able to reduce admin workloads by 30%. This allowed our team to focus on higher-value tasks, improving both morale, performance and client satisfaction.

Being Brave:

You know change is never easy, especially in high-stakes industries like yours. But it is often the small, incremental changes that have the biggest impact.

Take, for example, the introduction of body-worn cameras which transformed accountability, transparency, and public trust. AI offers similar opportunities.

The secret is to think big but start small.

Pilot an AI-powered tool in one department. Test a predictive analytics platform in one region. Learn from the results, refine your approach, and when you are ready - scale up fast.

This way you reduce risk and increase the likelihood of success.

Being brave doesn't mean taking big risks; it means having the courage to imagine how the future could look, create a strategy and take the first step.

AI for a Better Society

Finally, let's be brave together and look 25 years ahead. AI is not just a tool for improving efficiency or reducing costs; it is a tool to help humanity.

Imagine a future where AI helps us prevent crime before it happens. Where it predicts health emergencies and prompts you to deploy resources proactively. Where it identifies fire risks in vulnerable communities that are unreported and enables targeted prevention efforts.
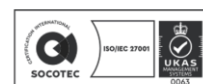
This is the promise of AI. But it requires us to invest now in pilots and turning those data swamps into ultra-pure data lakes that can be trusted to train AI models. And not just English language datasets – all the main languages citizens speak in the UK. And we must not just plan for the next quarter but prepare for the next decade.

I invested big into AI knowing it could disrupt my business. I did it because I understood what was coming. Plus, I think it's better to disrupt yourself

than have a competitor do it to you. It was not easy but am I glad I adopted AI? Yes.

Who could disrupt you? Who could do what you do but faster and cheaper using AI? I am sure you know.

Close

In closing. Ladies and gentlemen, Baroness Casey's discovery that reliance on flawed data contributed to vulnerable children suffering horrific crimes and vile grooming gangs walking free, is a wake-up call.

AI-powered technologies and new techniques to clean, organise, translate, verify, label and share data across the emergency services will not stop such revolting crimes but they are as revolutionary as fingerprint and DNA forensics.

As leaders, you have the power to shape this future.

Please seize it. And I wish you and your people every success.

Thank you.

Before we have questions, can I ask you a couple?

1. Please stand-up if your organisation is using AI.

2. If your AI is built on a Microsoft enterprise stack stay standing.

3. If your AI is trained on a dataset that's labelled and human verified stay standing.

4. If your dataset includes verified multilingual datasets stay standing.

Those still standing, you are an AI Leader and I'd love to chat.