

### Can we manage demand through behaviour change? Louise Melville Principal Advisor Scotland

### The problem



- Demand on public services are rising
- Budgets are being squeezed
- Need to balance resources against demand
- Inevitable need to dampen demand?

### Ways to control demand?



- Offer statutory services only?
- Campaigns
- Enforcement?
- Charging?
- Looking differently at demand through behaviour change

### Statutory only?



- Often unpopular with elected members and officers
- Difficult to do many services are codependent on non-statutory elements
- 'What am I paying my taxes for'?
- Often non-statutory services that are the most popular!

### Campaigns



- Can be resource intensive
- Often need to be repeated
- Do we talk to the people that already the 'least demanding'
- We need evidence of success

### Enforcement



- Unpopular car parking fines, littering fines
- Following through from initial notice to legal action riddled with problems
- Resources and reputation

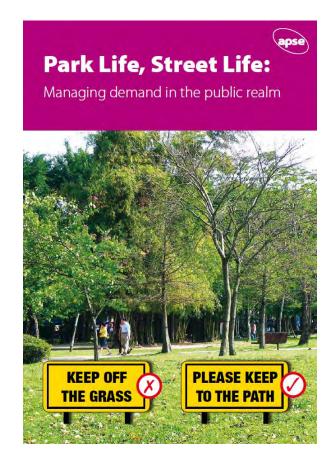
## Charging



- Dampening demand by imposing a charge (where lawful) to stop people using a service in the first place
- Conversely many choose charging to increase income to help meet demands elsewhere
- Need to have back office systems and processes in place to make charging work
- Does it impact more on those least able to pay?

### Using behaviour change





### The science bit





# We do not always behave rationally!



- Incentives often losses feature more highly than gains – but immediacy has more of an impact
- Social norms people often follow what they think their peers are doing
- Social messengers responding to the person giving the message authority

- Affects people in a bad mood will behave more irrationally than others people in a good mood may respond much better
- **Salience** people like novelty!
- Planning identifying the gaps between actions
- Priming sites, words sensations, smells
  subconscious primers cause us to act

"If a man sees a fly, he aims at it"

"Schhpillage was down by 80%..."



Ipsos MORI Social Research Institute



### **Changing behaviour**





 Original experiment in Copenhagen reduced littering by 46%

### Calderdale Home To School Transport



9

**GIO** 

#### The Evidence: create moments

It helped me gain more experience and confidence.

> Its more grown up...I will keep fit

I like travelling with my friends on the buses I never thought he would be able to travel independently ....it will open up so many doors for him

As parents we were worried....but the travel team were professional and reassuring...when we saw him walking home on his first unaccompanied journey his face was beaming....we knew we had made the right decision









9 out of 10 dog owners clean up after their dog, are you the one who doesn't?

# What could we apply in building maintenance?



 Affects – how are calls received? Bad moods = failure demand!

### **Positive enforcement**

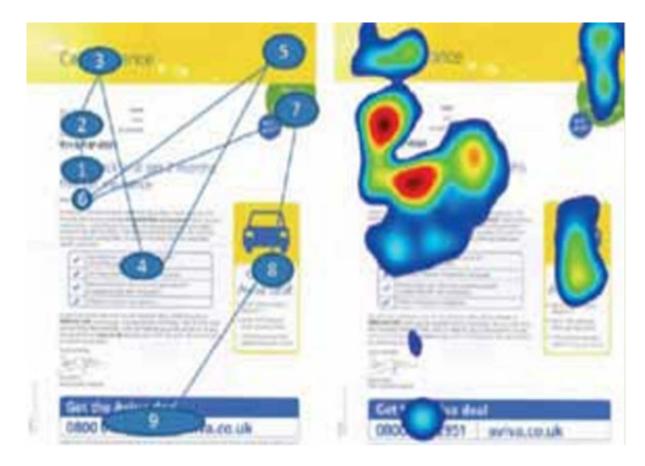
# 87% of Newtowns tenants keep to their appointment time

or

You must not miss your appointment time

### Lambeth





# Simplification and positive reinforcement



### Outcomes



- Simplification significantly increased the proportion of people paying their Council Tax compared with the control group by 4 percentage points
- The effect was consistent across ward, deprivation and council tax band
- Social Norm did not affect payment levels although there was variation among different Council Tax bands

### Trials



- Important to trial what works
- Using randomised control testing of pilots
- Don't be afraid of failure!
- Collaborate and share resources
- First steps often cheap and simple simplify information, use positive reinforcement
- Text messaging works best in short bursts
- Enforcement is an option!

### More information?



- Park Life, Street Life, Managing Demand in Public Realm
- Keep APSE Informed of your trials so we can share best practice

Any Questions



### **Contact details**

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