

Title: Better Points "Choose How You Move" Sustainable Travel Incentive  
South Warwickshire

Lead Officer: Graham Folkes-Skinner

Portfolio Holder: Councillor Alan Rhead

Wards of the District directly affected: All

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## Summary

This report sets out

- a) To inform Members about the Better Points "Choose How You Move" initiative.
- b) To seek approval to extend the current contract with Better Points for a further year and, subject to their prior agreement, to include Stratford-upon-Avon District Council (SDC) in the initiative under a procurement exemption

The total cost for extending the contract for a further year is £36,400 (excl.VAT) and will be funded by the Climate Action Fund.

## Recommendation(s)

It is recommended that the Cabinet

- (1) Approves a 1-year extension to the Better Points "Choose How You Move" sustainable travel incentive initiative to include SDC.
- (2) That an exemption from the code of procurement practice be agreed to enable the extension of the contract for a further year making the total contract value £77,900
- (3) Delegates to the Programme Director for Climate Change to approve and sign the Service Level Agreement between Warwick District Council (WDC) and SDC (subject to agreement) and Better Points in line with Council policy.

And it is further recommended that the Cabinet:

- (4) Agrees that the cost of the year's extension will be split equally between WDC's and SDC's Climate Action Fund, subject to SDC's prior agreement to join in this initiative and that in event that SDC decide not to join the initiative, the scheme is implemented in Warwick District at a cost not exceeding the £36,400.

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## 1 Background/Information

- 1.1 Better Points is an incentivisation programme which encourages users of a Better Points mobile app to travel sustainably by offering rewards for doing so. Users collect points or "Better Points" which can be exchanged for rewards, ranging from a drink in a local coffee shop, money off shopping or a donation to charity.

- 1.2 The platform is flexible, offering scalability and a variety of customization, which allows projects to vary widely in terms of scope and purpose.
- 1.3 Warwick District Council's current contract with Better Points, was launched in January 2021 and runs until 8 August 2022 and was jointly funded by Warwick District Council and Warwickshire Local Enterprise Partnership (CWLEP). One of its objectives was to promote and encourage active and sustainable travel to and from the district as part of the lead-up to the Birmingham 2022 Commonwealth Games.
- 1.4 Specifically, Warwick District has used the scheme to engage local business in sustainable travel challenges, play a part in reducing congestion, improving air quality, and encouraging people to travel on foot or bike into our town centres. The initiative can illustrate how individuals carbon footprint can be reduced, alongside their solo car journeys and take more physical activity.
- 1.5 Part of the benefit of the Better Points scheme is that it can engage local businesses and to date 8% of the total points redeemed within Warwick District has been with specifically enrolled local business. (This does not include locally based national businesses, i.e., Costa Coffee). That can be increased and that is why this report proposes to employ an apprentice specifically dedicated to working on this aspect for the proposed year's extension.
- 1.6 An Interim Evaluation Report January – December 2021 can be found in Appendix 1
- 1.7 The above report concludes that the first 12 months of the Programme has built a strong user base and laid the foundations to build upon.
- 1.8 This report is asking that we build on the conclusion from the Interim Report in Appendix 1 and extend the Programme for a further year to include Stratford-upon-Avon District Council. This will be undertaken under a procurement exemption, please see Para 2.2 below. A summary of the Better Points Proposal is set out in Appendix 2.
- 1.9 A further year covering South Warwickshire will give both Council's the flexibility to build on the success of the current contract without the long-term commitment.
- 1.10 If the permission is granted to extend for a further year, the intention is to employ an Apprentice to solely concentrate on the initiative which will provide the resource to embed the scheme into Stratford District and concentrate on engaging more with local businesses.

## **2 Alternative Options available to Cabinet**

- 2.1 One option would be not to continue our contractual relationship with Better Points.
- 2.2 The alternative to granting an exemption to the procurement code of practice in relation to the contract with Better Points would be for Cabinet to recommend that officers do not extend this contract and instead pause the relationship that we have with Better Points. Granting the exemption allows a continuation and development of the initiative
- 2.3 Another option would be to continue with the Better Points contract only within

Warwick District, however we have an agreed Climate Action Plan for South Warwickshire, and this initiative contributes to those ambitions.

### **3 Consultation and Member's comments**

- 3.1 The proposals have been presented to Stratford-upon-Avon District Council Climate Panel on 6 July 2022 and agreed.

### **4 Implications of the proposal**

#### **4.1 Legal/Human Rights Implications**

- 4.1.1 There are no legal or human rights implications of the proposals

#### **4.2 Financial**

- 4.2.1 The total cost of the year's extension is £36,500 + VAT. It is proposed that the cost is split equally between the WDC and SDC Climate Change budgets. However, this is subject to both Councils formally agreeing to participate. In the event that SDC decide not to participate, it is proposed that WDC take part in the scheme anyway. In this case the final cost will be renegotiated with Better Points and will not exceed £36,400. This can be funded from the Climate Action Fund.

#### **4.3 Procurement**

- 4.3.1 A contract was placed with Better Points in August 2020 for 2 years at a value of £41,500. The contract was awarded via exemption from the Code of Procurement Practice
- 4.3.2 Following a successful initial contract term, it has been decided to continue with the contract for a further year to continue to support the South Warwickshire's Climate Change Action Programme
- 4.3.3 An extension of the contract increases the contract value to £77,900, which requires a further exemption from the Code of Procurement Practice. Due to the increase in contract value above £50,000, this exemption must be approved by Cabinet
- 4.3.4 Approval of this exemption does not contravene the Public Contract Regulations 2015.

#### **4.4 Council Plan**

- 4.4.1 There is a lot of scope within the initiative to promote the Councils Health and Wellbeing agenda and I would wish to pursue this agenda with colleagues, if the extension is given permission.

#### **4.5 Environmental/Climate Change Implications**

- 4.4.1 The continuation of this initiative for a further year will contribute to the outcomes of South Warwickshire's Climate Change Action Programme, specifically: -
- Ambition 1: Decarbonising Council Travel. (We will incentivize staff to undertake business journeys by bike, foot, or public transport....)
  - Ambition 2: On Road Transport (Travelling shorter distances by car; Driving Less)

#### **4.6 Analysis of the effects on Equality**

4.5.1 It is not deemed that an Equality Impact Assessment is necessary

#### 4.7 **Data Protection**

4.6.1 Better Points are the data controller on the "Choose How You Move" programme, with all users of the app registering with Better Points rather than Warwick District Council. Better Points control and manage the servers upon which all user data is stored and will only provide Warwick District Council with aggregated and anonymized data. Better Points use strict procedures and security features to ensure the confidentiality and security of user's personal information. This includes using third party hosting services that meet the highest international security and resilience standards. Better Points have completed a data protection, privacy policy and practice review over the past 6 months and have a Cyber Essentials Certificate of Assurance.

#### 4.8 **Health and Wellbeing**

4.7.1 Please see paragraph 4.3.1 above

### 5 **Risk Assessment**

5.1 There is the potential risk of a lack of resource to see the effective roll-out of the contract across South Warwickshire. However, that will be mitigated partly through the planned employment of an apprentice through WDC's apprentice employment scheme to solely concentrate on the contract. A lot of the publicity associated with the scheme is generic and the on-going support of WDC Media team will continue. There will be early conversations with colleagues within SDC as to how they can contribute mainly involving officers within Media and Print and Design.

### 6 **Conclusion/Reasons for the Recommendation**

6.1 The report sets out the way forward for the extension of the Better Points "Choose How You Move" for a further year and to include the area covered by SDC. The funding for a further year can be accommodated from the existing Climate Action Fund budget across both Councils

## Appendices

Appendix 1: An Interim Evaluation Report January – December 2021

### Report Information Sheet

Please complete and submit to Democratic Services with draft report

<b>Committee/Date</b>	Cabinet – 10 August 2022	
<b>Title of report</b>	Better Points "Choose How You Move" Sustainable Travel Incentive South Warwickshire	
<b>Consultations undertaken</b>		
<b>Consultee *required</b>	<b>Date</b>	<b>Details of consultation /comments received</b>
<b>Ward Member(s)</b>		
<b>Portfolio Holder WDC &amp; SDC *</b>	21/7/22	

<b>Financial Services *</b>	21/7/22	
<b>Legal Services *</b>	20/7/22	
<b>Other Services</b>		
<b>Chief Executive(s)</b>	19/7/22	
<b>Head of Service(s)</b>		
<b>Section 151 Officer</b>	19/7/22	
<b>Monitoring Officer</b>	19/7/22	
<b>CMT (WDC)</b>	19/7/22	
<b>Leadership Co-ordination Group (WDC)</b>	25/7/22	
<b>Other organisations</b>		
<b>Final decision by this Committee or rec to another Ctte/Council?</b>	Yes	Recommendation to :Cabinet .....Committee
<b>Contrary to Policy/Budget framework</b>	No	No
<b>Does this report contain exempt info/Confidential? If so, which paragraph(s)?</b>	No	No
<b>Does this report relate to a key decision (referred to in the Cabinet Forward Plan)?</b>	Yes	Yes, Forward Plan item – 1248. scheduled for 4/11/21
<b>Accessibility Checked?</b>		File/Info/Inspect Document/Check Accessibility