

LGC Digital Futures

2025

SPONSORS:



agile[collective]

CACI

Capita



datasnipper



Five9



LogicMonitor



skyflo
Digital



SocietyWorks



worldpay

SUPPORTERS:

loti

techUK

DATA PARTNER:

tussell



Key Takeaways (summarised using AI)

- ❑ **AI and data analytics can transform aged debt recovery,**
improving targeting and decision-making
- ❑ **A tailored, empathetic approach helps protect**
vulnerable residents while enhancing collections
- ❑ **Lambeth Council reduced aged debt by £3m and**
secured £500k additional revenue using this method
- ❑ **Automated segmentation and behavioural insights**
enabled more efficient and sensitive outreach
- ❑ **Combining automation with human oversight**
ensures effectiveness and maintains public trust

Detailed Session Summary

This session presented a detailed case study on how Lambeth Council partnered with Capita to reduce aged debt using a data-led, AI-enhanced strategy. The speakers first explained the scale of aged debt in local government, citing national arrears of £6bn in council tax and £2.5bn in business rates. They outlined how AI and automation, when correctly integrated, can surface trends, segment debt profiles, and inform targeted recovery strategies — without replacing human judgement.

The case study from Lambeth showed that combining detailed data analysis with behavioural insights allowed the council to tailor its collection approach to each demographic, prioritising cases based on recovery potential while protecting vulnerable citizens. Debt segmentation, smarter communication channels, and expert recovery staff enabled a sensitive yet effective outreach strategy. The results included £3m in reduced aged debt, £500k in new revenue, and only one complaint across 4,000 reviewed accounts — demonstrating both financial and reputational benefits.

The speakers emphasised that this approach is scalable and system-agnostic, already being deployed in other London boroughs. Crucially, they highlighted that success depended not only on technology but on the quality of underlying data, inter-team collaboration, and the ethical implementation of AI. The solution ensures councils can meet financial obligations, protect services, and engage citizens respectfully — even in a climate of heightened economic sensitivity.