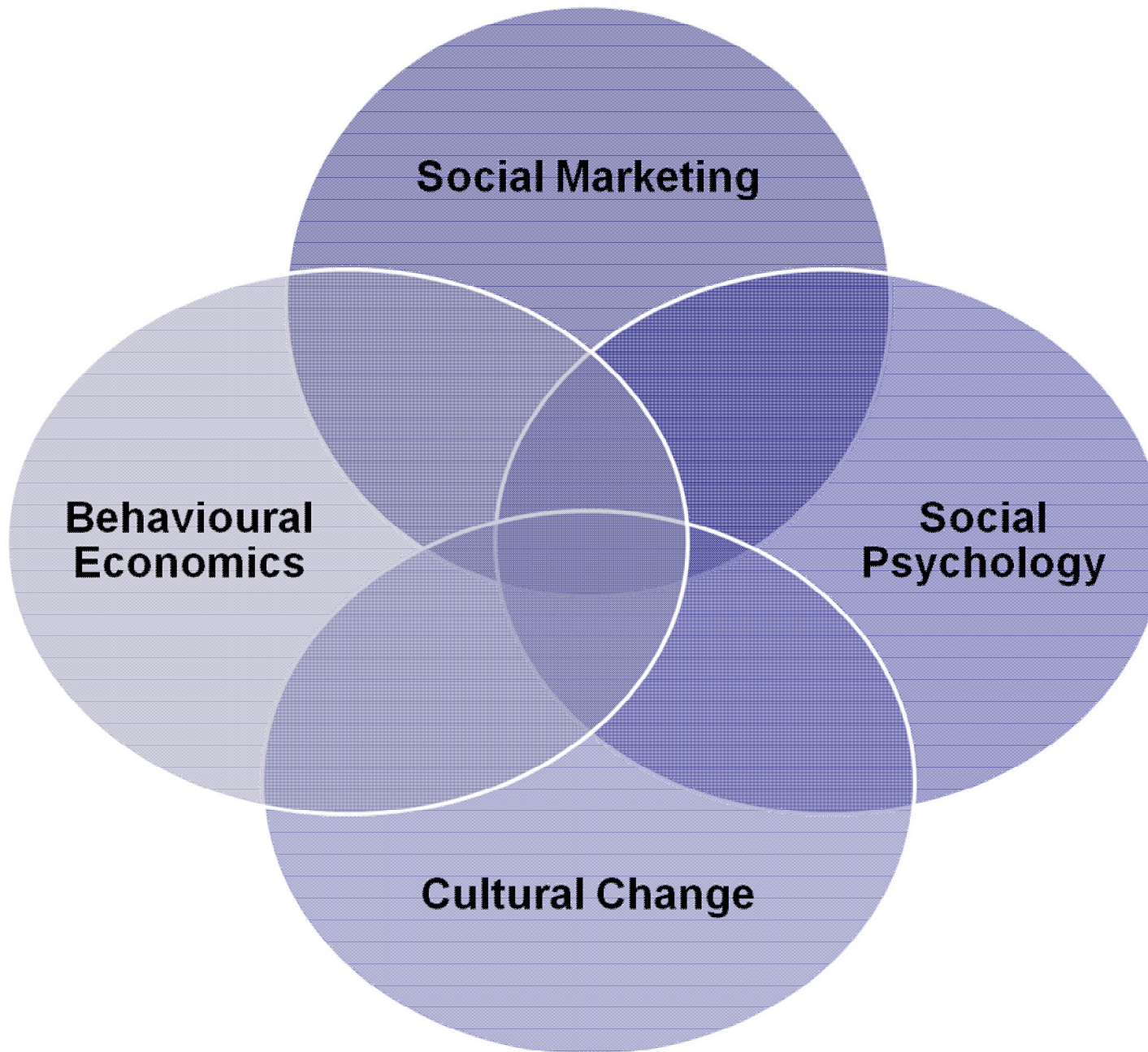

Nagging still has its place in behavioral change initiatives for local government

**Katherine Kerswell
Group Managing Director
Kent County Council**







Seven steps of behavioural economics

How other people's behaviour matters

How habits are important

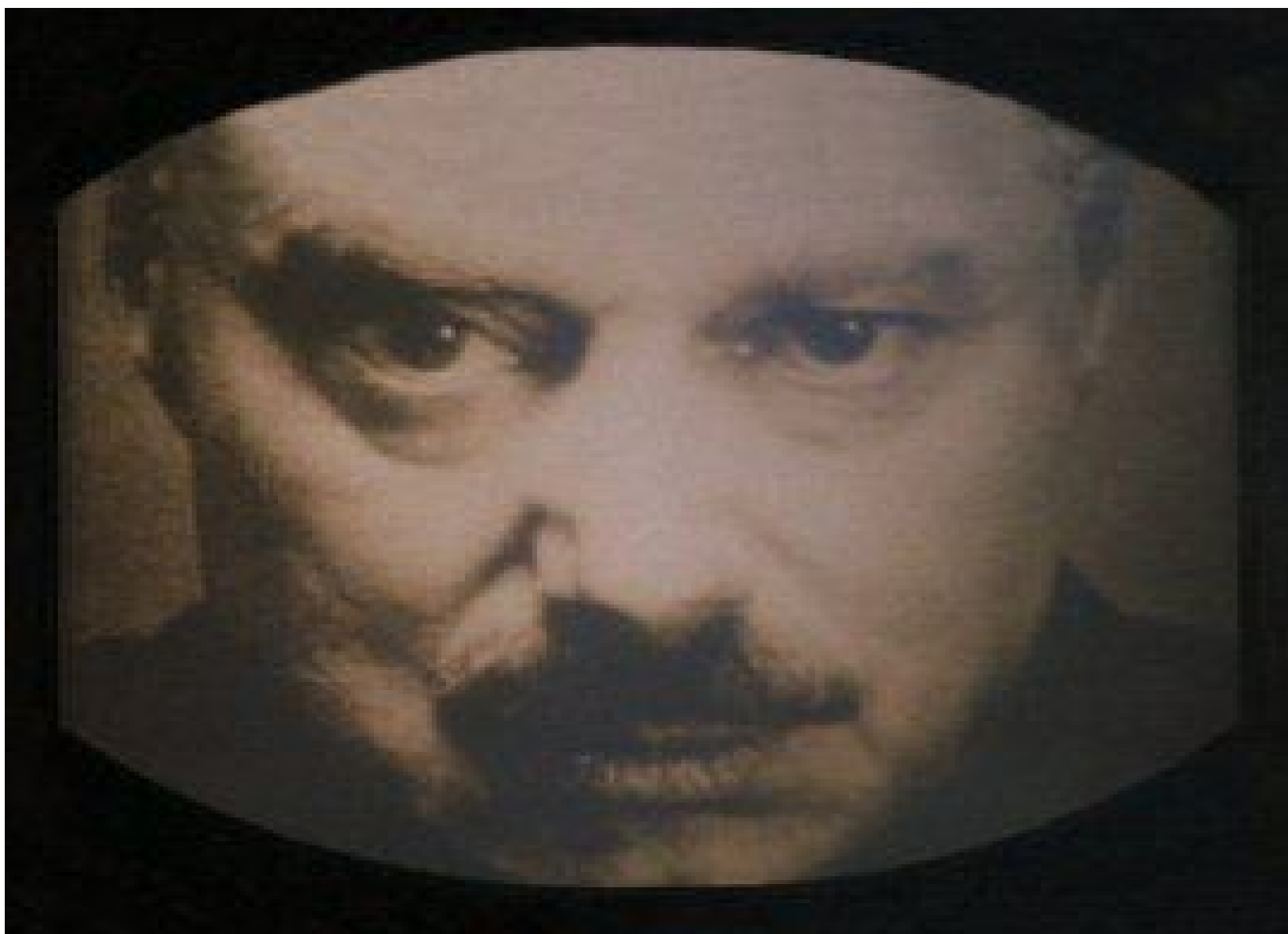
How people are motivated to do the right thing

How people's self expectations influence how they behave

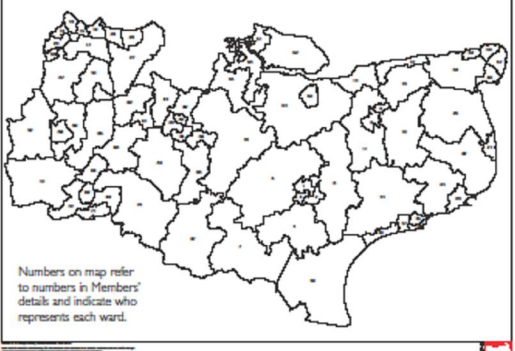
How loss aversion affects people's choices

How poor computation of options and effects affect choices

















































How much involvement matters if people are going to make a change in their behavioural choices and lifestyles



Members of Kent County Council 2010

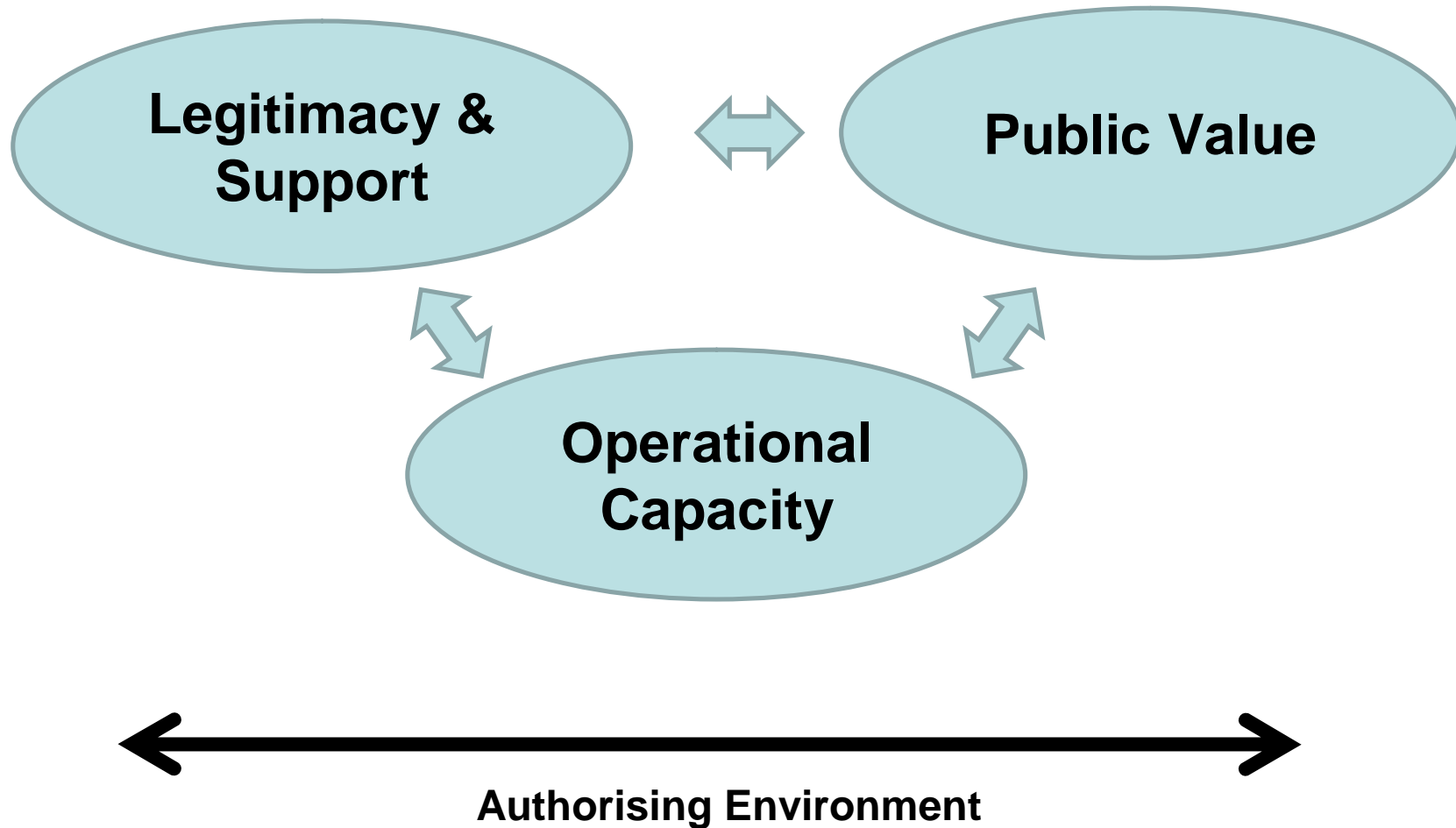


Numbers on map refer to numbers in Members' details and indicate who represents each ward.

Whitstable Mark Dance 14  Santa Marina 76 St Marys Grove Whitstable Kent CT8 4AB 01227 738037 01794 738036 mark.dance@kent.gov.uk	Tunbridge Wells West John Davies 72  The Reach Ridings Down Park Road Tunbridge Wells Kent TN11 6BB 01892 527340 07980 491119 john.davies@kent.gov.uk	Malling Central Trudy Dean 61  49 Offham Road West Malling Kent ME19 6BB 01792 843119 trudy.dean@kent.gov.uk	Swale West Kaith Ferrin MBE 55  Heather Bank Woodgate Lane Borden Sittingbourne Kent ME9 7QB 01795 842613 07980 491119 kaith.ferrin@kent.gov.uk	Dover Town Seat Vacant 23 	Faversham Thomas Gates 50  Albion Green 42a Albion Street Faversham Kent ME13 7BN 01795 538534 tom.gates@kent.gov.uk	Canterbury City North East Graham Gibbons 8  Lydney The Terrace 15a Stopham Canterbury Kent CT2 7JL 01227 745852 07848 518620 graham.gibbons@kent.gov.uk	Darent Valley Roger Gough 37  Treways East Hill Road Darent Valley Canterbury Kent TN15 8TB 01959 525109 07848 218040 roger.gough@kent.gov.uk	Ramsgate Elizabeth Green 60  27 La Belle Alliance Square Ramsgate Kent CT15 3BN 0111 882 01843 591495 elizabeth.green@kent.gov.uk	Whitstable Michael Harrison 14  4 Tower Hill Whitstable Kent CT15 9PS 01227 275750 07930 550424 mike.harrison@kent.gov.uk	Swale East Steve Hays 57  4 Foreman Avenue Ramsgate Kent CT15 9PS 01843 591529 01854 314796 bill.hays@kent.gov.uk	Birchington and Village Charles Hibbard 54  Sea Tower Springer Road Wingham Kent CT8 9BT 01843 842518 charles.hibbard@kent.gov.uk
Tenterden Michael Hill OBE 7  Kilcan House Woodchurch Road Tenterden Kent TN30 1AD 01890 766075 07940 725351 michael.hill@kent.gov.uk	Horne Bay David Hirst 12  Palm Tree Farm Upper Hardes Canterbury Kent CT4 6EJ 01227 700700 07117 818542 david.hirst@kent.gov.uk	Malling North Sarah Hohler 62  Kingsay Court Saxsted Sevenoaks Kent TN15 7PG 01732 823347 sarah.hohler@kent.gov.uk	Malling Rural North East Peter Homewood 64  Horningside 33 Old Graham Road Blow Hall Hill Aylesford Kent ME20 7EJ 01580 482399 07743 493594 peter.homewood@kent.gov.uk	Tonbridge Seat Vacant 66 	Maidstone Rural South Eric Hotson 33  White Wilkes High Street Staplehurst Kent TN12 1UL 01795 992312 eric.hotson@kent.gov.uk	Margate and Cliftonville Michael Jarvis 58  4 Pine Tree Close Birchington Kent CT1 9OT 01843 848406 07798 481574 michael.jarvis@kent.gov.uk	Tunbridge Wells Rural Alex King MBE 70  Philippo Gate Slip Hill Road Rushmore Ashford Kent TN10 4JT 01843 754119 01787 853531 alex.king@kent.gov.uk	Ashford Rural West Richard King 5  Ides Farm Cottage Ides Lane Egerton Ashford Kent TN27 9AB 01233 750392 07808 121714 richard.king@kent.gov.uk	Ramsgate John Kirby 60  38 Goodwin Road Ramsgate Kent CT11 9JL 01843 594847 07963 640002 john.kirby@kent.gov.uk	Dartford Rural Jeremy Kite 17  Sherwood New Barn Road Langfield Kent DA3 7LG 01474 707380 jeremy.kite@kent.gov.uk	Ashford East Georgio Koorware 2  24 Taberneth Road Ashford Kent TN24 9JL 01233 424740 01890 723670 georgio.koorware@kent.gov.uk
Sevenoaks South Peter Lake 41  Tommas Willes Green Road Peasmarsh Tunbridge Wells Kent TN11 8BD 01792 704040 07740 704195 peter.lake@kent.gov.uk	Horne Bay Joan Law 12  Tree Corner 29 Alexandra Road Whitstable Kent CT15 4AB 01227 243021 joan.law@kent.gov.uk	Swanecoast and Greenhithe Richard Leos 19  51 Caplan Way Swanecoast Kent DA10 0LD 01322 382558 07771 628899 richard.leos@kent.gov.uk	Sevenoaks Central John London 38  18 Ende Way Sevenoaks Kent TN13 3BS 01732 454527 07767 522801 john.london@kent.gov.uk	Malling Rural East Richard Long TD 43  12 Stacey Road Sevenoaks Kent TN10 3AN 01732 360895 07767 377458 richard.long@kent.gov.uk	Tunbridge Wells East Kevin Lynnes 68  The Pop Product Rearfield Farm Rampton Lane Goodrich Kent TN17 1HT 07834 308015 kevin.lynnes@kent.gov.uk	Dover North Steve Manion 22  The Dell 236 Monmouth Road Great Mongeham Kent CT14 9LJ 01304 348664 07964 977346 steve.manion@kent.gov.uk	Cranbrook Roger Manning 67  Branley Dial Cranbrook Road Branbrook Kent TN17 4ET 01580 200644 07970 545538 roger.manning@kent.gov.uk	Horne and Sturry Alan Marsh 13  Swale Reach House Wark Hill Whitstable Kent CT15 3BN 01227 464308 07732 124281 alan.marsh@kent.gov.uk	Canterbury South East Michael Northey 10  82 Barton Road Canterbury Kent CT1 1TH 01227 464308 07732 124281 michael.northey@kent.gov.uk	Dartford West Jan Ozoj 18  51 Dartford Road Dartford Kent DA1 3EG 01322 224872 07930 953600 jan.ozoj@kent.gov.uk	Sevenoaks West Richard Parry 42  Highfield House Barnwood Road Sevenoaks Kent TN13 1PT 01472 496633 richard.parry@kent.gov.uk
Folkestone North East Richard Pascoe 45  Seaview Crute Road East Folkestone Kent CT18 7EG 01303 894590 07950 021341 richard.pascoe@kent.gov.uk	Folkestone West Tim Prater 47  98a Sandgate High Street Kent CT18 3BT 01303 218300 07956 276118 tim.prater@kent.gov.uk	Shoeburyness Ken Pugh 51  4 Lynnhall Drive Rushmore-on-Sea Swansea Kent ME12 2BS 01795 871388 07827 229528 ken.pugh@kent.gov.uk	Romney Marsh Seat Vacant 49 	Sandwich Loyland Ridings 25  16 Ernest Drive Maidstone Kent ME16 0SS 01622 755517 07717 220081 malcolm.robertson@kent.gov.uk	Maidstone Central Malcolm Robertson 29  16 Ernest Drive Maidstone Kent ME16 0SS 01622 755517 07717 220081 malcolm.robertson@kent.gov.uk	Dover Julie Hook 21  2 Wedgwood House Union Road Dover Kent CT16 4EA 07766 950623 julie.hook@kent.gov.uk	Margate and Cliftonville Chris Walls 58  3 Farland Heights Broadstairs Kent CT10 3PL 01843 401117 chris.walls@kent.gov.uk	Ashford Rural East Andrew Wickham 3  Perrington Farm Gardens Paddock Ashford Kent TN27 0PL 01233 840097 07718 463420 andrew.wickham@kent.gov.uk	Swale Central Mika Whiting 53  7 Budge New Building Stingbourne Kent ME19 9GB 01795 842631 07534 280715 mika.whiting@kent.gov.uk	Maidstone Rural East Jonny Whittle 31  The Cottage Sutton Street Beardant Maidstone Kent ME14 4BP 01622 734897 07954 743400 jonny.whittle@kent.gov.uk	Swale Central Alan Willcombe 53  61 Daywood Gardens Stingbourne Kent ME10 1HJ 01795 459880 07892 697712 alan.willcombe@kent.gov.uk



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Bold Steps for Radical Reform

The Big Opportunity for Local Government and Big Savings for the Public Purse

A Discussion Paper

January, 2010



Bold Steps for Kent

The Medium Term Plan to 2014/15

Consultation Draft

October 2010



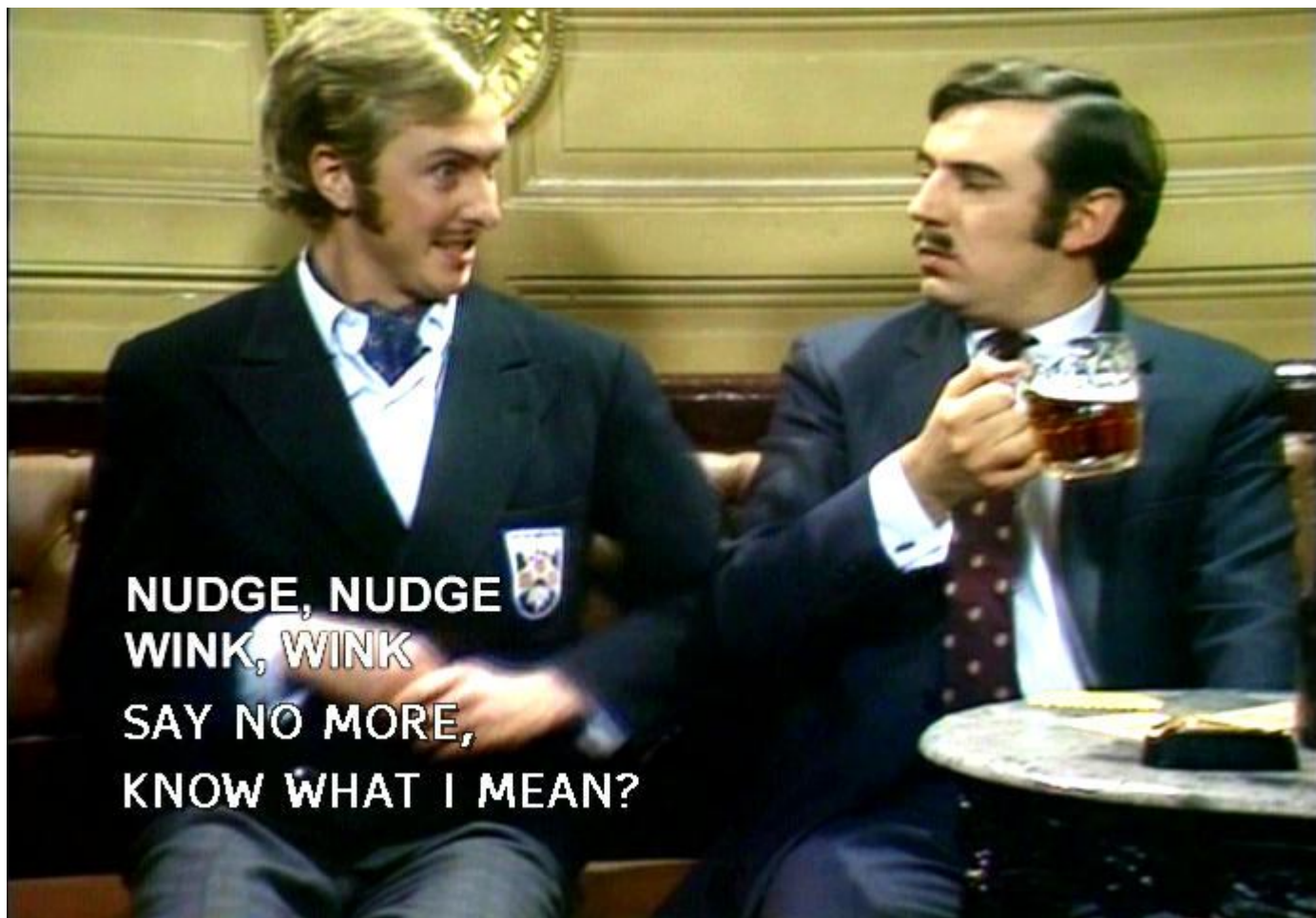
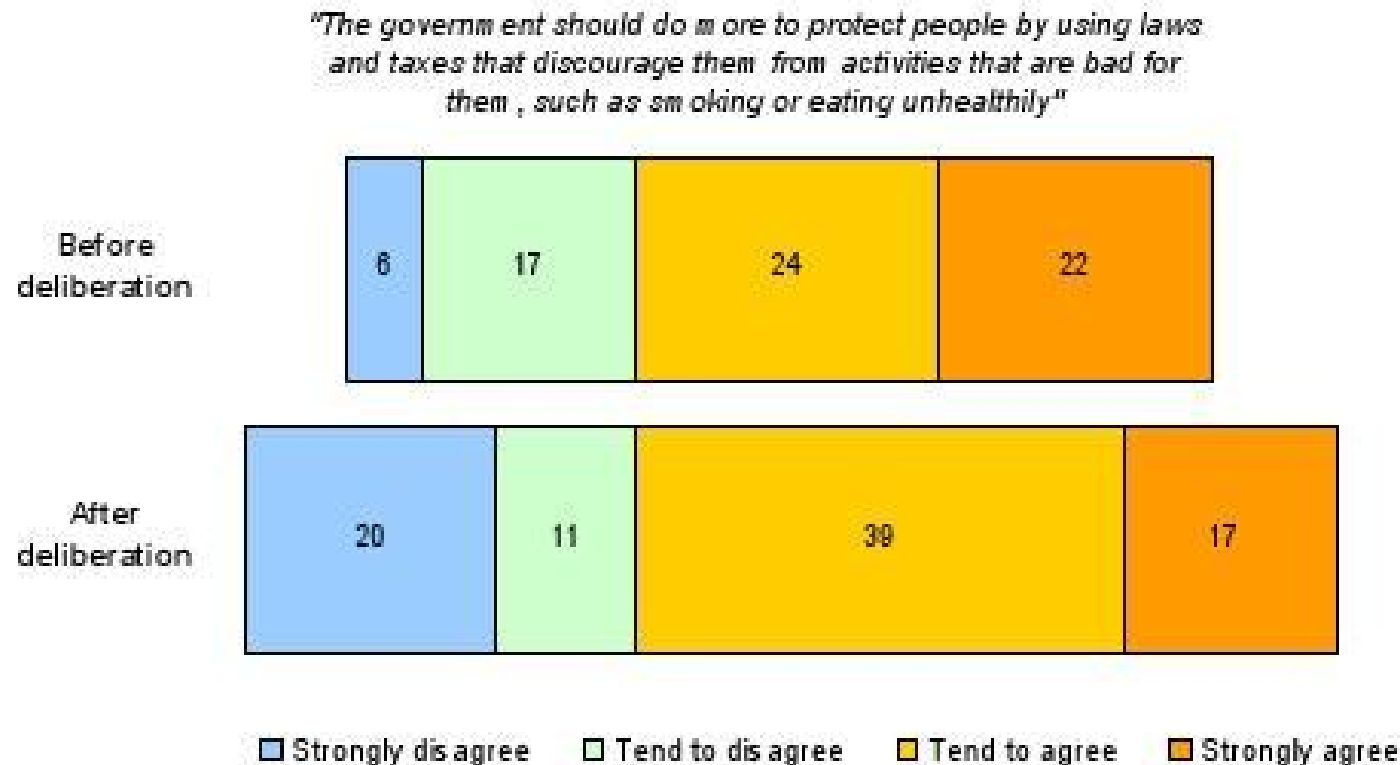


Fig 8: Public deliberation about the appropriate role of government



Source: <http://www.ipsos-mori.com/citizensforum/finalreport.shtml>

¹⁰ see: www.cabinet-office.gov.uk/policy_review

Thank you for listening
