

## **Update on the LGA's Behavioural Insights programme**

### **Purpose of report**

For information.

### **Summary**

This report updates the board on the changes made to this year's LGA behavioural insights programme.

#### **Recommendation**

That the meeting considers the report and agrees any follow-up action.

#### **Action**

Officers to initiate any required action.

**Contact officer:** Rhian Gladman  
**Position:** Programme Manager, Productivity Team  
**Phone no:** 07795 413 947  
**Email:** rhian.gladman@local.gov.uk

## **Update on the LGA's Behavioural Insights programme**

### **Updates**

1. To support council innovation, the LGA has delivered several iterations of its behavioural insights programme to understand how behavioural science can be used to improve outcomes for local government services.
2. Since 2015, the LGA has worked with thirty-nine councils across a variety of service areas including, but not limited to, waste and recycling, children's social services, adult social care services and public health. The results have provided an evidence base of effective behavioural insights interventions to reduce demand for local public services, encourage an early intervention approach and improve outcomes for local residents.
3. As set out in the grant determination letter the LGA will deliver a Behavioural Insights Programme to support positive change and improvement across a variety of service areas. All learning will be shared on the LGA website to ensure that all councils can benefit from that knowledge.
4. The KPI's associated with this programme are as follows:
  - 4.1 100 per cent of councils that take part in the Behavioural Insights programme will gain knowledge and skills to undertake behaviour change interventions.
  - 4.2 At least 10 councils supported through behavioural insights programme.
  - 4.3 At least 350 delegates attend annual Behavioural Insights conference.
5. The way in which the programme has previously worked is that after a successful application process the LGA awards grant funding to seven councils who then match-fund to procure a behavioural insights supplier to work with them on their project. This year in response to feedback from councils the programme will be expanded and delivered through a consortium model which will bring groups of local authorities together to tackle a shared behavioural challenge. This consortium approach aims to scale up successful behavioural nudges or interventions across several councils with a shared challenge with a view to changing or sustaining a behaviour within local communities. The benefits from this new approach include reducing the procurement burden on councils as well as enabling the programme to support more councils than in previous years.
6. The LGA will commission a supplier to work with consortiums of councils to run a behavioural insights trial between September 2021 to March 2022. Each consortium will consist of five to seven councils and the behavioural challenge will be identified by the participating councils. Each council on the consortium will need to provide a project manager to implement the behavioural intervention in their local area and nominate a lead project manager and senior responsible officer (SRO).

7. With this consortium approach, the LGA is seeking to support councils to work together on a behavioural challenge that will be relevant to councils across the country to enable learning to be shared nationally. The LGA Nudges for Social Good podcast as well as our annual Behavioural Insights Conference in February 2022 will be key tools to enable councils to learn from those taking part in this year's programme.

### **Equalities implications**

- 8 Examples of where the programme is supporting councils to improve equality and tackle discrimination include: reducing the level of hate crime against people from the protected characteristics; increasing uptake of the vaccine amongst local BAME communities; reducing the number of school exclusions; and increasing access to physical activity in local areas of deprivation. We have also published guidance which sets out how councils can use behaviour change techniques to increase the uptake of the COVID-19 vaccine across local communities.

### **Implications for Wales**

- 9 We will continue to share and learn from case studies from the Welsh LGA and Welsh councils working on behaviour change projects.