



# Just Housing Group

## Behavioural Insights – Crash Course

## 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.

## 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** (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.

## What difference can it make?

Our work has shown that taking a BI approach to rent arrears 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.

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

## Taster workshops

For a limited period we are offering one day Crash Courses in Behavioural Insights. We will introduce the concept to up to **20 of your staff**, explore the background science and proven application within social housing and other parts of the public sector.

The course will also be tailored to meet your needs and we will work with your staff to start to address some of your **key business issues**; for example rent arrears, channel shift, repairs reporting, ASB, gas safety and customer engagement.

**This course costs only £1500, plus VAT and expenses**