

LGA Behavioural Insights Programme

Invitation for councils to apply for match funding

Local authorities are invited to apply for match funding from the Local Government Association (LGA) to contribute towards the delivery of a behavioural insights project aimed at managing service demand and achieving efficiencies.

Behavioural insights have been used across public services to generate low cost interventions to improve policy outcomes. The approach is based on the idea that interventions aimed at encouraging people to make better choices for themselves and society will be more successful if they are based on insights from behavioural science. Behavioural insights is more than awareness raising through communications and campaigns. Due to their nature and the need to robustly measure the impact of interventions, behavioural insights projects can take up to one year to complete.

As behavioural insights continue to be applied to increasingly complex issues in local government, the LGA is looking to build an evidence base of what works and to that end is seeking to match fund up to 5 pilot projects.

The LGA is willing to part-fund by contributing £25,000 per project for up to five projects focusing on managing demand into overstretched local services. Successful projects will receive match funding to commission a behavioural insights provider to design and deliver an evidence based behavioural insights trial, to include a robust evaluation of the impact of the trial. The £25,000 will comprise £2,000 for more detailed project scoping and the remaining £23,000 will be used towards the cost of the trial once the project scope has been agreed by the council or collective partnership and the LGA.

We are seeking applications from councils wishing to take part in the programme. Applications from groups of councils or those involving partner organisations will also be welcome – for example 2 or 3 councils submitting a joint application where these councils are already working in partnership on the service area(s) of focus. Please note – applications are limited to one per council, including where a council is a partner in a joint bid.

Unfortunately we are unable to match fund applications where the proposed project is too similar to a project already funded through phase 1 or phase 2 of the programme. Projects can cover the same service area or focus, for example public health or adult social care, but the target group and the behavioural intervention must be sufficiently different. This is because the LGA is building an evidence base of behavioural insights in local government and require a diverse portfolio of projects to support this. Please find the previously funded projects on our webpages.

Application timetable:

Deadline for applications: Friday 10 November, 5pm

Selection panel: Tuesday 21 November

Award of grant: week commencing 27 November

Further information:

Councils that are interested in taking part in the programme or would like further information should contact:

Grace Abel, Adviser – Productivity, LGA

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