



Annual Conference

Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org

Lee Peck

Conference Host

leepeckmedia



businesssouth.org

Welcome

- No fire alarm planned, exit via the glass corridor
- Phones to silent
- We will be using Slido.com **#BSTHAC24** for our 3 keynotes
- Connect to wifi at Hilton_Honors use **Hilton24** password
- You can view the agenda and speaker biographies at the QR code on the screen
- Use **#CentralSouthUK** and **#BizSouthEvents** on Social Media
- There will be a break mid morning and the event will end with lunch and an opportunity for you to make connections



Thank You





Agenda Link



Annual Conference

Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org



Agenda Link

Leigh-Sara Timberlake

Group CEO
Business South Group



businesssouth.org



Agenda Link

Annual Conference Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org



Agenda Link

Andrew Carter

Chief Executive
Centre for Cities



businesssouth.org

What makes a successful city?

Andrew Carter

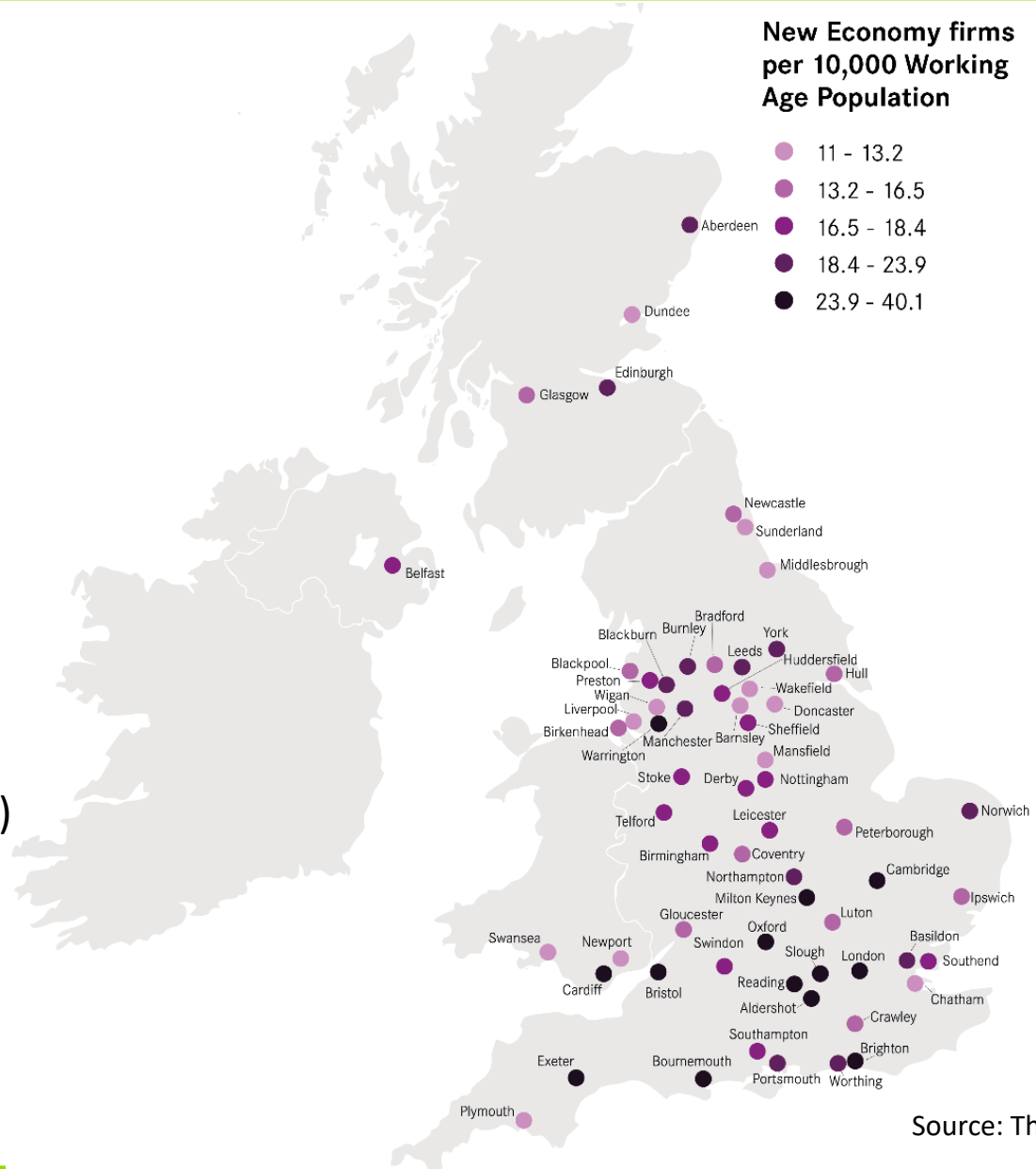
November 2024

@AndrewCities



Successful cities are (and will be) hubs of innovation

What propels growth (and progress) is doing something new, creating new technology, new work — in a word, new innovations. That comes not from firms, but from cities.
(Jane Jacobs, *The Economy of Cities* 1970)



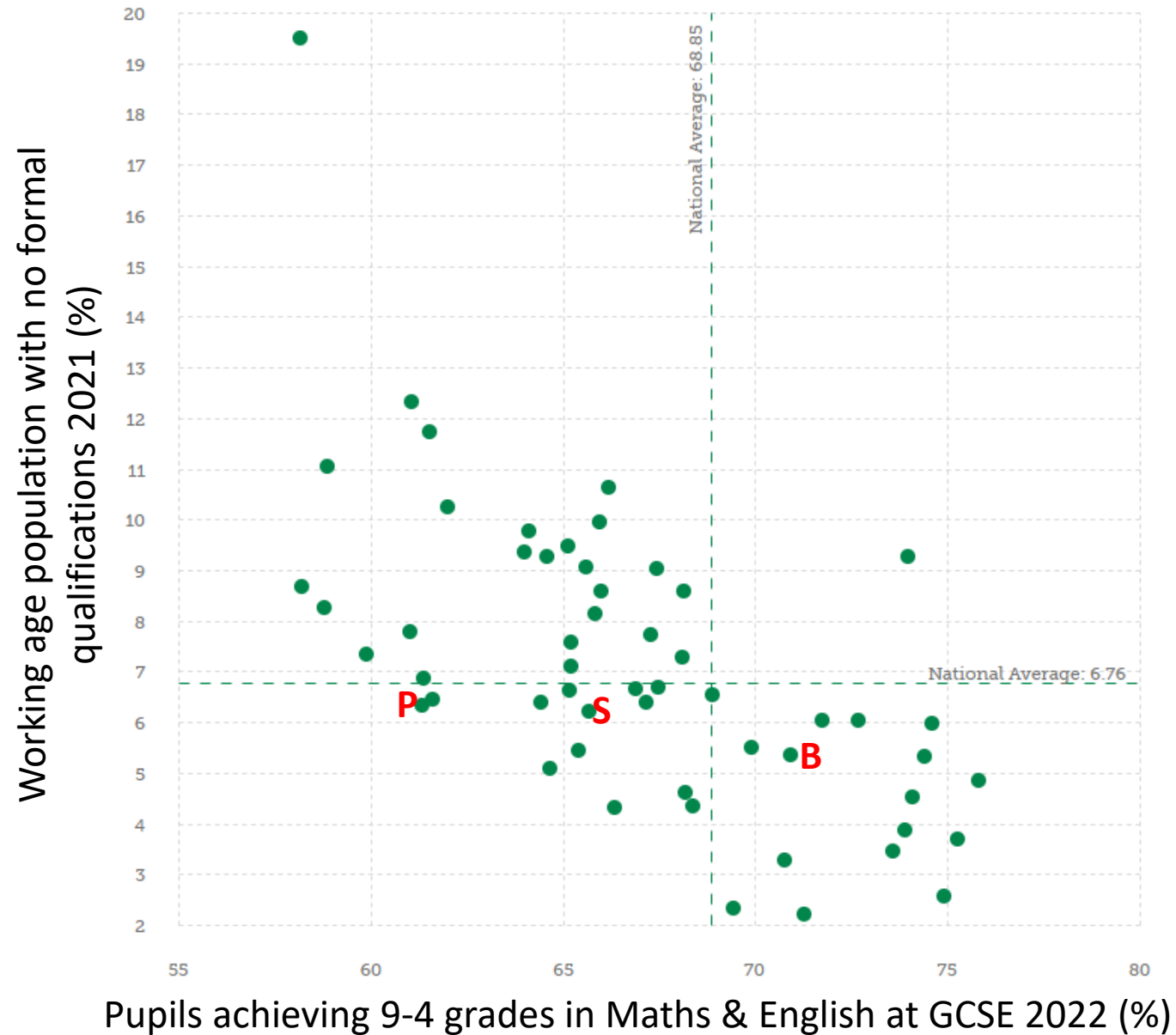
Bournemouth
12/63

Southampton
24/63

Portsmouth
19/63

Source: The Data City

Successful cities ensure people have access to the opportunities that they offer





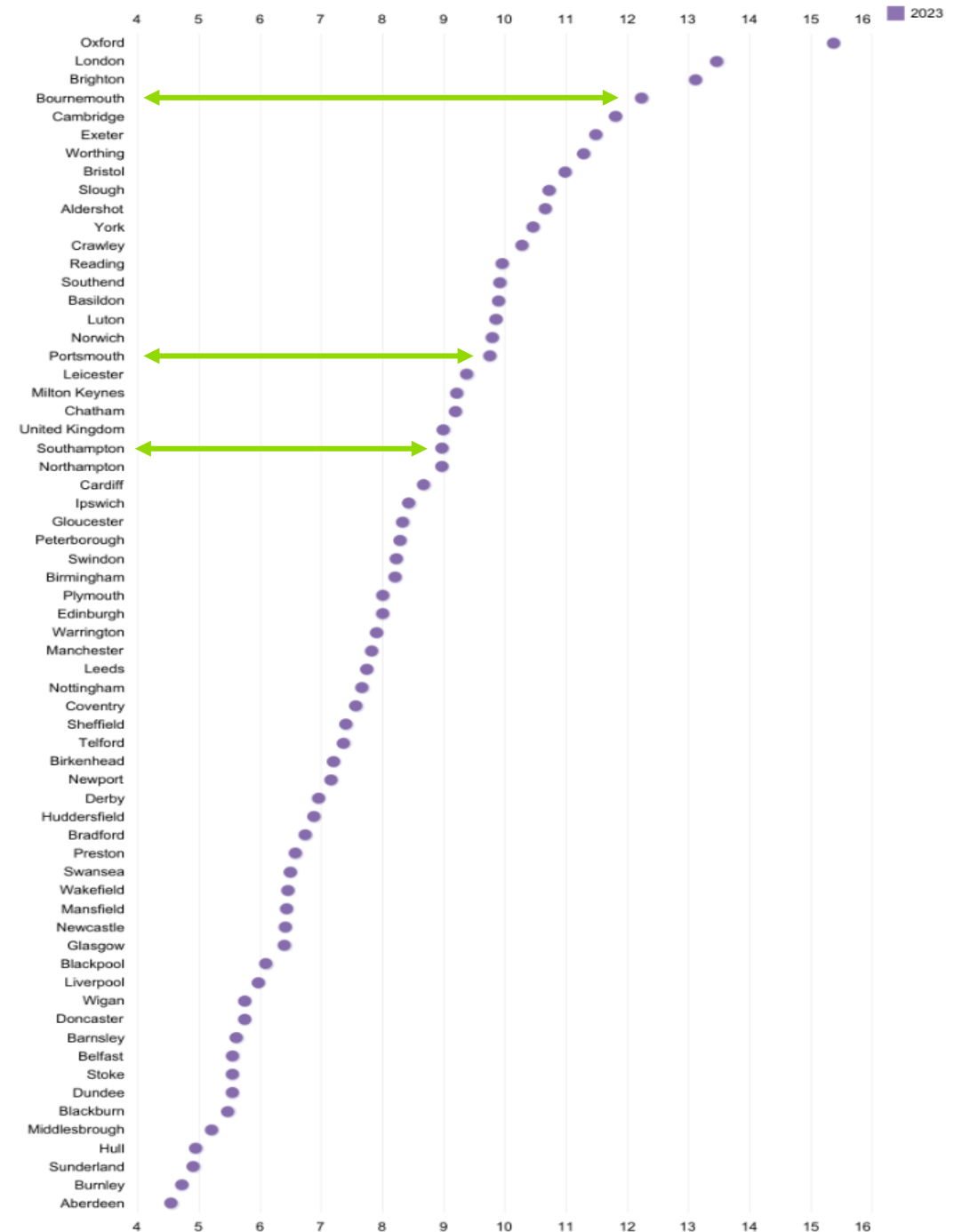
But successful cities have higher costs that come with success

When a place gets boring, even the rich leave.

(Jane Jacobs, 2000s)

Top 10

London	692,906
Oxford	618,001
Cambridge	574,969
Brighton	484,412
Reading	456,569
Aldershot	442,464
Bournemouth	401,057
Basildon	382,714
Slough	377,618
Southend	375,182



Successful cities require leadership





How can policy help?

- Create business environment that is attractive to innovation firms
 - Prefer city centres and being near other innovation firms in quality workspace
- Create living environment that is attractive to innovation workers
 - Younger workers prefer city centre living and 'going out' amenities
 - Older workers prefer houses near green space and good schools
- Support people to access innovation opportunities
 - Transport
 - Education & skills
 - Housing

Questions

Andrew Carter
Centre for Cities





Agenda Link

Wayne Layton

Executive Head of Regeneration
Havant Borough Council



businesssouth.org

Ground breaking Leigh Park Project

Wayne Layton

Executive Head of Regeneration and Economic
Development



Leigh Park Youth Hub



The Aim:

Increase economic activity in young people (16-24) across Havant borough.

Deliver a holistic employability service which removes / reduces barriers to employment.

Project funding £233,000 for 3 years ending August 2025.



The Partnership:

Havant Borough Council (Lead Accountable Body) funded by Department of Work and Pensions.

Partnerships with Havant and Cosham Job Centre.

Based at Front Lawn Community Hub



Havant Borough Council and Department of Work and Pensions

Health and Wellbeing

- Two Saints
- Motiv8
- Off The Record
- Kooth
- Mind
- NHS
- Safe New Futures

Qualifications and Experience

- HSDC
- CoPC
- PETA
- Leigh Park Learning Centre
- HCC – Multiply

Motivation and Confidence

- Princes Trust
- Enable Ability
- Internal skills workshops
- Catch 22

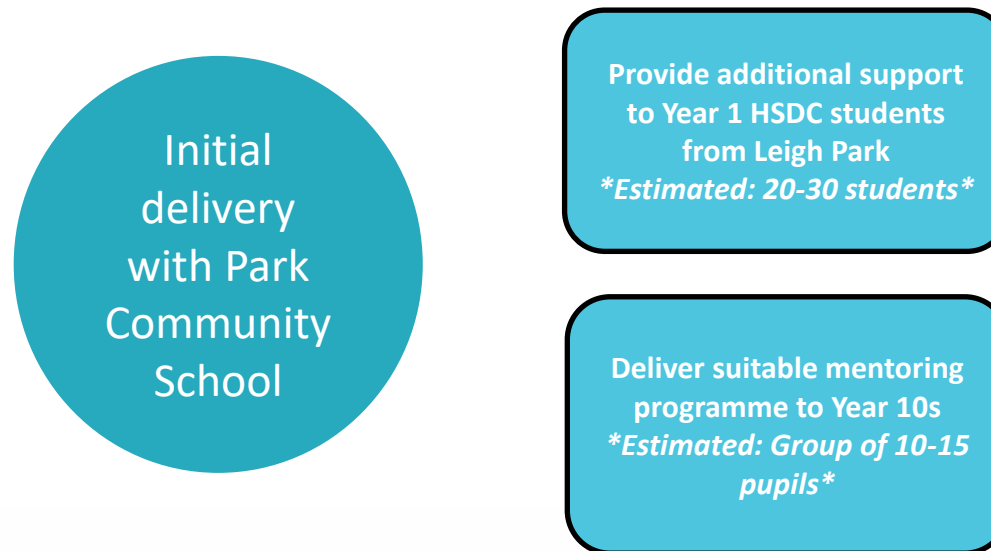
1-2-1 appointments every week with employment support



Prevention Work: HSDC Link Up Leigh Park Coordinator

- Further strengthen relationship between key Leigh Park secondary schools and HSDC
- Support objectives to support 15-18 year olds to remain/return to education and training

Outcomes:

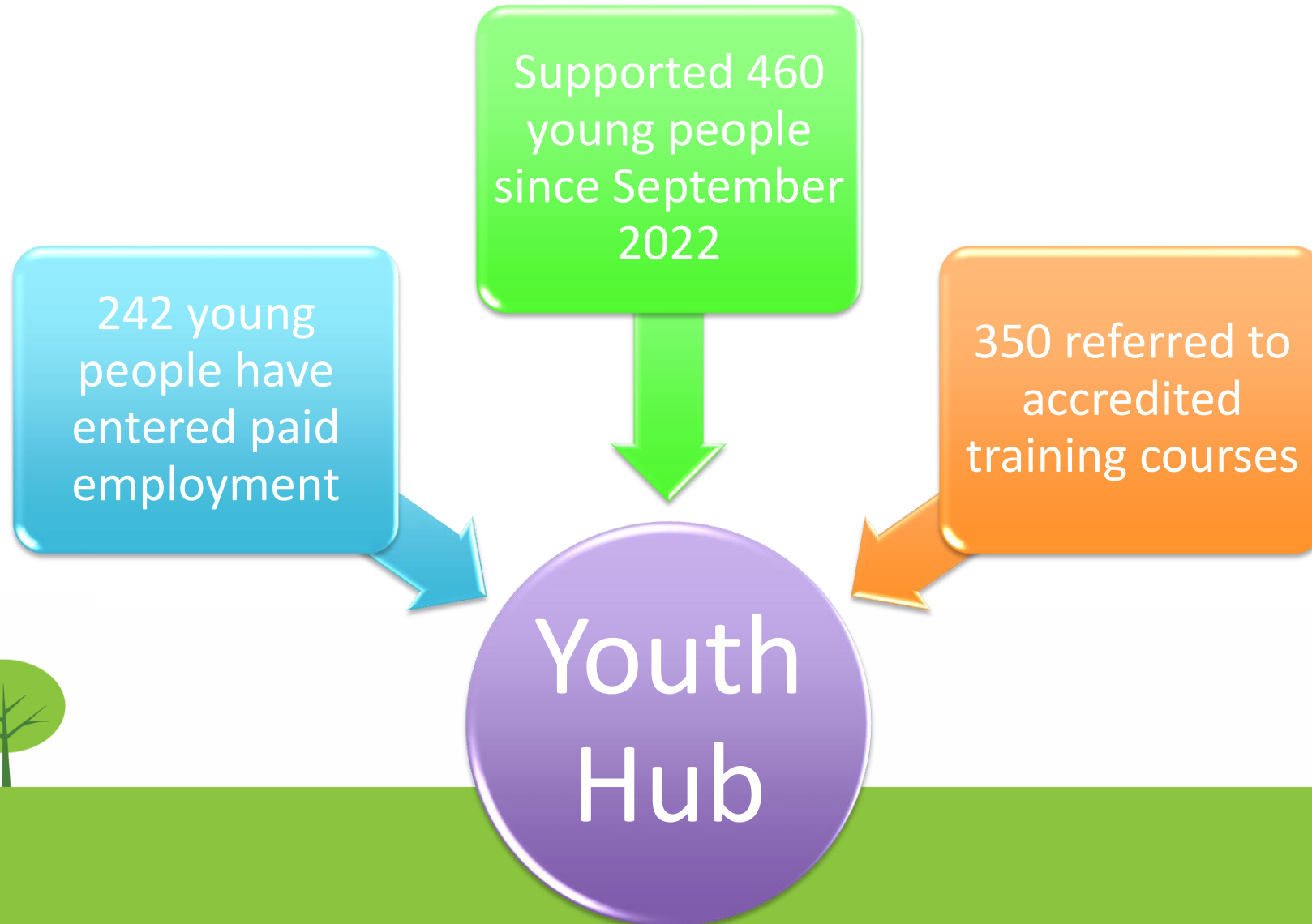


Other Initiatives

- Youth Employment Scheme - UKSPF
- Empower You - UKSPF
- Reverse Recruitment - DWP
- Maths Functional Skills - HCC



Outcomes and Successes up to July 2024





To find out more about the YES programme,
go to linkupyouthhub.co.uk



3 Areas of Impact



Finance



Crime



Health

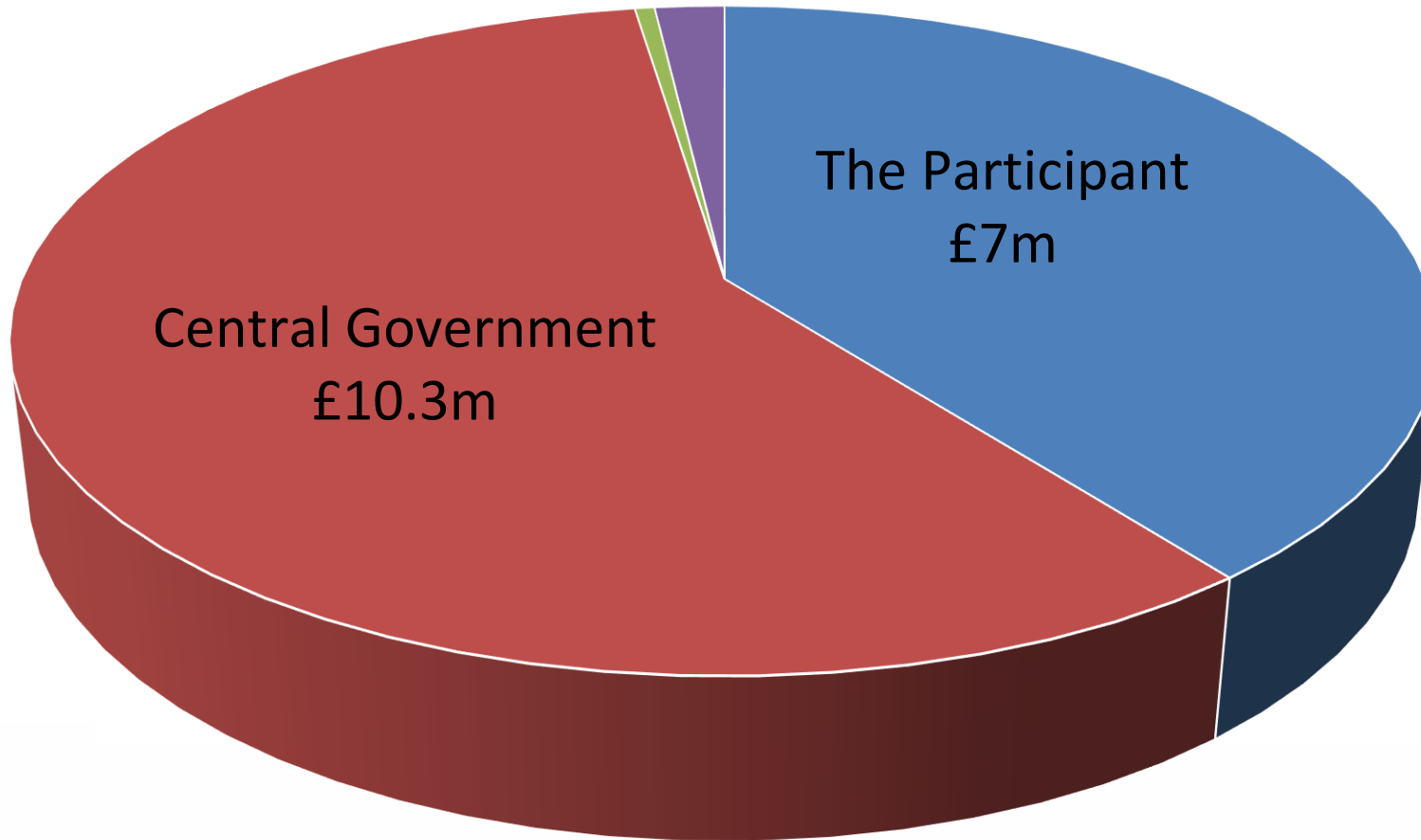


Cohort

- 1 in 2 had a Health Issue
- 1 in 3 had special educational needs
- 1 in 5 had a housing issue
- 7% were carers
- 7% had a criminal background



Financial Impact £17.8m



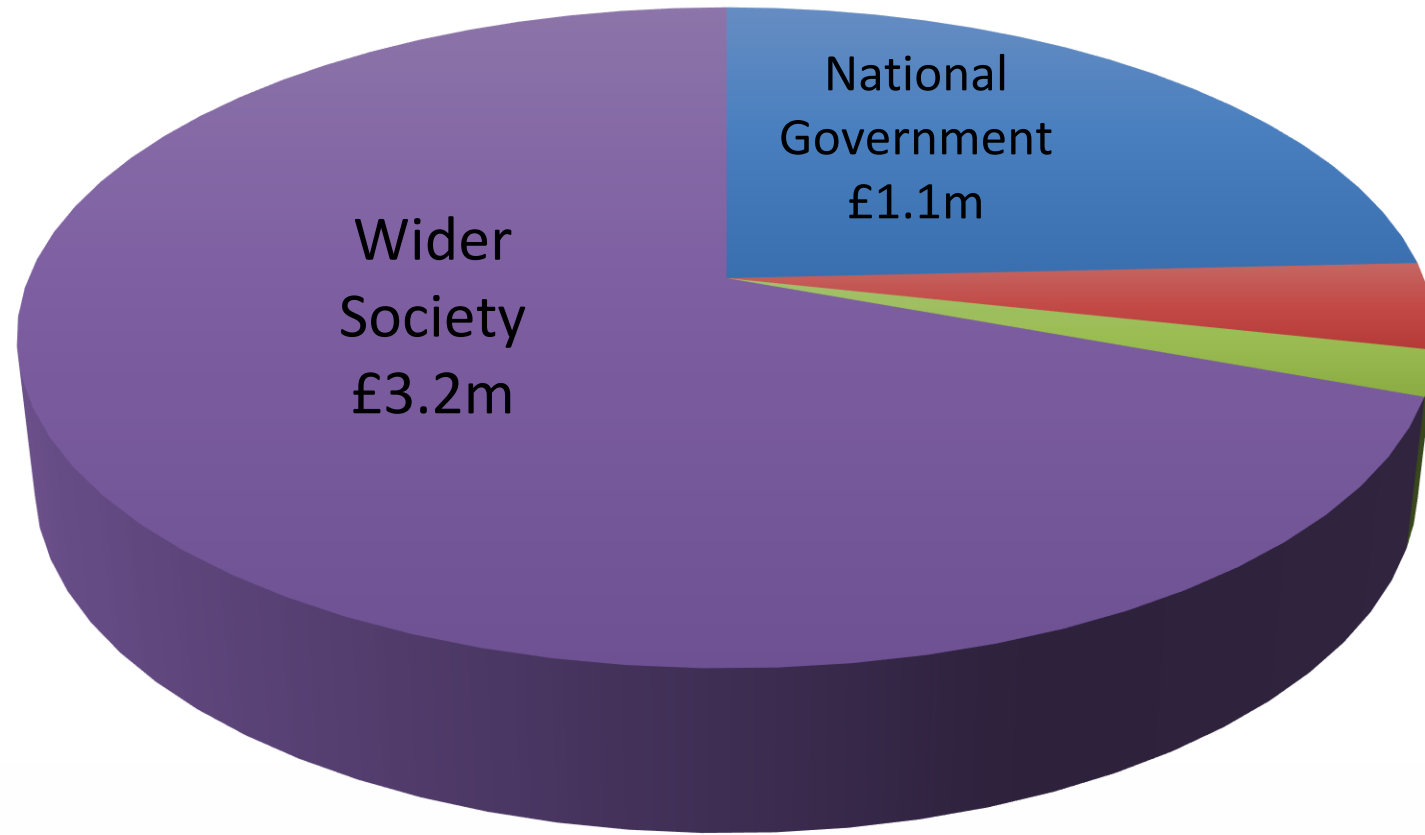
Central Government
£10.3m

The Participant
£7m

- The Participant
- National Government
- The NHS
- Local Government



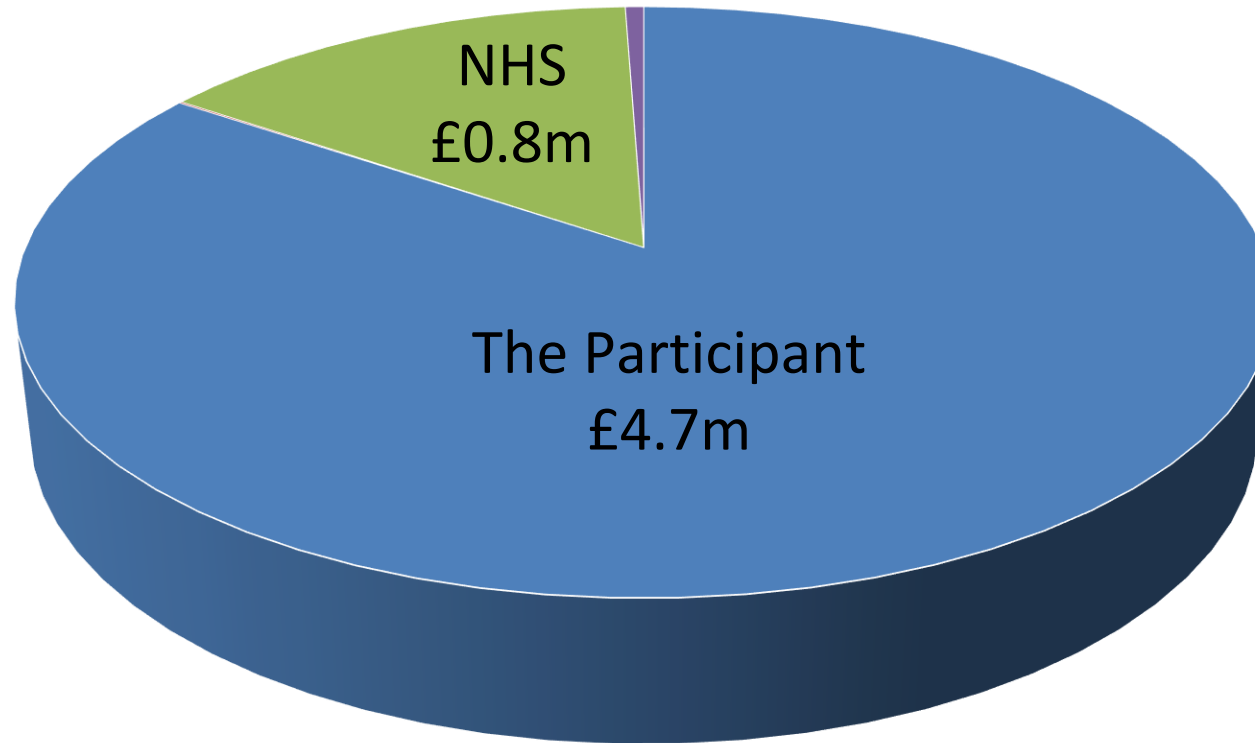
Crime Impact £4.6m



■ National Government ■ The NHS ■ Local Government ■ Wider Society



Health Impact 5.6m



■ The Participant ■ National Government ■ The NHS ■ Local Government

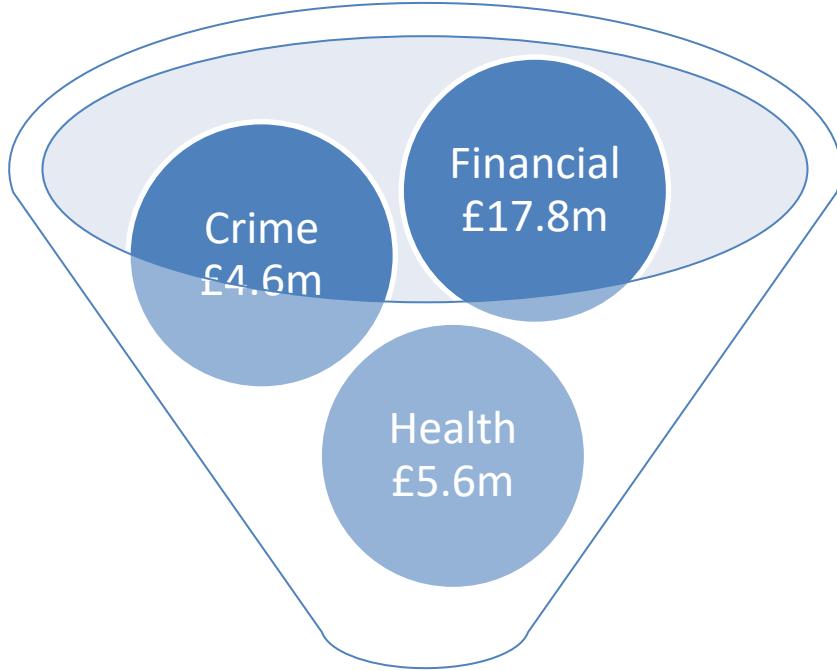




5 Years



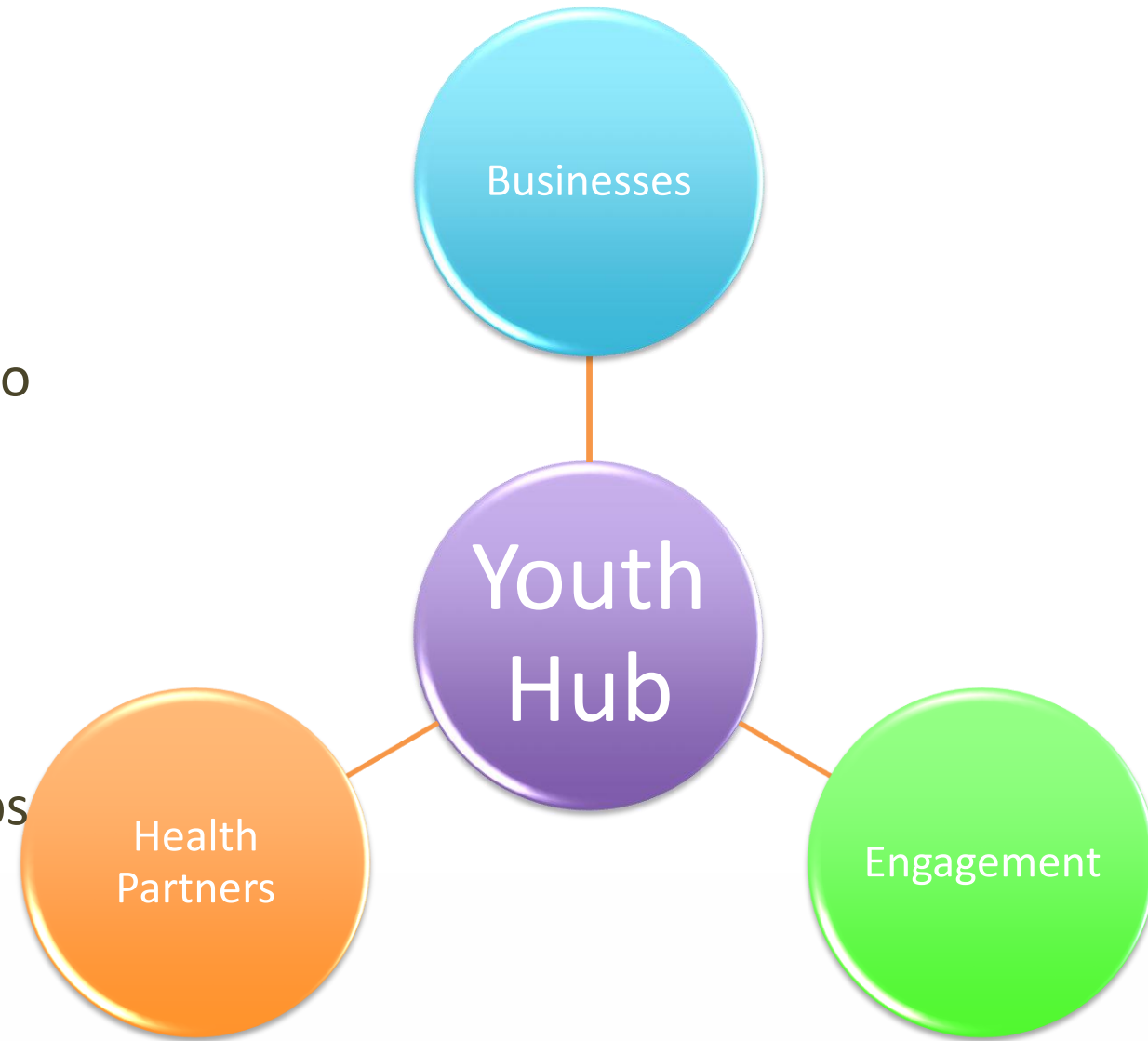
Investment £233,000



Total £28m

Future Plan

- Embed partnership with DWP and seek future funding.
- Improve relationships with businesses to access further opportunities.
- Drive focus on health improvements to enable economic activity.
- Can the model be replicated with groups older than 24.



Contact Details

- Email: Wayne.Layton@havant.gov.uk
- Tel: 07927 109816





Agenda Link

Annual Conference Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org



Agenda Link

Kate Pearce

Head of Strategy
Business South



businesssouth.org



Agenda Link

Annual Conference Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org



Agenda Link

Cathy Barnes

Pro Vice-Chancellor
Southampton Solent University



businesssouth.org

Business South Central South Conference

People South: Skills for the future

Presented by Professor Cathy Barnes, Pro Vice-Chancellor Research, Academic Strategy and Planning

Southampton
Solent
University



**MAKE
WAVES**

Dual Challenge

The skills system has also been too complex, making it confusing and difficult to navigate for both individuals and businesses, and contributing to insufficient employer investment in skills.

Department for Education, *Skills England: Driving growth and widening opportunities* (2024), 17

While the UK excels at the 'R' in research and development (R&D), it tends to fail at the 'D'. It leads on innovation but lags on the diffusion of that innovation.

Andy Haldane, 'Better education, better productivity', Royal Society (2022)



Triple Opportunity

New region

- Office of National Statistics data pack
- All Party Parliamentary Group

Devolution

- Definition of region and identity
- Political and funding structures

Skills England

- Focus on regional plans, clusters
- Linked to a 'whole system view'

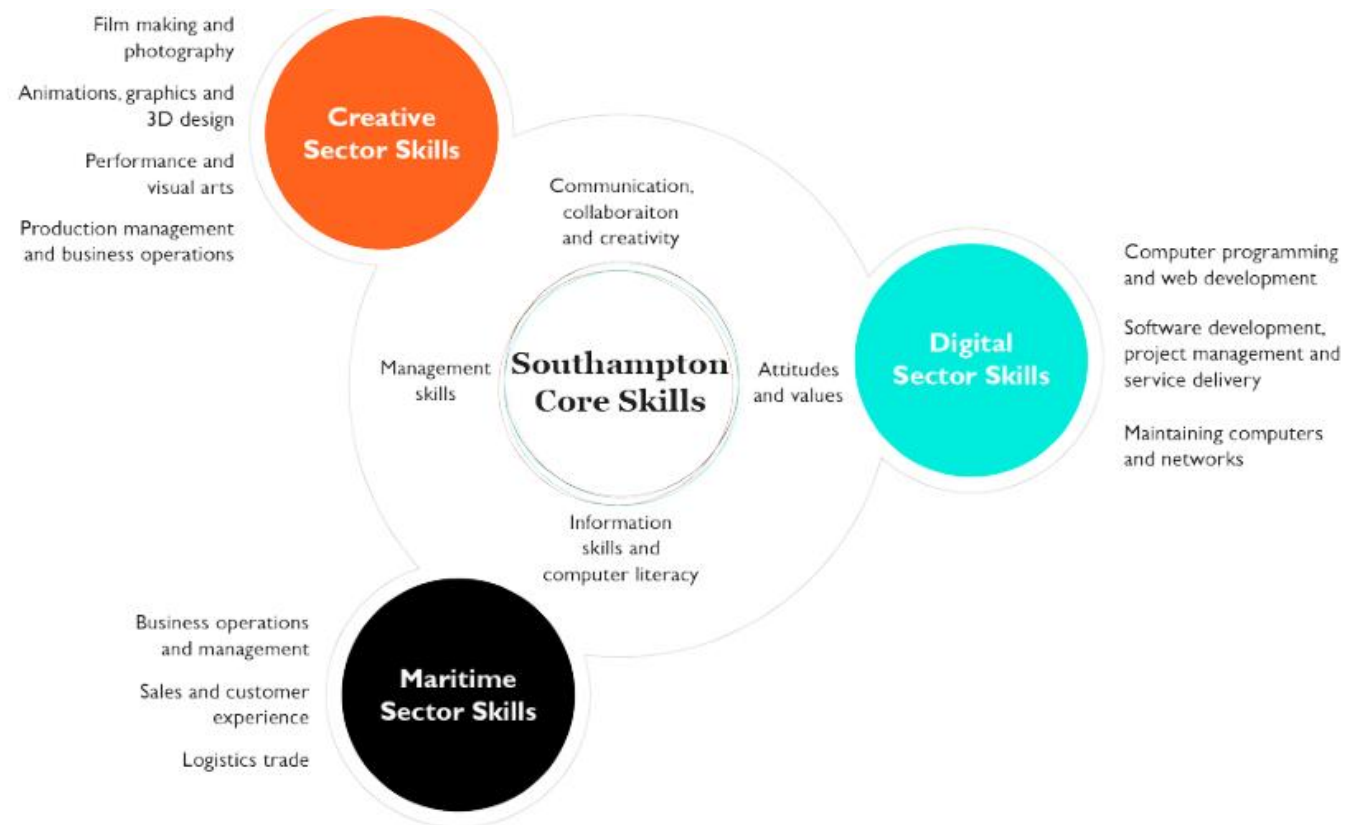


Beyond complexity

- Solent LEP, *Solent Skills Action Plan* (2022)
- Hampshire Chamber of Commerce, *Local Skills Improvement Plan* (2023) [4 sectors – low carbon, maritime, creative – and 'freeport skills']
- Gatsby Benchmarks and *Skills Builder Universal Framework* (2020) [4 metaskills]
- Royal Society of Arts, *Southampton Future Skills Framework* (2022) > part of Cities of Learning project created by SCC and RSA [3 sectors: digital central – future focussed – 4 core skill groups]

Fragmentation and diversification of pre-18 qualifications: A level, T level, HTQ, BTEC, level 2 apprenticeships

RSA: Southampton's Future Skills Framework



South-Central Skills framework

Skills England opportunity

Data-driven

Links regional and national

Combines talent pipeline and talent attraction

'Whole system' view > future facing: how do we get growth?

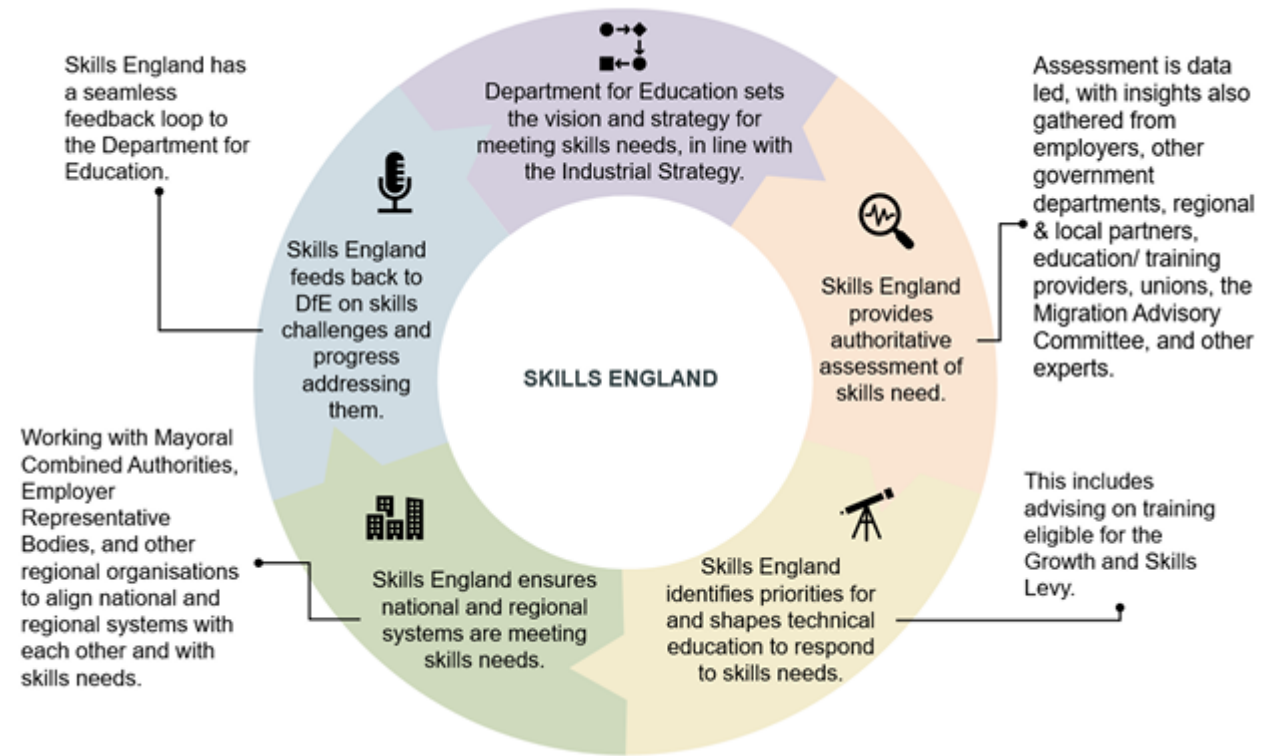
South Coast Institute of Technology

Employer, FE, HE connected > nascent tertiary system

Career pathways (not just jobs, qualifications) connected to economic sectors

See (for example, maritime) =

<https://southcoastiot.ac.uk/maritime-courses/>



Skills to Innovation 4.0: challenge to opportunity

Regional redefinition offers the chance to rethink and develop a new vision:

More tertiary: creating visible pathways through sectors – and clear mapping of how to access (build and extend IoT)

A shared skills map for region – across schools, HE, FE and used by employers – including meta-skills (not just foundational or functional).

An education vision at heart of devolution settlement – creating pipelines and talent attraction to fuel growth.

Champion a new model of innovation that is people and skills centred – becomes a distinguishing feature of Solent-Hampshire region





Agenda Link



Annual Conference

Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org



Agenda Link

Alison Barnes

CEO

New Forest National Park Authority



businesssouth.org



Sustainable South

Alison Barnes FRSA FLI

Chief Executive
New Forest
National Park Authority

Director
Business South



A Sustainable Central South?

Central South

Our overall aim is for the Central South region to be recognised nationally and internationally, as a forward-thinking and innovative area of the UK, able to attract and retain talent while driving increased opportunities for investment and good growth.

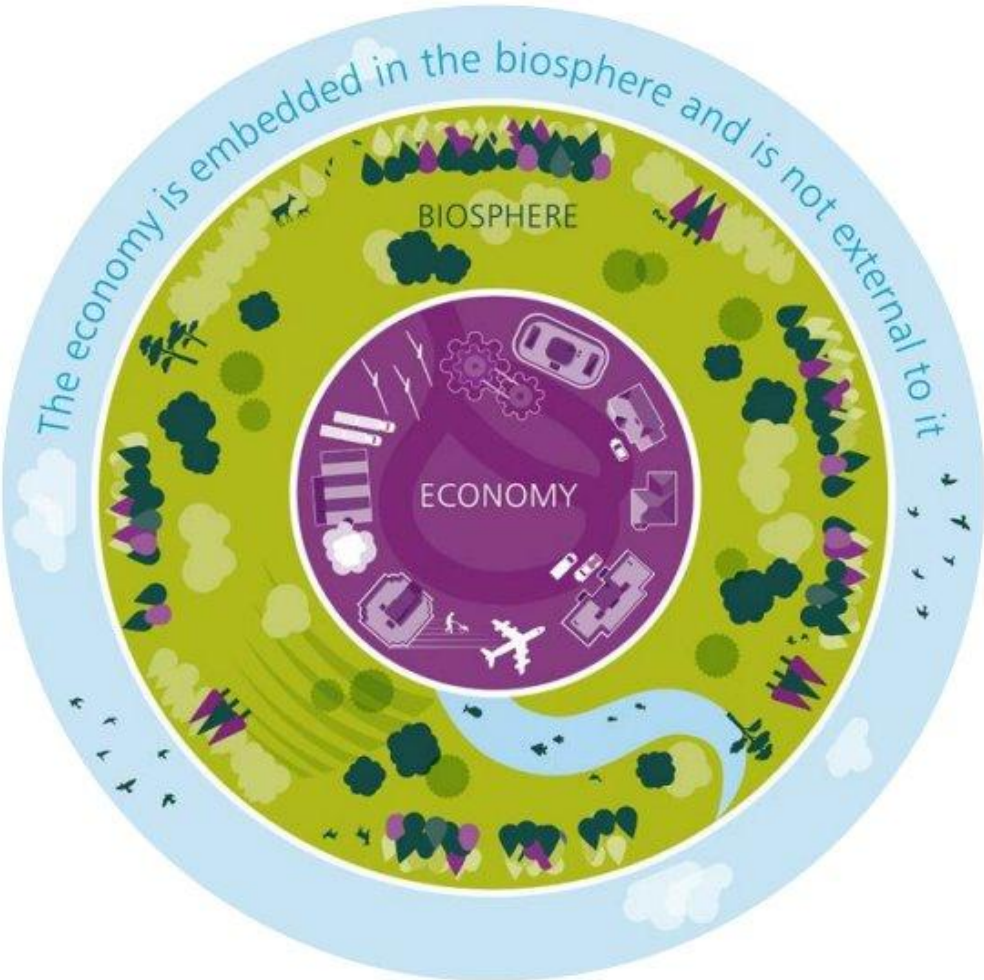
[About The Region](#)

[Central South Data From ONS](#)





Rich in natural assets



Our region's characteristics

If our region is unique, it is because of the **combination** of characteristics

- World class environment with rich biodiversity next to urban areas
- Excellent educational institutions and resource hubs
- Interconnected urban and rural communities
- Ambitious housing development targets and flagship eco-projects
- Vision for climate resilience, working with business



The Green Halo Partnership and natural capital vision from 2017



A global exemplar of how our most precious landscapes can work in harmony with a thriving, economically successful community.

Natural Capital driving national policy

‘Natural capital is an idea whose time has come.’

‘Natural capital is all about assets – the assets nature provides us for free; it forces us to see the environment as a (or indeed ‘the’) key input into the economy

- **ending the apartheid between economic growth and protecting and enhancing the environment.**

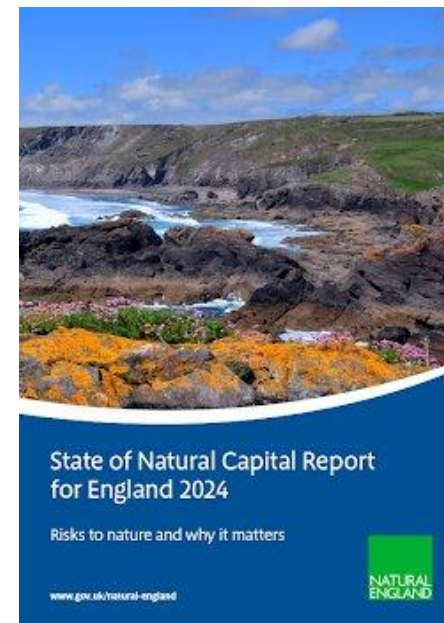
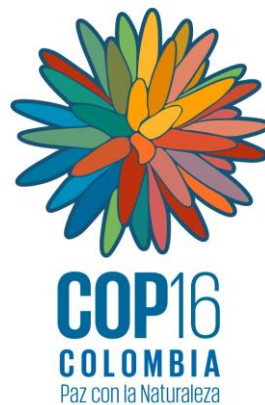
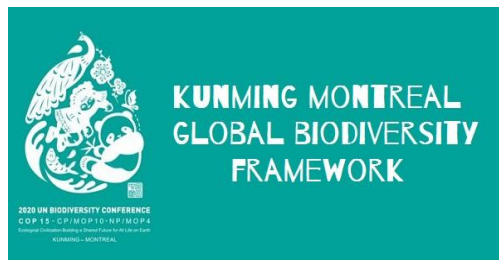
‘To stop the rot, we need to keep the aggregate of natural capital from falling further. Indeed, it needs to be improved.’



Professor Sir Dieter Helm –
University of Oxford, Former
Chair of the Natural Capital
Committee

Policy context

- Environmental Improvement Plan
- Environment Act
- New Government missions
- State of nature
- Water quality
- 30by30
- Rio – think global act local

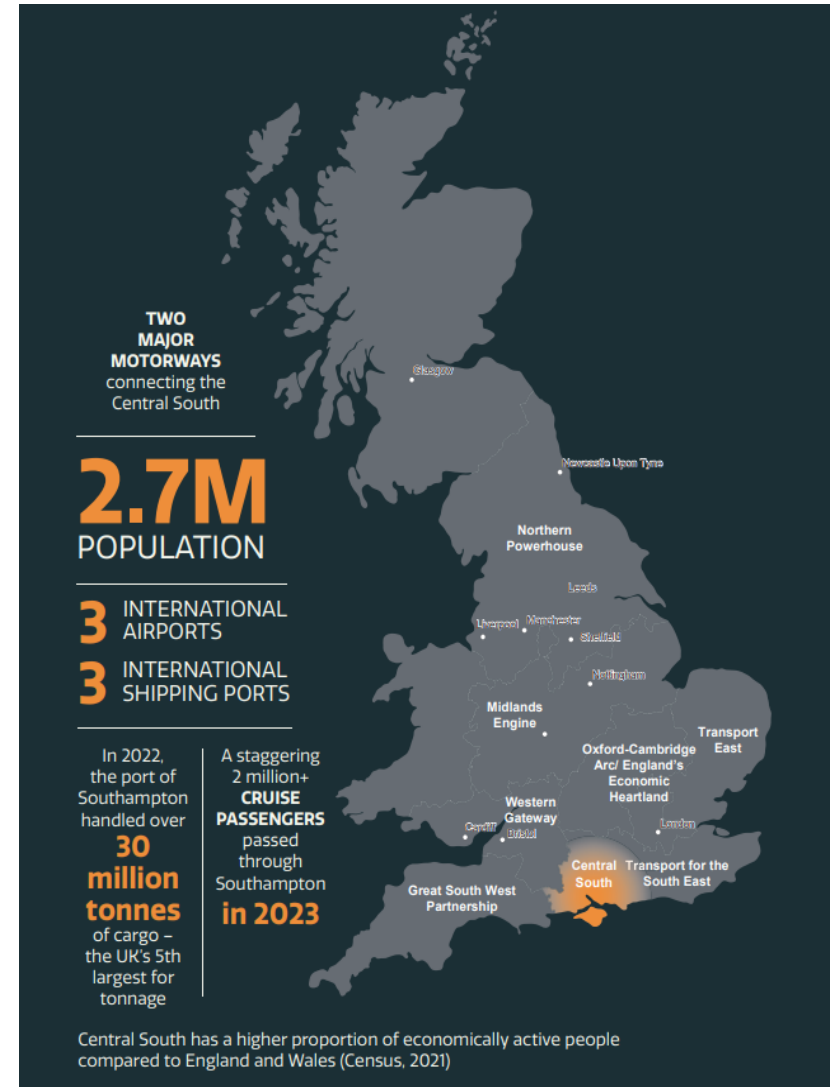


New Government



Natural capital at the centre of decision-making

'The Central South presents a significant opportunity to create a world-class regional economy set within a world-class environment, and we must seize this chance.'



GREENPRINT
Our framework for the
Central South



GREENPRINT

The objective of the Greenprint framework is to enhance collaboration across and within sectors to achieve green growth together.

© Visit Hampshire – Hurst Castle/ The Hampshire Story



Our five priorities for green recovery:



Net zero with nature

Providing the leadership necessary to reduce carbon emissions, taking a more integrated and holistic approach by working with nature to build a zero carbon economy and zero carbon communities.



Natural health service

Improving physical and mental health and wellbeing and tackling health inequalities through greater access to our world class natural environments as well as bringing nature into our urban communities.



World class blue/green environments

Protecting, restoring and improving our distinctive, high quality blue and green environments, enabling the natural capital and ecosystem services they provide to contribute fully to a strong economy and a healthy, inclusive society.



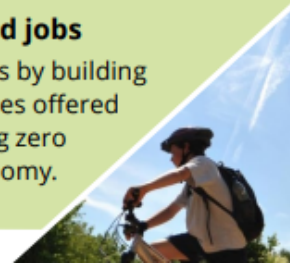
Creating great places through quality in design and build

Encouraging an innovative approach to creating high quality, inclusive and sustainable places for people and nature, adopting a low-carbon, sustainable approach which will make the region a benchmark.



Centre for excellence in green skills and jobs

Tackle local skills gaps and economic inequalities by building a future workforce which can seize the opportunities offered by innovation in key sectors of our economy, including zero carbon economy, land management and the visitor economy.



Engaged so far...



UNIVERSITY OF
Southampton



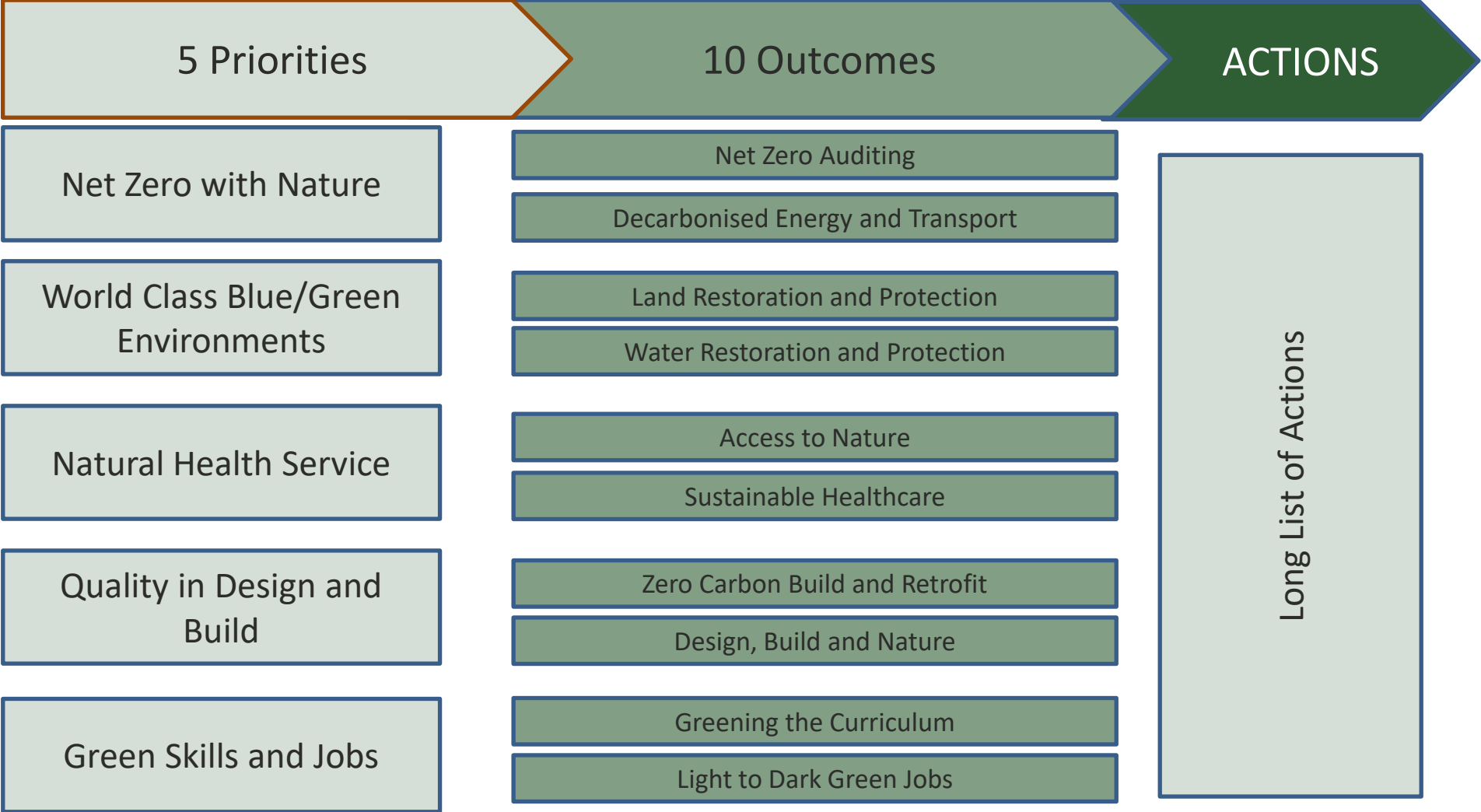
SOUTH DOWNS
NATIONAL PARK



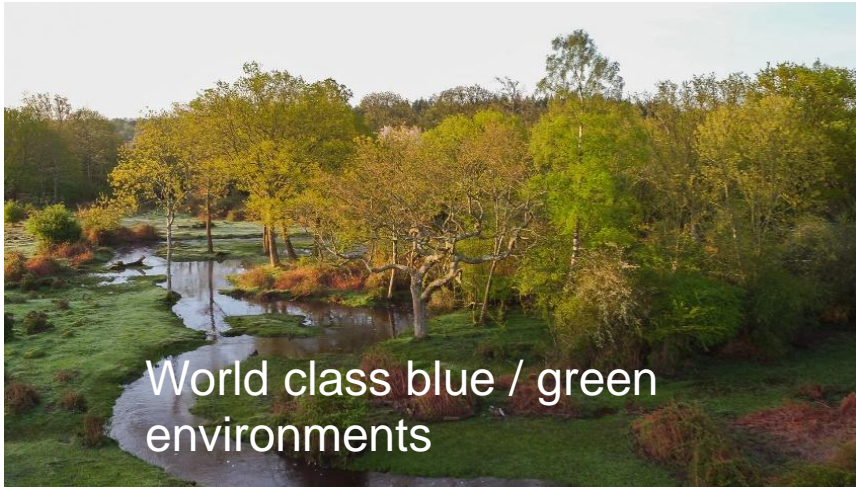
southern coop



Priorities, outcomes and actions



The Central South - world class environment world class economy



World class blue / green environments

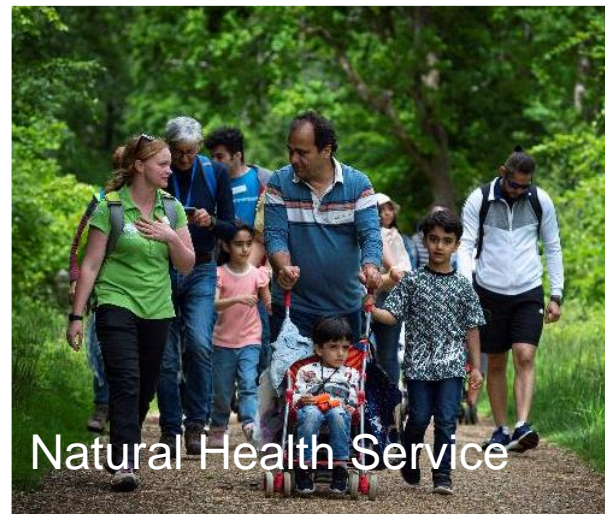


Quality in design and build

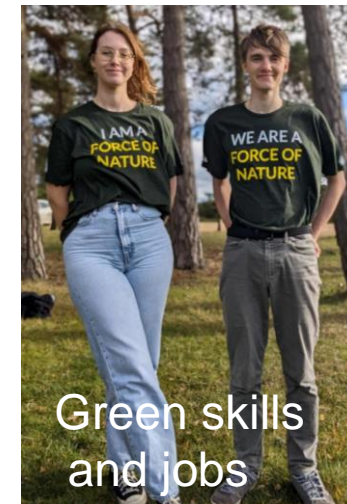


SOLENT SEAGRASS RESTORATION PROJECT

Net zero with nature



Natural Health Service




Green skills and jobs

The Central South and beyond – we are at a crossroads

THE LANCET

November 2024 www.thelancet.com

The 2024 report of the *Lancet* Countdown on health and climate change: Facing record-breaking threats from delayed action



“Following decades of delays in climate change action, avoiding the most severe health impacts of climate change now requires aligned, structural, and sustained changes across most human systems, including energy, transportation, agriculture, food, and health care.”

LANCET COUNTDOWN: TRACKING PROGRESS ON HEALTH AND CLIMATE CHANGE

A Review by *The Lancet*



**United Nations
Climate Change
COP 29**

November 2024



**Convention on
Biological Diversity**

RESILIENCE

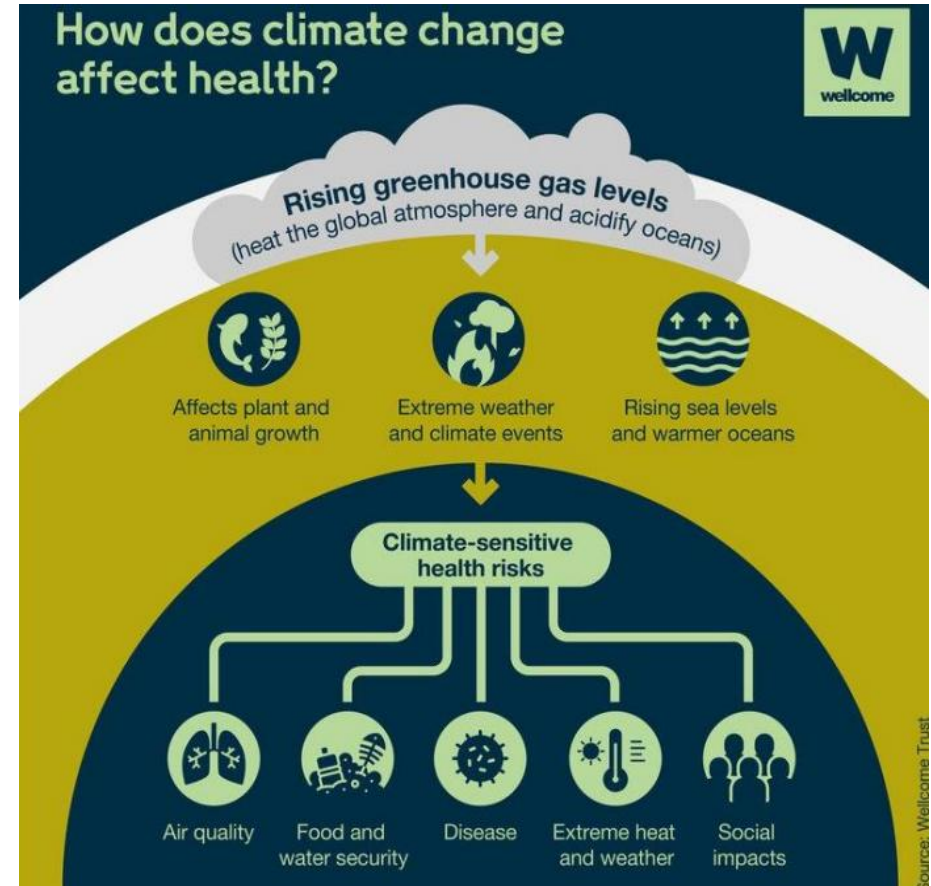
PEOPLE PLANET
PROSPERITY

Somewhere we can and want to live and work

Using our Natural Health Service



The Green Health Hub



Sustainable South – where future generations can and want to live and work?



A collaboration and leadership challenge for Business

Sustainable South Action Group



SUSTAINABLE SOUTH
BUSINESS SOUTH



Co-chairs Kamile Nesticyte
and Dan Walster

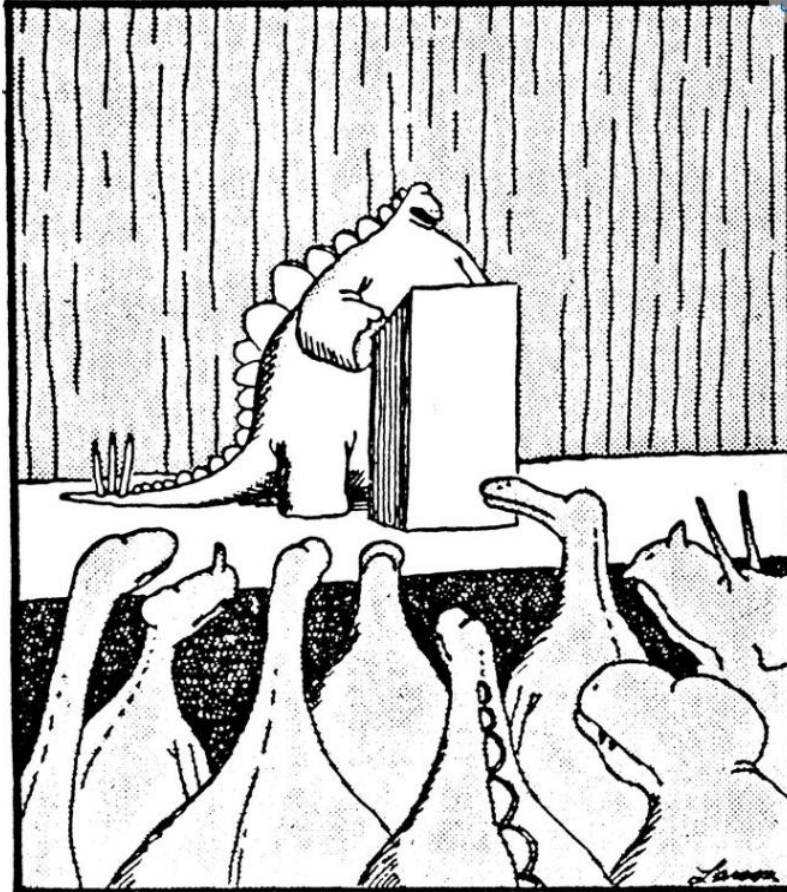
- both from Atkins Realis

A collaboration and leadership invitation

GreenSkills&Jobs
Volunteering
AirQuality YoungPeople
Retrofit
SustainableDesign&Build
GreenFinance
BiodiversityNetGain
HumanResources
Energy&EV



At a crossroads: we need to take leadership



"The picture's pretty bleak, gentlemen. ... The world's climates are changing, the mammals are taking over, and we all have a brain about the size of a walnut."

Let's get on the right side of history

Language of win-wins not tradeoff

Environment as asset not constraint

Next generation focused

ESG to USP!

Bold and purposeful across sectors

All of us up here and able to lead for Sustainable South!

Thank you



SUSTAINABLE SOUTH
BUSINESS SOUTH



Agenda Link



Annual Conference

Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org



Agenda Link

Shaun Stevens

UK General Manager
EPS Water



businesssouth.org



ENERGY & UTILITIES
BUSINESS SOUTH

Boosting Utility Infrastructure to Drive Regional Growth

SOUTHAMPTON
DOCKS



SOUTHWICK ESTATE

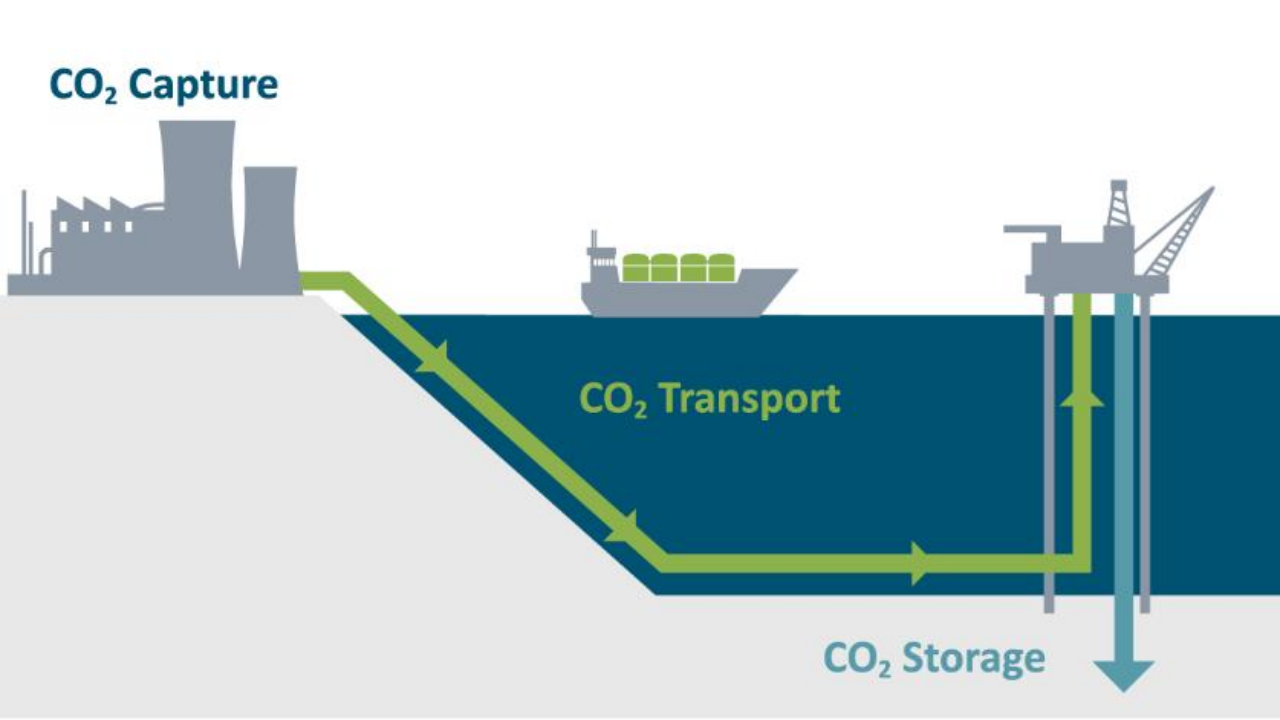
SOLAR FARM



BRAMLEY BATTERY
STORAGE



OPPORTUNITIES
IN ENERGY



CHALKSTREAMS
AND RIVERS



ALGAL MATS IN THE
SOLENT



OPPORTUNITIES
IN WATER



Energy & Utilities South Action Group



To enhance the availability and quality of core utility infrastructure such as energy and water across the Central South

To unlock industrial, commercial and residential development in the region

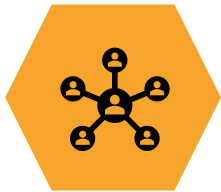


To influence policy, attract investment and create opportunities to benefit businesses

Energy & Utilities South Action Group



Identify Blockers to Growth



Liaise with Key Stakeholders



Engage with Government / APPGs



Support Public Consultations



Showcase Major Regional Projects

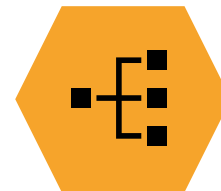


Devise a Regional Strategy:

- **Energy Challenges & Solutions**
- **Water Challenges & Solutions**
- **Decarbonisation**
- **Climate Change**



Regional Initiatives & Events



Wider Business South Network



Agenda Link

**Head to the Action Group
Lounge area during the break
to speak to any of our Action
Group colleagues today**



businesssouth.org



Agenda Link

Annual Conference Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org



Agenda Link

Prof Dame Wendy Hall

University of Southampton



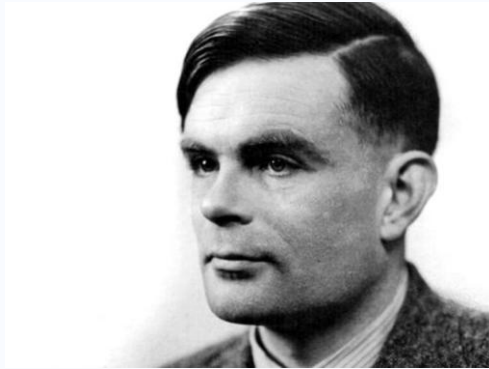
businesssouth.org

Making Southampton an AI City of Excellence

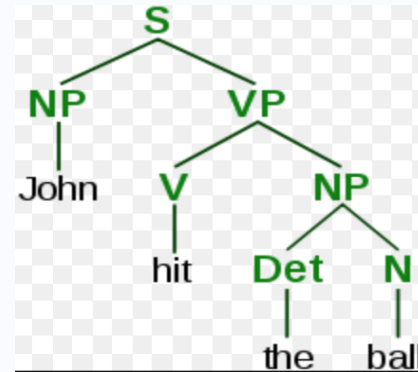
Dame Wendy Hall

Regius Professor of Computer Science
Director of Web Science Institute
University of Southampton

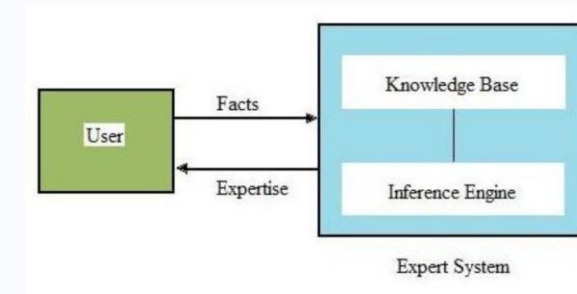
A brief history of AI



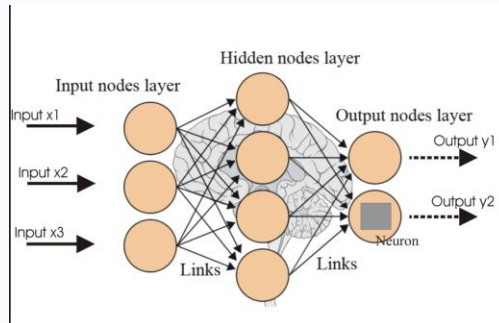
1950's



1960's



1970-80's



1980's-90's



1990's-2000's



The Future

[Home](#)

Independent report

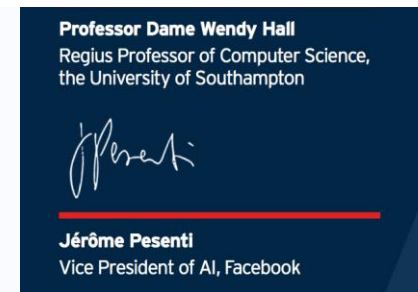
Growing the artificial intelligence industry in the UK

From: [Department for Digital, Culture, Media & Sport](#) and [Department for Business, Energy & Industrial Strategy](#)
Part of: [Industrial strategy](#) and [UK and the Commonwealth](#)
Published: 15 October 2017

This independent review, carried out by Professor Dame Wendy Hall and Jérôme Pesenti reports on how the Artificial Intelligence industry can be grown in the UK.



<https://www.gov.uk/government/publications/artificial-intelligence-sector-deal>



United Nations AI Advisory Body

UN Secretary-General's High-level Advisory Body on Artificial Intelligence Releases Proposals for Global Governance of AI

New York, NY, September 19, 2024 – The United Nations Secretary-General's High-level Advisory Body on Artificial Intelligence (HLAB-AI) released its final report "[Governing AI for Humanity](#)" today. It builds on months of extensive global consultations and the publication of an [interim report](#) in December 2023. The uniquely diverse Advisory Body is the world's first and most representative expert group capable of reflecting humanity's aspirations for AI.



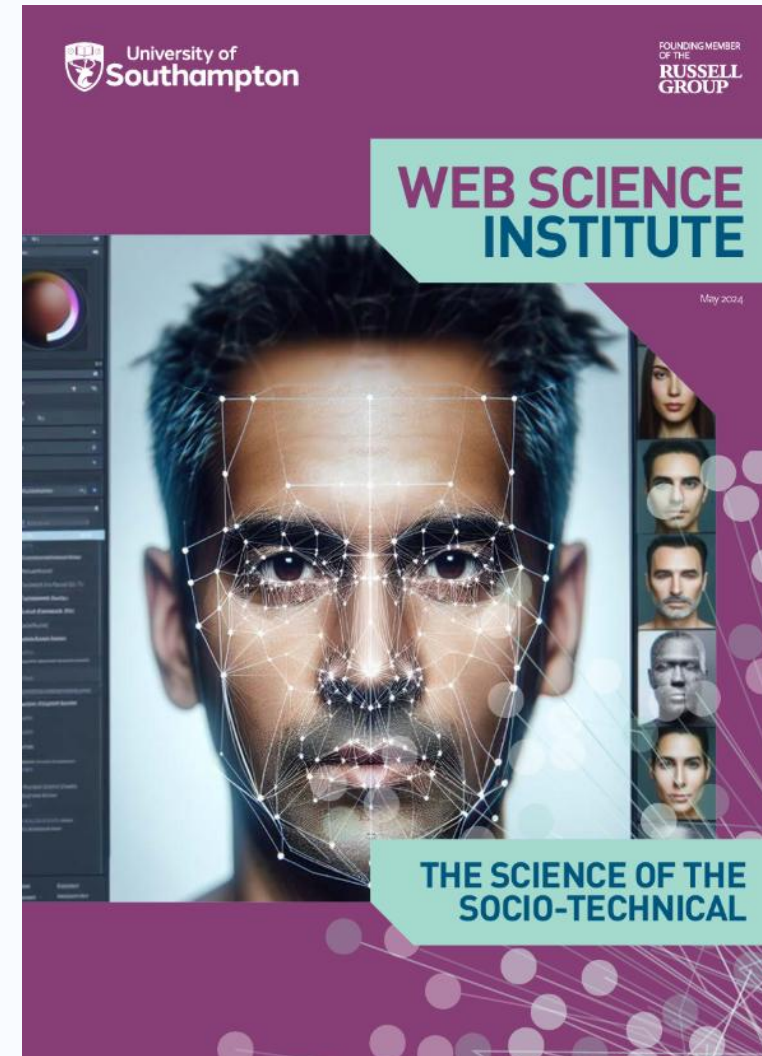
AI@Southampton

Establish and lead AI@Southampton as key University activity

Curate and extend UoS interdisciplinary network of AI researchers, including through new interdisciplinary AI staff recruitment under UoS *Size and Shape* initiative, developing links with new staff, ECRs, and under-represented groups

Extend and deepen AI regional and national partnerships with policymakers, industry, business and third sector and local community

Promote UoS external reputation in interdisciplinary AI research, enterprise, KEE and education





Civic?

“Of, belonging to, or relating to a citizen or citizens; of or relating to citizenship or to the rights, duties, etc., of the citizen; befitting a citizen.” –

OED

Broader than, but inclusive of,
local government.

Concerning public and
community life.

Local Government

- Clear institutional role in delivering local services, shaping local places, and meeting local needs.
- May deliver services directly or provide co-ordination.
- Huge resource and capacity challenges across the sector.
- **Can AI be part of more efficient and responsive local service delivery?**



AI Clinic for City of Southampton's Businesses, Voluntary Organisations and Residents

- University of Southampton's AI and Computing Students will provide the latest hands-on and practical AI knowledge and expertise and advise the City's people, businesses and volunteers.
- Bridging the knowledge gap and improve productivity and effectiveness.
- Students will use their knowledge and skills to advise on AI related questions and needs through a combination of pop-up drop-in sessions and booked consultations.



AI in Action: Barton Peveril Sixth Form College



Barton Buddy: AI powered-
app streamlining process
es and enhancing the
student experience.

UK's first 'Gemini AI Academy':

College has partnered with C-learning and Google to provide staff and students opportunities to learn about AI, AI-powered tools, and develop AI skills.

Public & Community Engagement Hubs

PCE Hubs are **networks** that support **impactful collaborations** between the University's staff, students and research with the local voluntary, community and social enterprise sectors to **celebrate & enrich our city and region**.

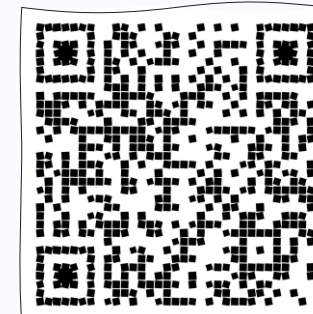
University of Southampton supports four PCE Hubs:

- **Nature & Biodiversity**
- **Health & Wellbeing**
- **Future Cities/Citizen-Led City Design**
- **AI & Society (launched October 2024)**



*Southampton Science & Engineering Festival (SOTSEF)
March 2024
Photo Credit: www.josettecrispinphotography.co.uk*

Join PCE
Hubs Here!





Co-Designing AI City of Excellence

We'll use a **civic process** to create a **civic vision**:

Participatory | Inclusive | Open

Collect and share perspectives from **citizens, business, local government, voluntary sector, arts, cultural and community groups.**

Create a shared vision of what an **AI City of Excellence** is.

AI Arts Festival, June 2024

Theatre Royal Winchester and the ARC collaboration with WSA and FAH

Performance by Orchestre National de Jazz with machine collaborators

Stand-up comedy with an AI theme and an AI performer

Demonstration of an AI-powered robot pet

Discussion chaired by Adjunct Professor and BBC technology writer Bill Thompson, featuring Dame Wendy Hall, Regius Professor of Computer Science at the University



AI in the City



We need your help

AI@soton.ac.uk

Prof Dame Wendy Hall

Send your question using Slido

Join at
slido.com
#BSTHAC24



businesssouth.org



Agenda Link

Annual Conference Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org

Lee Peck

Conference Host

leepeckmedia



businesssouth.org



Agenda Link

Nicola Millard

Futurologist
BT



businesssouth.org



People, Productivity, Planet

Trends shaping the future of work

Dr Nicola J. Millard
Principal Innovation Partner at BT
nicola.millard@bt.com
@DocNicola

The immediate future of work is confusing!

THE WALL STREET JOURNAL

REAL ESTATE | PROPERTY REPORT

The Return to the Office Has Stalled

Offices remain half empty as companies settle into hybrid work plans



Boots orders support staff back into office five days a week from September

Retail chain's boss declares office a 'much more fun and inspiring place' with everyone in attendance



Nationwide rescinds 'work anywhere' policy and tells staff to come to office

Exclusive: building society overturns previous CEO's policy, with employees asked to come in for 40% of their contract from January

The Washington Post
Democracy Dies in Darkness

Ordered back to the office, top tech talent left instead, study finds

In the months following return-to-office mandates, an increased number of senior employees departed Apple, Microsoft and SpaceX, often to work for competitors.



New study blasts working from home employees as it makes one key finding

The authors also found that those following a hybrid schedule generally had increased job satisfaction, with the group seeing reduced resignation rates.

By CHRIS SAMUEL
09:44, Fri, Jun 21, 2024 | UPDATED: 09:47, Fri, Jun 21, 2024



Working from home Hybrid working makes employees happier, healthier and more productive, study shows

Three-quarters said going back to working five days a week in an office would damage their wellbeing

Denis Campbell
Sun 16 Jun 2024 07:26 EDT



News Diversity, Equity and Inclusion



RTO U-turn | You can stay remote but you won't get promoted, Dell warns employees



People who work at home record lowest sickness absence rates

by Adam McCulloch | 4 Jan 2024

PERSONNEL TODAY



The Guardian

People who work from home all the time 'cut emissions by 54%' against those in office

Study in US shows one day a week of remote working cuts emissions by just 2% but two or four days lowers them by up to 29%

OPINION Raconteur

Remote working can damage women's career prospects – but it shouldn't



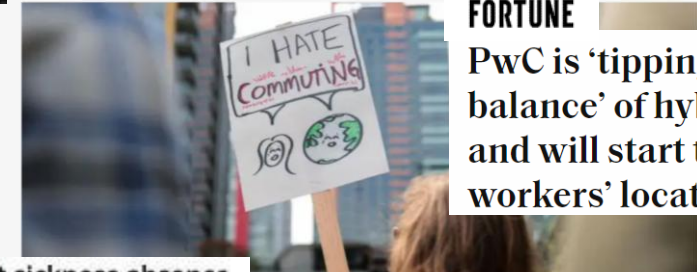
The Rise of the Worker Productivity Score

Across industries and incomes, more employees are being tracked, recorded and ranked. What is gained, companies say, is efficiency and accountability. What is lost?

By Jill Kaiter and Arya Samaran
Produced by Alex Robinson and James Suter

Amazon tells staff to get back to office five days a week

BBC



FORTUNE

PwC is 'tipping the balance' of hybrid working and will start tracking its workers' locations

FINANCIAL TIMES

EY starts monitoring UK staff office attendance with turnstile data

The future of work
employment

'Why would we employ people?' Experts on five ways AI will change work

the guardian
org
Philippe Kelly



CNN BUSINESS Markets Tech Media Calculators Videos

300 million jobs could be affected by latest wave of AI, says Goldman Sachs

By Michelle Tech, CNN
3 minutes read - Published 4:45 AM EDT, Wed March 29, 2023

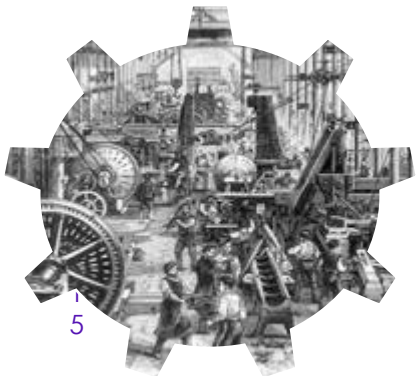




The Perils of Prediction

“At the present rate of world progress there will be no long, back-breaking drudgery, and people will work no more than four hours a day”

American scientist Charles P. Steinmetz in 1921 predicting work in 2023



CHARLES P. STEINMETZ

The 6 business challenges facing workplace change

Organisations need to reconcile new employee expectations with legacy working practices

1_

The workforce talent dilemma

83% say they will have to work hard to retain their best employees*
79% of CEO's are expecting a full return to pre-pandemic working arrangements within 3 years**
72% of hiring leaders reported losing employees to organizations with more flexible working arrangements***

2_

The sustainability agenda

82% want to improve the sustainability of work sites*

3_

Office transformation

3 in 4 likely to create new meeting spaces or consolidate offices*

4_

Culture vs. wellbeing

69% say the culture of organisations will be less strong as more employees work at home*

5_

Collaboration ease

95% feel their organisation could improve the way it collaborates either internally or externally*

6_

Building data security

86% of IT Execs say data security has become a more important priority in the last 2 years*

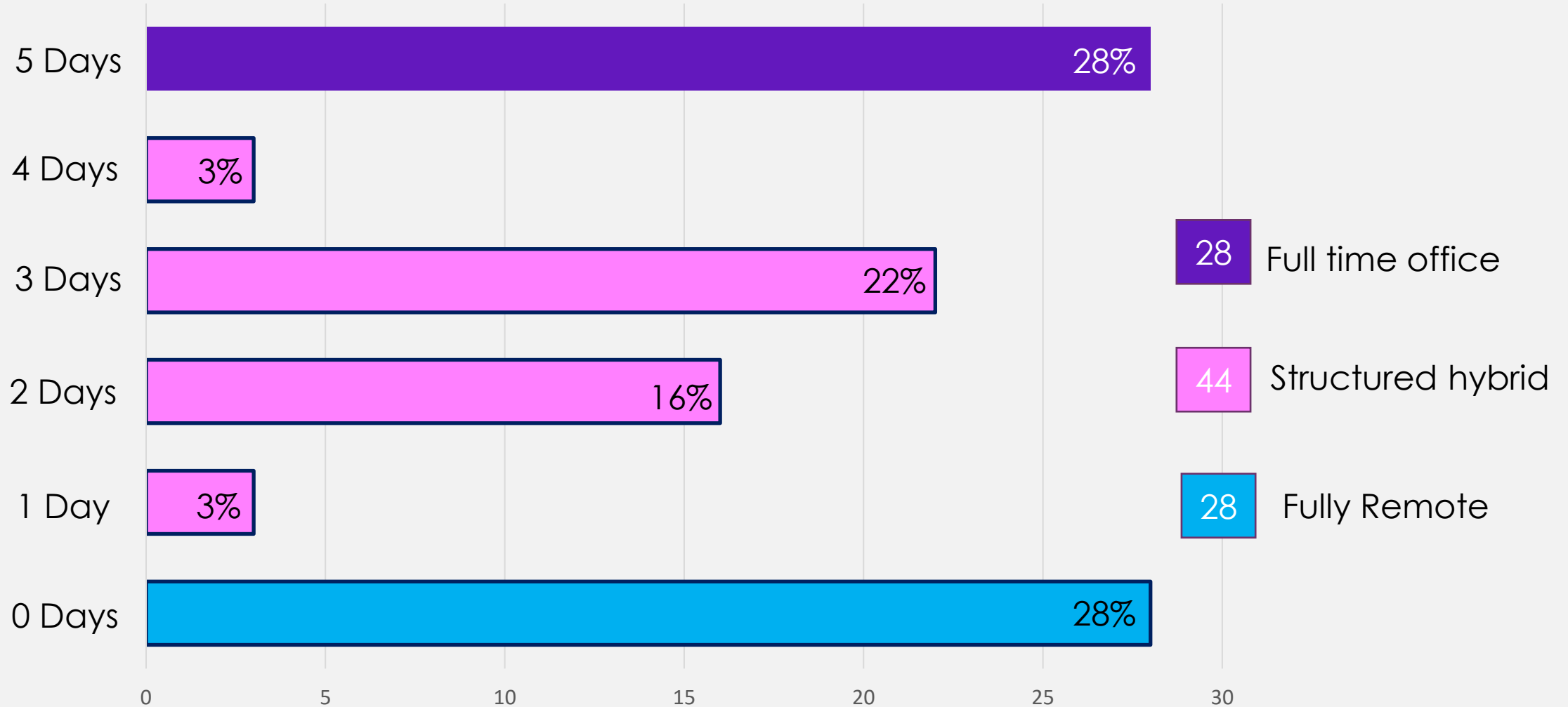
• Source: BT/Cisco/Davis-Hickman Partners (2022) – 1500 Global business executives, large enterprises, July 22

** KPMG (2024), 2024 US CEO Outlook, <https://kpmg.com/kpmg-us/content/dam/kpmg/pdf/2024/kpmg-2024-us-ceo-outlook-pulse-survey.pdf>

***Global Workforce Report (2024), Remote

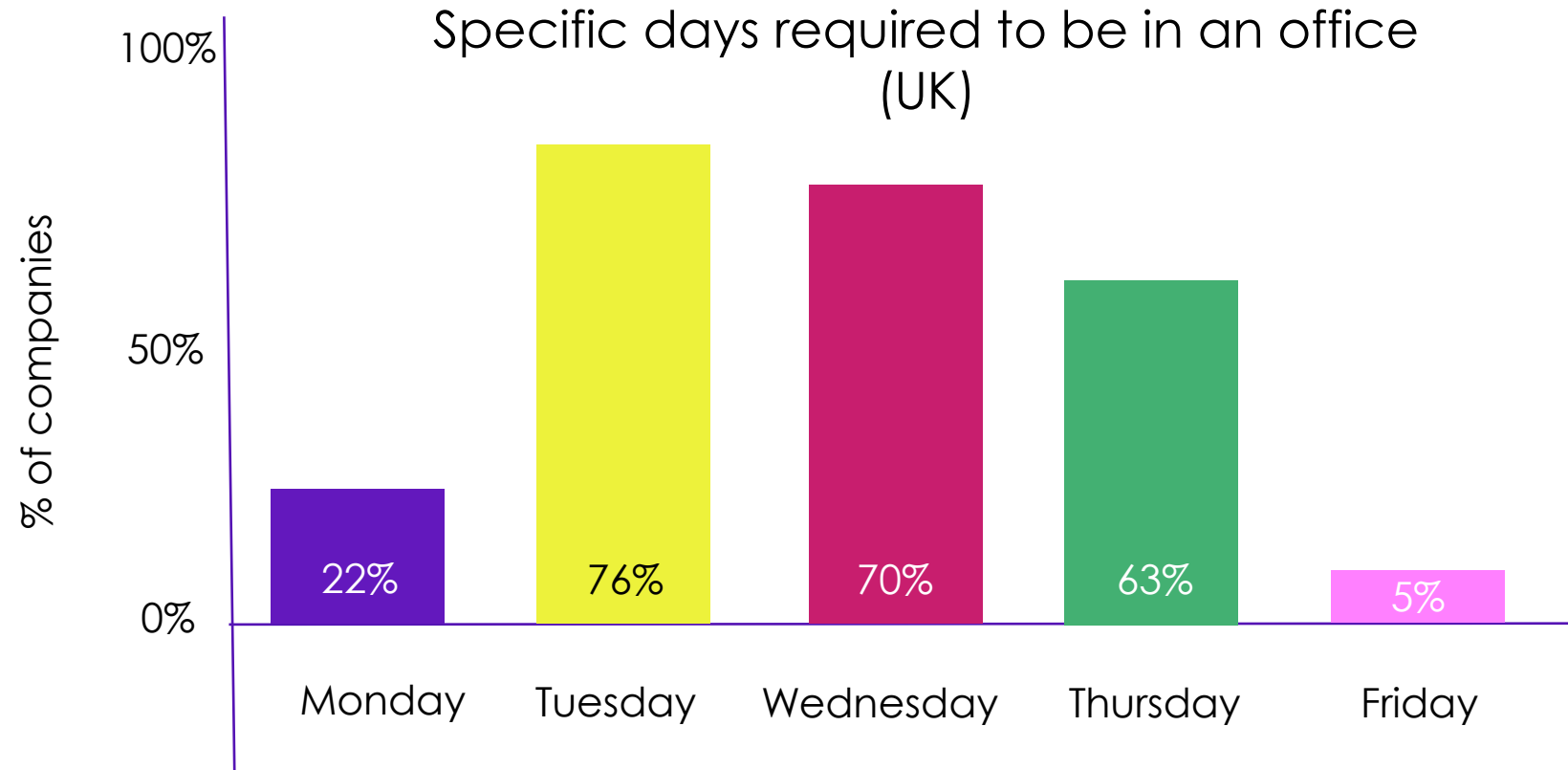
It's a (mostly) hybrid world

No of days in office per week (UK)



Source: Flex Index (flex.scoopforwork.com) N=4848 UK companies, February 2024

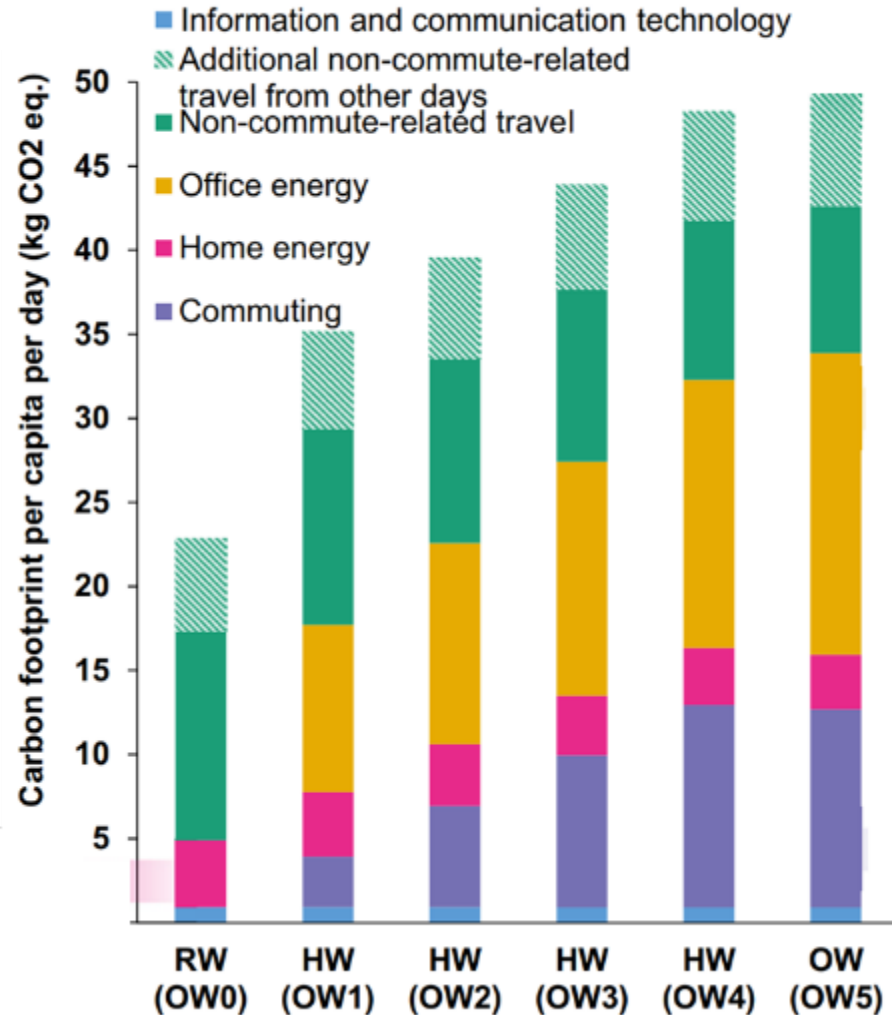
Have you got that Friday feeling?



Source: Flex Index (flex.scoopforwork.com), UK Companies, N=325



Planet: what are the implications for carbon footprint?



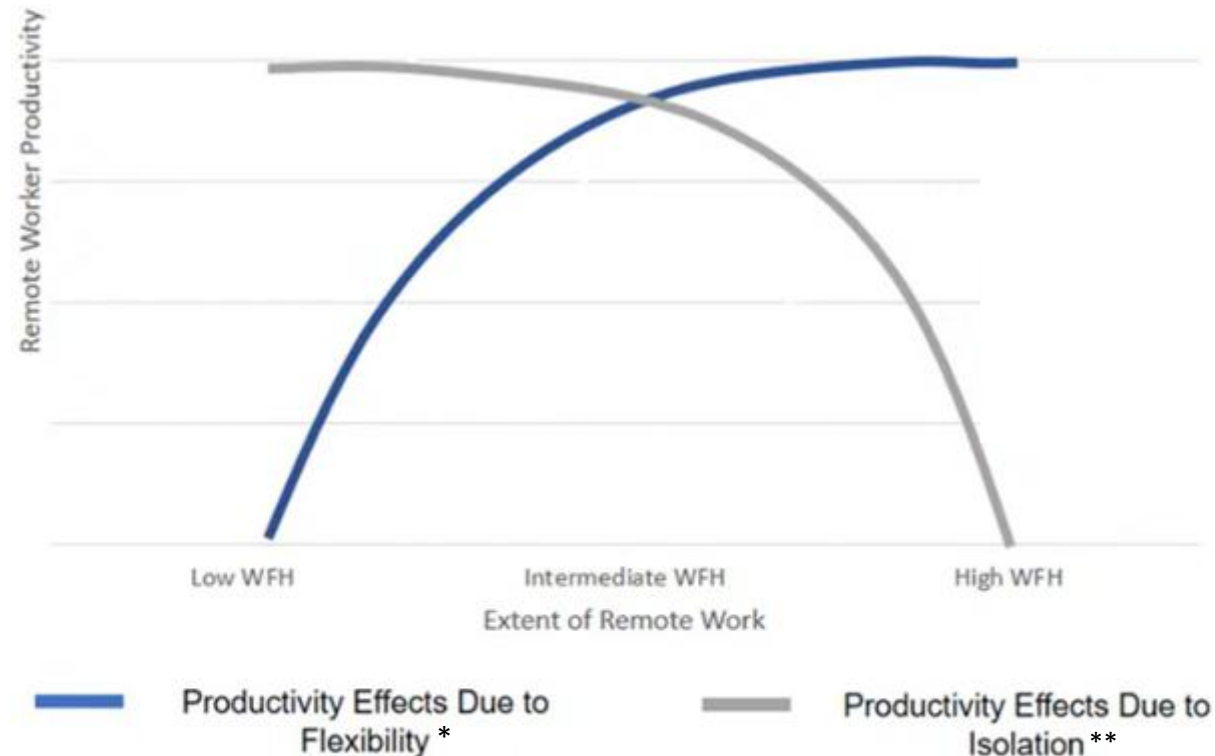
- Employees in the US who worked from home 5 days a week reduced their carbon emissions by 54%, compared with workers in an office 5 days a week.
- 1 day of remote work a week reduced emissions by just 2%.
- Working remotely 2 or 4 days a week reduced emissions by up to 29% compared with 5 days a week office workers*.

*Tao et al (2023), Climate mitigation potentials of teleworking are sensitive to changes in lifestyle and workplace rather than ICT usage, PNAS Brief Report, <https://www.pnas.org/doi/epdf/10.1073/pnas.2304099120>

Productivity: what does the data tell us?

Low WFH – 5 days office

- Easier collaboration & networking
- Supports specific activities & provides resources
- Clear work/life boundaries
- A physical platform for injecting energy, brand values, & community
- Value for commute
- Limits flexibility
- Office distractions
- Decreased diversity
- Encourages presenteeism



* Bailey & Kurland (2002); Apgar(1998); Elsbach & Hargadon (2006); Gajendran & Harrison (2007); Bloom et al (2014)

** Bartel et al (2012); Golden, Veiga & Dino (2008); Wiesenfeld, Raghuram & Garud (1999)

High WFH – 5 days @ home

- Increased autonomy
- Reduces costs
- Increased productivity
- Reduced carbon emissions
- Increased diversity
- Feelings of isolation & loneliness
- Difficult to disconnect
- Household distractions
- Issues around self motivation
- Lack of visibility
- Penalises people without good home setup



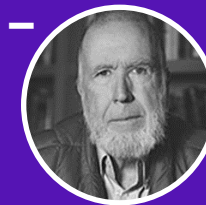
People:

the working week, wellbeing, boundaries and the problem of switching off*

- **Techno-overload** (“too much”): information overload and multi-tasking.
- **Techno-uncertainty** (“too fast”): work and technology changes are too fast to keep up with.
- **Techno-complexity** (“too difficult”): people are finding their technology too complex and intimidating to use.
- **Techno-invasion** (“always-on”): Pressure to be constantly available. Beware the M&M&Ms.
- **Techno-insecurity** (“paranoia”): people feel insecure in their job.

“The problem of the future will not be that we cannot connect –
it will be that we cannot disconnect”

Kevin Kelly, Editor of Wired.



* Source: Tarafdar, M. Tu,Q. Ragu-Nathan, T.S. & Ragu-Nathan, B.S. (2011), Technostress: Crossing Over to the Dark Side, Communications of the ACM, Vol. 54 No. 9, Pages 113-120; Beyond the Office, BT/Cisco/Davies/Hickman, November 2020

Productivity: we don't talk about meetings

video growth, chat culture and the synchronicity challenge



Place: has work left the building?



The
“digital first”
hybrid

Energy

Focus

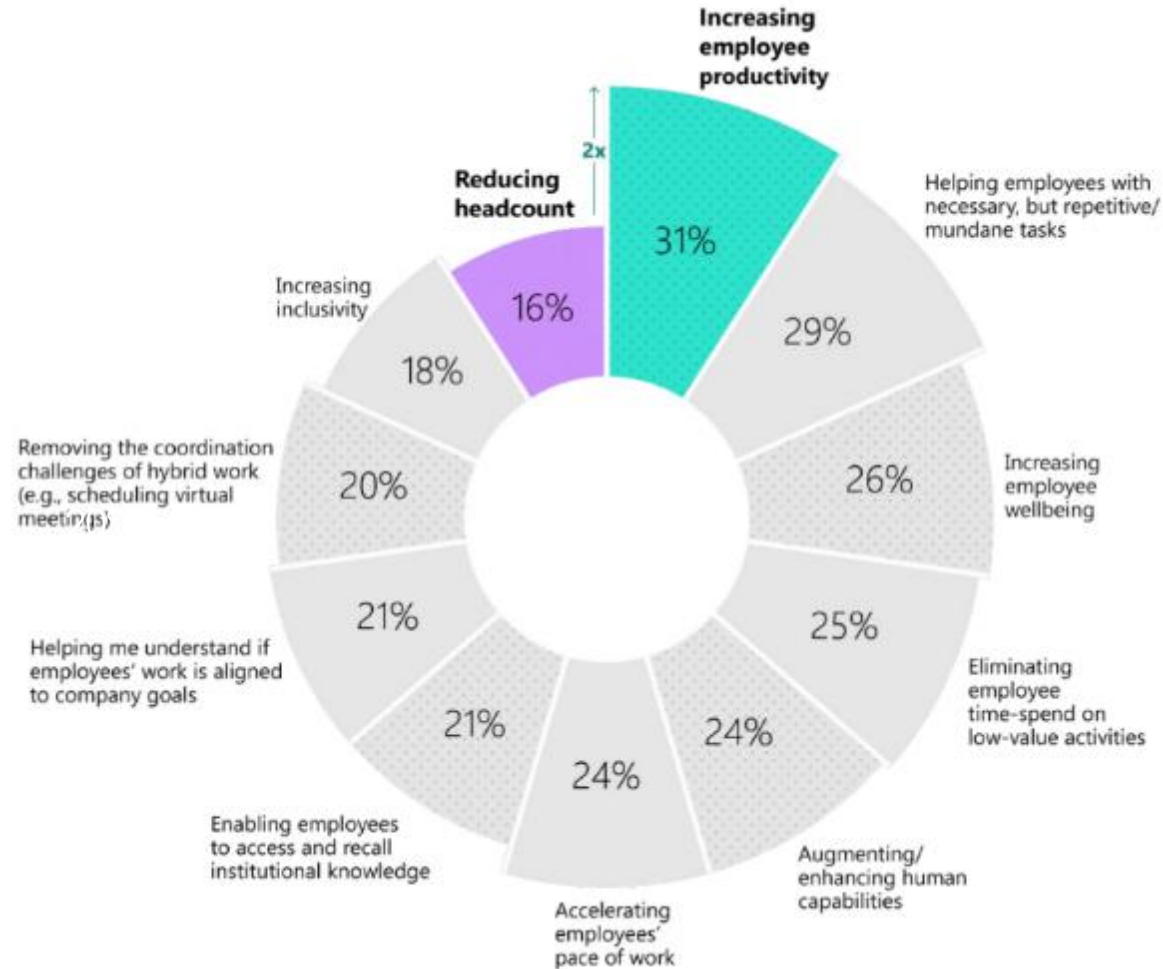
Co-ordination

Collaboration

Community

AI and productivity

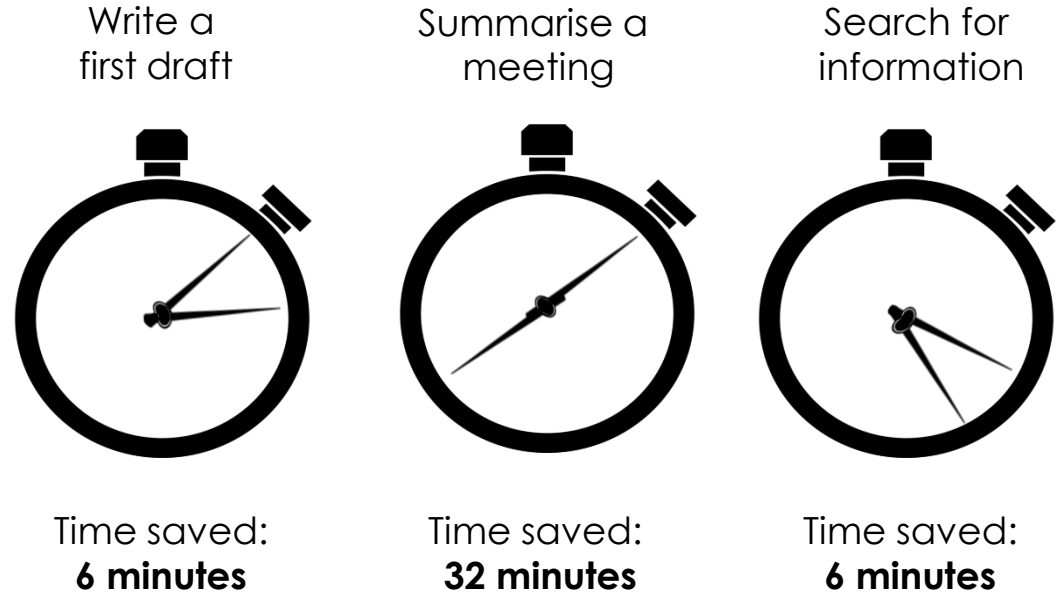
If the growth of AI in the workplace could lead to the following benefits, which would add the most value to your workplace?*



BT

Productivity:

How much time can Generative AI save?***



“The projected gains should raise the annual total productivity growth from 0.49% (2014-2023) to 0.54% (2024-2033)”***

BT

* Will AI Fix Work, Microsoft Work Trend Index Annual Report, 2023

** What Can Copilot's Earliest Users Teach Us About Generative AI at Work? Microsoft Work Trend report, November 2023

*** Acemoglu, D. (2024), The Simple Macroeconomics of AI, MIT working paper

AI & productivity



How is AI likely to change work in the future?

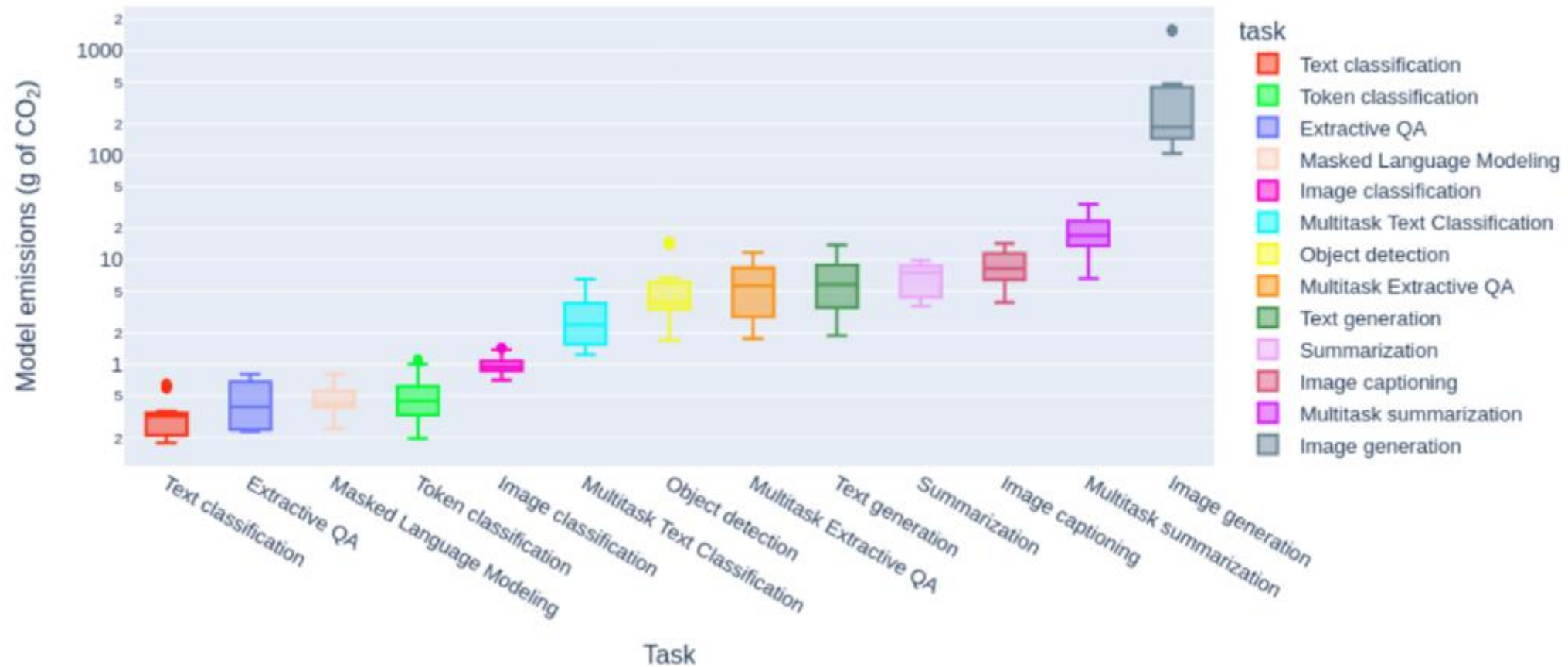
“AI is likely to make work more efficient and create new opportunities for innovation and growth, while also presenting challenges in terms of job displacement and the need for skill development. It is poised to significantly transform the workplace in various ways:

- **Automation of Routine Tasks:** AI can automate repetitive and routine tasks, freeing up human workers to focus on more complex and creative work.
- **Enhanced Decision-Making:** With its ability to analyse large datasets, AI can provide insights that help humans make more informed decisions.
- **Innovation Acceleration:** AI can drive innovation by identifying patterns and opportunities that might not be obvious to humans.
- **Workforce Adaptation:** As AI takes on more tasks, there will be a shift in the types of jobs available, requiring workers to adapt and learn new skills”.

“Generative AI is very good for coming up with new things that don't follow a predefined script. It's great for being creative... but you can never count on the answer”

Professor Ajay Agarwal, University of Toronto

AI & the planet: the implications for carbon footprint



Luccioni, A.C. and Strubell, E. Jernite, Y. E., (2023), Power Hungry Processing: Watts Driving the Cost of AI Deployment? <https://arxiv.org/pdf/2311.16863.pdf>

AI & people: it's not human vs. machine...

...it's human + machine
(symbiotic AI)

“Computers are incredibly fast, accurate and stupid; humans are incredibly slow, inaccurate and brilliant. Together they are powerful beyond imagination”

Albert Einstein (allegedly)





Dr Nicola J. Millard

Principal Innovation Partner at
BT

nicola.millard@bt.com

[@DocNicola](#)

[@docnicola@mastodon.ie](#)

Nicola Millard

Send your question using Slido

Join at
slido.com
#BSTHAC24



businesssouth.org



Agenda Link

Annual Conference Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org



Agenda Link

Pippa Crerar

Political Editor
The Guardian



businesssouth.org



Join at
[slido.com](https://www.slido.com)
#BSTHAC24



Pippa Crerar

Send your question using Slido

Join at
slido.com
#BSTHAC24



businesssouth.org



Agenda Link

Annual Conference Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org

Thank You



businesssouth.org

SHUTTLE TRANSFERS To Southampton Parkway Station



**CARTER
TRAVEL
CO.**

**13:45
&
14:30**



businesssouth.org



Annual Conference

Central South

Be part of our unfolding story.

Thursday 7th November 2024



businesssouth.org