



Behaviour change network



Dominic Ridley-Moy
Behaviour Change Network

[Go](#)

Browse by topic

- [Adults and older people](#)
- [Arts, culture and tourism](#)
- [Benefits and money matters](#)
- [Births, deaths and marriages](#)
- [Business and licensing](#)
- [Children, young people and families](#)
- [Communities and neighbourhoods](#)
- [Council tax](#)
- [Council, democracy and elections](#)
- [Education, schools and colleges](#)
- [Environment services](#)
- [General information](#)
 - [About the borough](#)
 - [Access to information](#)

[Home](#) > [General information](#) > [Contact the Council](#) > [Your Council, Anytime](#)

Your Council, Anytime



Save time by doing it online at a time that's convenient for you with Your Council, Anytime.

[Register today](#), and you will be able to quickly report a problem without having to fill out your details each time.

Do you want to:

- [Report fly-tipping](#)
- [Report a dog mess offender](#)
- [Report a missed waste or recycling collection \(household waste\)](#)
- [Report a problem with a street light](#)
- [Report a problem with a road or pavement \(e.g. broken pavement\)](#)
- [Report an obstruction on a road](#)

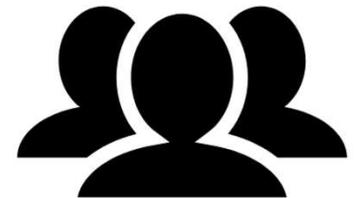
People behaviour irrationally

- ▶ People behave irrationally....bringing predictability to unpredictable human behaviour.
- ▶ And bring scientific rigour to predicting human behaviour.

“Nudge is about choices - how we make them and how we can make better ones. Every day we make decisions...

Unfortunately we often choose poorly”

Richard Thaler, 2008



Group One



Group Two

Don't fly-tip here



Enviro Crime

This rubbish is being investigated by
Wandsworth Council as a potential
fly-tipping offence

~~This rubbish will be removed.~~

The council will issue a £400 fine for fly-tipping offences, when we catch offenders, with a maximum fine of £50,000

Issued by:

Date:

Time:

Report fly-tip offenders
flytipwitness@wandsworth.gov.uk





What affects decision making?

Emotions

**Social
influence**

**Socio-economic
status**

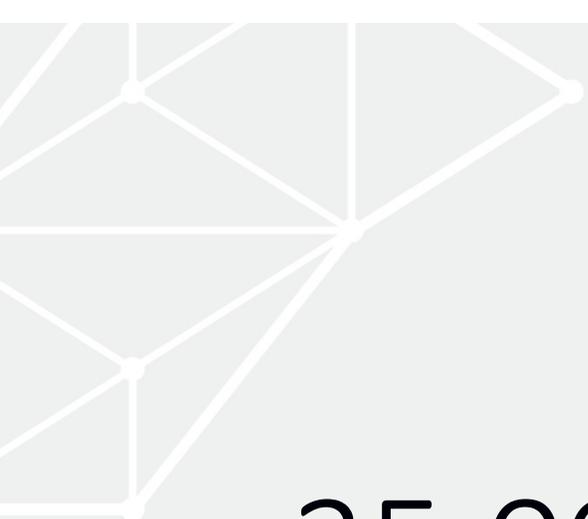
Fast thinking/automatic, intuitive,
effortless

Taking your daily commute

Slow thinking/reflective,
deliberate, analytic

Planning a trip overseas

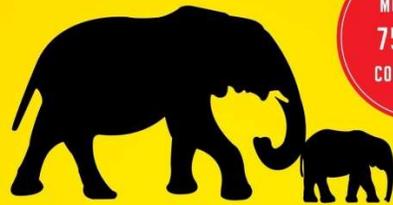
Decisions: 80% driven by emotion, 20% by practicality and objectivity



35,000 decisions a day

Roughly 2,000 an hour

NEW YORK TIMES BESTSELLER



MORE THAN
750,000
COPIES SOLD

Nudge

Improving Decisions About
Health, Wealth, and Happiness

Richard H. Thaler and Cass R. Sunstein

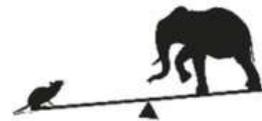
Revised and Expanded Edition

"One of the few books I've read recently that fundamentally changes the way I think about the world." —Steven D. Levitt, coauthor of *Freakonomics*



'A new way of thinking' *Telegraph*

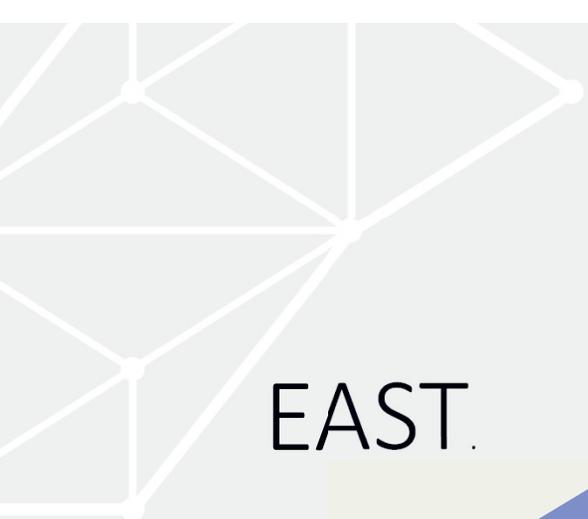
INSIDE THE NUDGE UNIT



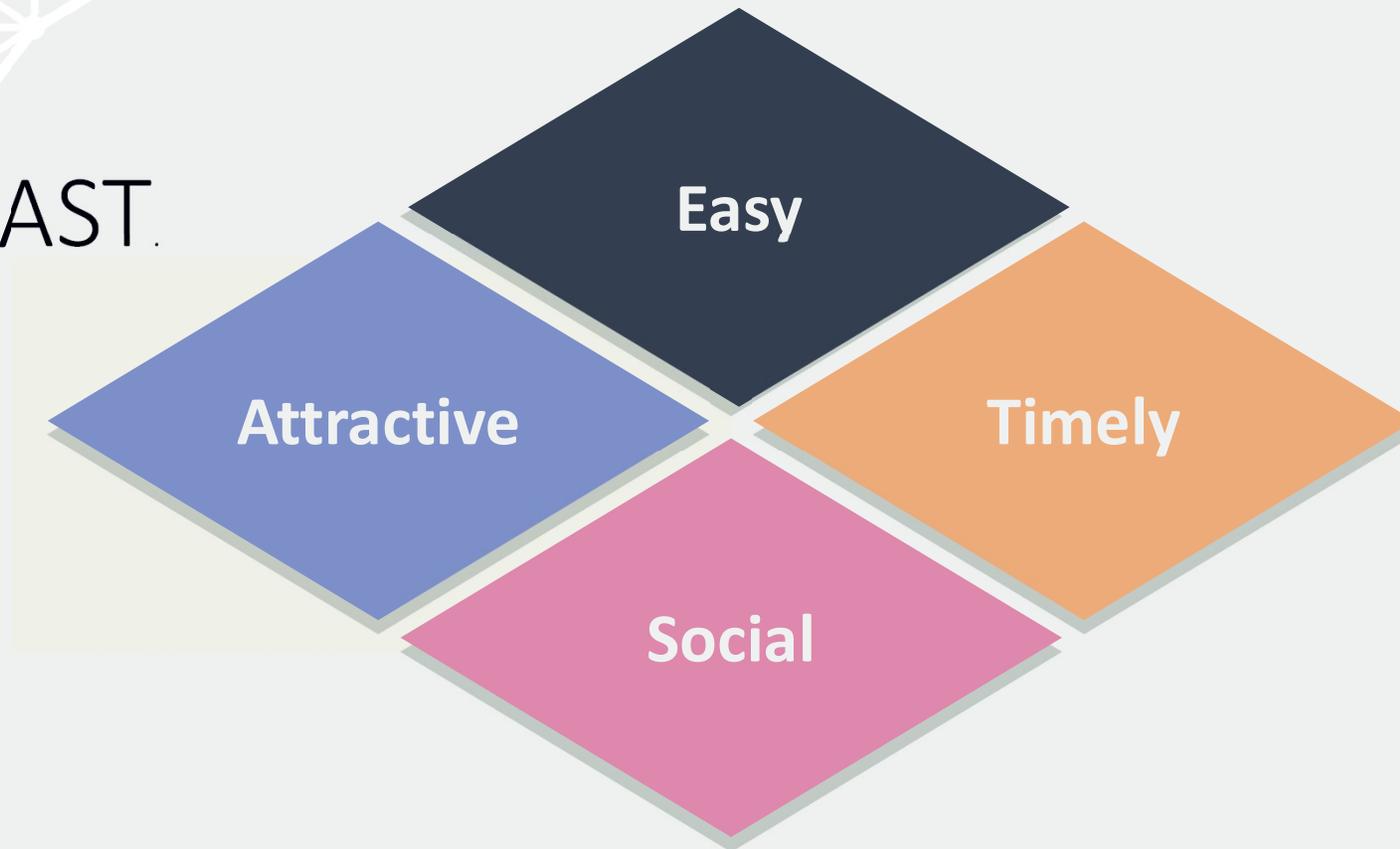
HOW SMALL CHANGES
CAN MAKE A BIG DIFFERENCE

DAVID HALPERN

Foreword by Richard H Thaler co-author of *Nudge*



EAST.



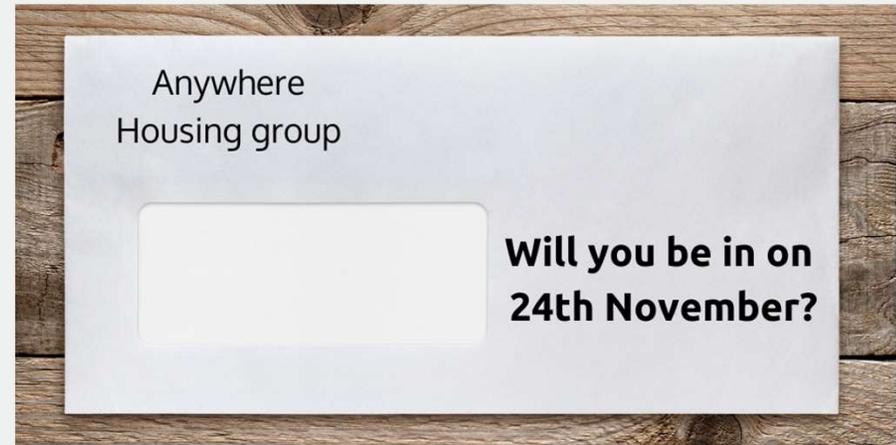
- ▶ **EASY:** like things that are easier.
- ▶ **ATTRACTIVE:** we are drawn to things that get our attention and are appealing.
- ▶ **SOCIAL:** we are heavily influenced by the behaviour of others around us.
- ▶ **TIMELY:** timing matters, really important when you deliver information.



Make it ATTRACTIVE

- ▶ **Not just pretty!**
- ▶ The world is **FULL of cognitive stimulation.**
- ▶ **11 million pieces of information** every second, but we can only attend to 50 of them.

Make it ATTRACTIVE



- ▶ **Highlight what the group does.**
- ▶ **Rent payments**
9 out of 10 people on your estate, pay their rent on time.
- ▶ **Gas safety checks**
- ▶ Will you be in on November 24th?
- ▶ Gas safety checks save lives.

Make it EASY

- ▶ Harness the power of defaults.
- ▶ Reduce the 'hassle factor' of taking up a service.
- ▶ Simplify messages.



Please help Ronald McDonald House Charities UK.

(reg charity England & Wales 802047, Scotland SC040717)

We are proud to support the Charity's mission of providing families with free 'home away from home' accommodation when their child is in hospital.

With 13 Houses across the UK, Ronald McDonald House Charities UK relies on the generosity of supporters to keep families together at a critical time.

100% of your donation goes directly to the Charity

Round up £0.71

Or

Donate £0.01

Donate £0.10

Donate £0.20

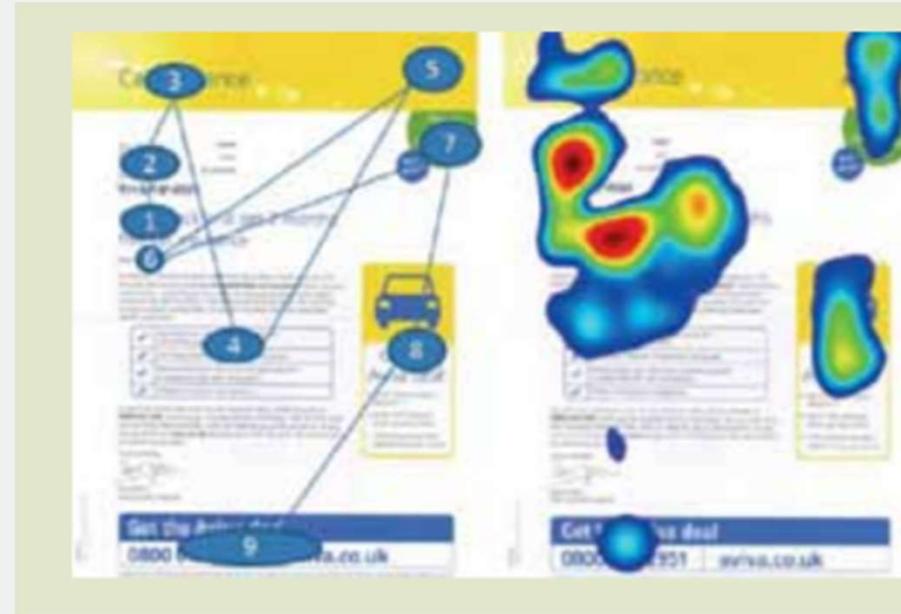
Not Today

Changes to letters

- ▶ Reduce the hassle factor: make online easy.

Attract attention through design,

- ▶ Eyetracker research.
- ▶ Focused on front page, 2 ½ times more attention than back.
- ▶ Actions on right in line, with headline.
- ▶ Use some colour, but not too much.



Changes to letters

Main focus: redesign letter

- ▶ Regular email reminders
- ▶ Social media, but tailed off during campaign.



Your Council updates
Havering

Sign up here for the latest news and information from Havering Council

Enter Your Email Address

SUBSCRIBE

Remind Me Later No Thanks



Havering
LONDON BOROUGH

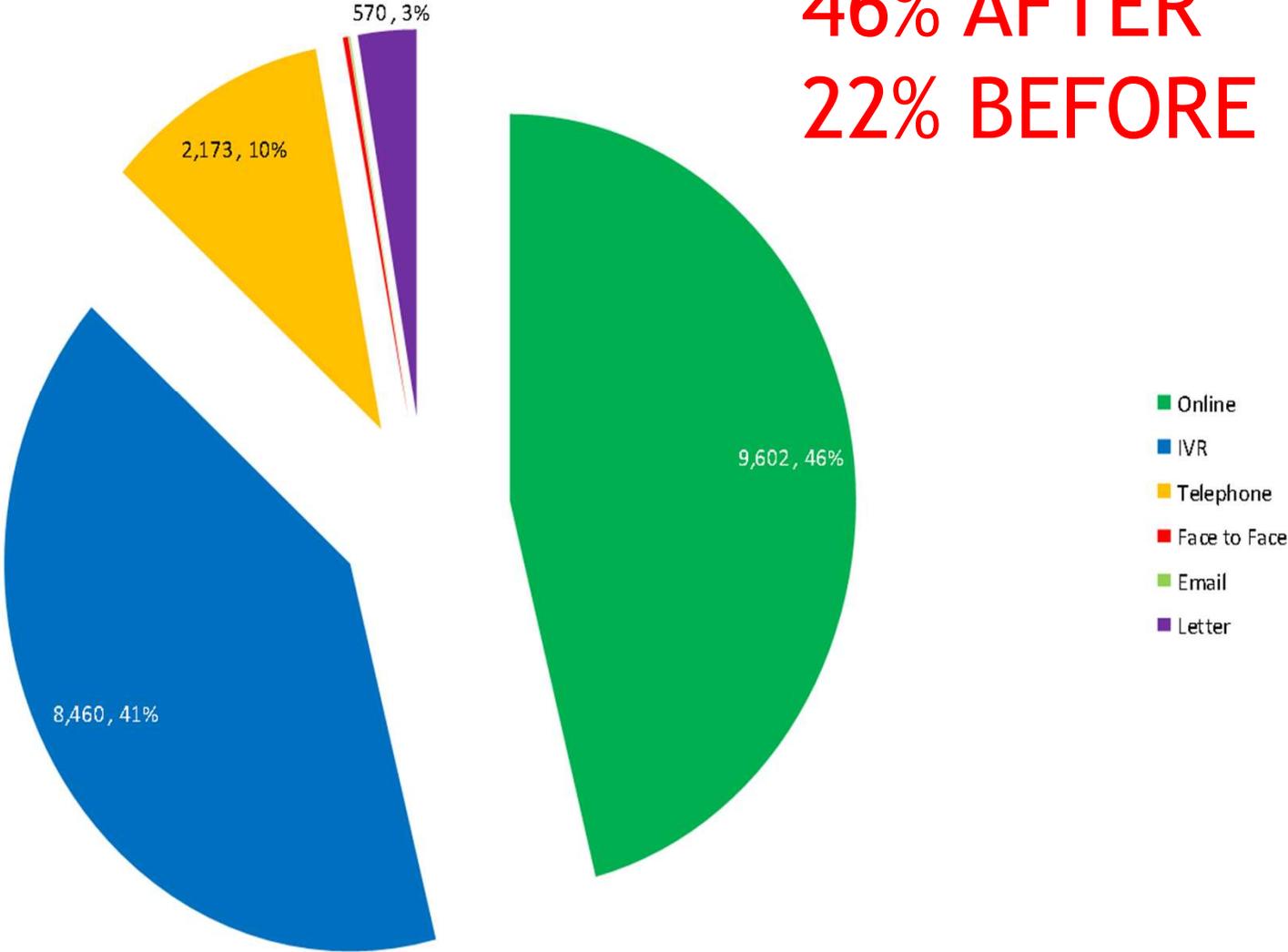
RENEW ONLINE



**Please renew online
by 31 March 2015**

1. Go to:
www.havering.gov.uk/renewbin
2. Log into or Register for
'My Account'
3. Select your contract from the
drop down menu
4. Tick to accept terms and
conditions and click 'submit'
5. Enter your payment card

Evaluation

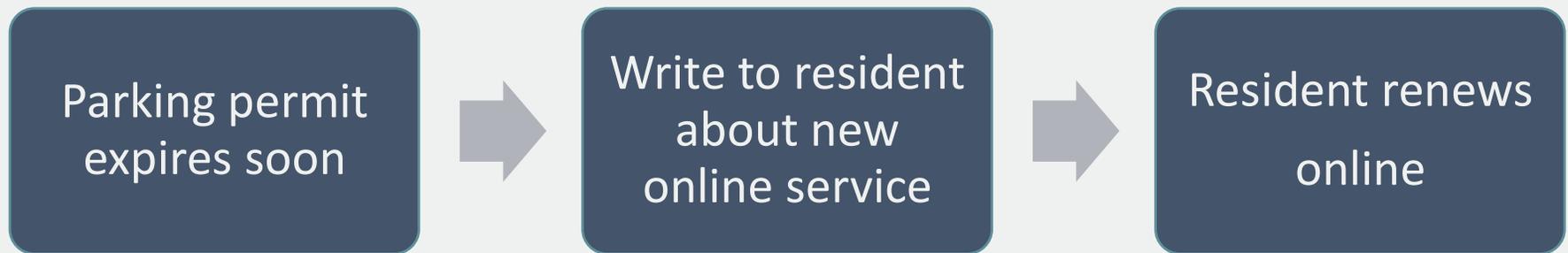




Parking permit renewals

- ▶ Demonstrating value of nudge techniques.
- ▶ Service asked for: advertising, press releases, leaflets, etc...
- ▶ A different solution, much more low cost and common sense.

Parking permits



Didn't mention you can still renew over the phone or person; made online the default.



Results

- ▶ 80-100 letters sent out at a time – 80/90% renewed online, versus 20% (control).
- ▶ Overall parking permit transactions going up significantly.



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