

Report for: ACTION



Contains Confidential or Exempt Information	NO - Part I
Title	Nudge Sub-Committee Progress Update
Responsible Officer(s)	David Scott, Head of Governance, Partnerships, Performance and Policy
Contact officer, job title and phone number	Michaela Rizou, Cabinet Policy Assistant, 01628 796030
Member reporting	CLr G Bathurst, Principal Member for Policy
For Consideration By	Policy Committee
Date to be Considered	19 January 2016

REPORT SUMMARY

1. This report provides an update on the work of the Nudge Sub-Committee (NSC) to date. It asks the Policy Committee to endorse the NSC's Work Programme and to consider further items to add for exploration.

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION that the Policy Committee:

- i. Endorses the Nudge Sub-Committees' Work Programme; and
- ii. Considers further items to add to the Nudge Sub-Committee's Work Programme for exploration.

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 Nudge theory, stemming from behavioural economics, has enabled public policy makers to incorporate new insights and understanding about behaviour into policy design and implementation. The Royal Borough' NSC was established in September 2015. The NSC is tasked with exploring ways in which the Council can apply behavioural economics/ nudge theory to service design to better equip the Council in understanding local need whilst also encouraging positive behavioural changes amongst residents; both of which can result in better quality, lower cost and more personalised services.

- 2.2 The first meeting of the NSC was held on 4 November 2015. Since then a Work Programme has been agreed, as detailed in Appendix A.
- 2.3 Members and officers are due to reconvene on 15 January 2016 to discuss the priorities of the NSC work programme and establish key next steps for action.
- 2.4 Members are asked to consider whether there are any items they may wish to add to the NSC's work programme with particular reference to the Policy Committee's longlist.
- 2.5 Complementary to the work of the NSC is the work currently being carried out in relation to the 'Expression of Interest Incentivisation/ Reward Scheme'. This project stems from an Incentivisation Scheme which was originally taken to the Big Society Panel in November 2013. The Expression of Interest asks for submissions on innovative ways to alleviate service pressures throughout the Council with an emphasis on: the Intensive Family Support Programme, Children's Centres, Fostering, Achievement of Children in Care, Shared Lives, Home Share Services and Telecare Services. In identifying the priorities of the NSC, there is a synergy between such an incentivisation scheme and the Committee's ambitions to tackle mental health issues in men as well as boost in-house adoption and fostering rates. This will require further exploration as NSC projects progress and the Council goes out to formally tender.

Option	Comments
Members endorse the Nudge Sub-Committee's Work Programme.	This is the recommended option. Projects can commence to explore ways in which the council can apply behavioural economics/ nudge theory into policy design and implementation.
Members do not endorse the Nudge Sub-Committee's Work Programme	This option is not recommended.

3. APPENDICES

- Appendix A – Nudge Sub-Committee's Work Programme

4. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr D Burbage	Leader of the Council	08/01/15		
Cllr G Bathurst	Principal Member for Policy	08/01/15		

Cllr C Carroll	Deputy Lead Member for Public Health	08/01/15		
Alison Alexander	Managing Director and Strategic Director for Adults, Children's and Health	08/01/15		
David Scott	Head of Governance, Partnerships, Performance and Policy	08/01/15		
Christopher Targowski	Cabinet Policy Manager	08/01/15		

REPORT HISTORY

Decision type:	Urgency item?
Key decision	No

Full name of report author	Job title	Full contact no:
Michaela Rizou	Cabinet Policy Assistant	01628 796030