

## Commissioning Behavioural Insights Research & Interventions

To: Adults and Health Committee

Meeting Date: 5 October 2022

From: Director of Public Health

Electoral division(s): All

Key decision: Yes

Forward Plan ref: 2022/089

Outcome: The committee is asked to consider and support a competitive procurement for commissioning Behavioural Insights Research to inform interventions for health behaviour change which will improve health outcomes.

Recommendation: Adults and Health Committee is asked to consider and support the following:

- a) A competitive procurement to commission Behavioural Insights Research and Interventions.
- b) Subject to approval by Peterborough City Council; to jointly commission Behavioural Insights Research and Interventions with Peterborough City Council.
- c) Subject to approval by Peterborough City Council; to delegate authority to Cambridgeshire County Council to act as lead commissioner and undertake the procurement and ongoing contract management.
- d) Authorisation of the Director of Public Health, in consultation with the Chair and Vice Chair of the Adult and Health Committee to award a contract up to the value of £520,000 to the successful provider subject always to compliance with all required legal processes.
- e) Authorisation of Pathfinder Legal Services Ltd. to draft and complete the necessary contract documentation.

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## 1. Background

- 1.1 The Adult and Health Committee approved £500,000 of reserve funding from the Public Health Grant to undertake behavioural insights research and intervention development.
- 1.2 Central to Public Health is prevention and facilitating behaviour change to improve health outcomes . Individuals and communities are supported through different interventions to adopt healthier behaviours and if required seek support for any changes.
- 1.3 In Cambridgeshire we still have large numbers of adults and children who are obese, inactive, have poor diets, smoke, and consume unhealthy levels of alcohol. These behaviours have been exacerbated by the COVID-19 pandemic and there is a need to understand the behaviour motivators of individuals and communities.

## 2. Main Issues

- 2.1 Behavioural insights are how people perceive things, how they decide, and how they behave. They are generated by empirical evidence from behavioural science research which studies human behaviour to identify the factors that affect our behaviour. It underpins social marketing and is now very well developed, and we are proposing to commission large scale social marketing research across all the main health behaviours which will include the development of comprehensive prevention campaigns.
- 2.2 The Local Authority does not have the capacity and all the specific skills required to undertake this research and intervention development design. Therefore a robust competitive process will be undertaken to ensure that we commission a quality product.
- 2.3 Given the range of areas where insights into behaviour could improve our interventions we will prioritise based on level of need and whether we have any other current information that could aid our understanding. We will require the new provider to undertake extensive research in each of the prioritised areas.
- 2.4 The insights are beneficial in designing policies and interventions which align to the way people and organisations actually react in similar circumstances, rather than how they say they will react. The provider will be asked to develop bespoke interventions and an evaluation framework based on secured insights that will enable analysis of their impact upon behaviours. The interventions may take the form of campaigns but also it will be important that the behaviour insights inform current and new local policy and service delivery.
- 2.5 This is a one-off contract which we recommend running over 2 years to ensure that the research is robust and there is sufficient time for the development of interventions. The Procurement and Commercial Team have recommended a full competitive procurement and advised the following timeline.

- October to December 2022: Market engagement
- January 1<sup>st</sup>, 2023 – April 28<sup>th</sup>, 2023: Full competitive tender
- Contract award May 1<sup>st</sup> 2023
- Lead time: May 1<sup>st</sup>, 2023, to May 31<sup>st</sup>, 2023
- Contract start date : June 1 2023

2.6 The full two-year contract value is valued up to £520,000

CCC: £500,000

PCC: £20,000 (please note this is for a specific piece of research relating to PCC Childhood Immunisations and Vaccinations. Other behaviours will not be researched and are beyond the scope of this funding for PCC.)

2.7 We have discussed this with procurement and have agreed that we will work with procurement to develop our social value approach in relation to this work.

### 3. Alignment with corporate priorities

#### 3.1 Environment and Sustainability

The following bullet point sets out details of implications identified by officers:

- The behaviour insight research will include consideration of climate change related health behaviours

#### 3.2 Health and Care

The following bullet point sets out details of implications identified by officers:

- Behavioural insight intelligence will contribute to prevention and improving health outcomes

#### 3.3 Places and Communities

The following bullet points sets out details of implications identified by officers:

- Behaviour insight intelligence on communities will be shared with them and shape approaches to engage them in improving their health

#### 3.4 Children and Young People

The following bullet point sets out details of implications identified by officers:

- The behaviour insight research will include exploring and securing an understanding of what motivates the health behaviours of children and young people and what would motivate them to change them to improve their health outcomes.

### 3.5 Transport

The following bullet point sets out details of implications identified by officers:

- The behaviour insight research will include consideration of behaviours in relation to transport and engagement in active travel and physical activity

## 4. Significant Implications

### 4.1 Resource Implications

The report above sets out details of significant implications in 2.3

### 4.2 Procurement/Contractual/Council Contract Procedure Rules Implications

The following bullet point sets out details of significant implications identified by officers:

- The procurement will be undertaken with the support and approval of the Procurement team conform to Contract Procedure Rules

### 4.3 Statutory, Legal and Risk Implications

The following bullet point sets out details of significant implications identified by officers:

- Any implications for procurement/contractual/Council contract procedure rules will be considered with the appropriate officers from these Departments and where necessary presented to the Adult and Health Committee before proceeding.

### 4.4 Equality and Diversity Implications

The following bullet point sets out details of significant implications identified by officers:

- The behavioural insight research will be mindful and informed about equality and diversity factors in areas where they conduct their research.

### 4.5 Engagement and Communications Implications

The following bullet point sets out details of significant implications identified by officers:

- Any equality and diversity implications affecting engagement and communications will be identified before any service developments are implemented and promoted.

#### 4.6 Localism and Local Member Involvement

The following bullet point sets out details of significant implications identified by officers:

- We will work with local members to make them aware of the research and its findings, asking them to use the information and understanding to inform their work with individuals and communities.

#### 4.7 Public Health Implications

The report above sets out details of significant implications in 1.1, 1.2, 1.3, 2.1

#### 4.8 Environment and Climate Change Implications on Priority Areas

##### 4.8.1 Implication 1: Energy efficient, low carbon buildings.

Status: Neutral

Explanation: The Behaviour Insights research will not include this analysis

##### 4.8.2 Implication 2: Low carbon transport.

Status :Positive

Explanation: The Behaviour Insights will explore behaviours relating to transport, active travel, and physical activity

##### 4.8.3 Implication 3: Green spaces, peatland, afforestation, habitats, and land management.

Status: Neutral

Explanation: The Behaviour Insights research will not include this analysis

##### 4.8.4 Implication 4: Waste Management and Tackling Plastic Pollution.

Status: Neutral

Explanation: The Behaviour Insights research will not include this analysis

##### 4.8.5 Implication 5: Water use, availability, and management:

Status: Neutral

Explanation: The Behaviour Insights research will not include this analysis

##### 4.8.6 Implication 6: Air Pollution.

Status: Positive

Explanation: The Behaviour Insights will explore behaviours relating to transport and active travel and their relationship to air pollution

##### 4.8.7 Implication 7: Resilience of our services and infrastructure and supporting vulnerable people to cope with climate change.

Status: Positive

Explanation: The Behaviour Insights will explore health behaviours that will affect vulnerable people and their response to climate change.

Have the resource implications been cleared by Finance? **Yes**

Name of Financial Officer: **Justine Hartley 26/09/22**

Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by the Head of Procurement? **Yes**

Name of Officer: **Clare Ellis 22/09/2022**

Has the impact on statutory, legal and risk implications been cleared by the Council's Monitoring Officer or Pathfinder Legal? **Yes**

Name of Legal Officer: **Fiona McMillan 20/09/2022**

Have the equality and diversity implications been cleared by your EqIA Super User?

**Yes**

Name of Officer: **Jyoti Atri 23/09/22**

Have any engagement and communication implications been cleared by Communications?

**Yes**

Name of Officer: **Matthew Hall 23/09/22**

Have any localism and Local Member involvement issues been cleared by your Service Contact? **Yes**

Name of Officer: **Jyoti Atri 23/09/22**

Have any Public Health implications been cleared by Public Health?

**Yes**

Name of Officer: **Jyoti Atri 23/09/22**

If a Key decision, have any Environment and Climate Change implications been cleared by the Climate Change Officer?

**Yes**

Name of Officer: **Emily Bolton 22/09/22**

## 5. Source documents guidance

- 5.1 Behavioural insights: resources and best practice: Local Government Association  
[Behavioural insights: resources and best practice | Local Government Association](#)

Sharing evidence on behavioural and cultural insights (BCI); World Health Organisation  
[Sharing evidence on behavioural and cultural insights \(BCI\) \(who.int\)](#)

Behavioural insights: public health : Public Health England 2018  
[Behavioural insights: public health - GOV.UK \(www.gov.uk\)](#)