

# Local Government Behaviour Change Conference:

## Community engagement with a purpose

Thursday 20th January 2011, Westminster Studio, London SW1

Speakers include:

**David Halpern**  
Director, Behaviour Insights Team, Cabinet Office

**Neil Wholey**  
Head of Research and Customer Insight, Westminster City Council

**Dan Wellings**  
Head of Public Health Research, Ipsos MORI

**Nita Clarke**  
Director, IPA

**Katherine Kerswell**  
Group Managing Director, Kent County Council and former President of SOLACE

**Johnathan Kingsbury**  
Head of Creative Economy, NESTA

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Many of today's challenges, including creating the Big Society, require behaviour change. As increasing power is devolved to local government on diminishing budgets, behaviour change is an increasingly important aspect of daily practice and departmental strategy.

During periods of austerity local authorities are provided the opportunity to increase productivity and achieve 'more for less'.

The traditional way for local government to change the behaviour of their citizens, has been through legislation, regulation, fiscal measures and information, but when it comes to creating the Big Society, a more complex approach is required.

This conference will bring together sector leaders to explore the future role of behaviour change to increase productivity, deal with budget cuts, facilitate partnership working and look to new measures to achieve the Big Society.

For more information please visit:

[www.neilstewartassociates.com/sa269](http://www.neilstewartassociates.com/sa269)

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Regional satellite event

Please see inside for more details or visit the website

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# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One: Setting the Scene

 Available on policyreview.tv

- 10:00 Welcome from conference chair  
**Toby Blume**, Chief Executive, Urban Forum
- 10:05 Keynote address: achieving the Big Society: real change driven by local people working together in their communities  
Check website for speaker updates
- 10:20 Behaviour change starts at home: utilising local government staff as 'agents' rather than 'victims' of change  
**Nita Clarke**, Director, IPA
- 10:35 A 'Nudge' for behaviour change: new jargon for an old theory of praise, recognition and peer pressure to achieve the Big Society  
**Professor Peter John**, Co-director of the Institute for Political and Economic Governance, Manchester University
- 10:50 Questions and discussion
- 11:10 Refreshments, networking and exhibition

## Session Two: Influences in change behaviour

 Available on policyreview.tv

- 11:40 An overview of best practice in behaviour change as a tool for achieving the Big Society  
**David Halpern**, Director, Behavioural Insights Team, Cabinet Office
- 11:55 Nagging still has its place in behaviour change initiatives for local government  
**Katherine Kerswell**, Group Managing Director, Kent County Council and former President of SOLACE
- 12:10 Developing practical approaches to behaviour change with partners  
**Hugh Flouch**, Founder, Networked Neighbourhoods  
**Daniel Ratchford**, Strategic Director Environment and Leisure, London Borough of Sutton
- 12:25 The role of social media in delivering behaviour change for local government  
**Johnathan Kingsbury**, Head of Creative Economy, NESTA
- 12:40 Panel debate: is behaviour change new terminology for old principles of communications? What has actually changed?  
**Paul Najsarek**, Project Lead, Better Together and Corporate Director of Adults and Housing, London Borough of Harrow  
**Jane Lewis**, Partner, Woodward Lewis
- 13:00 Buffet lunch, networking and exhibition

## Session Three: Applying behaviour change to achieve the Big Society

 Available on policyreview.tv

- 14:00 New settlement with local people: results of Lambeth's Co-operative council citizens' commission  
**Sophia Looney**, Director Policy, Equalities and Performance, London Borough of Lambeth
- 14:15 Early interventions during times of austerity: benefiting from the relationship between positive changes in behaviour and reduced costs  
**Liz Goodall**, Chief Executive, North Dorset District Council
- 14:30 Producing a behaviour change strategy to allow for measurable outcomes and effective auditing: Westminster's Behaviour Change Test  
**Neil Wholey**, Head of Research and Customer Insight, Westminster City Council
- 14:45 Evaluating behaviour change  
**Dan Wellings**, Head of Public Health Research, Ipsos MORI
- 15:00 Questions and discussions
- 15:15 Refreshments, networking and exhibition

## Session Four: Applying the theory to practice

- 15:45 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

- 1** Utilising behaviour change strategy to reduce household waste  
**Annette Dentith**, Principle Waste Management Officer, Devon County Council
- 2** Delivering a strengthened voluntary and community sector  
**Paul Najsarek**, Project Lead, Better Together and Corporate Director of Adults and Housing, London Borough of Harrow
- 3** Volunteering as one of the most effective ways to bring about behaviour change  
**Tom Flood CBE**, Chief Executive, BTCV
- 4** The BEST programme: improving employee engagement  
**Richard Billingham**, Head of Organisation Development and Learning, Birmingham City Council

- 16:45 Close of conference

Register online today:

[www.neilstewartassociates.com/sa269](http://www.neilstewartassociates.com/sa269)

Tel: 020 7324 4330 / Fax: 020 7490 8830

## Purpose of the Conference:

### Specifically this conference will:

- Hear from the coalition government on their views on achieving the Big Society
- Examine the emerging multi-dimensional approaches to influencing behaviour by drawing on social psychology, economics and behavioural science to increase productivity
- Discuss how to adapt internal communications within local authorities to utilise staff as agents of change
- Explore ways in which to increase productivity with diminishing budgets by investing in early interventions and benefiting from the relationship between positive changes in behaviour and reduced costs
- Assess different behaviour change techniques and how they can be applied in local government to bring about change
- Explore the best ways to produce a behaviour change strategy, taking into account the need for measurable outcomes
- Hear best practice examples from across the UK on increasing volunteering rates, reducing household waste and engaging with citizens to take personal responsibility
- Discuss whether too much emphasis on behaviour change can divert attention from the fundamental causes of problems
- Look ahead to the future of communications in delivering behaviour change, utilising social networking sites and using PR to achieve success
- Benefit from hearing best practice on regional successes, good news stories and gain practical information to implement in your day-to-day role through interactive seminars examining key issues on:
  - Utilising behaviour change to reduce household waste
  - Delivering a strengthened voluntary and community sector
  - Volunteering as an agent of change
  - Improving employee engagement

## Who should attend:

### From local authorities

- Leaders
- Chief Executives
- Heads of Policy
- Heads of Strategy
- Heads of Finance
- Heads of Procurement
- Head of HR
- Heads of Housing
- Heads of Performance and IT
- Heads of Research and Customer Insight
- Communication Teams
- Councillors
- Corporate Research Managers
- Drugs and Alcohol Business Managers
- Alcohol Harm Reduction Managers
- Social Marketing Project Managers
- Employee Engagement Officers
- Environment Services Directors
- Waste Reduction and Recycling Officers/Managers
- Programme Directors
- Project Leads

- Heads of Communications & Engagement
- Consultation and Community Engagement Managers
- Communities Initiatives Coordinators

### From private, public, central government and third sector:

- Government Researchers
- Community Foundations
- Policy Analysts
- Government Communications & Marketing Professionals
- Economists
- Policy Advisers
- Customer Insight Specialists
- Wider Government Analyst Community
- Private Sector Consultants to Local Government
- Influential Charities
- Academics
- Think Tanks
- RDA and Regional Assembly Chairs
- Chief Executives
- Voluntary Action Managers

## Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Patrick Whitfield** on **020 7960 6858** or e-mail [patrick.whitfield@neilstewartassociates.co.uk](mailto:patrick.whitfield@neilstewartassociates.co.uk)

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## Policy Review

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- You **save on travel**
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- You **save on time**

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  - Receive all the **back up papers** and **research**
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- Attending a regional event costs just – £195.00 + VAT** (£229.13). See the conference website for locations near you

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- Policy Review works with regional and local partners to host satellite conference events featuring the live conference broadcast and debate relating to your region
- Could you benefit from hosting a regional event?
- If you have a lecture theatre, council chamber or board room with simple internet and projection you could be our local partner

For more details contact **Paul Rushworth** on **020 7960 6845** or email [paul.rushworth@policyreview.co.uk](mailto:paul.rushworth@policyreview.co.uk)

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Community engagement with a purpose  
Thursday 20th January 2011, Westminster Studio, London SW1

## Delegate Information

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  
 Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Tel No.

Fax No.

Training Manager

Email

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ADDITIONAL REQUIREMENTS Please indicate any additional requirements below

## To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

Fax: 020 7490 8830

Online: [www.neilstewartassociates.com/sa269](http://www.neilstewartassociates.com/sa269)

Post: Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on 020 7324 4330 or email us at [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk)

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## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

£599.00 + VAT (£703.83)

### Reduced Rate -

Local Authorities, Central Government Departments and Agencies, Non Departmental Public Bodies and other Public Sector Organisations

£389.00 + VAT (£457.08)

### Supported Rate -

Voluntary Organisations, Trade Unions

£240.00 + VAT (£282.00)

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. Shared places are not permitted.

## Seminar Selection

You may attend one seminar in Session Four. Places are allocated on a first-come, first-served basis. Please circle your choice below:

### Session Four:

Seminar 1 2 3 4

## Live or regional viewing centres

I am unable to attend this event in person please register me for:

Live streaming at £99.00 + VAT (£116.33)

Regional viewing at £195.00 + VAT (£229.13)

Please see website for regional options

If you require further details please email  
[paul.rushworth@policyreview.co.uk](mailto:paul.rushworth@policyreview.co.uk)

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## Overseas delegates

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