

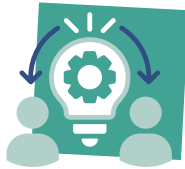
# Behavioural Science Community for Wales

## 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%

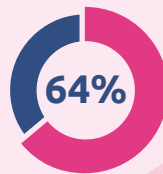
 Leaders

33%

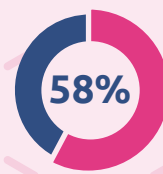
 Researchers / Academics

19%

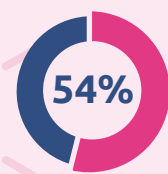
## Top 3 ways the BeSci Community has had impact



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 BeSci 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