

Using behavioural insights to reduce demand for prostitution in Redbridge – Nudge Summary

Shop shutters

Image 1 and 2 show shop shutters installed on Ilford Lane. On the shutters, there are pictures of adults and children representative of the community, alongside the “Live Love Ilford Lane” brand mark.

The aim of this nudge is to remove opportunities for anonymity for men who seek to buy sex and reinforce familiarity and connection. Photographs include images of participants looking directly towards camera in order to connect with passers-by and create the sense of being watched/seen.

We aim to stimulate a cognitive dissonance – interrupting the thoughts of men who seek sex with nurturing, family images.

By improving the environment and inspiring a sense of community, they are intended to discourage anti-social behaviour.

Image 1



Image 2



TV Screens

Image 3 shows a large TV screen installed on Ilford Lane during day-time, with an image of a baby on an adult's shoulder looking into the camera and the "Live Love Ilford lane" brand mark.

The aim of these screens was to provide a salient and location-specific message to people in the area. By day, they were intended to convey messages supporting community cohesion and by night to alert would-be perpetrators that the area was under surveillance.

Once again, cognitive dissonance was a central objective – disrupting anti-social intentions of men who seek sex and prompting contemplation of family life.

Image 3

