## <u>Liverpool County Council - A nudge in the right direction - using insights from behavioural science</u> to improve pedestrian crossing design

## Knowledge of the relevant literature or practice

Whilst the empirical evidence base for behavioural insights and nudge is well established, there is no evidence investigating nudge techniques and road crossing behaviour, so the gap is wide. If we are awarded this funding, we will substantially add to the evidence base surrounding nudge techniques and road safety.