



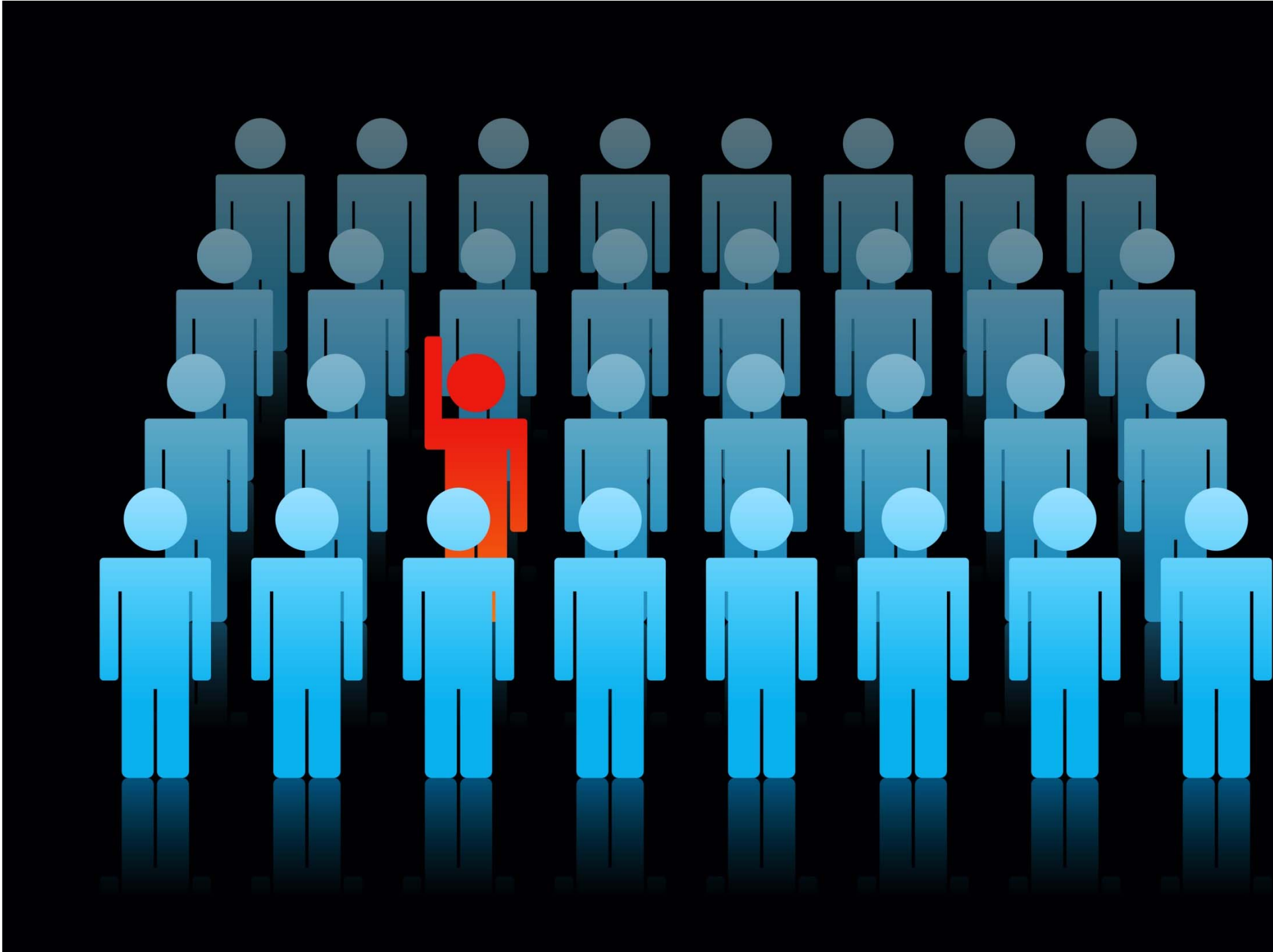
Using behaviour change to reduce
demand & improve outcomes

Toby Blume

London Borough of Lambeth



THE END IS NEAR

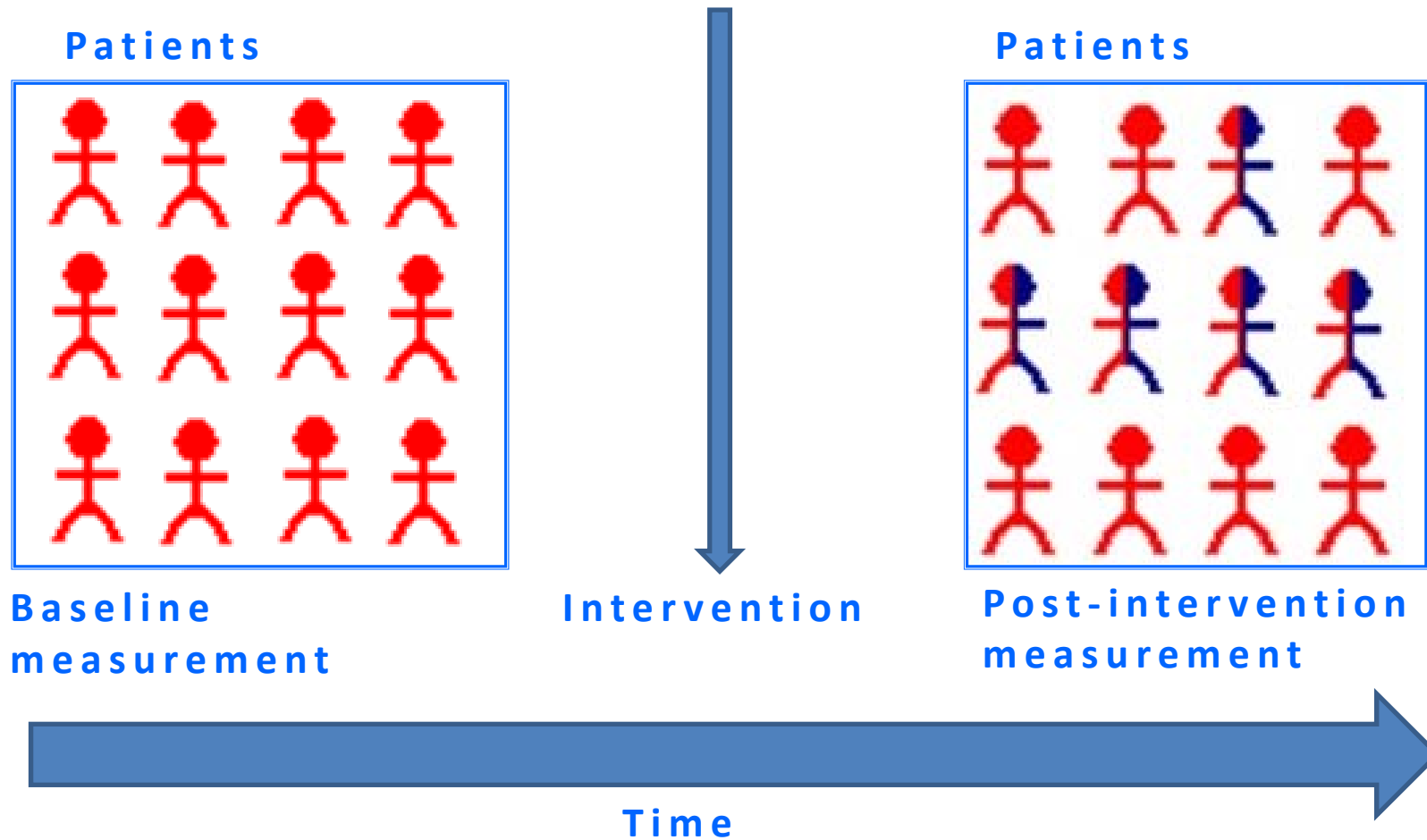




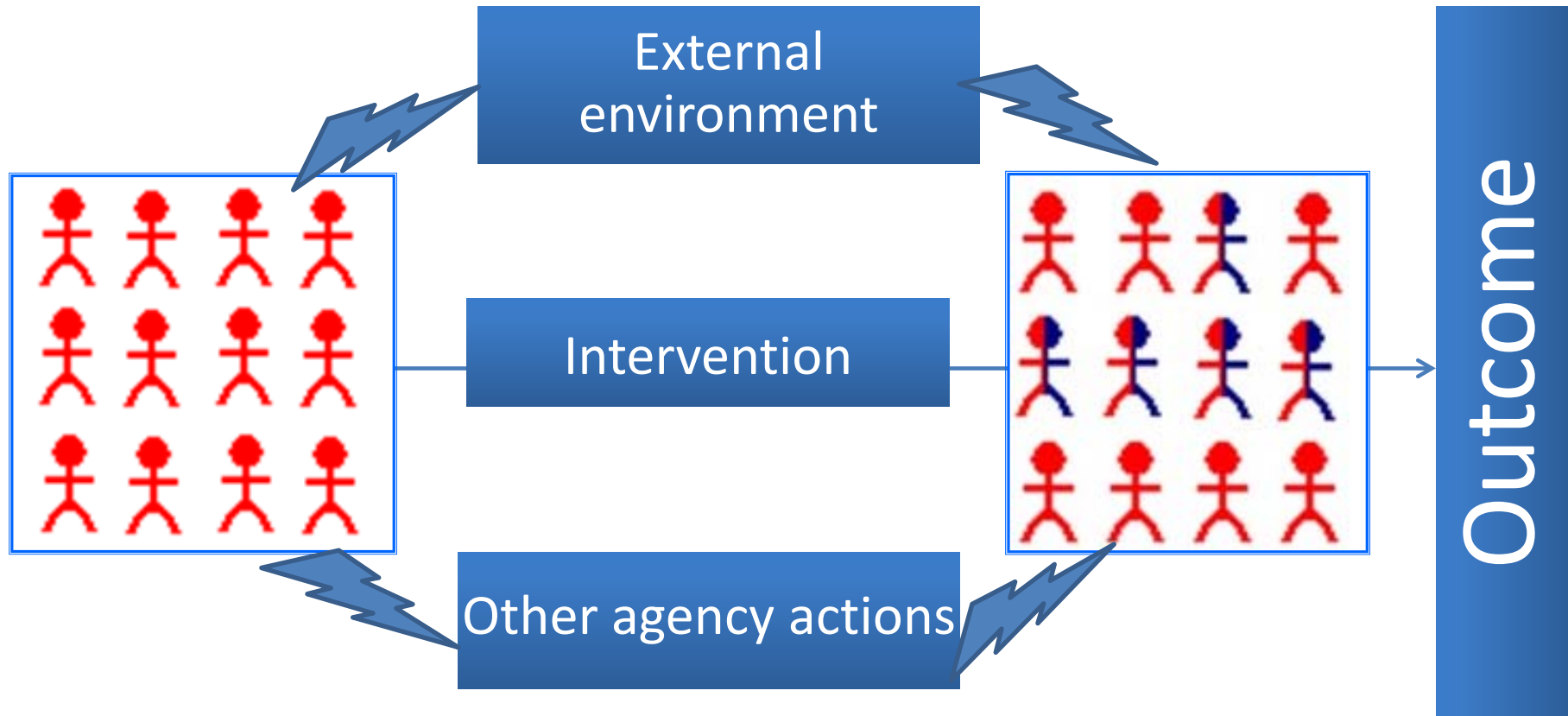
When you know better...
You do better

- *Maya Angelou*

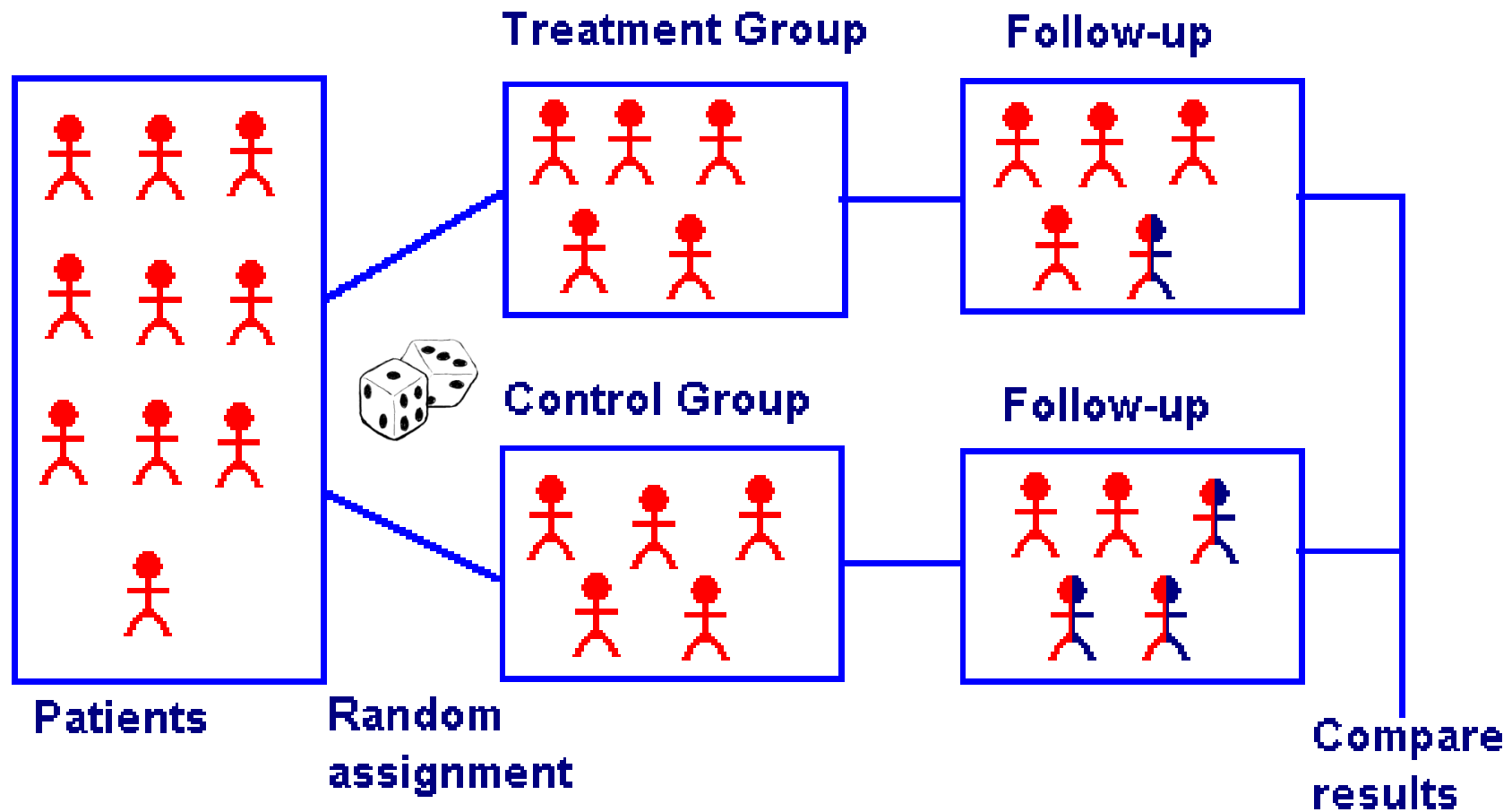
How standard evaluation works

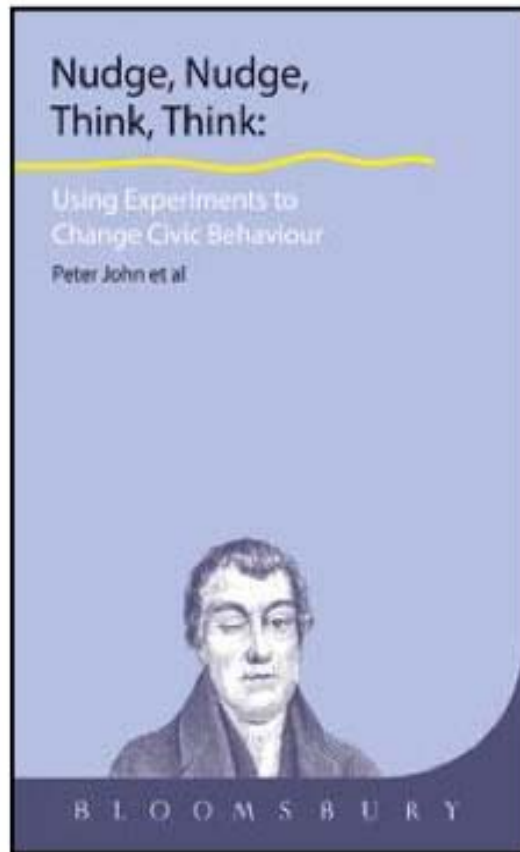


What's really happening?



What's different about an RCT?





Supported by Prof. Peter John:

- Council Tax Billing
- Text message reminders
- Single Person Discount
- Staff volunteering
- Organisational Development

- Included small changes to the Council Tax bills sent to each household at the beginning of the financial year.
- The three treatments were:-
 - ✓ **Simplification** - to encourage compliance.
Design based on 'eye-tracking' research
 - ✓ **Social norm** – people strongly influenced by what those around them are doing
 - ✓ **Combined** – both simplification and social norm in one treatment

Simplification - eye-tracking research



Running the experiment

Lambeth
Council Tax
Bill for 2014/15
Your Account number

Key Information

- Pay your council tax now or your bill could go up by £127
- Make your first payment before 1st April 2014
- Tell us now if we have any of your details wrong
- Over 95% of Lambeth Residents pay their council tax

Date: **15 March 2013**
Account enquiries:
Call 0345 302 2312
Property subject to council tax

THIS IS NOT A PAYPOINT BARCODE

This property
The tax code
Council tax
unfurnish
You are
You are
You are

Key Information

- Pay your council tax now or your bill could go up by £127
- Make your first payment before 1st April 2014
- Tell us now if we have any of your details wrong
- Over 95% of Lambeth Residents pay their council tax

01.07.2013	£96.00	01.01.2014	£96.00
01.08.2013	£91.34	01.09.2013	£96.00
01.04.2013	£96.00	01.10.2013	£96.00
01.05.2013	£96.00	01.11.2013	£96.00
01.06.2013	£96.00	01.12.2013	£96.00
01.07.2013	£96.00	01.01.2014	£96.00
01.08.2013	£96.00	01.01.2014	£96.00
01.08.2013	£96.00		

See overleaf for details of how to pay.

MyLambeth
Want an easy way to manage your council tax online? Sign up to MyLambeth, and you'll be able to make online payments, sign up for council tax direct debit, view your bill online and payments, search for your council tax band, tell us if you are moving in or out of your home and make enquiries about other council services. It's free to register, easy to use and gives you access to your account from your PC, laptop or mobile device, 24/7. So save time and do it online. Visit www.lambeth.gov.uk/mylambeth for more details.

How to Pay and Contact details

Direct Debit – 8 monthly dates to choose from – 1, 5, 10, 15, 20 and 25, call 0345 302 2312 to set this up or go to www.lambeth.gov.uk/counciltax

Debit or Credit Card – www.lambeth.gov.uk/counciltax or 24 hour payment line – 020 8280 2080, please quote your account number 77777777, if paying through your bank, please quote our sort code 57-85-07, account number 00000000, followed by your council tax account number.

Other Payment Options:

PayPoint – please go to any retailer displaying the PP sign, you will need to leave 3 working days for it to reach your council tax account.

Bank or Post Office – Please take your cheque to any branch of the bank or post office that charges for this service.

Need advice on debt, benefits or housing?
one lambeth advice
Visit www.onelambethadvice.org.uk

barcode to accept your payment, you may be charged for this service.

opening hours – Monday – Friday 9am to 4.15pm

opening hours – Monday – Wednesday 9am to 5pm

opening hours – Monday – Friday – 9am to 5pm

in accordance with the Data Protection Act 1998, you may be used, either within the council or by other organisations. You can also use this information for the council's central customer records in order to provide you with more relevant information can be found at www.lambeth.gov.uk

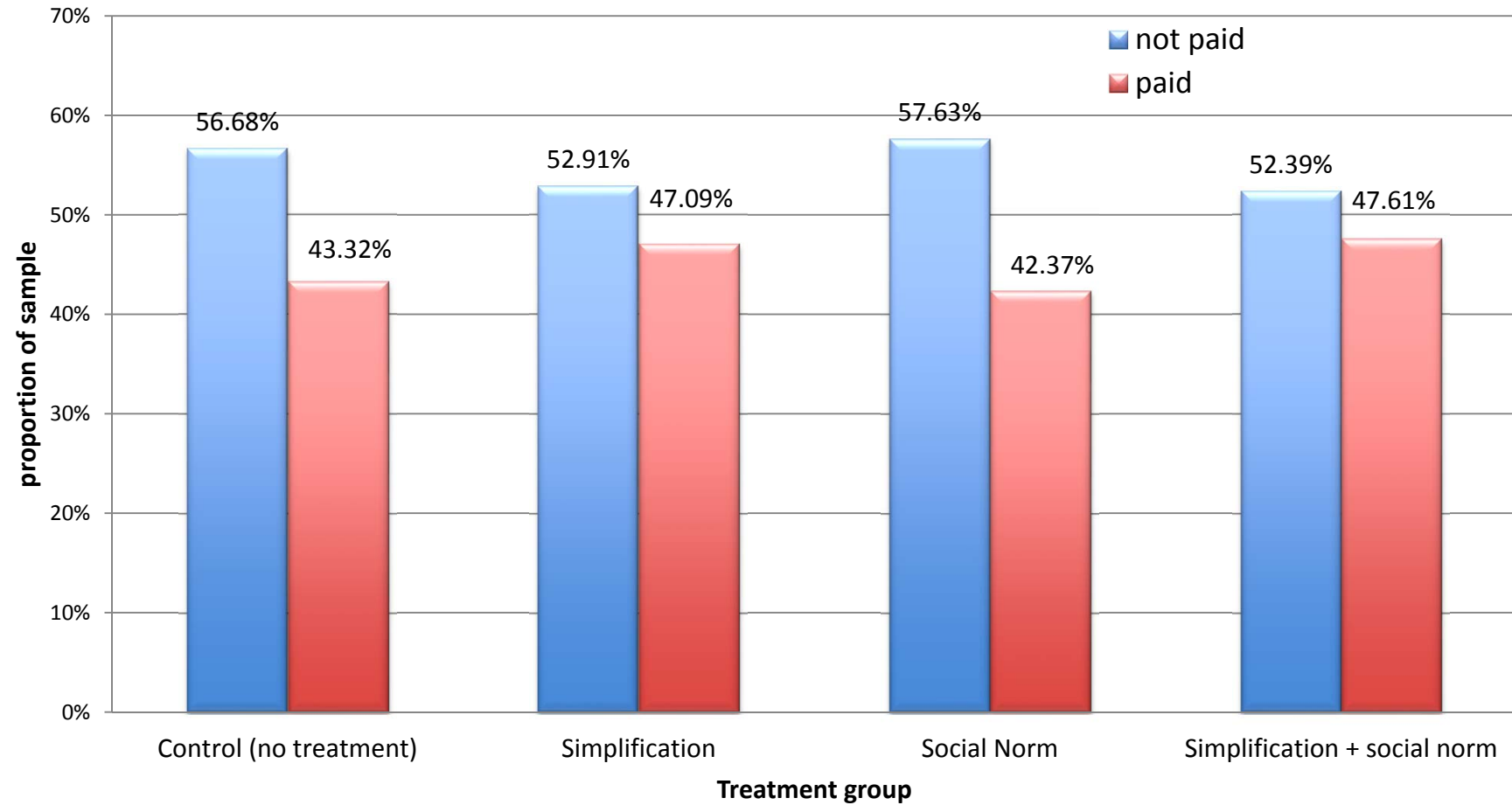
in the Council Tax Guide is now available. If you would like to see a copy, please call 0345 302 2312.

in certain circumstances which may affect your council tax. By going to www.lambeth.gov.uk you can find out more. We will let you know if there are any changes.

is sub-letting their property and is liable for council tax. Or find out if you are liable for council tax. You can find out more at www.lambeth.gov.uk - last year's council tax costs us all - last year's council tax costs us all - last year's council tax costs us all.

working in partnership with The London Borough of Lambeth to manage the collection of council tax. Registered in England No. 2298747.

Council Tax RCT results



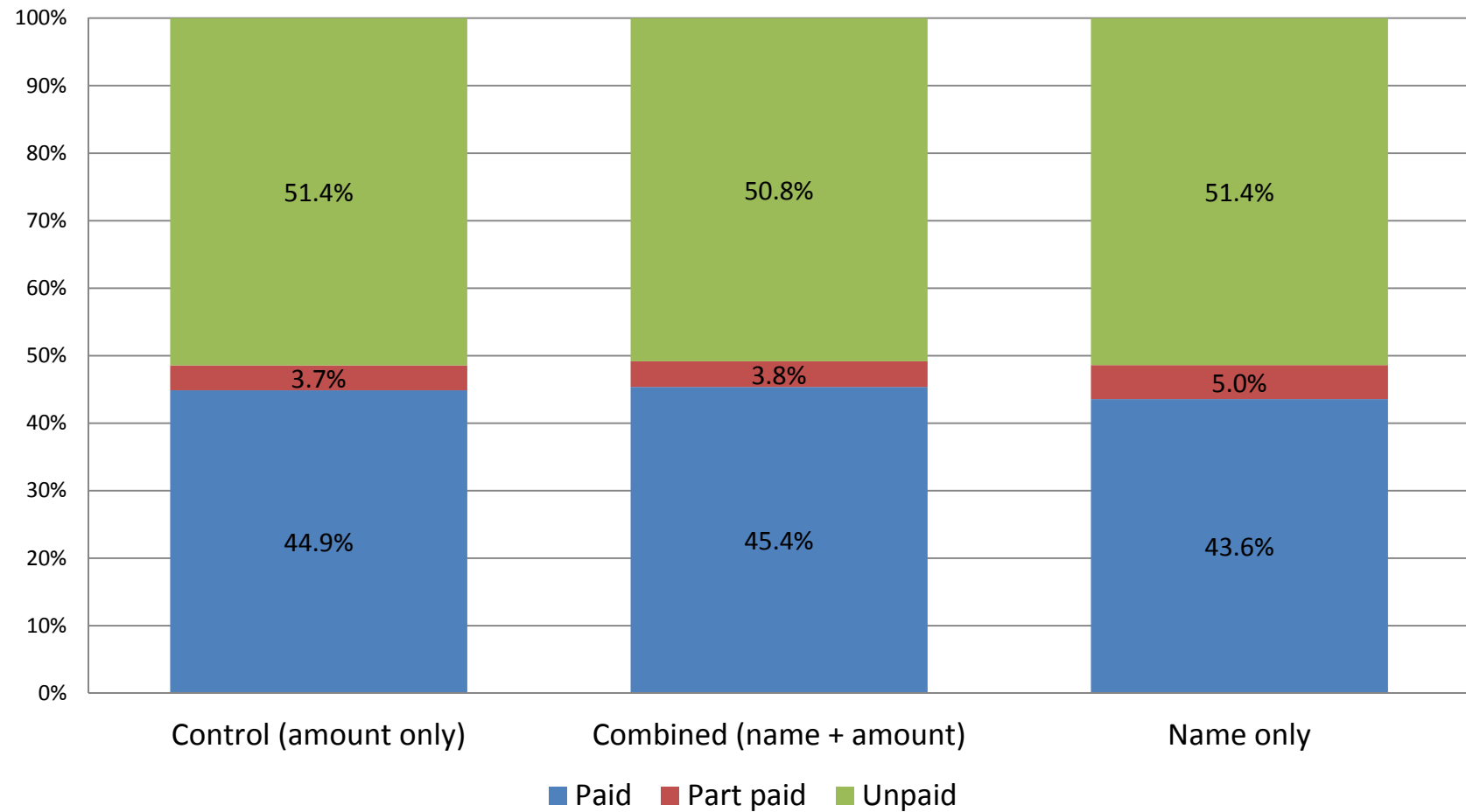
- **Simplification significantly increased the proportion of people paying their Council Tax compared with the control group by 4 percentage points**
- The effect was consistent across ward, deprivation and council tax band
- **Social Norm did not affect payment levels** although there was variation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



Trial design

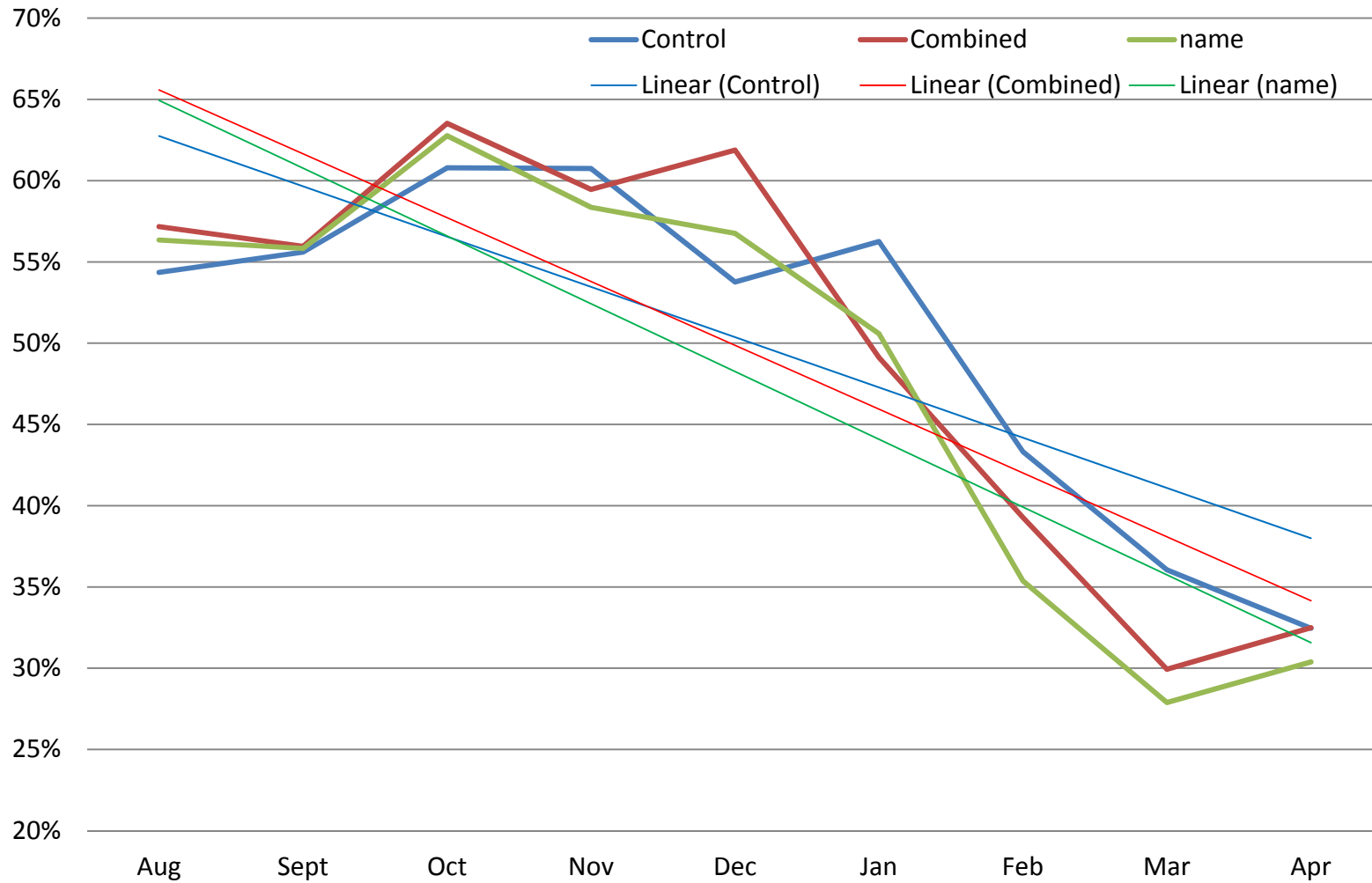
- How can personalised text messages encourage people to pay their Council Tax
- We tested :-
 - ✓ **Amount** of council tax owed
 - ✓ **Name** of the account holder
 - ✓ **Combined** name and amount

Response by group





Proportion paid by month with linear trend lines



Results

- We found **no statistically significant difference** in encouraging people to pay – a failure?
- Perhaps not....
- Name-only treatment encouraged non-payers to pay something (but not the full total)
- The effectiveness of (all) text messages degrades over time. Using them in short bursts of up to 3 months works best

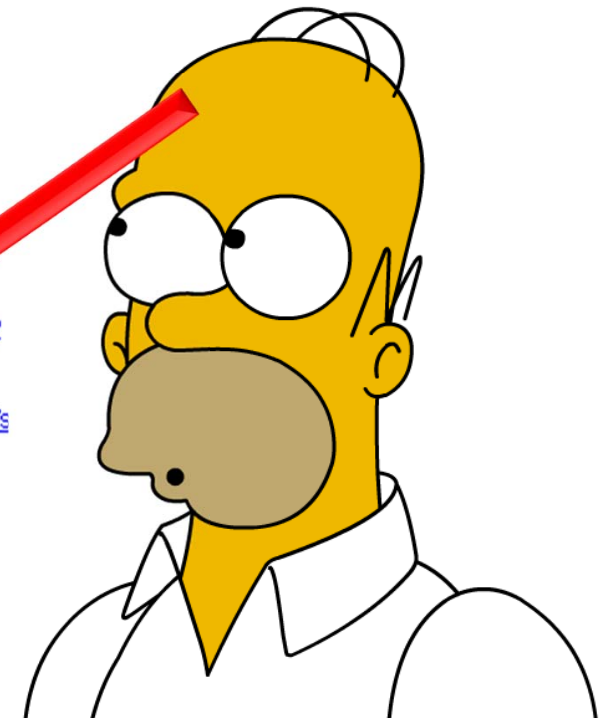
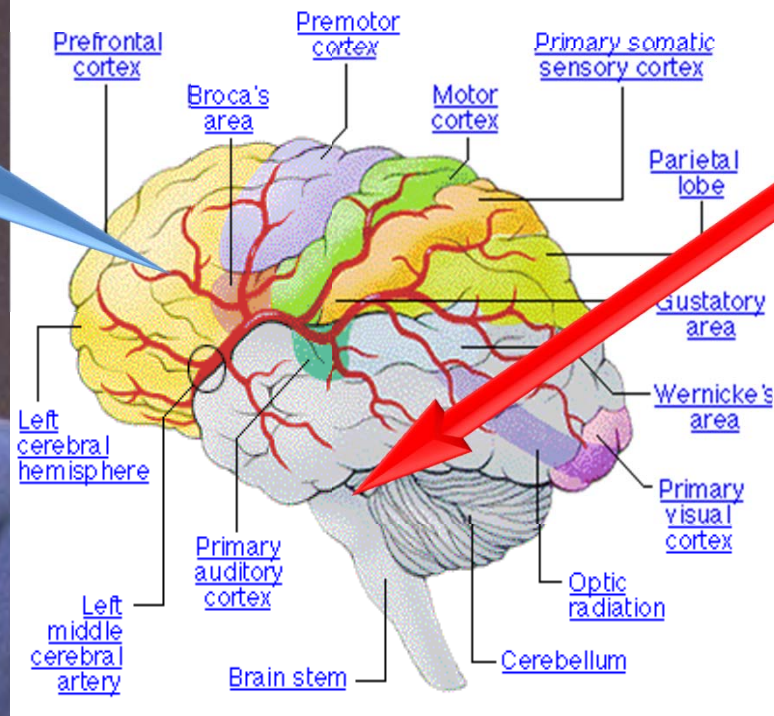
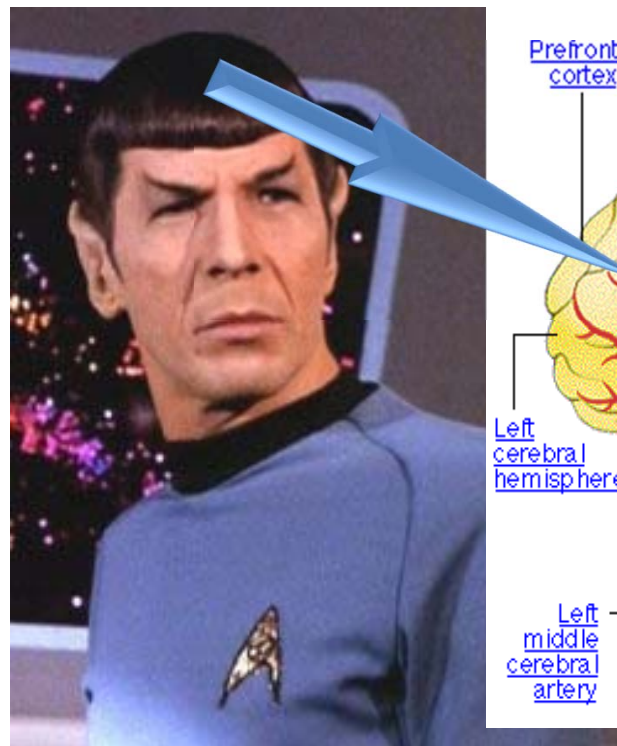


Quick – cheap – easy

New insights from
economics
psychology, design,
sociology,
evolutionary biology
neuro science,
marketing, etc....



The neural tug of war



How do we choose?





**Randomised Controlled Trials
Behavioural Insights
Social marketing**

Toby Blume

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