

Behavioural Science Community for Wales

Survey 2025

The BeSci Community aims to:



Build
behavioural
science
capability



Enable
collaboration
and
connection



Share
knowledge,
tools and
insights



Support
better public
health
outcomes

52
participants
responded
to the survey



 **Practitioners**

48%

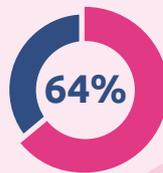
 **Leaders**

33%

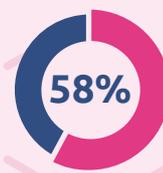
 **Researchers / Academics**

19%

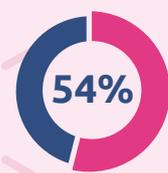
Top 3 ways the BeSci Community has had impact



Greater awareness
of BeSci



Access to BeSci
tools & guidance



Improved
BeSci knowledge

On a scale of 0-10

8.1

Members rated BeSci
as highly important
to their role...

5.8

...but felt less
confident in applying
it to their work

Top 3 reasons people engage with the BeSci Community

1 Gain behavioural science
knowledge: 60%

2 Apply BeSci to achieve
outcomes: 56%

3 Access training &
development: 42%

Reasons differ by role

 **Practitioners** for support
with skills and learning

 **Leaders** for relevant
updates and impact

 **Researchers** for
collaboration opportunities

What do the BeSci Community members want?

Knowledge mobilisation

- Sharing real-world impact stories
- Accessing tailored support and training.

Networking and growth

- More opportunities to connect and collaborate
- Broader representation from policy and professional services.

How can we enhance the community?

- ✓ **Tailor engagement to stakeholder roles:** Align community activity with practitioner, leadership, and academic needs
- ✓ **Enable purposeful collaboration:** Create structured opportunities for joint working and co-production
- ✓ **Demonstrate impact and value:** Share evidence of behavioural science impact across Wales