Section A: CPHE to complete	
Name:	Laura Haynes
Job title:	Head of Policy Research
Address:	Behavioural Insights Team UK Cabinet Office
Guidance title:	Behaviour change
Committee:	Programme Development Group
Subject of expert testimony:	Behaviour change – policy and context
Evidence gaps or uncertainties:	

Provide the PDG with an overview of current policy and work in relation to behaviour change, in particular around:

- Individual-level interventions
- Choice architecture and 'nudge' approaches

Section B: Expert to complete	
Summary testimony:	[Please use the space below to summarise your testimony in 250 – 1000 words – continue over page if necessary]

The Behavioural Insights Team (BIT) was created in the early months of the Coalition Government. A small team in the Cabinet Office, we are tasked with applying behavioural science to public policy. BIT has worked across a range of policy areas in collaboration with other government departments, local authorities, private sector providers, and academics.

The principal focus of our work is determined by our Steering Board, chaired by the Cabinet Secretary. Over time, our delivery of these work programmes) has increasingly involved the development of randomised trials in the field. After field work to understand the policy context from the citizen's perspective, we use insights from behavioural science research to develop changes or new interventions, and then use rigorous experimental methods to test their effectiveness.

We have a large portfolio of trials, in policy areas including tax, fraud/debt/error, energy/environment, unemployment, growth of SMEs, charitable giving, and electoral registration. Our relatively unique use (in government) of experimental methods, means we can demonstrate the value-add of behavioural science on outcomes and savings. In the recent 2 year review, it was estimated that BIT "achieved savings of around 22 times the cost of the team and identified specific interventions which will save at least £300m over the next 5 years."

References (if applicable):