



# LGA BEHAVIOURAL INSIGHTS PODCAST

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LOCAL GOVERNMENT ASSOCIATION

- <https://www.local.gov.uk/behavioural-insights>

## Behavioural insights

The LGA's behavioural insights programme is part of our wider support to council innovation.

Falling resources and increasing demand means that council resources are under more pressure than ever; this can act as a barrier to the take up of innovative ideas. In order to assist with this, the LGA has joint funded a small number of council behavioural insight projects in order to reduce the financial risk for councils and encourage innovation.

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 that councils can apply to their own services locally.

### Get in touch

We are interested in hearing about any behavioural insight projects that your council is running. Please e-mail details of your projects to [productivity@local.gov.uk](mailto:productivity@local.gov.uk) so that we can promote your work to councils across the country.

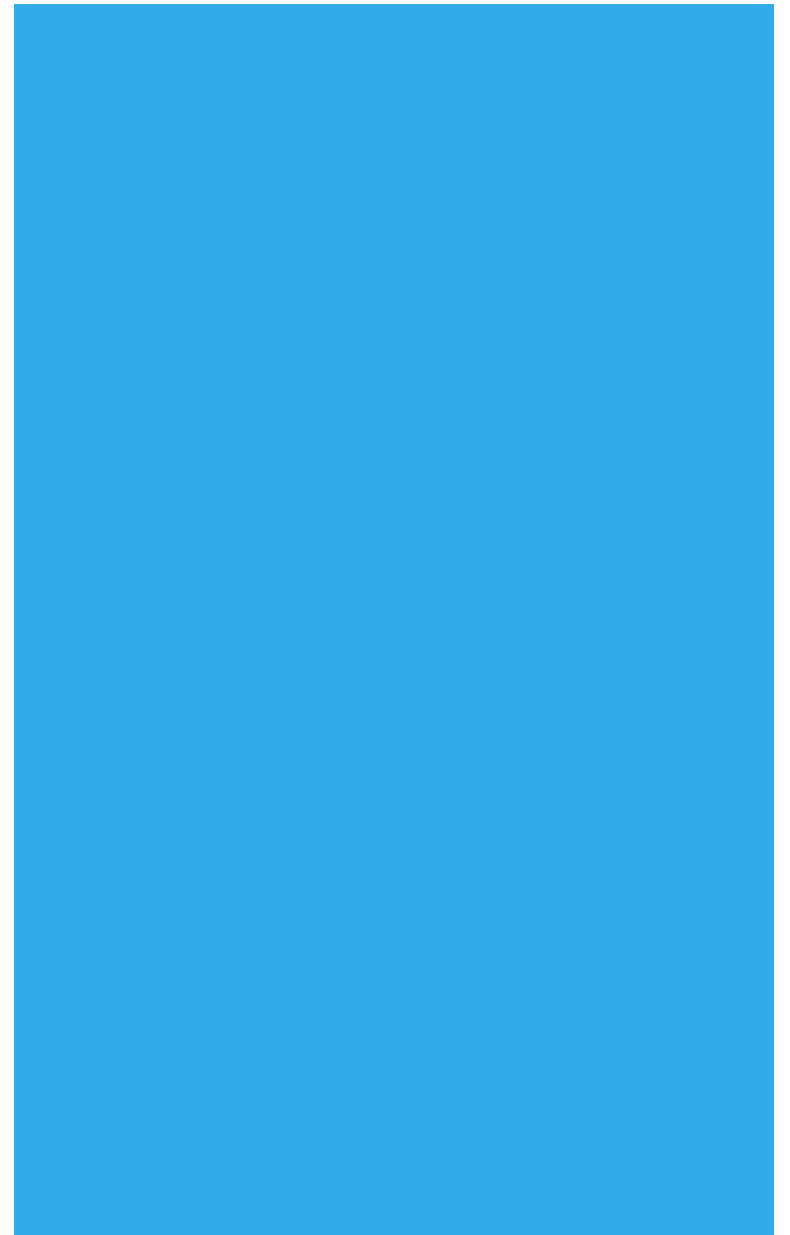




## **Improving revenue collection** with behavioural insights









[local.gov.uk/BI-pod](https://local.gov.uk/BI-pod)

# TIM PEARSE, LB BARKING AND DAGENHAM

## Take the call from Victim Support

We have arranged for Victim Support to call you. Many people in your situation find a quick call with them useful.



## What happens next?

- ✓ Reported incident to the police.
- Victim Support to call your mobile within 2 to 3 days from a withheld number.
- Pick up the phone and confirm your name when asked.

## What can Victim Support do for you?

- **Provide** advice and security items to help you and your family stay safe
- **Introduce** you to other services, such as counselling and financial advice
- **Listen** to you in confidence

Victim Support is an independent charity. They provided support to over 814,000 people last year.

They can also be reached on: 0808 168 9276 Mon – Fri 8am-8pm and Sat 9am-5pm; or 0808 1689111 outside these hours.

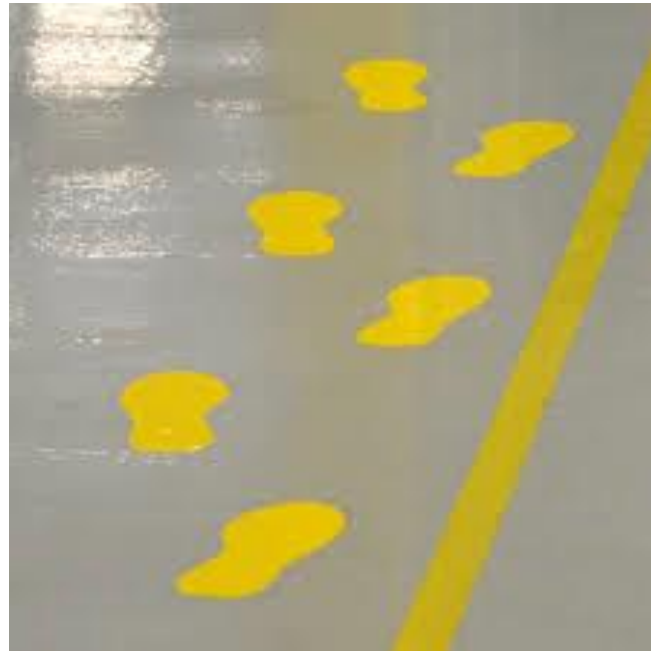
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# SUE CUMMING, LIVERPOOL CITY COUNCIL





# DR JIM MCMANUS AND MICHELLE CONSTABLE HERTFORDSHIRE COUNTY COUNCIL





## KEY THEMES EMERGING...

- All local government services are concerned with human behaviour
- Keep it simple – let's not boffinise it!
- Try something!
- Get your partners on board early on.
- Design the evaluation of your "nudge" in at the start of the project
- How do we build BI skills and capacity in councils?



[local.gov.uk/BI-pod](https://local.gov.uk/BI-pod)