**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 stages and may provide additional support whilst compiling a Communications Plan and report.

For further guidance see our Behaviour Change Guide - <https://www.showcase-sustrans.org.uk/guidance/>

Project Information

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| --- | --- |
|  | **Fill in the boxes below** (write over the prompts) |
| **Project name** |  |
| **Project reference** |  |
| **Project stage** |  |
| **Project Lead** | Who is responsible? (organisation and individual) |
| **Project background** | What is the proposed project, what, where, who for, purpose |

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

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.

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| **Existing behaviours** | **Desired behaviours** | **Target audience** |
| Be specific, *e.g., driving leading to car congestion outside school at 9am. You may list as many as you have.* | Be specific*. E.g., cycling to school.* | Be specific and defined by the existing and desired behaviour.  Consider priority and influencing groups, e.g., priority group = school children, influencing group = parents. |
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SWOT Analysis for each desired behaviour

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

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| **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….? (select one option)   * Low/high value * Low/high quality * Better than competitors * Fulfilling a need |  |

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? Are they motivated to change? * Where to find them (their preferred media)? * What do you know from community engagement? Additional research may be required as not all 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, frequency and message | **Delivery agent**  Local organisations or groups to deliver interventions | **Cost** |
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**Next step**

Complete the schedule to input detailed plans for each intervention per target audience.