

Components of a Behaviour Change Plan

Planning a behaviour change programme alongside your active travel infrastructure project to increase overall impact

01 June 2022

To find out more, please contact: PlacesforEveryone@sustrans.org.uk

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

www.sustrans.org.uk

Registered Charity No. 326550 (England and Wales) SC039263 (Scotland).



Contents

| | |
|--|---|
| Components of a Behaviour Change Plan _____ | 2 |
| Why a Behaviour Change Plan? _____ | 2 |
| Defining the Behaviour to be changed _____ | 2 |
| Use Community Engagement to identify Barriers & Opportunities _____ | 3 |
| Use Community Engagement to identify Solutions & Opportunities _____ | 4 |
| The Behaviour Change Plan _____ | 4 |
| Communications Plan _____ | 5 |
| Evaluation and Monitoring Plan _____ | 5 |

Useful links

Link 1: <https://www.showcase-sustrans.org.uk/places-for-everyone/>

Link 2: Developing a Behaviour Change Plan

<https://www.youtube.com/watch?v=sirZSEfQi58>

Components of a Behaviour Change Plan

Planning a behaviour change programme alongside your active travel infrastructure project to increase the overall impact

Why a Behaviour Change Plan?

Research suggests that the most efficient mechanism for boosting active travel is a mix of interventions that complement each other (e.g. infrastructure intervention and behavioural interventions like cycle confidence training) ([Brooklyndhurst 2016](#)).

While infrastructure can increase walking, wheeling and cycling on its own, combining this with behaviour change interventions can have a synergistic effect, resulting in greater numbers and diversity of people using it.

Developing and implementing a plan of behaviour change activities will enable use of new infrastructure and ultimately increase the impact of it as well as diversity of users.

Defining the Behaviour to be changed

- What specific behaviour changes does the community seek (e.g. decreasing driving for the school run, increasing cycling to work)?
 - Whose behaviour specifically needs to change (e.g. parent, employee)?
-

This should be based on recent or planned community engagement feedback, existing local information (e.g. Local Place Plans) as well as local and national policy.

Further reading: Local Government Association blogs about [increasing active travel](#) or [reducing journeys taken by car](#).

Use Community Engagement to identify Barriers & Opportunities

Discover what the local community of stakeholders think & feel about active travel e.g. what might **help** or **hinder** them to change their behaviour (aside from improving infrastructure). Barriers can range from storage and theft, through to cultural norms and perceptions of status.

Involve and talk to local people, stakeholders and community-based organisations to identify and prioritise the main barriers to walking, wheeling and cycling.

Before direct engagement activities with local people, carry out desk-based research to seek out existing, relevant information, for example, Community climate change action plans etc. You could also speak to local public health teams and check in with others who work with the local community.

Have you considered those individuals in the community who are seldom heard or experiencing inequality?



AEP507 - Sustrans

Use Community Engagement to identify Solutions & Opportunities

Continue the conversation and involve local people in identifying the possible solutions that **respond to the barriers** previously identified, picking up on any opportunities identified already.

Discover what assets exist in the local community including organisations who could help deliver some of these solutions (e.g. a local art walk, wheeling afternoon event series, poster campaigns).

The Behaviour Change Plan

Creating and delivering interventions:

Identify interventions (solutions) based on priority & anticipated impact on behaviour. You can use the APEASE criteria when selecting your interventions programme elements.

- Affordability; Practicability; Effectiveness & Cost Effectiveness; Acceptability; Side Effects/Safety and Equity

Learn more about the APEASE criteria [here](#) (page 15-16).

Consider **what** these interventions will involve (e.g.10 educational poster campaigns), **who** will deliver these interventions, **when** this will happen, which resources will be required (**how**).



1808c002_Warmley-Wheelers

A community-based organisation may be well placed to deliver interventions targeting specific groups and offering specific experience.

Other documents that relate to your behaviour change activities planning below:

Communications Plan

Plan how the project will communicate about the development and delivery of the infrastructure **and** the Behaviour Change Plan.

For example: Communicate how and when you engage & feedback about behaviour change activities to local people, community groups and stakeholders, and who will lead on this.

Consider sense checking your communications plan with the stakeholders and adapt your plan if necessary. Community anchor organisations (e.g. Community Development Trusts, Housing Associations etc.) are excellent assets to work with to reach people.

Learn more about community anchor organisations [here](#) (section 3.2 Key Civic Society Players and Influencers).

Evaluation and Monitoring Plan

Understanding the changes being addressed and the activities to be delivered will help develop clear markers to measure change.



The evaluation and monitoring plan should outline what tools will be used to identify impact, when these measures will be taken and who will be responsible for them. Ongoing opportunities to review and improve interventions (infrastructure and behaviour change interventions) is good practice.

AFA6275 - Chandra Prasad/Sustrans
