



Case Study 5: Wellbeing for Policy

In this simulation, which runs across the course, students are randomly allocated to (fictitious) policy consulting companies, and within these, randomly to different roles. They are then given a real policy issue from a UK Government department to work on together as a team, and then present their final policy appraisals (cost-benefit and cost-effectiveness analyses) to a real audience of UK civil servants and policy-makers. The letters below illustrate how the students are informed of the tasks they will be completing. Further guidance is provided during in-class sessions.

William A. Lewis 

William A. Lewis
33 Queen St
London EC4R 1AP
UK

Date: January 20, 2023

Name

Department

Re: DfT Assignment

Dear Name,

We have been asked by the UK Department for Transport (DfT), which is launching a new Carbon Centre of Excellence, to provide a wellbeing policy appraisal of a potential policy mix to decarbonise transport.

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Dr Christian Krekel, LSE Department of Psychological and Behavioural Sciences.

William A. Lewis

Amongst others, two policies, if simultaneously implemented, are seen as major levers moving us towards a targeted 30% decrease in private car traffic by 2035 (compared to 2019 levels):

1. 50% of short trips in urban areas being accomplished via active travel (as opposed to private car use), incentivised by the roll-out of 75,000 new low-traffic neighbourhoods (LTNs) throughout the UK.
2. A tripling of public transport mode share (compared to 2019 levels), incentivised by free public transport throughout the UK.

The DfT would like to know whether it is worth implementing these two policies from a well being perspective, when considering benefits in terms of well being and likely net public costs associated with the policies.

In terms of deliverables, the DfT asks us to provide a presentation (a pitch of 20 slides maximum) with our wellbeing policy appraisal, consisting of a short background and motivation to the policy mix, a rationale based on established wellbeing theories and frameworks for why this policy mix could or could not contribute to people's well being, and - most importantly- the actual appraisal, consisting of a well being cost-benefit analysis or a wellbeing cost-effectiveness analysis, or both. The DfT also asks us to analyse the sensitivity of our results, to clearly state any assumptions made, and to give some wider implications and recommendations on decarbonising transport from a wellbeing perspective. More information about the exact contents can be derived from the attached assessment criteria for the pitch.

We are expected to submit our pitch on Monday, March 27, and to present it at the DfT the day after, i.e. on Tuesday, March 28. The exact location and time will be announced closer to the date. We have been told that there are no rules as to the modalities of the pitch (e.g. who presents, the Project Manager or other team members), but the time of the presentation is limited to 20 minutes maximum.

We know that the DfT has also asked some of our competitors to give a pitch, and it is expected that the consultancy that scores highest on the assessment criteria will win and be given the opportunity to publish their policy appraisal as a blog post with the academic partner of the DfT (the London School of Economics, LSE). This would be highly prestigious for us and in line with our long-term strategy to work closer with government and to build bridges between the public sector, academia, and us. The project is, therefore, of high strategic importance.

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Finally, we have secured an academic at the LSE - Dr Christian Krekel -who has experience in well being policy analysis. Dr Krekel has agreed to hold 2 x 20 minutes office hours with us (on Fridays between 2pm and 3pm), and I suggest getting in touch with him in case you have technical questions about the project. You can reach him at c.krekel@lse.ac.uk, and you will have to book your office hours via e-mail in advance. Dr Krekel has also agreed to hold a mock presentation with your team, on March 15, i.e. two weeks prior to your actual presentation at the DfT. The exact location and time will be announced closer to the date.

I am sending a copy of this letter to your entire team.

I wish you best of luck with your assignment.

Sincerely,

Ben Shearman
Partner

Encl. Assessment Criteria

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Dr Christian Krekel, LSE Department of Psychological and Behavioural Sciences.

William A. Lewis 

William A. Lewis
33 Queen St
London EC4R 1AP
UK

Date: March 3, 2023

Name

Department

Re: Update on DfT Assignment

Dear Name,

We have now confirmed the time and location of your presentation at the Department for Transport (DfT).

You will be presenting, joint with two other companies, on **Tuesday, March 28, between 1pm and 3pm**. We have been informed that the order of presentations has been randomised. There will be around eight to nine representatives from DfT in person, as well as some other representatives from across Government connecting via video conference.

The location of your presentation is: **Room LG15, Department for Transport (DfT), Great Minster House, Horseferry Road, London.**

Dress Code: Smart.

Please make sure to be early enough to pass through security checks. We recommend that you arrive at 12.40pm. **To enter the building, you will need a valid ID (passport recommended).** A representative from DfT will be waiting for you.

Could I please ask you, as Project Manager, to relay this information to your team?

I wish you and your team all the best for your presentation.

Sincerely,

Ben Shearman
Partner

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