



Local Government Behaviour Change Conference:

Community engagement with a purpose

Thursday 20th January 2011, Westminster Studio, London SW1

Supported by:

Ipsos MORI

THE MJ

LGcommunications

Speakers include:

David Halpern

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

Nita Clarke

Director, **IPA**

Neil Wholey

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

Katherine Kerswell

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

Dan Wellings

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

Johnathan Kingsbury

Head of Creative Economy, **NESTA**



Live and on-demand on policyreview.tv

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

Produced by:

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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:

 Available on policyreview.tv

Setting the Scene

- 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:

 Available on policyreview.tv

Influences in change behaviour

- 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:

 Available on policyreview.tv

Applying behaviour change to achieve the Big Society

- 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

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**



Can't attend? Time poor? Diary clash?

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- Broadcast exclusively on **Policy Review TV** - watch the conference live or later
- Fully **interactive** - watch live and **submit questions**, just like a delegate
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- You **save** on **travel**
- You **save** on **cost**
- You **save** on **time**

The live broadcast and access to the video archive costs just **£99 + VAT** (£116.33)

Attend a regional satellite event near you

- **Can't get away**, can't afford the **time** or full **cost**? Attend a **regional satellite event**
- See and hear all the speakers and **interact remotely**
- Receive all the **back up papers** and **research**
- Network with your peers, benchmark your own work. Make contacts for follow up

Attending a regional event costs just – £195.00 + VAT (£229.13). See the conference website for locations near you

Host your regional event

- Become our local partner
- 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**


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

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

 **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**

Delegate Information

sa269

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

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below





Signature

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Maestro Issue No: _____

Name (as on card): _____

Issuing Bank: _____

Cardholder's address: _____

Postcode: _____

Signature: _____

ADDITIONAL REQUIREMENTS Please indicate any additional requirements below

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

Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on www.policyreview.tv. If you do not wish to be filmed, your voice recorded or your photograph taken please email customer.services@neilstewartassociates.co.uk giving your name and the conference you will be attending.

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Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.