

Using behavioural insights to reduce demand

Toby Blume
Social Engine

&

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Rother District Council

Background to the project

- **Sustainability and Efficiency Plan**
 - Rother 2020 Programme:
 - £1.8m of savings/income required
 - Protect and deliver effective services
- **LGA Productivity Programme:**
 - Demand Management Project: £6,000 grant awarded
 - Social Engine appointed

Our approach

- Social Engine supported RDC's demand management team over 18 month period
- Training – introducing BI, social marketing and using RCTs
- Co-design – to develop ideas
- Testing new approaches/interventions

The project

- Garden Waste DD identified as potential opportunity
- Explored through co-design:
 - Target audience
 - Current and desired behaviours
 - Influences on behaviour and opportunities to encourage change

The cost/value exchange matrix



Intervention design

Hypothesis: older residents less likely to trust electronic banking and may be resistant to signing up for Direct Debit

- Simplification - process and communications
- Salience - cost of processing cheques/cash
- Intrinsic incentive - civic duty/helping others

Your ref: Garden waste renewal
Date: date

Original



Dr Anthony Leonard
Executive Director of Business Operations

Town Hall
Bexhill-on-Sea
TN39 3JX

Add name
Inv Name Street
Town
County
Post Code

Garden waste reference number: GW Ref
Bin Header Bin Address

Dear Name,

We are getting in touch to let you know that it is time to renew your subscription to the garden waste service for 2017/18. By paying straight away we can make sure there is no break in your collection service. The cost per container remains at £35.00 for the year, this equates to £0.67p a week.

Please be aware that the final day for payment is Friday 23rd June. Please make sure you have paid in advance of this date so we can ensure your service is not withdrawn on the renewal date 15th July 2017.

Our records show you have:

A quantity of qty brown bin(s) at the property

Total cost of £cost.00

Invoice Number Invoice

Please contact us if we have an incorrect quantity of containers for your address and/or total cost. Garden.Waste@rother.gov.uk. If you are looking to change the number of containers you have or wish to advise that you will not be renewing then you can visit our website www.rother.gov.uk/gardenwaste

How to Pay

On the reverse of this letter are all our payment options. Our preferred method of payment is Direct Debit.

Your Direct Debit application will need to be logged by Friday 16th June in order for payment to be taken on our payment run on Monday 3rd July.

To set up a Direct Debit please visit our website www.rother.gov.uk/gardenwaste and click on Renew with Direct Debit and follow the on screen instructions.

With this letter we include the Terms and Conditions for the service. By renewing you are agreeing to these terms.

Regards

Rother District Council



www.rother.gov.uk

Your ref: Garden Waste renewal
Date: date

Revised



Dr Anthony Leonard
Executive Director of Business Operations
Town Hall, Bexhill-on-Sea. TN39 3JX

Inv Name
Street
Town
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Our records show you have: qty brown bin(s) at the property at a total renewal cost of £cost. If this is not correct, please contact us at Garden.Waste@rother.gov.uk. If you are looking to change the number of containers you have, or wish to advise that you will not be renewing, then you can visit our website www.rother.gov.uk/gardenwaste.

Our preferred method of payment is Direct Debit. You can set this up online by visiting www.rother.gov.uk/GWPay or by completing the form below. Other payment options are on the reverse of this letter. You will need to quote your invoice number (Invoice) if you are not paying by Direct Debit.

With this letter we include the Terms and Conditions for the service. By renewing you are agreeing to these terms.

Regards, Rother District Council

Instruction to your Bank or Building Society to pay by Direct Debit

Please fill in the whole form using a ballpoint pen, and send it to:

Rother District Council, Town Hall, London Road, Bexhill-on-Sea, TN39 3JX

Name(s) of Account Holder(s)

Originator's Identification Number

Customer Garden Waste Number

Bank/Building Society Account Number

Branch Sort Code

Name and full postal address of your Bank or Building Society

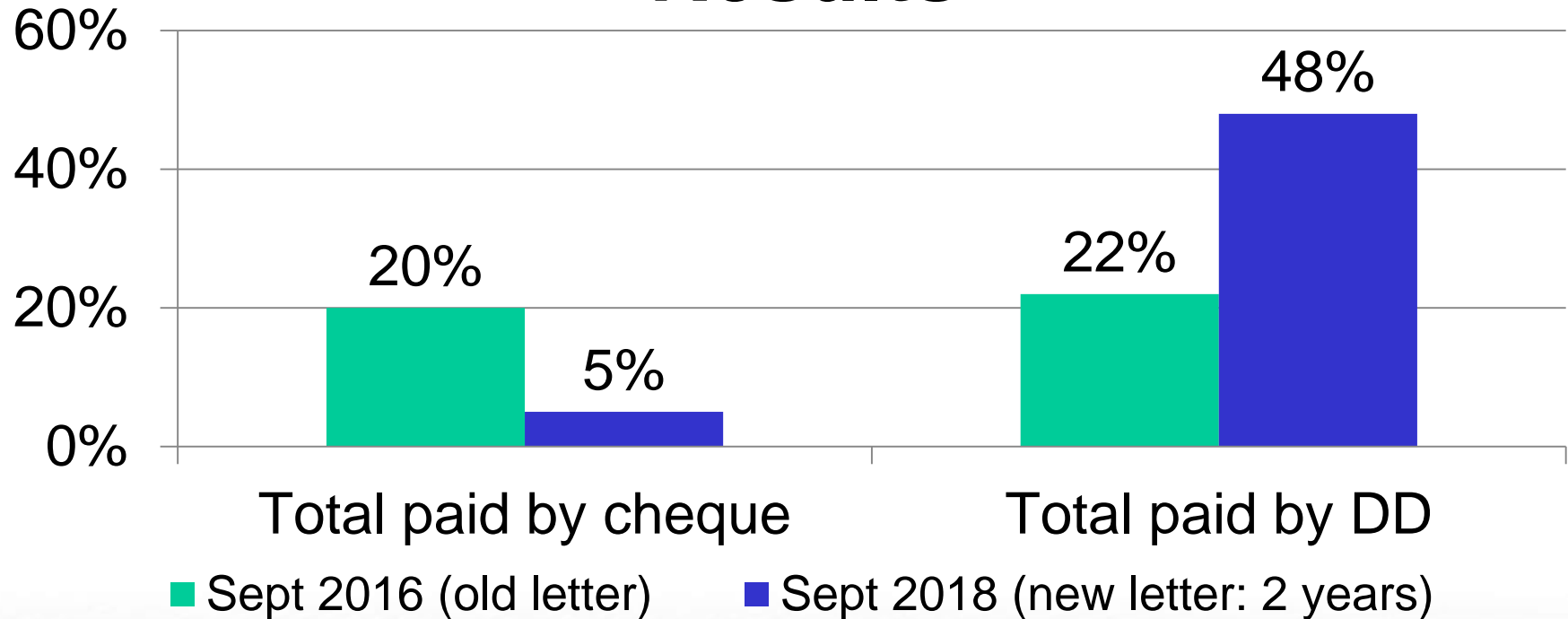
Instruction to your Bank or Building Society

Please pay Rother District Council Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Rother District Council and, if so, details will be passed electronically to my bank/building society.

Banks and Building Societies may not accept Direct Debit Instructions for some types of account

www.rother.gov.uk

Results



Results

- Savings of £29,610 in cheque processing alone (2,961 fewer cheques @£10 per cheque)
- 4,610 more Direct Debits
- Development of Demand Management workbook
- Application of the approach to other Council services and processes

Your turn

- Pick a behavioural challenge you face
- Think of:
 - 3 things you know about your target audience
 - 2 things that you think are influencing their current behaviour
 - 1 way you might be able to encourage them to change

Our takeaways

- K.I.S.S.
- Small things can lead to big change
- Adopt a culture of experimentation
- Specific audiences – no more speaking to '*the general public*'
- Consider complexity and impact to find the 'sweet spot' to focus early projects on

Any questions?

Thank you!

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