



Just Housing Group

Behavioural Insights – performance
and cost

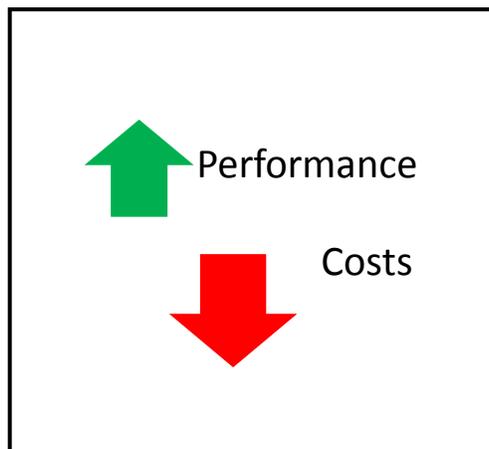
Why take a Behavioural Insights approach?

Behavioural Insights (BI) or 'Nudge' is a way of using what we understand about how people *really* behave, to encourage them to behave in the way that we need them to. Behavioural economists have now proven that people behave predictably illogically and, if we take this into account, by changing something small within the way we operate the benefits can be substantial.

Small (economical) changes in context can bring about big changes in behaviour – improving performance and reducing costs

Governments around the world have been using BI for several years now, and in the UK the approach has been widely tested and now used routinely by HMRC, DVLA, energy suppliers and public health.

JHG and Behaviour Change



Until recently this approach has not been widely adopted within Social Housing. However Anna O'Halloran, (Managing Director) and Steven Johnson (Associate and Behaviour Change Specialist), both part of the JHG team, are the only practitioners to have worked within a wide range of social housing providers and tested whether BI has a housing application. **Does it work?**

Yes it does. Our team has been working with a number of organisations testing whether BI can reduce rent arrears, increase tenant engagement, speed up access for gas servicing, reduce ASB and achieve channel shift – including self service repairs reporting.

Rigorous tests have now proven beyond doubt that BI has a wide application across the social housing world, not only improving performance but reducing costs through achieving results more quickly.

Our Delivery Model

Our offer of support to you is very flexible. It is not constrained by the conventions of a typical consultancy project. Depending on your needs we can offer you the choice of some, or all, of the following:

Crash course in Behavioural Insights – a bespoke one-day workshop, designed for you

Communication redesign – using the evidence of what works from our other projects, and using design frameworks we will design letters, texts and other materials that will prompt the changes that you need to achieve

Pathway redesign – examining your pathway (or procedure) to identify hallmark moments and to understand where other potential solutions may lie; ensuring that techniques used deliver you the outcomes that you need

Cost analysis – using activity-based costing to evidence whether your outcomes deliver true value for money and what you could do differently

Intervention trials – using your data and gold standard evidence gathering conventions we can run comprehensive randomised controlled trials for you so that you can be certain whether your new intervention works

Insight collection & analysis – working with your tenants to understand their values and attitudes

We want to work with you in the best way that we can. In a way that really adds value to your organisation and increases capacity across the business, not just the specific service area or issue that you might want us to look at.

What difference can it make?

Our work has shown that taking a BI approach can lead to:

- £ *Increased rent payments*
- £ *Faster rent payments*
- £ *Greater tenant engagement*
- £ *Less tenant engagement (if that's your aim)*
- £ *More successful rent payment agreements*

These changes can reduce your costs and improve your performance.

Creating an Improved Service

We want as many organisations as possible to benefit from our offer and so we can be flexible about how we deliver our support. You may wish to work collaboratively with other organisations and gain economies of scale through working on a joint project. Alternatively, you may wish to mix and match our different options over a period of time. Whatever you have in mind, we can meet your needs.

What do they say about us?

‘Anna O’Halloran delivered a conference highlight – I’d pay for a two day nudge conference! Would like to hear more about behavioural economics’.

Delegate at CIH Housing Management Conference March 2016