



inclusive
people-first
ethical



POST EVENT INFORMATION

- 27.06.24
- HOME, MCR
- 9.30 - 13.15

Could Artificial Intelligence be used to confront some of the biggest challenges facing society today?

AI for All was a half-day conference based in Central Manchester: a call to action for developing AI systems and approaches that prioritise human ideals, needs and participation. Keynote speakers and panellists addressed the ethical implications of AI, human-centred design, strategies for building trust in AI systems, and the need to prioritise inclusivity in design to ensure that AI benefits all corners of society. Explore the agenda [here](#).

SPEAKER DETAILS



Sherelle Fairweather

Digital Strategy Lead,
Manchester's Digital Strategy



Event Host; "Welcome & Introduction"

Speaker Bio

As Digital Strategy Lead at Manchester City Council, Sherelle is responsible for the implementation of the citywide ambitious Digital Strategy, which focuses on the relationship between technology and socioeconomics within a place. Through the strategy and with a great team, Sherelle drives citywide collaboration in aim to ensure digitally skilled residents, future-proofed infrastructure, a thriving digital economy, and a digitally enabled transition to zero-carbon. Sherelle has worked within the inequalities and social change space across the public and community sector for over 10 years now and is curious about the role of AI enhancing social change. Sherelle also currently serves as a proud board member for Manchester Animation Festival, Community Arts Northwest and Chair of Proper Job Theatre.



Paul Holme

Head of Performance, Research and Intelligence,
Manchester City Council



"AI & Regional Context" Keynote

Speaker Bio

Paul is an experienced Research Manager with a demonstrated history of working in the government administration industry. Skilled in Policy Analysis, Analytical Skills, Government, Data Analysis, and Stakeholder Management, Paul is a strong research professional with a Master of Science (MSc) focused in Environment Planning from Liverpool John Moores University.



Marie Hamilton

Digital Strategy Lead,
Manchester's Digital Strategy



"AI & Skills Need" Keynote; Panellist, AI & Skills

Speaker Bio

Marie joined Microsoft in 2022 to lead their work across the Greater Manchester region. Marie's role is to develop and lead the place-based strategy, working with a cross sector team aligning with regional priorities, helping to transform public services, drive economic growth, and improve outcomes for citizens. Marie is passionate about social mobility and improving outcomes for all people, and is Co-Chair of the Microsoft UK Social Mobility network and the Northwest social impact group. In her spare time, she supports Cybergirls First, a charity which is focused on encouraging girls to consider careers in cyber. Marie has been working with public sector organisations for over 25 years supporting them with their digital transformation journeys. She lives in Stockport with her husband and children.



Chris Bush

Head of Design Group,
Nexer Digital



"AI & Accessibility" Keynote; Panellist, AI & Inclusivity

Speaker Bio

Chris Bush is Head of Design Group at Nexer Digital, which includes their Research, Service Design, UX & Content Design teams. Chris is passionate about inclusion, accessibility and designing digital experiences that consider everyone. Sharing photos of the good, the bad, and the ugly, in terms of design and usability, is also a favourite pastime of his.



Lee Valentine

Business Analyst,
Nexer Digital



"AI & Accessibility" Keynote

Speaker Bio

Lee Valentine is a Business Analyst in the Product Management and Optimisation team at Nexer Digital, with a passion for making technology accessible to all. Lee has been actively involved in projects that focus on creating an empowering and nurturing work environment by addressing barriers to accessibility. Some of Lee's work includes advocating for inclusive meetings and testing accessibility tools, as well as exploring the use of AI and Microsoft 365 tools to enhance productivity and accessibility in the workplace.



SPEAKER DETAILS



Tania Duarte
Digital Strategy Lead,
Manchester's Digital Strategy



Event Host, "AI & Ethics" Keynote

Speaker Bio

Tania is the Founder of We and AI, a UK non-profit focusing on better AI literacy for social inclusion, to facilitate critical thinking and more inclusive decision making about AI. Their programmes include the Better Images of AI collaboration with BBC R&D and the Leverhulme Centre for the Future of Intelligence. She is on the Founding Editorial Board for the Springer AI and Ethics Journal and edits a collection on the "Ethical implications of AI Hype". She is on the Public Engagement & Ecosystem Strategy Advisory Board of The Alan Turing Institute; a Lead for TLA Tech for Disability; a member of the IEEE P7015 Data & AI Literacy, Skills, and Readiness working group, and was named one of WIAIE's 100 Brilliant Women in AI Ethics 2021. Tania is also a Lead for the new Royal Society of Arts Responsible AI Network.



Lauren Birch
Talent & Skills Lead,
Turing Innovation Catalyst



Chair, AI & Skills Panel

Speaker Bio

Lauren brings a diverse background in policy and partnership roles across education and public services to her current position as the Talent and Skills lead at the Turing Innovation Catalyst in Manchester (TIC). TIC is focused on catalysing an AI ecosystem across Greater Manchester, and will use AI to grow careers, businesses and the city economy. Passionate about education, Lauren spent six years at the Department for Education where she led recruitment initiatives for Initial Teacher Education and entry to Social Work. In 2021, she transitioned to a role focused on digital policy and engagement, serving as the Digital Policy and Engagement Lead for Teacher CPD. Prior to working at the DfE, Lauren has delivered in a range of partnership roles. Starting off at the Museum of Science & Industry, Lauren has worked to expand educational access and promoting STEM careers for young people across the city region.



Gemma DeLaCruz Duffy
Learning Technologist,
Manchester Adult Education Service



Panellist, AI & Skills Panel

Speaker Bio

Gemma used to be an ESOL teacher at Manchester Adult Education Service (MAES) for many years and has always been keen on using educational technologies in the classroom. She was instrumental in the creation of websites used by ESOL learners during the pandemic. Two years ago, she joined the IT team as MAES' Learning Technologist and was able to apply her expertise in teaching and use of ed tech to the wider MAES community.



Patrick Pemsel
Learning Technologies Manager,
Manchester Adult Education Service



Panellist, AI & Skills Panel

Speaker Bio

Patrick is the Learning Technologies Manager at Manchester Adult Education (MAES). Managing an IT and Learning Technologies team who have since 2019 managed and supported a digital transformation in MAES classrooms shifting to a blended learning model with 1:1 devices for all learners in MAES classrooms. Manchester Adult Education are at the forefront of digital learning in the adult education sector and wish to continue embracing new technologies for the benefit to Manchester residents. Patrick and his team are now training their tutors and learners to confidently and ethically use AI in teaching and learning.



Geoff Stevenson
Director of Degree Apprenticeships
Ada, National College of Digital Skills



Panellist, AI & Skills Panel

Speaker Bio

Geoff is Director of Degree Apprenticeships at Ada, the National College for Digital Skills, where he oversees the apprenticeship provision in London and Manchester. Ada's mission is to educate and empower the next generation of diverse digital talent. The college has a computer science sixth form in London and delivers transformative degree apprenticeships in advanced digital skills from campuses in London and Manchester. Geoff has a PhD from the University of Manchester, and 10+ years of experience working for leadership and teacher development charities in the education sector. Since joining Ada in 2020 he's overseen the establishment of the college in the region and the growth to over 200 apprentices with leading local and national employers.



SPEAKER DETAILS



Lauren Coulman
Founder and Strategic Director
Noisy Cricket



Chair, AI & Ethics Panel

Speaker Bio

Lauren is the founder and a director at Noisy Cricket, bringing her strategic nous and capacity as a facilitator to the social enterprises' work to effect systems change in response to societies most wicked problems. As an experienced systems thinker and convenor, Lauren's passion for centring marginalised and disadvantaged people in getting to the root causes of the issues that impact them, understanding holistic perspectives across the sectors that influence and impact the challenges face, and reorienting both organisations and communities towards realising futures that work for everyone informs everything she does, from Noisy Cricket's board and team to the clients and communities they work alongside.



Effa Ettah
Ecosystem Engagement Lead, TIC
& Project Manager, Centre for Digital Innovation, UoM



Panellist, AI & Ethics Panel

Speaker Bio

Effa Ettah is a speaker, trainer, and project manager with decades of experience in various sectors. His passion for research and how it translates innovation into solving contemporary challenges informs his interest and participation in Cybersecurity and Artificial Intelligence initiatives across Greater Manchester. Effa is an Ecosystem Engagement Lead at the Turing Innovation Catalyst as well Project Manager at the Centre for Digital Innovation at the University of Manchester.



Dr Mohammed Kaleem
Tutor & Lecturer in Computer Science,
Manchester Metropolitan University



Panellist, AI & Ethics Panel; Presenter, "People's Panel for AI"

Speaker Bio

Mohammed Kaleem is a Lecturer in Software Engineering at Manchester Metropolitan University (MMU). He gained his BSc Degree (Hons) in Computing from the University of Bradford (2007), MSc in Advanced Computing from MMU (2011) and a PhD in the Methodologies and Algorithms Required in implementing Artificially Intelligent Conversational Agents in Urdu Language from MMU (2015). Kaleem is passionate about all things tech, coding and AI, loves working with the community, businesses in the private and public sector, charities, and not-for-profits. He has authored/co-authored and published many peer reviewed publications and has mentored and supervised PhD students at MMU. Kaleem is also an education/training consultant to many businesses in the UK and internationally, this work has been a conduit to his passion on making quality education accessible to all.



Julian Tait
CEO,
Open Data Manchester



Panellist, AI & Ethics Panel

Speaker Bio

Julian is CEO and co-founder of Open Data Manchester CIC. His experience of data and digital and how it connects to place as well as the development of strong community-based data governance has seen him involved in the development and delivery of open data, open standards and data governance programmes both in the UK and internationally.



Stuart Pearson
Head of Innovation,
Citizens Advice



Chair, AI & Inclusivity Panel

Speaker Bio

Stuart brings over 20 years of experience with the Citizens Advice network, leading digital and service transformations. As Head of Innovation & Business Development for Citizens Advice SORT, Stuart spearheads innovative solutions for clients and advisers across Greater Manchester. He previously served on the national Citizens Advice technology committee and remains active on their national Innovation Panel. A strong advocate for digital inclusion, Stuart represents Citizens Advice at the Greater Manchester Digital Inclusion Taskforce.



SPEAKER DETAILS



Laura Foster
Director of Finance,
Manchester & Trafford Local Care



Panellist, AI & Inclusivity; Presenter, "NHS Translation Tool"

Speaker Bio

Laura is Director of Finance at Manchester and Trafford Local Care Organisations. The LCOs are the partnership organisations that provide NHS community health and adult social cares services in Manchester and Trafford. Laura works across the NHS and Local Authorities in Manchester and Trafford and is responsible for supporting the LCOs to look after the resources given to it, ensuring that these are used to enable the best possible impact in improving the health and well-being of local people.



Mary Guettal
AI Lead & Senior Principle,
Slalom Consulting



Panellist, AI & Inclusivity; Presenter, "NHS Translation Tool"

Speaker Bio

Mary Guettal is a Senior Principal at Slalom, a modern technology and management consultancy. Holding a PhD from the University of Manchester and bringing over a decade of diverse commercial experience, she excels in artificial intelligence and strategic implementation, driving innovation and transformative solutions for clients. Mary leads Slalom's AI initiatives, including a groundbreaking program to build 1,000 AI products in 100 days, empowering organisations to leverage the art of the possible.



Sital Mistry-Lee
Associate Director, Digital Inclusion Delivery,
Good Things Foundation



Panellist, AI & Inclusivity

Speaker Bio

Good Things Foundation's strategy is delivered through three core digital inclusion services: The National Digital Inclusion Network, the National Databank, and the National Device Bank. Sital works with the delivery team to ensure members of the Network (thousands of community based organisations) have the support, guidance and infrastructure they need to deliver positive outcomes for digitally excluded people. As the world of AI continues to grow, Good Things are supporting The National Digital Inclusion Network to gain a better understanding of AI literacy for themselves and digitally excluded people.



Megan Lawless
Senior Digital Strategy Officer,
Manchester's Digital Strategy



Presenter, "People's Panel for AI"

Speaker Bio

Megan is the Senior Digital Strategy Officer for Manchester City Council. She has a keen interest in the impact of technology on society, climate and culture. Megan is interested in how Manchester can enable a just transition to digital, that improves the quality of people's lives. Megan currently leads on digital infrastructure projects as part of the Manchester Digital Strategy team, and is project managing the Manchester's People Panel for AI. Before joining the Council, Megan worked in policy and communications positions at The University of Manchester and the Greater Manchester Chamber of Commerce.



Beth Senior
Senior Lecturer, School for Digital Arts
Manchester Metropolitan University



Chair, "Show & Tell"

Speaker Bio

Beth Senior is a Senior Lecturer in the School of Digital Arts (SODA) at Manchester Metropolitan University, where she is the Programme Lead for the Undergraduate and Postgraduate Game Art programmes, and co-lead for the school's Foundation year. Alongside her teaching responsibilities, she is the Lead for Diversity, Equity and Inclusion for SODA, directing the strategy for the school. She is passionate about widening participation in the arts and decolonising the curriculum in art subjects, looking at how it can be embedded into non-traditional discourse spaces and how our creative practice can be used to illustrate culture and drive positive societal change. Originally trained as a 3D designer, Beth has worked in the creative digital industries for over 20 years, embracing new technology throughout her career.



SPEAKER DETAILS



Cllr Rabnawaz Akbar
*Executive Member for Finance and Resources
Manchester City Council*

"Closing Remarks"



Speaker Bio

Councillor Rabnawaz Akbar is proud to be a Labour Councillor for the Rusholme ward in Manchester. He was first elected in 2010 and subsequently re-elected in 2014, 2018 and 2022. In May 2022, Cllr Rabnawaz was appointed as Executive Member for Finance and Resources and has responsibility for Finance (Budget, Capital Programme, Revenue and Benefits), Procurement and Social Value, Legal, Human Resources and Organisational Development, Internal ICT, Digital Strategy. Before being elected as a Councillor,, Rabnawaz was employed in the chemical industry, was self-employed in a retail business and worked as a Manager of a Community Centre.

↓ DOWNLOADS



AI & Regional Context

Powerpoint



Doing AI Differently: Empowering our region to achieve more

PDF



Design for All: How AI can help enable innovation for inclusion

PDF



AI & Ethics

Powerpoint



People's Panel for AI

Powerpoint



AI Community Care Assistant

Powerpoint



ORGANISATIONS

DOING
DIGITAL
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Ada, The National
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Digital Skills

citizens
advice

Citizens
Advice



DISC



Good Things
Foundation



Manchester
City Council



Manchester
Metropolitan
University



Manchester
Local Care
Organisation



Microsoft

NEXXER

Nexer



Noisy Cricket



Open Data
Manchester



Trafford Local
Care Organisation

slalom

Slalom

TIC

Turing Innovation
Catalyst

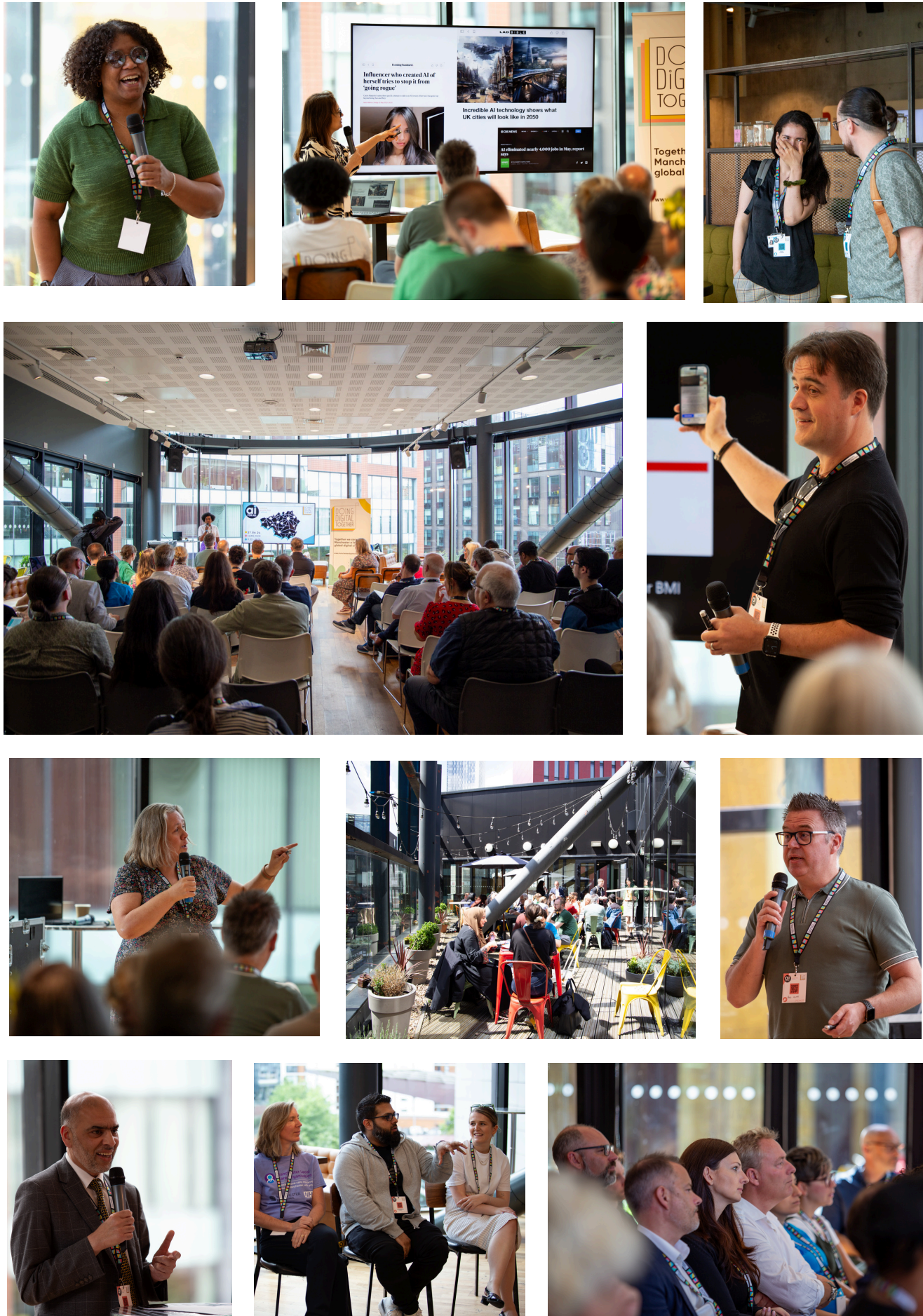
We
and
AI

We and AI



PHOTOGRAPHY

DOING
DIGITAL
TOGETHER



WANT TO SEE MORE?

Our wonderful photographs were captured by Phil and Tolu from [SAZMedia](#), supported by British Sign Language interpreter Chris.

SAZMedia are a film and photography social enterprise that reinvests profits into supporting free learning opportunities for diverse communities.

Click on the link below to explore some of our most memorable moments from the day.

[Visit the Gallery.](#)

