

Less for less

(session 2)

How can behaviour change
approaches help us achieve
less with less?

Daniel Goodwin, Chief Executive, St Albans Council

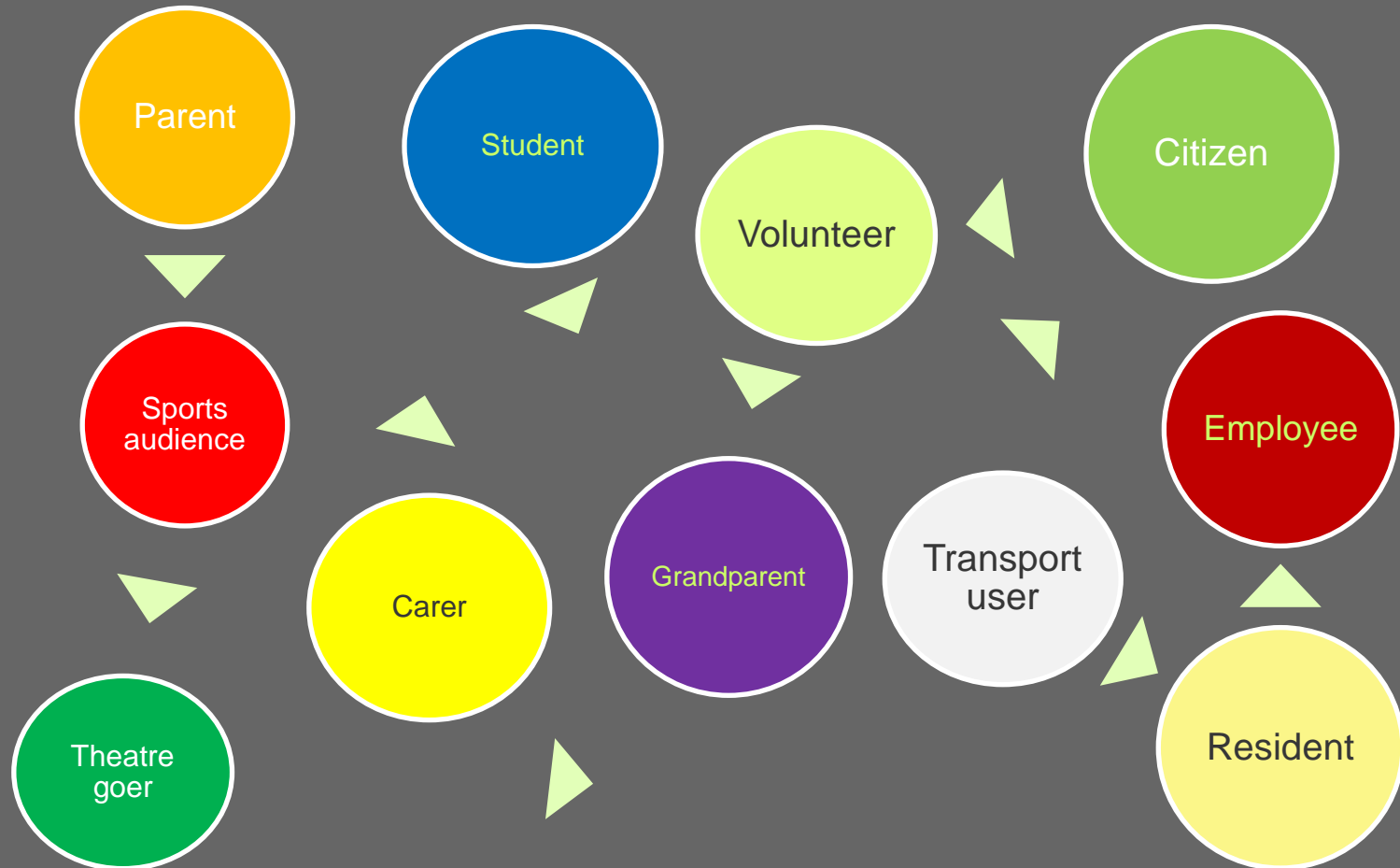
Jon Ainger, IMPOWER

Catherine Mangan, INLOGOV

The trouble with Nudge.....

“The deepest problem with nudge is that it is not transformative. Indeed, darkly, this may be why it is so popular. Nudge changes the environment in such a way that people change their behaviour, but it doesn’t change people at any deeper level in terms of attitudes, values, motivations etc. In this respect, nudge creates what psychologist Paul Watzlawick calls ‘first-order change’ rather than second order change” (Rowson 2011)

The potential of citizens

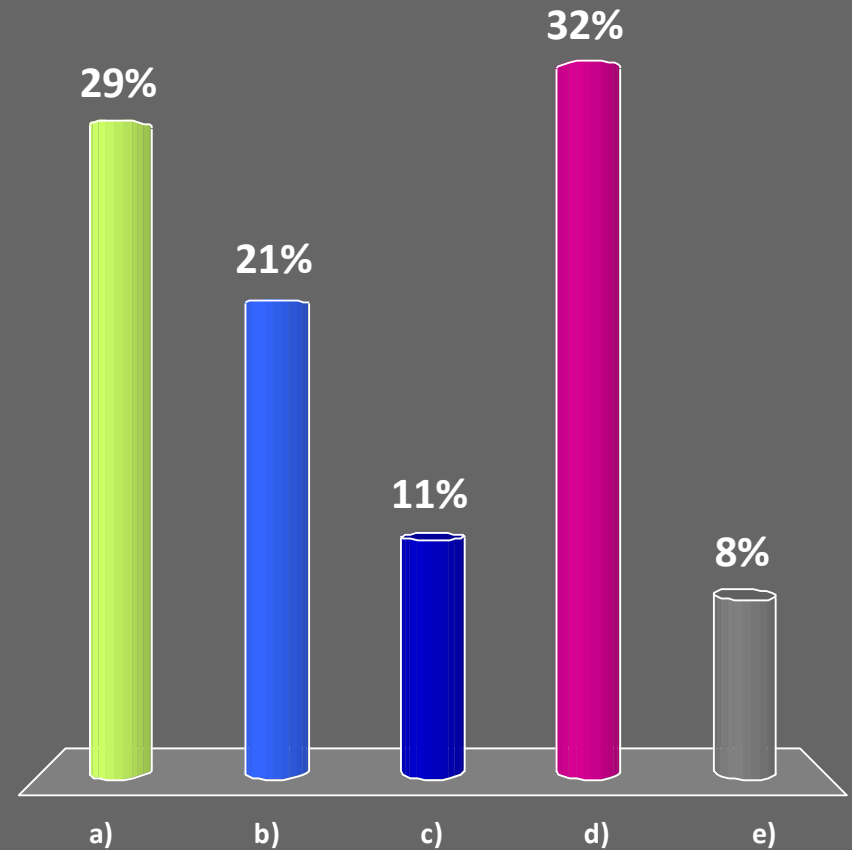


Different 'deals' in the system

Transaction numbers	Service type	Unit costs/ budget impact
Low	Personal services e.g. Adult Social Care (Prolonged relationships)	High
Medium	Choice based and regulatory services e.g. Planning and regulatory (Deep, single interactions)	Medium
High	Universal services e.g. Waste management (Moments of truth)	Low

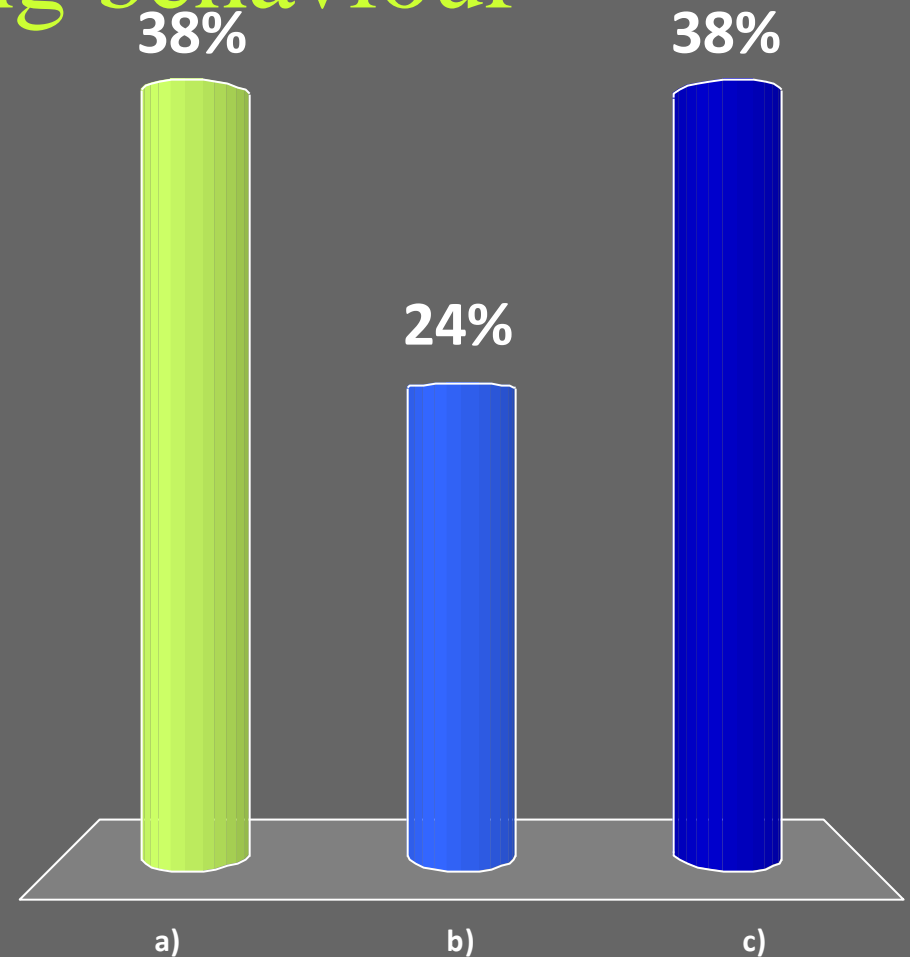
Q1: What is the **main** reason you are involved in behaviour change initiatives?

- a) To make financial savings
- b) To reduce people's dependency on the state
- c) To get local government out of doing things it shouldn't be doing
- d) To empower people to improve their own outcomes
- e) To meet strategic priorities



Q2: In which areas of services are you mainly exploring behaviour change?

- a) Universal services
- b) Choice based and regulatory services
- c) Personal services

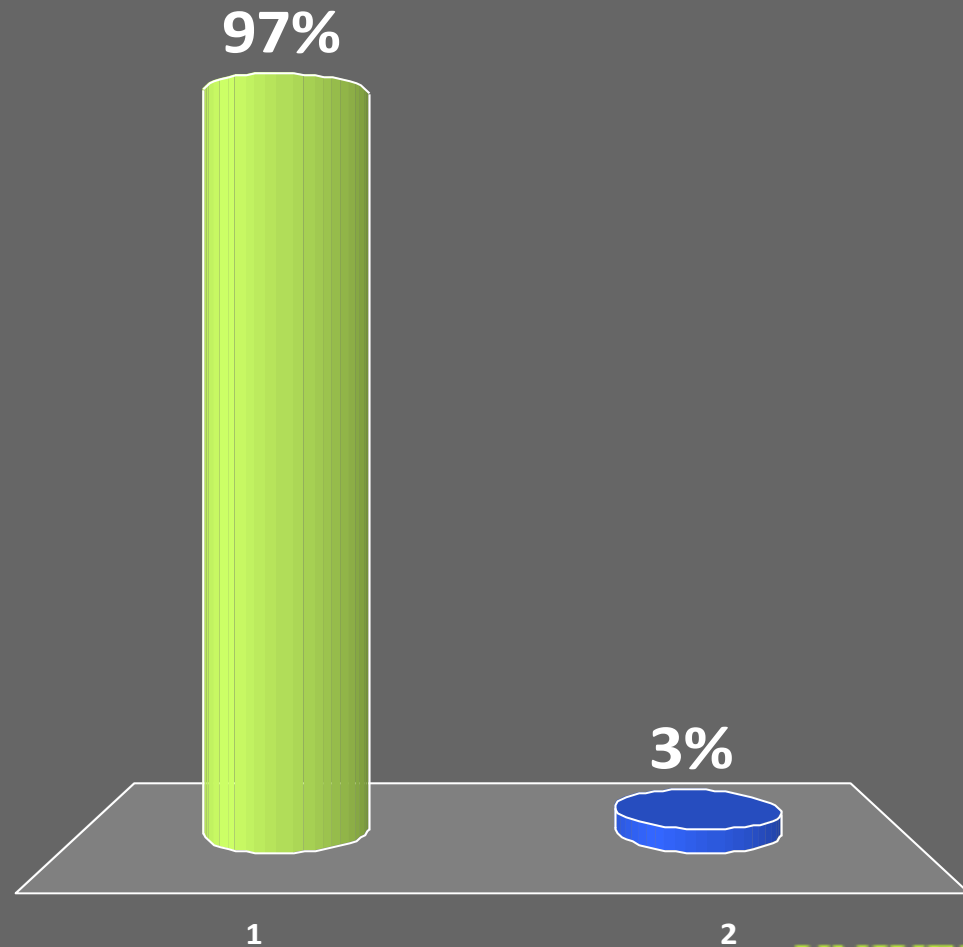


What do we know about what works?

Jon Ainger, IMPOWER

Q3 Do you intend to pursue some form of behaviour change initiative?

1. Yes
2. No



Q4: In which areas of services will you focus your behaviour change approach?

- a) Universal services
- b) Choice based and regulatory services
- c) Personal services

