

# A CITY FOR ALL LONDONERS

Environment Workshop  
17<sup>th</sup> November 2016, 9.30 – 13.00

## Behaviour Change Table 8 Session 1

**Facilitator in bold facilitator – comments in bold**

Respondents in regular text

*These notes are a summary of the conversation*

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### **Katherine Eames Facilitator**

Abdul Khan: Tower Hamlets Council

Greg Blaquiere: Terence O'Rourke

Kayshani Gibbon: RSA

Charlie Wood: Environment Agency

Alistair Lambert: Brent Terrace Residents Association

Jenny Bates: Friends of the Earth

Robin Brown: Just Space and Hayes Community Forum

Kathleen Egan: Age UK London

Samantha Heath: London Sustainability Exchange

**The Mayor wants to build strong communities, and enable all Londoners to actively participate in the life of the city, and in the decisions that affect them. We have a research team to help us to discuss London's big issues. We want your opinions to help us steer the big policy decisions of the future – on housing, the environment, transport, safety, jobs and the economy. We want to create the conditions where all Londoners can thrive. We have a platform called Talk London, which can help to gather ideas and opinions, but we also need to think about how to encourage behaviour change and the drivers for change. What are the key behaviour changes that need to be delivered in London to meet the Mayor's environmental vision for London?**

We cannot answer this without more evidence. Need to have a proper behaviour change team. Influences on people's behaviour are different depending on their time of life. Need to do decent focus groups and research. TfL and Defra have done work on this

Yes, I think you need to engage with the people whose behaviour you want to change. Old-fashioned community organisation – local groups – otherwise will not be sustainable change

How? Discussions, walking around etc. Mixture of methods.

**Policies aim to be linked. This is your time to feed into the consultation about behaviour changes. We can talk about desirable behaviours around the environment or mechanisms that you have seen used with success.**

Examples: schoolchildren walking to school by the least-polluted route. Need to be specific and as tight as this. Need a decent framework. Start with easy things. We can all come up with a list as long as this room of things we want to happen. Another example: filling fridge with water bottles makes it more efficient if you don't have much food.

**Looking at the question around behaviour change initiatives, do incentives work?**

Energy champions.

I was involved in local football clubs acting as green champions. Sustainable stadiums. There were programmes for fans to sign up to. Not sure if this continued. This was ten years ago. The idea was that this involvement would influence home and everyday life.

**What kind of incentives can be offered?**

Two of the clubs involved were Dartford and Ipswich. Incentives were match tickets.

A recent successful change in behaviour is that of use of plastic bags. Has come about by introducing a charge. It is incentive driven – shame and financial cost.

Recognise that government should take a much more proactive role. Why is it so difficult to find out about products and what their impact on the environment is? Industry should be required to do this so that the public can make informed decisions.

**So it could be a tax approach or incentive.**

Make the right choice the easy choice for people. Make it easier to cycle and be safe so people find it more convenient. Make public transport cheaper and more reliable and comfortable and it will be the first choice. Make the right choice the natural choice, then you don't have to convince anyone.

Need to ask people what they want. In promoting walking for older people, success increased when more benches were provided so that people could take rests when they wanted. Kilburn found that this got more people walking.

Plastic bag issue – public need to understand why it is important.

Air pollution – people don't realise how bad it is because they cannot see it. More understanding.

Defra and the four Es: engage; encourage – physical incentive and disincentive; exemplify – champions; enable – eg the park benches. Need to do all four. The fifth E is empower. They are all important. Mindspace – various steps in the journey. Best champions are not the ones who know all about it.

**There are limits on what the Mayor and GLA can do. How can they support your organisations in the work you do?**

A current project: Smart Energy GB working with community groups to install meters in their homes. Mayor will provide support and devolve budget.

Children – healthy eating, healthy mind. Air pollution – driving kids to school to avoid it, yet there is pollution inside the car. Children take responsibility for water order. They educate the parents. Close road by school to reduce pollution around entrance where parents and children congregate. The Mayor can do more to educate children.

I would like to see support for young people and old people working together. Website shows hotspots, but awareness on the ground is good.

I am a sculptor, and I go into schools and work with kids on the environment. We look at the materials and where they come from, the role of nature and how we fit into it. Also, work involves imagining the future.

People respond to different messages and different messengers. Same message needs to be reinforced in different ways – all encompassing.

Green champions – information, but not overpowering.

TfL a decade ago prompted behaviour change around Peckham Bridge. Planet Living. They offered personalised travel planning. One-to-one advice given. Aimed to move people away from the car to public transport, walking or cycling, but it died a death. No info on why it was stopped.

Knocking on doors didn't work. No-one in. It was expensive. Strangers talking to strangers is least effective.

Personalised travel does work – ask how. Malcolm Gladwell says the most effective person to talk to you – teacher, employer, church leader etc – is person in position of trust.

We need more research into what will work.

If you are used to driving a car or using a train, buses are daunting. There is inertia in doing something until you know what is possible.

Technology ie bus apps help with this now. I am often asked by older people at bus stops to look at my app to find out when the next bus is due.

Challenge to get older people to use apps and trust them. Cost implications put some older people off.

Doctor's surgery, supermarket etc – we need information on nearest bus stops and timetables. TfL resistant to boards at bus stops due to expense.

Another app I have used is Nextdoor. Used it because of flooding and generated a local chat network. Could use that.

Priority networks – signing up to register.

Engaging with small children is important. Tower Hamlets ran a pilot programme with schools looking at the environment through music. Will extend across borough.

Children help to get the message across – we leave a room without switching the light off and a five-year-old tells us off.

Made in Europe – award scheme. Knowledge is important. Air quality and effects on schoolchildren – study by King's College and UCL published in next month or so. It is a high priority in our borough. Conflicts in London Plan between energy, air quality and housing – can't always have them all. Housing sometimes wins. Need to think about that.

Where don't they work together? Insulate homes, save energy, cut air pollution. Should be win win.

Decentralised energy – biomass fuel. Power in one area – air pollution.

Can clean it. Centralised is less polluting. Agree that biomass fuel is a poor solution. Solar and underground.

Energy from waste is not a good choice. Avoid the elephant traps. Classic one was diesel – good for climate but poor for air quality.

How can people change their habits? Eat less meat, buy second-hand clothes etc. Link that to climate change.

Poor housing that overheats or freezes is not serving anyone.

Private sector housing in London tends to be luxurious – air conditioning goes in. Need to say if you don't need it, you don't have it.

Same for offices – don't need air con.

How do we share good practice across boroughs?

London Councils has a role in this – stop reinventing wheels, share good practice.

Schools – toolkit for air quality. Have for RE:FIT and RE:NEW. Five or ten years ago, but has now gone. Used to have whole days with Defra meeting local groups. There was a Defra behaviour change unit. TfL have one, but not heard anything from it for over a year.

Programme for action – can we be part of this process?

**From my understanding, that would be welcome. Strategies steering the course is one of the key aims.**

RSA connectors programme.

Word of mouth and social gravity – for example, fat people have fat friends. There is a social norm about eating doughnuts. Nicholas Christakis, an epidemiologist from the US, has shown that health lifestyles follow social norms.

Embrace sense of exploration.

**We need to identify two summary points from this discussion. The ones I have are: we need to have clear, specific actions; and we need to make those actions as easy as possible or compulsory.**

Evidence base around behavioural change.

Champions and green connectors are important. Need to be engaged and committed and trusted people.

**Is this potentially a mayoral role? Is he a champion?**

He could deliver on his commitments in the manifesto.

He could champion the champions.

Evidence is that in this situation people do not relate to public people. Football champions relate to football fans. So the Mayor as a person, no. He could fund champions – trusted people in the community.

**Mayor's role is then to facilitate and fund champions. Best practice is identified and shared.**

Prioritising funding.

Governance – would boroughs be comfortable with that?

**The Mayor delegates a lot of the programmes to authorities.**

I live in Barnet and there is nothing – no cycle routes etc – so please don't just leave it to local authorities.

Outer London needs a lot more help.

**So our two summary points are: (1) use the science around behavioural change to inform planning and policy; and (2) importance of talking to people at local levels to understand specific barriers and then support and train these trusted champions to empower their communities.**

Benchmark – local, co-produced, appropriate to part of community, a two-way street.

**Thanks for all your participation.**

# Behaviour Change

## Table 8 Session 2

**Facilitator in bold facilitator – comments in bold**

Respondents in regular text

*These notes are a summary of the conversation*

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*Table 8, Session 2*

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### **Katherine Eames: Moderator, GLA**

Tim Reeder: London Climate Change Partnership

Kelvin Bathie: London Borough of Waltham Forest

David Boardman: Kennington Oval & Vauxhall Forum

Pamela Harling: Sustainable Haringey

Elliot Newton: Environment Trust

Andrew Ford: Newham Council

Joanne Wade: Association for the Conservation of Energy

**The purpose of this workshop is to hear everyone's opinion. Please state your name and organisation and why you are at the table for behaviour change.**

Elliot Newton, Environment Trust. Involved in engaging with community to do conservation work. Also, a director of Kingston Environment Centre.

Pamela Harling, Sustainable Haringey. Involved in raising awareness.

David Boardman, chair Kennington Oval & Vauxhall Forum. Local air quality dreadful. Worked on a tolerability of risk framework. Would like to make people angrier about poor air quality.

Kelvin Bathie, Waltham Forest Council. Interested in the management of how you change people's behaviour.

Tim Reeder, London Climate Change Partnership. Ex Environment Agency. Behaviour change to promote adaptation to changes in the environment eg heatwaves, floods, air quality.

Joanne Wade, Association for the Conservation of Energy. Expectations of people are too low. Very negative opinion exists about people and what they will and won't do. Technology has been used to show that from planning to building the end result is not what we expect – it is changed in the making and in the living.

Andrew Ford, Newham Council. Work in policy team. Want local people to take responsibility for the environment.

**The Mayor wants to build strong communities, and enable all Londoners to actively participate in the life of the city, and in the decisions that affect them. We have a research team to help us to discuss London's big issues. We want your opinions to help us steer the big policy decisions of the future – on housing, the environment,**

**transport, safety, jobs and the economy. We want to create the conditions where all Londoners can thrive. We have a platform called Talk London, which can help to gather ideas and opinions, but we also need to think about how to encourage behaviour change and the drivers for change. There are six questions that we can use to help us. What are the key behaviour changes that need to be delivered in London to meet the Mayor's environmental vision for London? What are the most challenging barriers? What is the role of the Mayor in delivering and policy making? What examples are there of behaviour changing initiatives that worked well? How can we create sustained behaviour change and what are the incentives? How can your organisation help us and how can we support you? Any immediate thoughts?**

Difficult to come together as a community. No cheap spaces any more. People can manage change if they are prepared for it, and that means talking.

Need to be better at illustrating to people. Surveys on heatwaves – ask what people are going to do. Response to news of heatwave in London is still, “Well I would quite like a heatwave.” But 40 degrees in London, the reality is different. Need to have a vision of the bigger picture and how we can tackle problems. Need more public engagement programmes. 2010 drought – Thames Water reduced demand by 5 to 10 percent through public campaign. Better resilience of expectation of London community.

Need to think about being proactive and preventative. Aim to lessen impact.

Can focus on positive issues too. Need to understand problems. For example, energy efficiency in homes. People don't know what their homes should look like. Role of Mayor to ask, what do we want our homes to look like? How do we want them to perform and feel? Need to communicate this vision.

People are disconnected from the impact of their actions.

Energy performance certificates seen as a chore rather than sign of progress. No incentive.

Could say, “Will reduce energy bill by x, but also make your home nicer.”

### **What incentives might work?**

Council tax, stamp duty rebates. Doesn't have to be much. Link property value to energy efficiency. Builders can tell people what is in their interest. With work on our home, we insisted on insulation and LED lighting. We educated our builders, who went on to promote it to other people.

Professional architects and builders must be able to inform on good practice.

The alternative must be easy. Must not be too difficult.

Discount is a good incentive.

Different incentives in different parts of London. Newham is a deprived community. Hard to get residents to switch to lower tariffs. Poor housing conditions.

Landlords can give incentives too. Different incentives needed, depending on what is driving the problems.

We undervalue what people are capable of doing. Energy-efficient behaviour of lower income families is good because they have to manage better.

In our borough we have set up one-stop-shop advice schemes. Linked to low-cost loans given to fund things that will bring people savings in the long term. Originally set up as an alternative to payday lenders.

There was an insulation scheme some time ago – buy one get three free – funded by energy companies. Nothing similar since.

Recycling, treatment of waste, transport – these are some of the areas that are increasingly falling to enforcement, which is the worst way to encourage better behaviour. Social consequences are unfortunate.

Kingston – mini-Holland targets. A lot of unrest between ecologists and cycling community. Cycling is great, but environment is devastated by chopping down trees.

In our case it is resurfacing road space, tension between cyclists and the rest of the world. Opposition from local businesses, who complain their vehicle access has been removed, affecting their business. They are angry, and instead of peaceful segregation the road has become a battleground. Nobody is prepared to change their behaviour. Network of cameras – policing problem that goes along with it. Negative press does not improve the situation. Behaviour change is not thought of strategically enough.

**We have talked about individual programmes eg increasing boiler efficiency by giving grants to upgrade boilers. No full behavioural change overview. Working towards this, theory and projects must have a more strategic view. Need to encourage this.**

Discounts rather than charges.

I am not a behaviour theorist, but a lot of work has been done in this area. Should have a unit that taps into that and can advise on best way to achieve things.

### **How can the GLA support the work that your organisation does?**

Tell people where stuff is being recycled. I still hear people saying urban myths about recycling eg it all just goes to China. Give correct information. If they think council tax will be affected, they might want to do it.

Incentives and message have to be right.

There have been successful national campaigns – seat belts, drink driving.

Could do comparisons of solutions in the future. Design house 2060: how might you adapt it physically? How is it adapted by behaviour of people living in it? Compare savings. Illustrate what you could do strategically. Dutch have done studies on 2100 climate change – they will run out of water. In London, we will be short of water. Think about how you would live with less water. What would you do? That may promote a different view of how to live now.

### **Campaigns – would we need constant reminders or would change be sustained?**



Takes time. Experts can advise. New behaviour to become the new norm. Experience of recycling in other cities in Europe – you are told this is how it works and this is what you do.

It can happen quite quickly. I put something in wrong bin and had notice on bin immediately.

Financial incentives not proven to be sustainable. Values need to change.

Financial incentives can help to get there.

I suggested to B&Q that they sell products related to overheating and flooding. They said we don't stock them. I said yes you do – white paint. Can sell things in that way to raise awareness.

No need to wait for heatwave or drought – now is the time. The resilient Londoner.

Are we event led or policy led? How do we promote the sustainable future?

Persuade people that the future has come. Maybe it has. Being a Londoner is like living next to a leaky power station.

Doom story not effective in changing behaviour. Air quality – immediate impact on health. Understand the consequences of behaviour.

### **Any schemes you feel worked well?**

Shift scheme assesses housing associations on sustainability – south London. Found that in offering advice and equipment, advice without equipment was more effective than equipment without advice. Run by Sustainable Homes. A lot of good stuff.

Global Action Plan – groups come together and work to improve environment and performance of their homes. It is like Weightwatchers for environmental impact. There are sustained effects on behaviour.

Schools – get children to inform parents.

Letter writing.

Getting people to volunteer, do conservation work and value their local area. Example of whole street in Barnes. One man had hedgehogs and whole street became involved. Signs, advertised by estate agents as part of the local area. Would be good to be able to replicate that level of engagement.

B&Q community initiative – street where people shared equipment and tools.

Engendering a sense of community.

Valuing your local environment.

Vouchers to encourage people to participate in local consultation.

Engage with land use in the area – planning applications. Not working on the people directly, but thinking about the impact.

**There is a suggestion that we need a behaviour research unit at GLA to support organisations. Any other support?**

Competition and commendation scheme run by Mayor. Publicity for good practice.

Funding – behaviour change in private sector. Encourage their behaviour. Mayor could facilitate those discussions. Social responsibility.

Blogger – academy of fabulous stuff. Engage with social media.

Enforcement – giving the powers. Landlord licensing. Air quality – vehicles that are stationary with engine on can only be asked to switch off their engine. There are weak enforcement powers in some areas.

Information – for example, how big does a green space have to be for it to be effective?

Rapid change in pollution within a park.

**So our two summary points are: (1) have a behavioural unit at GLA to provide support; and (2) incentives and enforcement powers are effective when varied for particular target groups. Thanks for your input.**