

Update on the LGA's Behavioural Insights programme

Purpose of report

For information.

Summary

This report updates the board on the progress of this year's LGA Behavioural Insights programme.

Is this report confidential? Yes No

Recommendation

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

Action

Officers to progress any required actions as requested by the Board.

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

1. Programme Update

- 1.1 The LGA Behavioural Insights Programme supports council innovation to encourage behaviour change amongst local communities to improve outcomes and reduce demand on public services.
- 1.2 Since 2015, the LGA has worked with forty-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, encouraging an early intervention approach and improving outcomes for residents.
- 1.3 As set out in the DLUHC 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, reports, interventions, and trial results will be shared on the LGA website to ensure that councils can benefit from that knowledge.
- 1.4 Councils participating in the programme have recently reported results from trials. Here is a summary of two impactful projects:
 - 1.4.1 Warwickshire County Council delivered a trial to reduce the volume of non-urgent calls made by school-based safeguarding leads to their Multi Agency Safeguarding hub (MASH). The intervention consisted of training and communications material that provide clear and accessible guidance for the leads. The trial led to a reduction of non-urgent calls by 65 per cent that totalled to an average of 1,398 fewer calls over the course of a year, realising savings of over £370,000 a year.
 - 1.4.2 In 2021 London Borough of Havering ran a behavioural insights trial that challenged residents to reduce their general waste to two bags or less per week through a clear communications package. This included a waste reduction pack delivered to residents, with a booklet of practical tips on how residents could reduce and effectively manage their waste. The intervention also included workshops on reducing waste and cooking lessons with residents. The number of households presenting two bags or less per week increased by 39 per cent. The predicted reduction in waste for an annual scaled version of the pilot could reach 50.83 tonnes translating to a financial saving of £262,218.
- 1.5 At the IIB board meeting in July 2021, we briefed the board on the redesigned approach for the programme in 2021/22. In response to feedback from councils, rather than supporting individual councils to undertake their own behavioural insights trials we have moved to a consortium approach. This approach allows us to scale interventions across several councils with a shared behavioural challenge and reduces the procurement burden on councils with the LGA appointing suppliers. As a further benefit the LGA has been able to work with a greater number of councils for the same amount of programme funding this year

- 1.6 In September 2021 the LGA selected two regional consortiums comprising of the following 13 councils:
- 1.6.1 North-East London - Consortium 1: Havering, Barking and Dagenham, Hackney, Redbridge, Newham, Tower Hamlets, City of London
 - 1.6.2 Yorkshire and Humber - Consortium 2: Bradford, Doncaster, Sheffield, Rotherham, North Yorkshire, North-East Lincolnshire
- 1.7 The North-East London Consortium is focused on reducing local health inequalities by increasing the take-up of NHS health checks in hard-to-reach communities. The Yorkshire Consortium is working together to increase active travel in urban and rural localities.
- 1.8 The consortiums are working toward delivery and evaluation of their interventions in March 2022. The Yorkshire and Humber consortium launched their behavioural trial in January 2022 looking to incentivise alternative forms of travel to cars. The North-East London consortium trial has delayed launching the intervention until early March due to NHS services pivotal to the trial reprioritising resources to assist vaccine delivery in response to the COVID-19 Omicron variant.
- 1.9 Caroline Temperton, Public Health Improvement Co-ordinator at Doncaster Council will present at the Improvement and Innovation Board meeting on the 24th of February. Caroline is the consortium lead for the Yorkshire and Humber Behavioural Insights project on active travel and will be sharing with the board how the regional approach to behavioural insights has been implemented. She will also share emerging lessons and early results of the trial across the six council areas.
- 1.10 In addition to the consortium support programmes, the LGA is seeking to support councils by sharing learning nationally to encourage the scaling of successful behavioural insights case studies and resources. The LGA [Nudges for Social Good](#) podcast has had 4 episodes released since April 2021 with one more set to be released by the end of the financial year. Across the 9 released episodes the podcast has received over 3,900 downloads.
- 1.11 The annual LGA [Behavioural Insights Conference](#) will take place on Tuesday 22 February 2022. At the time of writing the report over 850 delegates have signed on to attend. It will feature speakers from councils who have used behavioural change techniques to tackle the biggest challenges of our day; climate emergency and health inequalities and will also look at how the LGA is taking a consortium approach in supporting councils to run behaviour change projects to combat these challenges.

2. Equalities implications

- 2.1 Examples of where the programme is supporting councils to improve equality and tackle discrimination include: reducing health inequalities within hard to reach communities; 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.

3. Implications for Wales

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

4. Financial implications

- 4.1 The Behavioural Insights programme is delivered by the LGA with funding from the DLUHC core grant. The grant is for the period ending in March 2022. The LGA is awaiting confirmation on funding to then proceed with the activity proposed in next steps.

5. Next Steps

- 5.1 Beyond the delivery of this year's programme of work, depending on confirmation of DLUHC funding, the programme would aim to deliver three new consortium groups comprising 20 councils to pilot BI techniques to manage demand on public services.
- 5.2 In addition to publishing further case studies to share learnings and results from all councils who participated in 2021/22 programmes, we will again run our popular annual LGA Behavioural Insights Conference.
- 5.3 We will also continue with our Nudges for Social Good podcast series, but with a focus on sharing examples of council projects that have contributed to managing the demand on public services. We will also explore releasing bitesize, shorter versions of the podcast episodes to encourage greater numbers of listeners.