**Places for Everyone**

**Behaviour Change Plan** **Template**

This template may provide a useful structure and guidance to those when planning their behaviour change activities. This format can be updated to reflect changing activities at different RIBA stages and may provide additional support whilst compiling a Communications Plan and report at each stage review.

For additional guidance please refer to the [Behaviour Change Guidance](https://www.showcase-sustrans.org.uk/news/components-of-a-behaviour-change-plan/).

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| **Project lead organisation** | e.g  Made Up Council. |
| **Project title** | e.g Big Town Active Travel corridor |
| **Reference** | MUC-PfE-1234 |
| **Project background** | Please briefly state the background of this project to give context to the following behaviour change plan. |
| **Project stage and status** | Please state the RIBA stage the project is at and any notes that may be applicable. |

Existing Behaviour(s), desired behaviour(s) and target audience

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| Please define the **existing** behaviour(s), be specific, *e.g., driving leading to car congestion outside school at 9am. You may list as many as you have.* | Please identify what the **desired** behaviour is. Be specific*. E.g., cycling to school.* | Identify **target audience(s)**. Ensure these are specific and defined by the behaviour to be changed/desired behaviour.  There may be more than one target audience and behaviour change interventions should be designed around each audience as they will be receptive to different messages.  Give consideration to priority and influencing groups, e.g., priority group = school children, influencing group = parents. |
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SWOT Analysis

This section is more appropriate for medium and large projects, but small projects may still find value in completing this section.

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| Please complete a SWOT analysis for each of your desired behaviours. Adding more tables as required. | |
| Desired behaviour: | |
| Strengths | Weaknesses |
| Opportunities | Threats |

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| What does your desired behaviour offer that driving the journey doesn’t? E.g., quicker to get into town. |  |
| What are the benefits (to the individual) of the desired behaviour that you can promote? E.g., more quality time at your destination. |  |
| Within the transport sector, how would you describe your desired behaviour? Is it….?   * Low/high value * Low/high quality * Better than competitors * Fulfilling a need   Please detail. |  |

Target Audience(s) Insights

Understanding further detail about your target audiences will help inform interventions.

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| Identified target audiences as listed above. | What do you know about the target audience?   * demographics * motivations, needs and wants * Why are they not participating in the desired behaviour? - Are they capable? Do they have what they need? Do they have motivation to change? * where to find them (their preferred media)? * What do you know from community engagement? Additional research may be required as not all of the target market may partake in the community engagement activities. |
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Behaviour Change Plan of Activity – Overview

Detail to provide a brief overview of your interventions. Full detail can be outlined on the Behaviour Change Schedule.

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| **Desired Behaviour** | **Target audience** | **Intervention**  (Type of activity.) | **When/Where** | **Comms**  (Media chosen, frequency and message.) | **Delivery agent**  (Locally based organisations or groups to deliver interventions.) | **Cost** |
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**Please see schedule for template to input details for each intervention.**