



RIDLEY MOY  
COMMUNICATIONS

TEST:

Target, Explore, Solution and Trial

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# TEST

- What is the behaviour you are trying to change?
- Concise target:
  - The objective is to: increase by 10% the payment rates of fines in the Kent, Surrey and Sussex Courts Service in the 10 day period before bailiffs are sent in.
  - Several for the more complex campaigns.
- A quick win, where can you have the greatest impact?
  - High volume transactions
  - Something simple
  - Move people online
  - Think about what channels are available
  - Compliment with traditional communications
  - Doesn't need to cost anything!

# EXPLORE

- Understand practical barriers to behaviour change
- Engage with a range of perspectives
- Focus on behaviour and circumstance, not gender, age and income.
- User research, e.g. interviews, shadowing, surveys
- Data available to you: MOASIC data, Insight teams, Customer Relationship Management systems
- What can go wrong?

# SOLUTION

- Go through EAST Framework
- Often the simplest ideas are the best
- Great examples from lots of other Councils
  - Make it easier to park via an app than cash machines.

# EASY, ATTRACTIVE, SOCIAL, TIMELY

- Harness the power of defaults.
- Reduce the 'hassle factor' of taking up a service.
- Simplify messages.
- My local Waitrose has removed half the tills and replaced with Scan and Shop.



**Example: Auto-enrolment into pension schemes** In the first six months after employees in large firms were automatically enrolled into pension schemes, participation rates rose from 61 to 83%.

# EASY, ATTRACTIVE, SOCIAL, TIMELY

- Show that most people perform the desired behaviour.
- Design rewards and sanctions for maximum effect.

**Example: Drawing the attention of those who fail to pay road tax.** When letters to non-payers of car tax included a picture of the offending vehicle, payment rates rose from 40 to 49%.



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## **Example: Using social norms to increase tax payments**

When people were told in letters from HMRC that most people pay their tax on time, it increased significantly payment rates. The most successful message led to a 5 percentage point increase in payments.

# EASY, ATTRACTIVE, SOCIAL, TIMELY

- Prompt people when they are likely to be most receptive.
- Consider the immediate costs and benefits.
- Help people plan their response to events.

**Example:** Prompting those owing Courts Service fines with a text message 10 days before the bailiffs are to be sent to a person's home doubles the value of payments made, without the need for further intervention.



# TRIAL

- Test what works
- Control groups
- Randomised Control Trials: gold standard, not always practical

Encourage people to use hand sanitiser in hospitals

- One entrance, walls painted in red with STOP, WASH YOUR HANDS signs
- The other didn't

Letter to one pilot group, a different version to another

Run two versions of a Facebook advert.