

Dear Legal Aid Group Member,

Further to our report on the presentation by Behavioural Insights made at the CCCG meeting last month, regarding improving all of the LAA's communications (including CCMS), we have been asked to forward the below notice of invitation (expected to be made in January) to any members:

The Behavioural Insights Team started life in 2010 inside 10 Downing Street as the world's first government institution dedicated to the application of behavioural sciences to public policy issues. They are now a social purpose company which helps organisations in the UK and overseas to apply behavioural insights in support of public policy goals. The Legal Aid Agency has invited the team into their Civil Customer Service Team to help the Agency understand and better manage contact with the Agency for the mutual benefit of both customers and Agency.

The team attended Civil CCCG to seek agreement for members to be involved in user research to support this project. The team are drafting an invitation to send to members to explain their approach and seek participation. Following discussion at CCCG the team are keen to ensure that this invitation is targeted appropriately to reduce the burden on members. The team are therefore intending to issue their invitation to providers after the first phase of user research, which will involve listening to calls in the contact centre to understand the issues that providers are experiencing. They will therefore issue their invitation in January.

Regards,

Paul Seddon  
ACL Legal Aid Group Chair



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