APPENDIX A: Nudge Sub-Committee's Work Programme

Project	Proposed Lead Officer	Lead Member	Policy Officer	Objective
Tackling Mental Health Issues in Young Men	Debbie Dickenson	Cllr Carroll	Michaela Rizou	To explore how RBWM can use behavioural science to tackle mental health issues in young men since evidence shows there are ongoing challenges around raising awareness, diagnosis and outcomes. This is particularly timely in the context of national policy announcements and commitments and assists RBWM's ambition to 'support improved mental health services in the Borough'. One specific area to look at could be through the promotion of CALM throughout RBWM. This could lend itself to the piloting of nudge principles and the opportunity to collect data relating to outcomes.
Boosting Business Rates Collection	Andy Jeffs	Cllr Rankin	Michaela Rizou	To explore implementing behavioural science, particularly EAST principles (East, Attractive, Social, Timely), in the context of RBWM's Revenues and Benefits Service. By way of example, this could include: • Using personalized text messages for collecting fines to increase compliance; • Using social norms to increase tax payments- e.g. adding a notice that most people pay their taxes on time; • Increasing tax collection rates by changing the default web-link- e.g. testing the impact of directing recipients straight to the specific form they are required to complete; and • Using more personalised communication via a novel stimulus to increase survey response rates- e.g. letter nudge, post-it notes, handwritten sign-offs.
Refreshing RBWM's Advantage Card Offer	Kathryn Harlow/ Simon Fletcher	Cllr Richards	Michaela Rizou	To explore how improved communications and technology could assist in refreshing RBWM's advantage card offer, through e.g. an integrated mobile app which communicates with a smartcard and that allow residents to manage and spend their reward points electronically. It could use location-based services to alert them to nearby offers and facilities. The app could also eventually integrate with the Council's customer relationship management (CRM) system and allow residents to access personalised pages to pay their council tax and see such things as when their next bin collection will be. The smartcard could act as a membership card for Borough services such as the Council's libraries, youth clubs and leisure centres. Smartcards and a complimentary app could also assist in implementing incentivisation schemes aimed at 'nudging' citizens to participate in activities such as recycling, leisure or public health programmes (e.g. tackling obesity or smoking cessation). Residents could be awarded points for participation or successful completion of these activities. The points would then be exchanged for rewards such as a free swim, library DVD, show at Norden Farm or a trip to Legoland. Incentivisation schemes could also look at rewarding those residents who shop within the Royal Borough and support their local economy.

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Boosting Active Citizenship/ Volunteerism	Andy Jeffs/ Louisa Dean	Cllr Rankin	Michaela Rizou	To explore how nudge theory principles could assist in boosting volunteerism and civic participation in RBWM through e.g. the norms of reciprocity. The Annual Council Tax Statement and accompanying Participatory Budgeting questionnaire offer an opportunity to encourage residents to participate in community based activities and projects and could promote volunteering in e.g. children's centres and day centres as well as other community initiatives such as 'Adopt a Street' and Love 'Dedworth'.
Boosting In-house Fostering and Adoption numbers	Theresa Leavy	Cllr Bathurst	Michaela Rizou	To explore how behavioural science theory could improve outcomes for RBWM's Children in Care, particularly teenagers, through e.g. 'Values Modes' analysis to build insight into the motivations of current foster carers and adopters. Boosting in-house numbers would assist in avoiding more expensive alternatives such as the use of independent agencies or children's homes whilst providing children with stable and, most importantly, caring homes. Similar projects have been implemented elsewhere in which foster carers were segmented according to their values sets, thereby revealing the core beliefs and behavioural drivers of foster carers. These insights led to the development of new messages to guide recruitment campaigns and assisted with foster carer retention rates. This project also links to RBWM's 'Expression of Interest Incentivisation/ Reward Scheme'; details of which are contained in the report.
Demand-led Budgeting in Home to School Transport	Kevin McDaniel	Cllr Bathurst	Michaela Rizou	To explore how the use of behavioural science theory can reduce the Home to School Transport Budget whilst aiding increased independence amongst the Borough's Special Education Needs children and young people. Again, similar initiatives have been tested elsewhere using a demand-led 'Value Modes' behavioural model to segment parents into different attitudinal groups. The aim was to enable parents to choose more cost-effective, alternative travel options resulting in savings and greater service satisfaction. This was approached in three ways: • Completely changing the way the council and its partners engage with parents about transport; • Introducing personal transport budgets; allowing parents more flexibility to transport their own children; and • Helping children to become more independent by building their confidence through travel training. RBWM could consider offering personal transport budgets to enable parents to transport children themselves or commission alternative approaches and, where appropriate, Independent Travel Training to train some children to be able to access public transport by themselves.
Boosting Recycling Rates	*Naomi Markham/ Craig Miller*	*Cllr Cox*	Michaela Rizou	*T&F Group established- Textile Recycling report to be presented at January's Policy Committee.*