

Local Government Association Behavioural Insights Programme

Top tips for applying

- Focus on ‘what is the behaviour which you are looking to change?’
- Different projects to those funded in phases 1 and 2
- Think about what types of trials will be statistically viable, realistic and achievable with the resources available

To be aware of when applying:

- Behavioural insights projects take time
- It is good to have a large cohort of people to measure
- Think about the council data which is available and relevant
- Applications are limited to one per council, including where a council is a partner in a joint bid
- Be aware of where change is already happening
- Think carefully about how third parties might be involved e.g are they agreeable to the project?
- The outcome must be clear
- We need to be able to measure the impact