

Climate Change Member Advisory Group  
10 November 2022  
Item 8. Behavioural Insights Programme

Medway's Housing and Climate Response teams are taking part in a consortium with the Local Government Authority (LGA), Kent County Council (KCC) and other Kent authorities on a Behavioural Insights Programme. The consortium was awarded £65,000 from the LGA to encourage wider groups who may not be eligible for assistance through existing Household Support Grants or other Government initiatives (for example, those in lower to middle income brackets) to make low or no-cost behaviour changes that will reduce their domestic energy consumption.

The consortium is working with a commissioned expert in behavioural science, The Behaviouralist, on designing a trial on changing behaviours and energy efficiency activities. The behavioural trial will consist of a campaign called "Share the Warmth" and will consist of a "challenge" which people can sign up to. The trial will be promoted across a variety of communication platforms and those that register will be sent emails with tips on how to save energy.

Discussions have already started with Communications and Marketing on the promotion and the aim is for the behavioural trial to start in early November. Based on the results, the trial will provide evidence on how to effectively motivate low- to middle-income homeowners to implement simple measures to save energy, money and effectively share this knowledge with friends and family. The behavioural trial will run across all of the Kent districts taking part, as well as Medway Council.

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