

DRAFT RECOMMENDATIONS SCRUTINY REVIEW – BEHAVIOURAL CHANGE

That the Executive be recommended, with a view to supporting the effective implementation of the Council's Zero Carbon strategy –

- a)** That given the success in a number of other Local Authorities of effective behavioural change being implemented, an appropriate organisation be engaged to undertake a pilot/s project to investigate the provision of applying behavioural change. The pilot project/s should be developed to support the Council's Net Zero Carbon strategy action plan. The pilot project/s should be determined by the Director of Environment and Regeneration, in consultation with the Chair/Vice Chair of the Committee, and Executive Member Environment
- b)** That in view of the need for 'cross cutting issues to be addressed effectively across Council areas, Departments should work closely together to ensure a clear message is communicated to residents, in order to avoid duplication and ensure a consistent message is conveyed
- c)** That appropriate 'pump prime' funding be made available for the behaviour change programmes in order to support the development of specific behaviour change trial projects in support of the New Zero Carbon Strategy ,
- d)** That following the completion of the pilot project, an analysis take place of the effectiveness of the project, with a view to promoting further work on behavioural change within the Council.
- e)** That a key element of commissioning and appropriate organisation(s) i includes the transfer of knowledge, expertise and tools to within the Council to enable future capacity and skills within services and corporately e.g. within the strategy and change unit.
- f)** That, in conjunction with recommendation a) above, an appropriate organisation be engaged to undertake a pilot project to investigate the provision of applying behavioural

change techniques to support the implementation of the net zero carbon strategy and as part the council's communications to specific cohorts of residents.

- g)** That consideration be given to a more localised approach to communications that can target messages to specific cohorts of residents, rather than more generic messages that are often not as effective as they could be.

- h)** That the Council seek funding opportunities to support the pilot and long-term implementation of behavioural change activities e.g. funding from Government, Mayor of London, other organisations, the LGA etc. The Government is supportive of behavioural change approaches, and the Mayor of London and other organisations have various funds that support tackling environmental issues and behavioural changes