



THE BEHAVIOURAL INSIGHTS TEAM. ◆

David Halpern

CEO, BIT
National Advisor on What Works

www.behaviouralinsights.co.uk

“Our government will find intelligent ways to encourage, support and enable people to make better choices for themselves.”



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YVONNE STANYER
ROOM 201
KELSALL HOUSE
STAFFORD COURT
STAFFORD PARK
TELFORD
TF3 3BD

Debt Management & Banking

Mr R Harding
HMRC London South
2nd Floor Southern House
Wellesley Grove
Croydon Surrey
CR9 1WW

Dear Sir/Madam

Please pay £999999999999.99

Nine out of ten people pay their tax on time.

Our records show that your Self Assessment tax payment is overdue.

Nine out of ten people pay their tax on time.

It is easy to pay. Please call the phone number above to pay by debit card, credit card, or Direct Debit.

You can also pay using internet and telephone banking. For more information on when and how to pay, go to www.hmrc.gov.uk/payinghmrc

If you don't believe that this payment is overdue, please contact us on the number above.

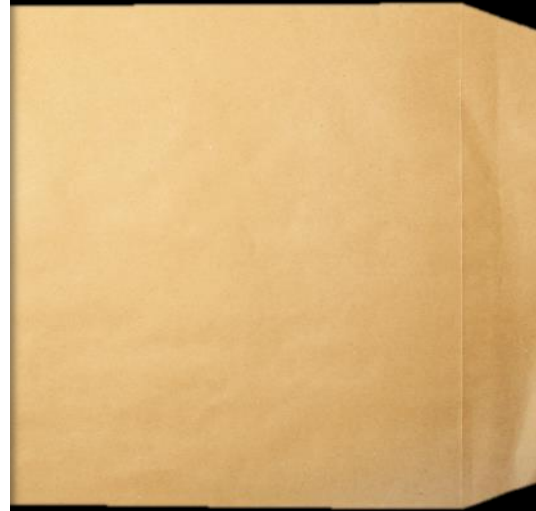
If you have already paid, thank you. If not, please act now.

Yours faithfully

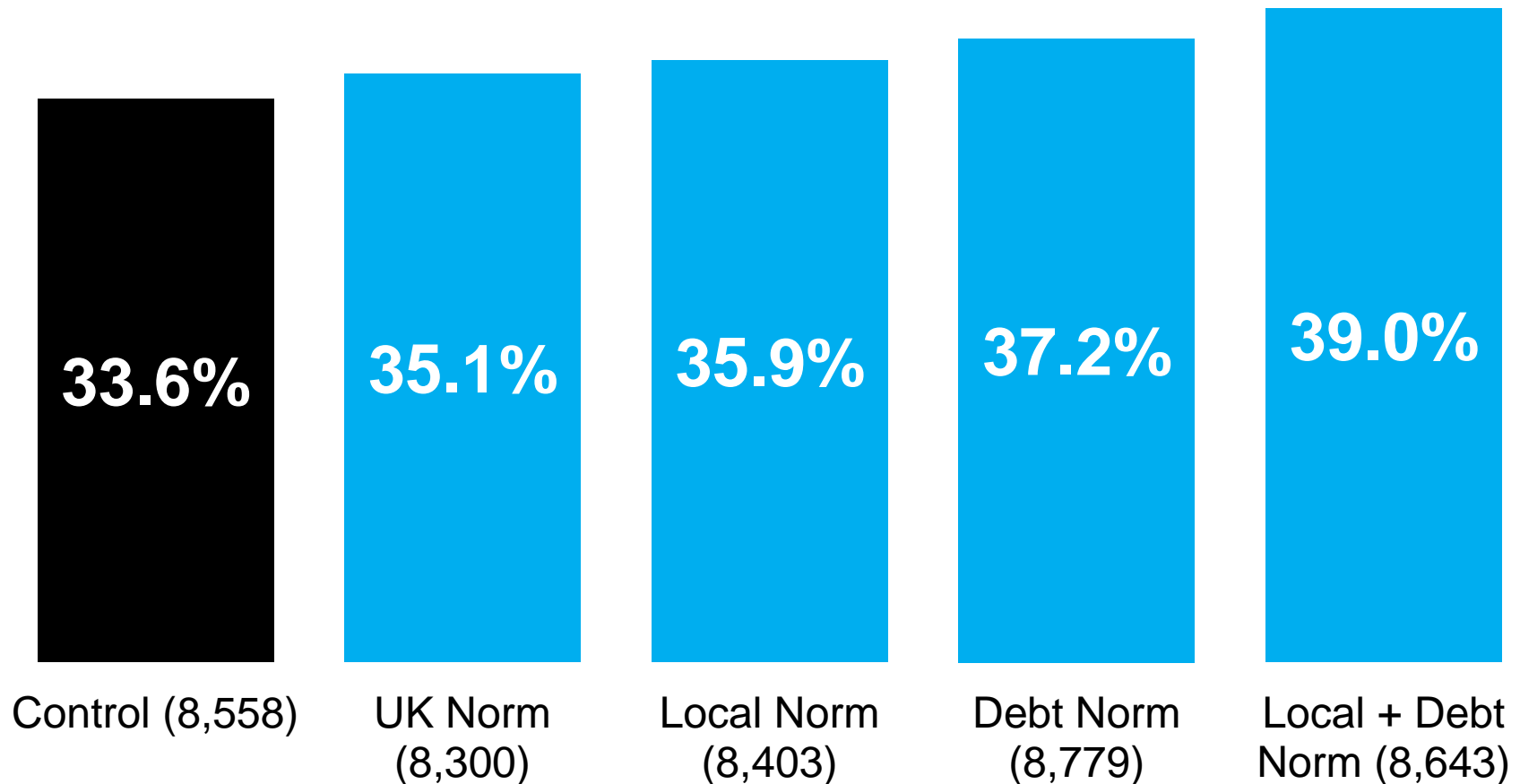
Officer of Revenue and Customs

IDMS99P

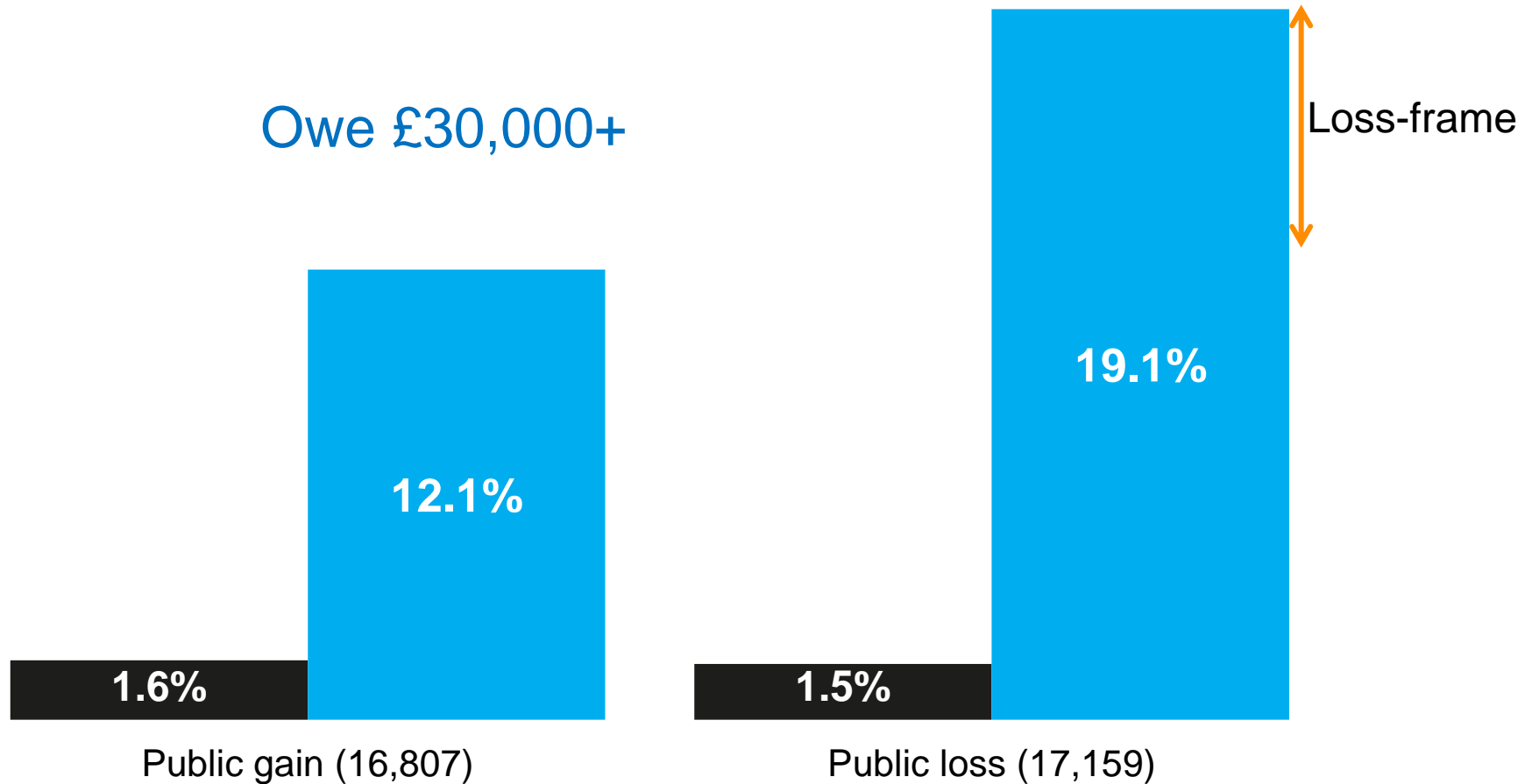
HMRC 10/10



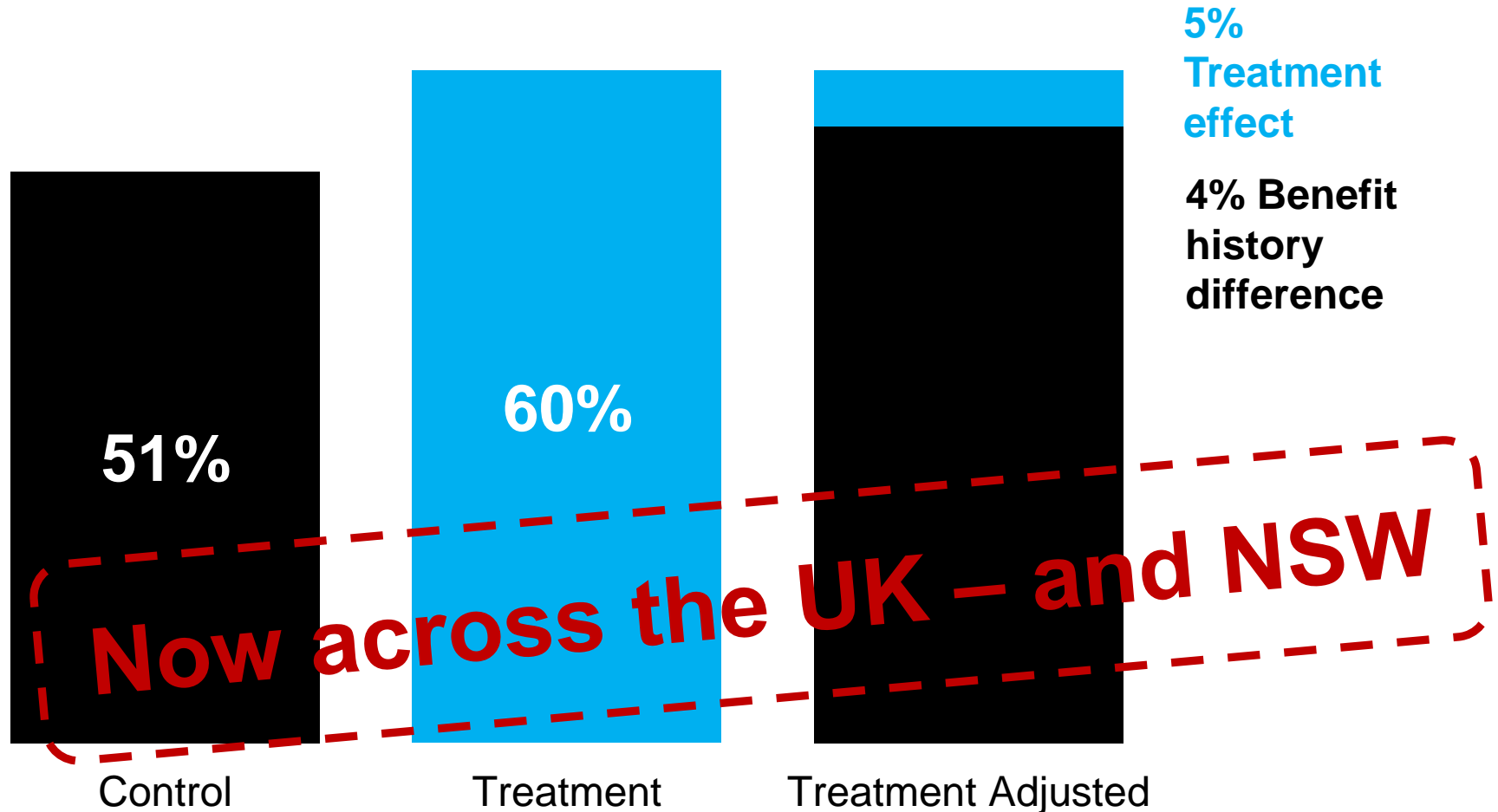
Social norms to increase tax payment rates within 23 days (1 month)



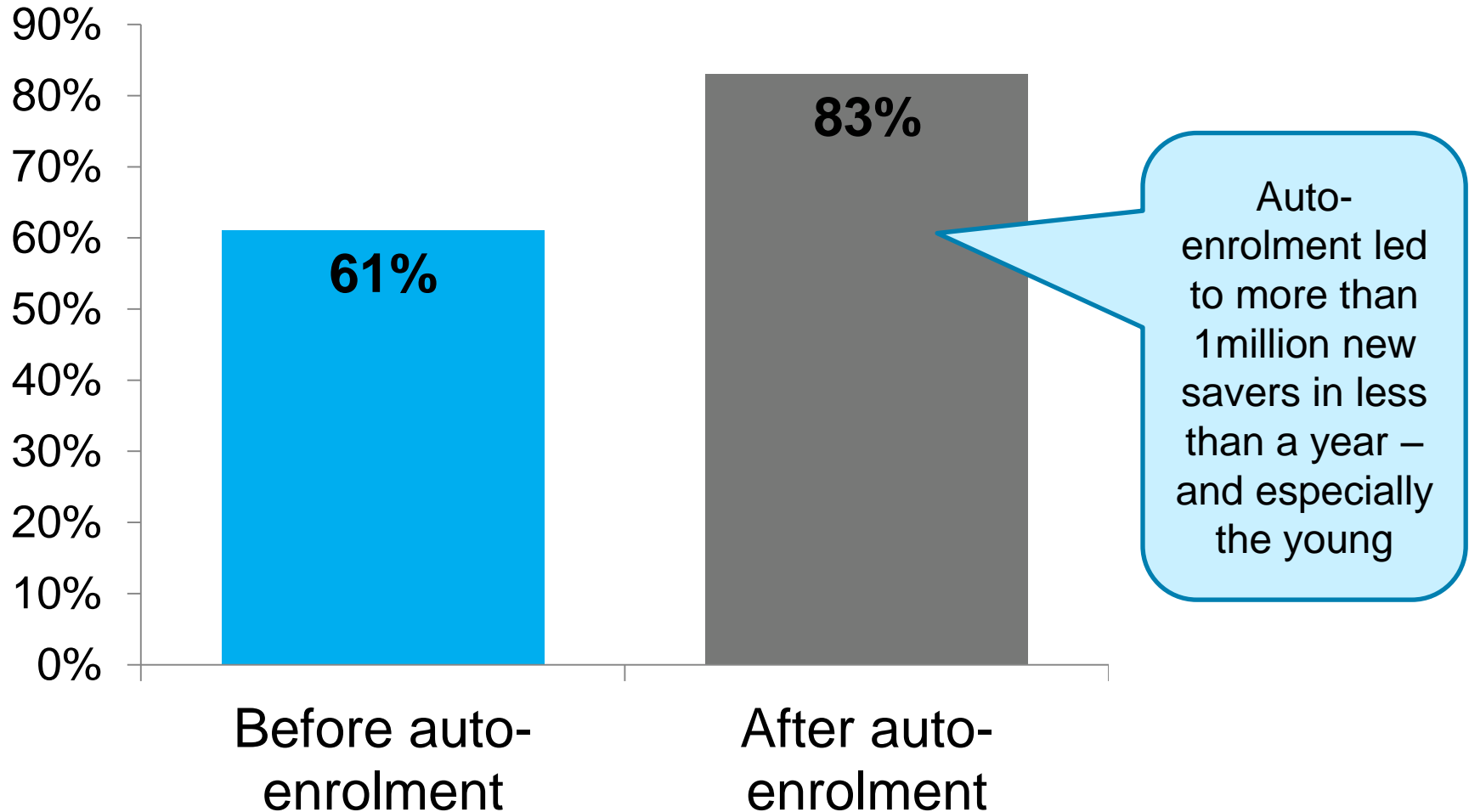
We also can now look at which messages work for who...



Implementation intention - % off benefits at 13 weeks



Participation in workplace pensions



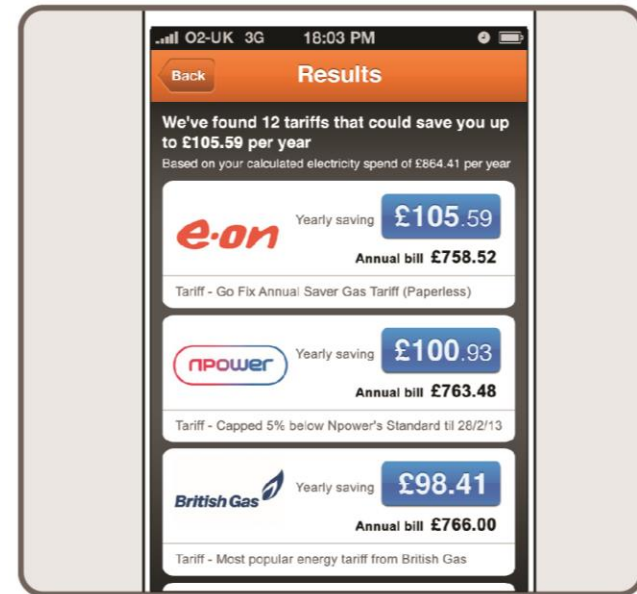
Re-shaping markets



1. Scan your bill



2. Switch & save



Growth Vouchers: a £30 million RCT – policy led by better methods and behavioural insight

Growth Vouchers



 **GOV.UK**

[Home](#) > [Business and self-employed](#) > [Business finance and support](#)

Growth Vouchers programme

This government programme helps small businesses get strategic business advice on:

- finance and cash flow
- recruiting and developing staff
- improving leadership and management skills
- marketing, attracting and keeping customers
- making the most of digital technology

Some businesses will be randomly chosen to get a voucher of up to £2,000 to help finance strategic business advice.

The voucher can pay for up to half of the cost of the advice. You must pay the supplier in full after receiving the advice and then submit your claim.

[Start now >](#)

People helping people – harnessing reciprocity and the ‘economy of regard’

The visiting
hours are
between
2pm to 5pm



'What Works' centres



NICE



Early Intervention Foundation



Local Economic Growth



EEF



Crime reduction



Better Aging

Conclusions

Cameron's 'nudge unit' should be given the elbow, says Labour MP



Craig Woodhouse, Political Reporter

27 Jul 2011

Recommend 1

A unit set up in Whitehall to encourage people to take better life choices came under fire today after its staff racked up an £8,000 travel bill.

Labour MP Luciana Berger said the behavioural insight team, based in the Cabinet Office, was an "extravagance" at a time when householders were feeling the pinch.

“David Cameron’s Vanity Project”

could fail. In fact, the most important part of evidence-based policy is identifying where there is uncertainty.

So here is my fantasy. We sack the Behavioural Insights Team – all they'll do is overextrapolate from behavioural economics research – and open a Number 10 Policy Trials Unit instead.

The Telegraph

HOME NEWS SPORT FINANCE COMMENT BLOGS CULTURE TRAVEL LIFESTYLE
Companies Comment Personal Finance Economics Markets Your Business Olympic

Whitehall won't be 'nudged', finds National Audit Office

David Cameron's "Behavioural Insight Team" – billed as the answer to achieving social change without resorting to regulation – has failed to get the relevant government department to make use of it.



Editor

brendan o'neill

A message to the illiberal Nudge Industry: push off

The 'politics of the brain' is a threat to choice, freedom and democracy - which is why *spiked* is declaring war against it.

Write a letter Print Email Tweet this Recommend

In earlier eras, the revelation that there was a Behavioural Insight Team at the heart of government, dedicated to finding ways to reshape the public's thoughts, choices and actions, would have caused outrage. It would have brought to mind some of the darker antics of the Soviet Union, which treated certain beliefs as mental illnesses to be fixed, or maybe O'Brien, the torturer in George Orwell's *Nineteen Eighty-Four*, who boasts that the human mind is 'infinitely malleable'.

Yet the news that David Cameron

Buy this article

UN calls for help of Cameron's 'nudge unit'

All in the Mind

The "Nudge" to Good Behaviour

The Ministry of Mind Control

May 2013 | By Sarah Townsend

September 15, 2011 12:11 am

HOME » COMMENT » COLUMNISTS » ALASDAIR PALMER
David Cameron is nudging us in the right direction
The Coalition's 'Nudge Unit' offers a novel way of persuading

Whitehall 'Nudge

PM's nudgers score notable successes

By George Parker, Political Editor

David Cameron's enthusiasm for "nudging" people to make the right choices could save the taxpayer hundreds of millions of pounds over the course of the parliament.

News Politics

The nudge unit – has it worked so far?

Since 2010 David Cameron, finding ways to improve so 'nudge unit' is going into b, initiatives really worked?

Nudging the world toward sn interview with Richard Thaler

News > UK > UK Politics

Give us a nudge and we'll behave ourselves

Daniel Finkelstein



Leo Benedictus

The Guardian, Thursday 2 May 2013

Spending Review

G8

Conservatives

Liberal Dem

How organ donation is getting nudge in the right direction: trial could pave way for 100,000 extra donors each year

HOME » NEWS » POLITICS

Inside the Coalition's controversial 'Nudge Unit'

Deep inside Whitehall, psychologists are finding ways to make you insulate pay your taxes, and even quit smoking. Is the Coalition's controversial 'Nudge Unit' finally paying off?

Effective things can come from some places

Even if you're wrong about how something works, it can still work

Behavioural insights have proven highly impactful on several levels

RCTs

Goals
swb

‘What Works’
centres

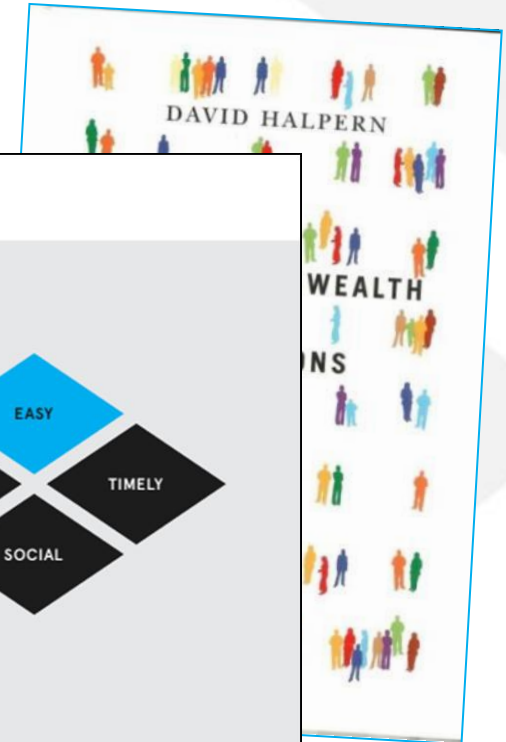
Policies

Midata; regulation; public
health; php

Processes

Letters; texts; scripts; web design etc

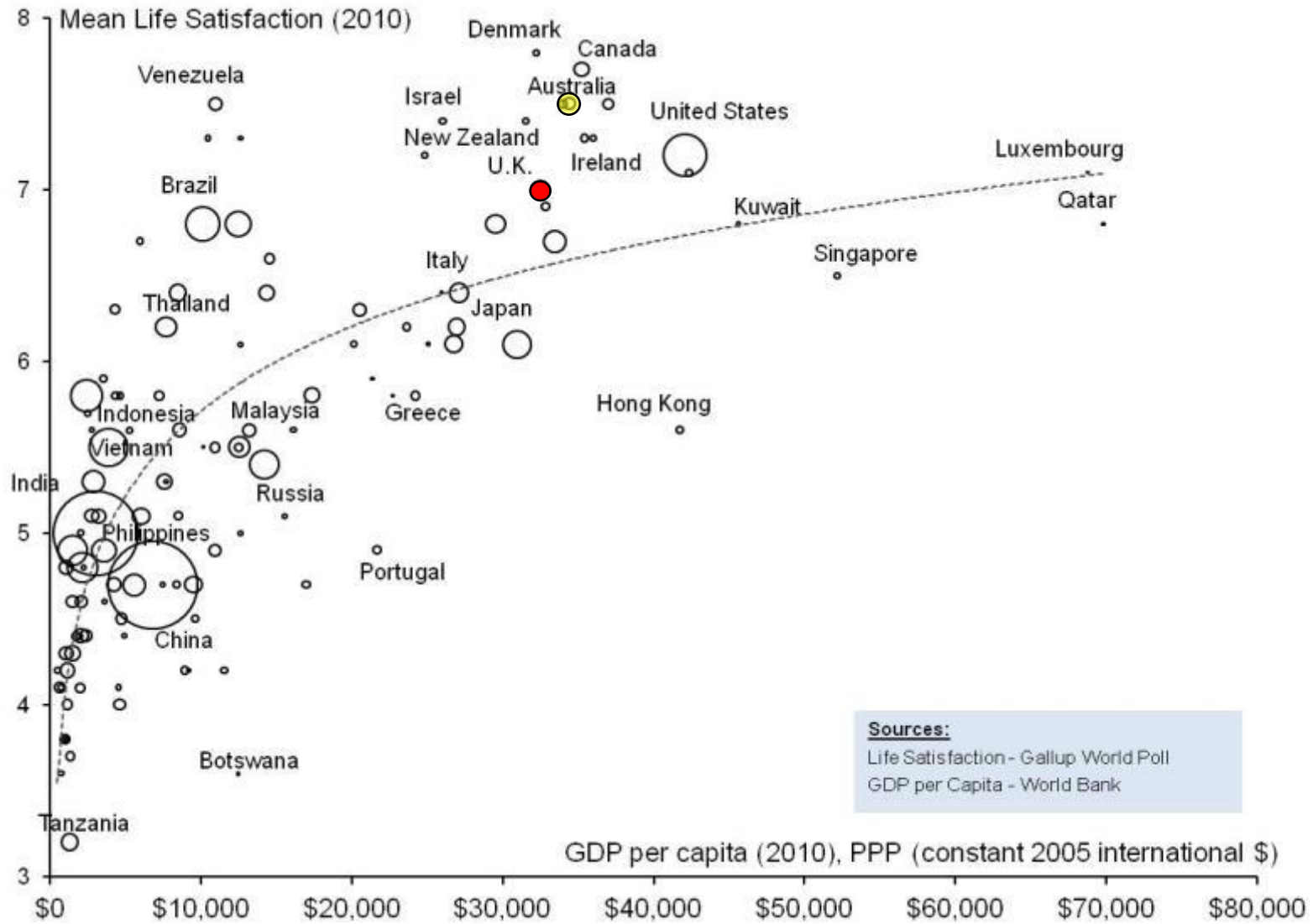
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David Halpern

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Well-being



Policy around e-cigarettes?

