





SCC BSI Project Work 2017 - Current

Activities	Evaluation
<p>Workforce Development</p>	<p>Circa 120 people. This has included 3 Introductory workshops and briefings, which have evaluated very well, many expressed a desire to use the methodology again. There have also been manager and peer to peer cascades of the BI methodology in Activity Services in Place, PIPs in People and BCIS and enquiries from other services. It is hard to assess impact or numbers reached, but this Indicates latent demand for additional development opportunities for staff. Some limited mentoring around the use of BI is also now taking place. There is a strong overlap between explore ‘tools’ used for BI and those being used for the ‘design thinking’ double diamond work - this could support greater use of the tools and provide additional thinking to work into SCC 2020 programmes.</p> <p>More workshop time was given to the BI EAST and TEST frameworks, and during the evaluation of the projects staff reported a good understanding of these. They also commented that TEST and COM-B frameworks were more rushed and they would like to consolidate this learning. COM – B was the subject of a follow up COP, but only reached a limited number of people out of the initial cohort.</p> 
<p>BSI Community of Practice (COP)</p>	<p>Two meetings have been held and an on line ‘collaboration’ platform using ‘Trello’ set up. Circa 50 people have attended COP meetings. BUT only 14 have joined the Trello platform. Trello is not commonly used in the Council and may not be considered an ‘EASY’ or ‘Attractive’ platform. We are currently assessing engagement in the COP via a very short citizen space questionnaire.</p> 
<p>Ongoing application</p>	<p>Pockets of activity are taking place and interest in the use of BSI methodology for wider service review/development has grown over the past year indicating the usefulness of the approach/appetite for learning beyond the workshops. Currently there is a lack of capacity to make BI business as usual.</p> 
<p>Exploring Regional and National Developments</p>	<p>Some limited work done to identify useful national developments via the PHE, LGA and SHU. Individual services have worked with DfE (FEL project below) and others have explored work with external consultants. This work is currently uncoordinated, plus there is more we can learn from other public service applications</p> 

BI projects

**SCC x 9
SYHA x1
VCF X1**

11 practical learning projects were developed following the Behavioural Science Workshops held in 2017. Aimed primarily at embedding knowledge and application of BI within SCC, SYHA and the Voluntary Sector. The projects used BIT's 'EAST' and TEST frameworks and associated tools. Below is a short synopsis of each project.

It is worth noting the following responses received during the evaluations – projects felt framework and tools offer :-




- useful knowledge and application that should be spread throughout the Council for service review and development
- evidence based approaches that are future proof
- scope for small changes that offer big impacts
- scope for low cost pilots to be done to determine effectiveness before roll out
- challenges the 'norms' and fit well with cultural shifts in service delivery
- approaches that can be applied across the board for internal communications and workforce wellbeing work as well as work done with citizens
- ways to consider the 'mind –sets' both of staff delivering and people receiving services and what changes are needed
- different perspectives and 'nudge' will not be appropriate for all - a COM-B approach provides wider analysis and tools









People also outlined issues to consider moving forward this included:-

- more consolidation of the approaches and tools is needed
- opportunities to share learning with others need to be created
- service pressures/finance make it hard to progress projects like this and to realise opportunities offered by BI based approaches



1.	First Contact – Adult Social Care 	The team trialled a BI informed interventions to encourage FC callers to take action on issues discussed in initial phone contacts. The project trialled BI treatment of communications and prompts. There was insufficient evidence to prove benefits. But the relatively low cost trial usefully informed decisions about roll out.
2.	Staff Digital Learning 	Team Katalyst reviewed booking process and communications to staff aimed at increasing the take up of ICT training. Though there was inconclusive evidence given of direct impact, useful learning was reported.
3.	Employee Survey 	The team trialled BI treatment of web pages and communications to improve survey completions – target is a 50%. RCT undertaken and changes showed impact. Response rate went from approximately 31% to 36%. More work being done to increase rates. Team have presented this case study to help improve other survey work (Employee Census + COP).

	<p>4. a) SCC Direct Debits (DD) </p> <p>b) SYHA DD</p>	<p>a) The team identified BI treatment of communications and areas for an RCT. The project did not go to trial due to a change in the Tenancy Agreements making DD mandatory. However, the review was considered beneficial and also prompted useful discussions with staff about 'culture change.' The team also briefed others in service about benefits of BI for future use.</p> <p>b) SYHA explored potential of BI treatment of communications and considered RCT areas. But opted to focus in process of rent arrears.</p>
	<p>5. Graves Animal Farm - charitable donations </p>	<p>The Better Farm Group (BFG) explored BI approaches to improve communications and timely prompts to increase charitable donations. Potential invest to save opportunities were identified. The initiatives were not trialed due to lack of staff time and resources. Useful learning reported and scope to revisit this project.</p>
	<p>6. Social Prescribing </p>	<p>BI prompts to encourage GP referrals to Social Prescribing (SP) were explored. Due to time pressures the interventions were not progressed, but useful learning was reported. The work highlighted the need for more BSI learning opportunities for the VCS and a need to raise public awareness of the benefits of SP.</p>
	<p>7. Free Early Learning </p>	<p>The Terrible Twos project trialed BI treatment of communications and considered auto enrolment. This project is on-going and is now the subject of a national DfE BI-informed initiative. Full impact to be assessed 2019.</p>
	<p>8. Bulky Waste </p>	<p>The Bulky Wastrels project used BI informed approaches to reducing kerb side mistakes and complaints. Changes were implemented as part of a general review to improve the booking process and communications to customers. Small changes have shown impact and text reminders/prompts with an associated RCT are being explored.</p>
	<p>9. Teeth Cleaning - early years </p>	<p>Team teeth explored the opportunities to use BI approaches to encourage parents and carers to supervise teeth cleaning. Though the project was not progressed, the explore phase highlighted the problems associated with measuring this change but also highlighted the potential to use BI approaches with staff who would be part of the initiative.</p>
	<p>10. Moorfoot Stairs Initiative </p>	<p>The 'Moorfoot-Less-Lift' team are using BI informed communications and stair lights to increase stair use within the working day to boost physical activity. The project is exploring the benefits of BI approaches in staff wellbeing initiatives as part of the being Healthy at Work Strategy implementation. An evaluation is currently taking place and results are due April 19.</p>