

# Choose How You Move

## in Warwick District



Year 2 Evaluation Report  
August 2022 – August 2023

**‘The app has made me realise what  
I’m capable of achieving.**

**I absolutely love it.**

**Now I am walking into work  
pretty much every day.’**

*Eleonora*

# Contents

<b>5</b>	<b>Programme Background</b>
<b>7</b>	<b>Programme Delivery</b>
<b>8</b>	<b>Communication and promotion</b>
<b>12</b>	<b>Results</b>
<b>18</b>	<b>Local business story</b>
<b>19</b>	<b>User Stories</b>
<b>22</b>	<b>Summary and Recommendations</b>

# Executive Summary

Choose How You Move in Warwick District was commissioned by Warwick District Council. The campaign launched in January 2021 and has since been extended until May 2024.

It is designed to move residents and workers in Warwick District away from a reliance on private motor vehicles to more active and sustainable modes of travel. It rewards physical activity, such as walking, wheeling, running, and cycling, as well as bus and train journeys within the District boundary.

This report demonstrates the outcomes from Year 2 of the challenge, which ran between 9 August 2022 and 6 August 2023. The challenge was delivered via the BetterPoints app with supporting marketing and promotions.

- More than 402,300 active and sustainable journeys recorded.
- Approximately 201,200 active and sustainable journeys have directly replaced single occupancy car journeys. This equates to approximately 80,500kg of CO<sub>2</sub> avoided.
- There was a 10% reduction in weekly car journeys of less than two miles during targeted campaign for regular car drivers.
- 76% of respondents 'Strongly agreed' or 'Agreed' that they are more likely to walk or cycle as a result of the challenge.



**400,000**

active and sustainable  
journeys



**10%**

fewer short car  
journeys during  
targeting campaign



**80,000 kg**

of CO<sub>2</sub> avoided



**76%**

of participants  
now more likely  
to walk or cycle



# Programme Background

**The Choose How You Move in Warwick District programme was delivered by BetterPoints for Warwick District Council.**

**It was an app-based, incentivised behaviour change programme. Everyone who lives or works in Warwick District was eligible to take part.**

## Programme Aims and Objectives

The Choose How You Move in Warwick District programme set out to help Warwick District residents and employees to adopt more active and sustainable travel habits, when moving around the District for work or leisure.

The programme complements the Council's wider objectives to improve air quality and reduce congestion across the District, increase physical activity among local residents to improve health and wellbeing in the community, and support local businesses and charities.

The programme rewards active travel, including walking, running, wheeling, and cycling, as well as use of public transport.

Travel behaviour change in the form of mode shift from car to more active and sustainable modes was evaluated using Baseline and Evaluation Surveys, as well as ecological momentary assessment (EMA) questions which were pushed to the user in the app at the time of the activity.

## About the Choose How You Move in Warwick District challenge

Residents and employees were invited to download the BetterPoints app and record their active and sustainable journeys to earn BetterPoints. For the core rewards, participants could earn one BetterPoint per minute for walking, wheeling, cycling and running, capped at 50 BetterPoints a day, and 15 BetterPoints per bus or train journey, up to two times a day.

In addition, there was a daily prize draw for 1,000 BetterPoints, a change from the former weekly prize draw. This was designed to encourage greater participant engagement through an increase in prize winners.

In response to user feedback, a partnership was established in July with local leisure centre operator Everyone Active to add swim, gym and exercise class activities to the core rewards. Twenty BetterPoints could be earned for each activity, up to ten per month, at Newbold Comyn and St Nicholas Park Leisure Centres.

These core rewards were augmented by a rolling schedule of local and national campaigns and events with boosted points and/or BetterTicket prize draw entries. These are detailed below.

BetterPoints were also offered for completing various surveys, including the Baseline and Evaluation Surveys. BetterPoints prizes were offered as rewards for the Evaluation Survey to encourage a high response rate. 189 users took the Evaluation Survey.

Regular meetings between BetterPoints and Warwick District Council were used to plan and schedule new and amended rewards and coordinate marketing content, so it was aligned and up to date. This ensured that the challenge remained a relevant and attractive opportunity for new participants and engaged those already taking part. These meetings also ensured the points budget was managed against the original forecast.

As well as earning points for recording their activities, participants were invited to share their story as a Ditch the Car Star. Star winners each received 10,000 BetterPoints and were asked for a quote and photo to add to their story. These stories were then shared via the app to inspire existing participants to change, and on social media to encourage new participants. Some of the Ditch the Car Star winners can be found in the 'User Stories' section of this report.

# Programme Delivery

**The Choose How You Move in Warwick District challenge was delivered via the free-to-download user-facing BetterPoints app. In April, the challenge migrated to the new version of the BetterPoints app, which was designed to offer a clearer and easier user experience.**

Similarly, the custom website [chym.betterpoints.uk](http://chym.betterpoints.uk) was migrated to a new and improved framework, allowing residents and employees based in

Warwick District to learn more about the challenge and upcoming promotions.

The main call to action was to download and register with the free BetterPoints app.

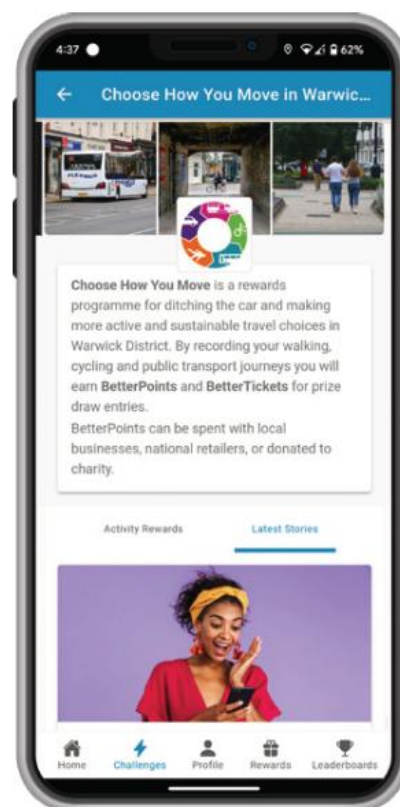
The homepage of the website and the challenge page of the app can be seen in Figures 1 and 2.

Once registered, participants could record their walking, wheeling, running, cycling, bus and train journeys using the app and earn rewards, prize draw tickets and medals.

Figure 1  
Choose How You Move in Warwick District website



Figure 2  
Choose How You Move In Warwick District challenge In the app



# Communication and promotion

## Reach

To promote the Year 2 challenge, the Council designed new marketing materials including a poster and social media image. A version was created with an alternative headline to that used in Year 1, placing greater emphasis on the financial incentive to participating in the challenge owing to the cost of living crisis.

Variants on these core designs were produced for specific promotions and partnerships, such as with Chiltern Railways, Everyone Active and the Ramblers.

Warwick District Council printed posters for use at events, for display at locations across the District such as St Peter's car park, and for distribution to partners and participating traders.

Print marketing was supplemented by social media promotion. The Council and

BetterPoints regularly shared content on social media, including both organic and paid for posts, to drive signups. This was reflected in the Evaluation Survey, where the most common way in which respondents discovered the challenge was through social media (36%). This compares similarly to Year 1 (38%). Word of mouth also featured highly (28%).

To further increase participation, a weekly 'Ambassador' prize draw was introduced, which could only be unlocked by using the 'Refer a Friend' function in the app. Once a participant had successfully referred a friend, family member or colleague, they could earn BetterTickets for the draw and have the chance to win a further 1,000 BetterPoints. 94 users became Ambassadors and collectively recruited 120 new users.



Figure 3  
Marketing assets





## Campaigns

In-app reward promotions were run throughout the year and based around local and seasonal events and national awareness campaigns.

The promotions supplemented the core rewards in order to keep Choose How You Move in Warwick District in constant launch mode, attracting new participants and keeping existing ones engaged.

Fifteen promotions ran in total, including:

### **TravelWise Week, 16–22 September**

All BetterPoints users in the UK were invited to earn entries into daily prize draws for walking, wheeling, cycling and taking the bus or train to mark the national campaign run by Modeshift/ACT TravelWise to coincide with European Mobility Week.

Everyone who recorded three car-free journeys earned an entry into the draw for a European city break (£500 Eurostar travel and accommodation voucher, plus £300 spending money).

There were also two 50,000 BetterPoints prizes for users who recorded car-free journeys on World Car Free Day (Thursday 22 September).

### **Gearing Up for Winter, 24 October – 27 November**

With the clocks going back and the weather getting colder, this campaign aimed to keep users active throughout the winter months. Participants were encouraged to travel half a mile per day, either actively or on public transport, for the chance to win reflective gear and Beryl Pixel lights each week. A Proviz backpack could also be won for referring a friend. A variety of medals, including a hi-vis jacket design, were available for completing a certain number of activities.

### **Christmas Countdown Prize Draw, 1–24 December**

During the festive season participants could earn entry into a daily prize draw by walking, wheeling, cycling or taking public transport. 20,000 BetterPoints worth of prizes were awarded each day, including a £10 Warwick District Market voucher.

### **Laura from Leamington Spa**

#### **Winner of the European city break.**

'My partner Steve and I took the Eurostar to Brussels, then onto Bruges. The journey there and back was very smooth; clean, efficient and good value. Bruges is beautiful.

'It was a great trip, and I was over the moon to have won. I love the BetterPoints app – getting points for doing "the right thing" without even having to think about it.

'What's not to like?'



### **Twenty...Twenty...Three, 3–31 January**

This national campaign aimed to encourage users to meet their New Year's resolutions by travelling actively for 20 minutes each day to enter a weekly prize draw for a total of 99,900 BetterPoints. Users who did 20 minutes three times in a week were entered into a prize draw at the end of the month for three prizes of 100,000 BetterPoints. To keep users motivated, there was also a range of medals with a cold weather theme for each hour spent active.

### **Frienduary, 1–28 February**

This national campaign encouraged BetterPoints users to invite their friends and colleagues to join in. Choose How You Move in Warwick District participants avoided an average of 138kg of carbon emissions in 2022 and Frienduary was framed as an opportunity to multiply their impact by recruiting new users to the challenge. 10 new users joined the Challenge during Frienduary.

### **All Aboard, 1–31 March**

To celebrate a new partnership with Chiltern Railways, participants could win train tickets, points and medals by choosing rail travel throughout the month. A daily prize draw awarded 5,000 BetterPoints, whilst a pair of weekend return tickets on any route were won on a weekly basis. 12 train-themed medals were available for completing up to 30 train journeys in Warwick District. March saw a peak in train journeys recorded for the entire Year 2 challenge at 1,087. The campaign also raised the average train journeys per engaged user by 19% compared to the previous month.

### **Big Walk and Wheel, 20 March – 28 April**

This campaign was available exclusively to three local schools: St Margaret's C of E Junior School, St Joseph's Catholic Primary School and Briar Hill Infant School. Staff, parents and children competed individually and collectively to travel actively to school as much as possible over four weeks with a two week break for the Easter holidays.

Individuals could win BetterPoints bundles totalling £15 each week and earn 150

BetterPoints for joining the Bicycle Bus, a community initiative designed to encourage more children to cycle to school.

The schools could earn up to £50 in National Book Tokens by achieving shared activity goals. St Joseph's Catholic Primary School engaged the highest proportion of staff and parents in the campaign, thereby winning a bonus £50 in Tokens.

Collectively, 278 activities, totalling 123 hours and covering 436 miles, were recorded.

### **Bike Builder, 3–30 April**

Participants were incentivised to travel by bike with the prospect of winning one of five £10 Warwick District Market vouchers each week or points bundles of 2,500 and 1,000 BetterPoints. The more days the user recorded a cycle journey of at least one mile, the more BetterTickets were earned, thereby increasing their chances of winning. The campaign kick-started a sustained period of high cycling activity, with a monthly average of nine cycle journeys per engaged user for the remainder of the challenge, compared to seven for the previous eight months.

### **National Walking Month, 1–31 May**

To mark the annual National Walking Month campaign, participants were tasked with incrementally increasing their walking activity throughout the month. For the first 10 days users could earn entry into a daily draw for 10,000 BetterPoints by recording 10 minutes of walking. For the next 10 days, 20,000 BetterPoints could be won for 20 minutes and for the final 11 days, 30,000 BetterPoints for 30 minutes. Additionally, a 50,000 BetterPoints weekly prize for referring a friend was available, as well as a virtual 87 mile 'Walk The Ridgeway' challenge. National Walking Month raised the average walking trips per engaged user by 15% (from 43 to 49) versus the previous month.

### **Bike Week 5–11 June**

All BetterPoints users in the UK were invited to take a survey asking them to share some information about their cycling activity. Users could then opt into a prize draw for a folding

electric Dart 3 bike worth £1,299 from our partners Batribike or two 50,000 BetterPoints bundles. Choose How You Move participants could also earn up to 100 BetterPoints a day for cycling. Bike Week saw the number of cycling journeys increase by 55% (n=394) on the previous week and the 2.8 cycle journeys per engaged user was the highest weekly average of the entire Year 2 challenge.

### **Clean Air Day, 15 June**

In the week leading up to Clean Air Day, participants were invited to make a pledge to leave the car at home and travel actively or sustainably instead. By delivering on this commitment, entry into a draw for a top prize of 30,000 BetterPoints was achieved, along with a Clean Air Day medal. Participants could also take part in a daily air quality quiz from Monday 12 June, earning 10 BetterPoints

for each question. Of the 418 Choose How You Move in Warwick District users to travel by car within the previous four weeks, 56% (n=235) didn't travel by car on Clean Air Day, of which 44% (n=103) also recorded a walk, cycle or public transport journey.

In addition, daily or weekend rewards were offered in association with local events. These rewards incentivised use of 'park and stride' car parks or sustainable travel alternatives, as well as general event attendance. The most successful of these was Art in the Park, where 125 participants walked, wheeled or cycled to the festival. All rewarded events are listed below:

- Leamington Rail Trail, 23 May;
- Two Castles Run, 11 June;
- Kenilworth Food Festival, 30 July;
- Art in the Park, 5–6 August.

# Results

The following section details the number and demographics of participants, activities recorded, calories burned, and CO<sub>2</sub> mitigated due to increased active and sustainable travel.

## Reach

A total of 1,632 participants downloaded the BetterPoints app and joined the Choose How You Move in Warwick District challenge by 6 August 2023. This represents a 63% (n=631) increase on downloads from Year 1.

Engagement is measured by activity registered on the app and times the app is opened. 91% (n=1,478) of participants across both years have recorded at least one activity.

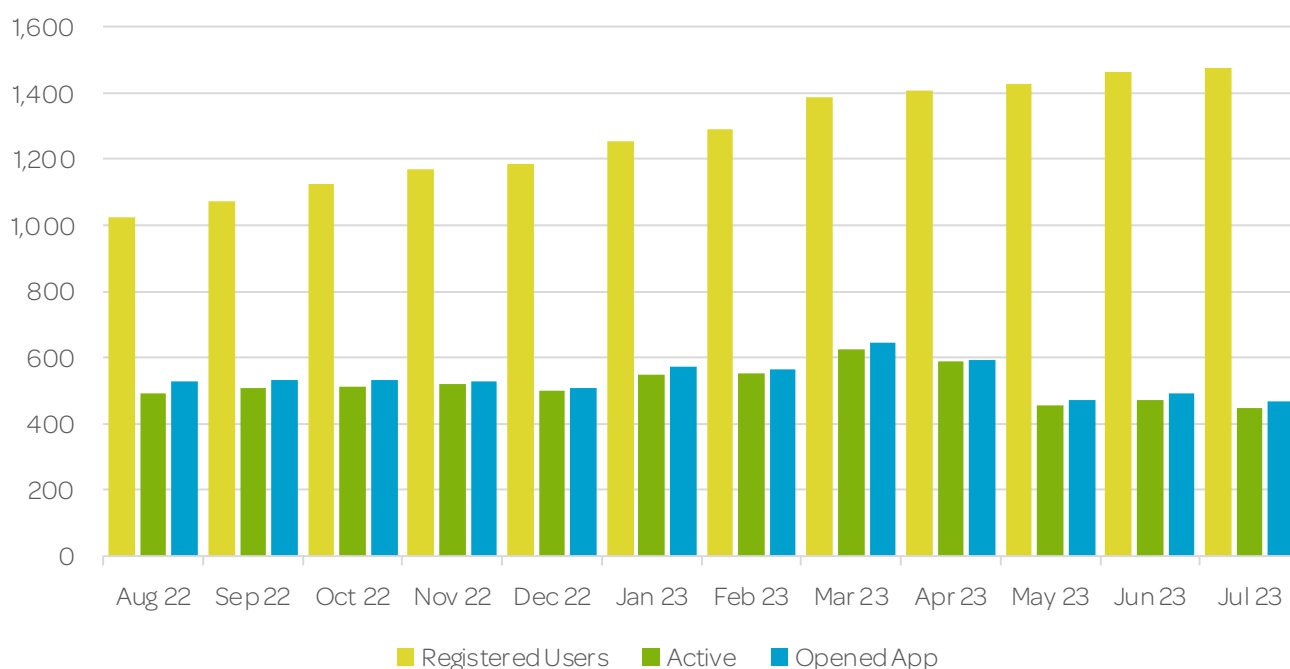
Engagement over time has remained high throughout Year 2, with an average of 41% of participants being active users

(recording at least one trip) each month. This is well above the industry standard for longstanding app interventions, whose average percentage drops to 5.7% after 30 days.<sup>1</sup>

The majority of participants are female (68%). The largest proportion of participants fall into the 35–44 age category (32%).

Figure: 6 illustrates the postcodes of participants separated by year. The blue markers represent participants who joined in Year 2, whilst the red markers are Year 1 ([click here to view the map in full](#)).

Figure 4  
Participant totals by month



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1. <https://uplandsoftware.com/localytics/resources/blog/mobile-apps-whats-a-good-retention-rate/>



Figure 5  
Participant numbers by age and gender

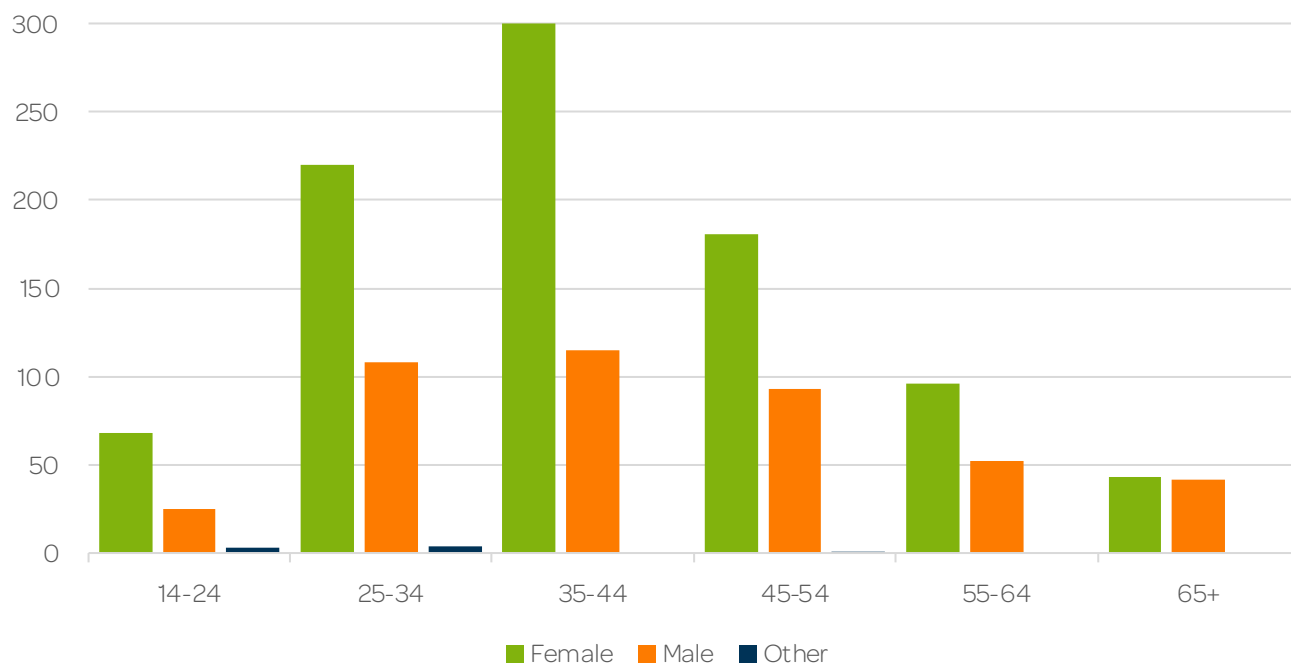
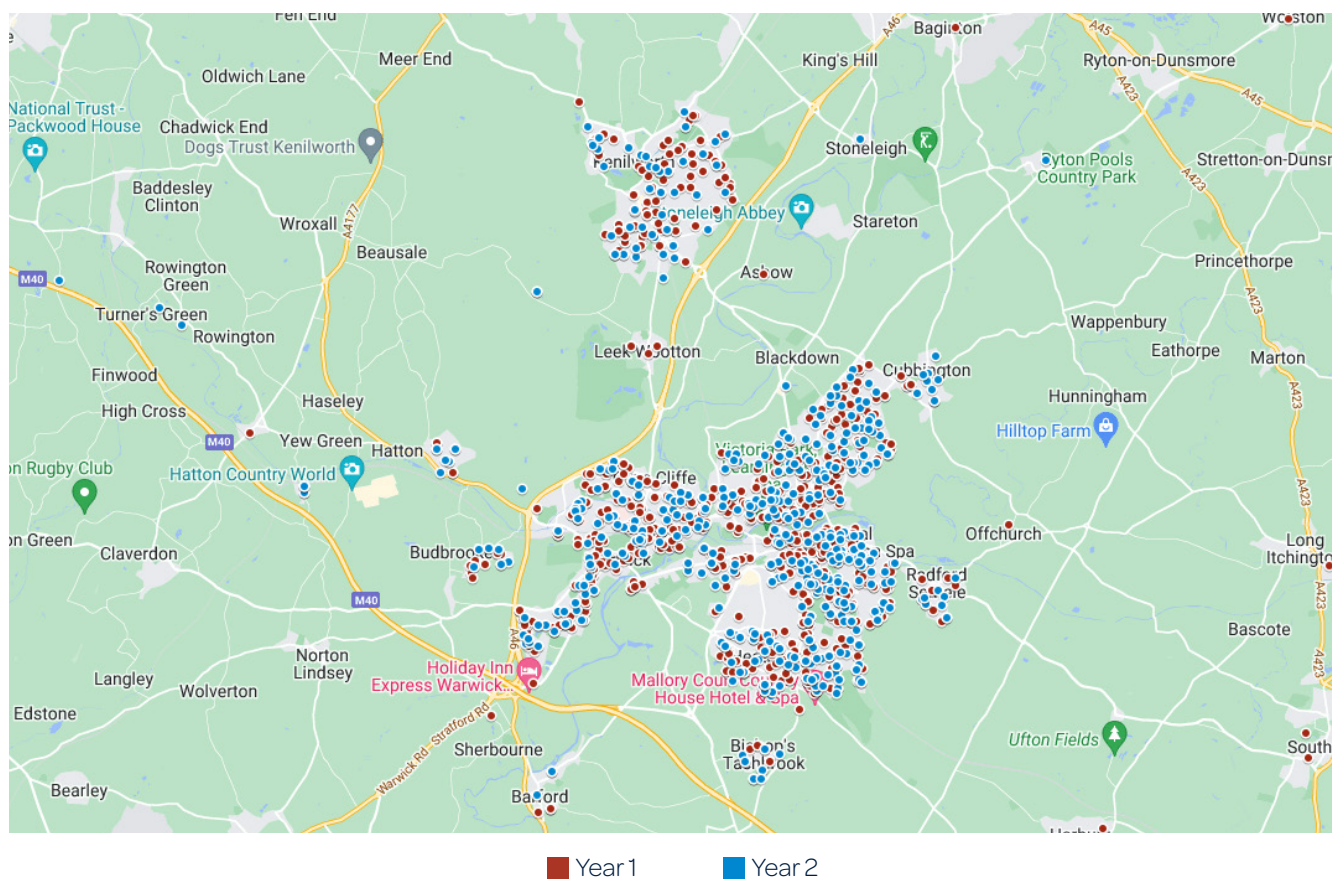


Figure 6  
Participant distribution by postcode



## Activities

A total of 402,352 active and sustainable journeys (walk, wheel, run, cycle, bus and train) were recorded between 9 August 2022 and 6 August 2023. This total equates to an average of 247 activities per participant. In contrast, the average was 230 activities in Year 1. See Table 1 for a full breakdown of recorded activities.

Walking was the most popular, accounting for 78% of total active and sustainable journeys, followed by cycling at 11% and bus travel at 7%.

The total share of journeys for all active modes (walk, wheel, run, cycle) was 91%, with public transport (bus and train) at 9%.

Table 1  
Tracked activities

Activity Type	Users	Activities	Distance (Miles)	Duration (Hours)	CO <sub>2</sub> Avoided (kg)	Calories
Walk	938	312,634	236,984	4,870	64,879	29,583,914
Cycle	783	43,658	97,856	491	26,790	6,619,307
Bus	750	27,468	119,784	349	13,075	--
Train	573	10,151	238,465	222	51,246	--
Run	580	8,433	18,324	161	5,017	2,264,809
Wheel	5	8	5	0.033	1	459
		<b>402,352</b>	<b>711,418</b>	<b>6,093.033</b>	<b>161,008</b>	<b>38,468,489</b>

## Behaviour change and modal shift

Behaviour change and modal shift are measured using a combination of ecological momentary assessment (EMA) and Baseline and Evaluation Survey comparisons.

### EMA Survey

EMA questions are presented to participants immediately after recording an activity or at the trip verification stage to minimise recall bias. This year 630 responses have been captured from the EMA question, 'Thinking of your last recorded trip, did it replace a solo car journey?'. 50% (n=313) of these responses stated that the recorded activity had replaced a solo car journey.

By extrapolating this data, we can infer that approximately 201,200 active and sustainable journeys have directly replaced single occupancy car trips to date. This equates to approximately 80,500kg of CO<sub>2</sub> avoided.

### Evaluation Survey

189 participants completed the Evaluation Survey. This represents a 51% response rate amongst engaged participants (n=374) during the period that the survey was issued. The results were as follows:

- 76% of respondents 'Strongly agreed' or 'Agreed' that they are more likely to walk or cycle as a result of the challenge.
- 67% 'Strongly agreed' or 'Agreed' that taking part made them less likely to use a car in the future.
- 61% of respondents 'Strongly agreed' or 'Agreed' with the statement, 'During the challenge, I used a car less to get from place to place'.
- 40% of respondents 'Strongly agreed' or 'Agreed' that they are more likely to use public transport as a result of the challenge.
- 75% of respondents rated their experience of the programme as 'Very good' or 'Good'.

### Baseline Survey and tracked data comparison

To understand modal shift, analysis was conducted on the subsequent car activity of participants that reported driving three or more days when they took the Year 2 Baseline Survey in September 2022 and remained engaged for the following 10 months (n=56). The number of car journeys and miles travelled by car fell by 8% and 19% respectively during the November to July period compared to October 2022.

**50%**  
**of sustainable**  
**journeys**  
**replaced a solo**  
**car journey**



## Targeting regular car drivers

Regular car drivers were further examined in summer 2023, with a particular focus on those undertaking shorter journeys. Users who recorded two or more journeys of less than two miles in one day were initially identified. If the user repeated this behaviour at least once a week across a four-week monitoring period between May and June, they were provisionally included in the targeted rewards intervention. If, however, they stated in the Baseline Survey they weren't physically able to use alternative modes of transport or had carer responsibilities that required them to drive regularly they were removed. There were 62 participants who met the inclusion criteria.

Over an eight-week period between August and early September, participants could earn an extra 100 BetterPoints, up to twice a day, for an active or sustainable journey of over one mile. The cohort also received a schedule of carefully calibrated messages that employed the behaviour change techniques of goal setting and performance feedback to encourage them to continue swapping out shorter car journeys for the duration of the intervention.

There was a 10% reduction in car journeys of under two miles during the rewards intervention versus the pre-rewards monitoring period. The number of car journeys continued to remain lower than the monitoring period for the two weeks after the rewards period had concluded.

## Points Report

A total of £5,573 was earned by participants during the 12-month reporting period, an average of £464 per month. This includes earning from activity rewards and prize draws.

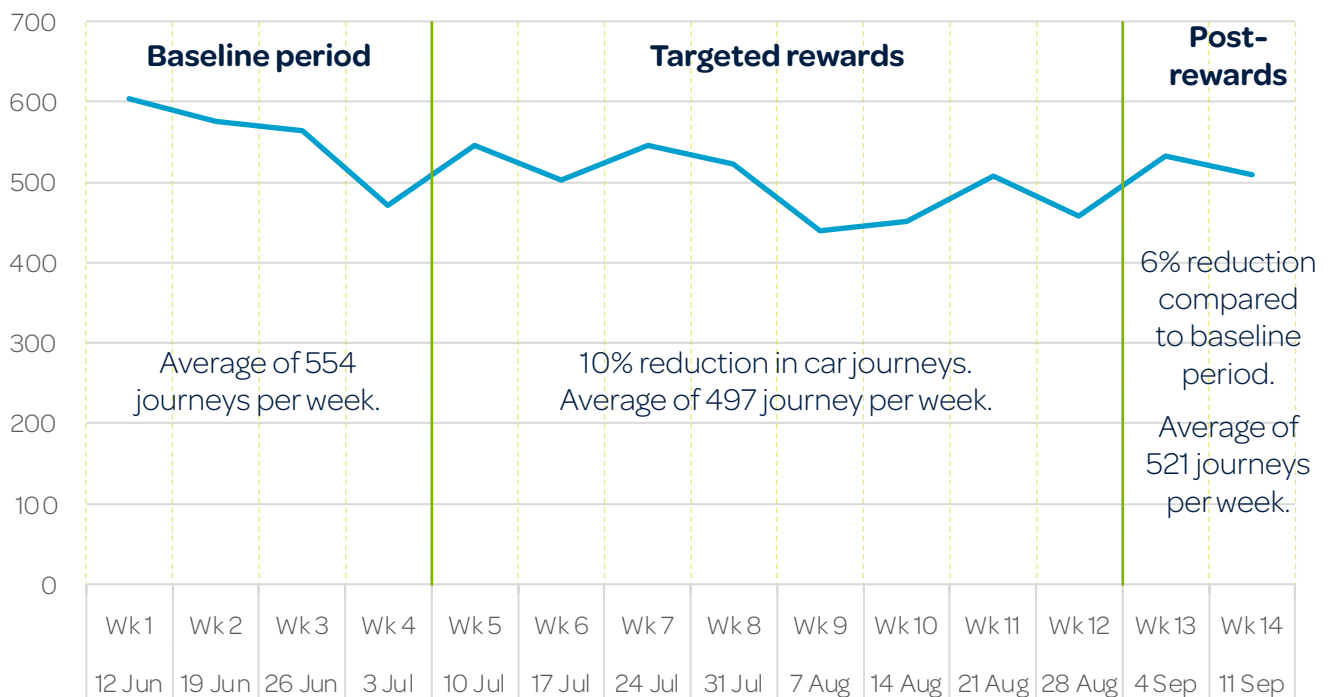
Participants were able to redeem their BetterPoints at 11 local businesses or donate them to four local charities. They could also spend them on high street brands in the core rewards catalogue or donate them to national charities listed in the Donate section of the app. A total of 125 vouchers, with a value of £458, were redeemed with local businesses. This represents 26% of total voucher redemptions during the reporting period, an increase on 23% from Year 1. £156 was donated to local charities, equivalent to 64% of total donations, which is the same as the first year.



# 10%

**reduction** in two-mile  
car journeys during the  
targeted campaign

Figure 7  
Reduction in car journeys less than two miles in targeted campaign



# Local business story

**A local business that has greatly benefited from the support of the Challenge has been Zero Store in Leamington Spa.**

Since April 2022, £385 of the rewards budget had been spent at the plastic-free shop through 150 vouchers redeemed in the app and their additional spend has been 'really valuable' to the business.

## Charlie, Zero Store Founder

'It started when a couple of customers mentioned the challenge and said it would be great to be able to spend their rewards with us, not just on vouchers from the likes of Amazon.

'It made sense to get involved, not only as it would help us reach new customers but because our objectives aligned as well.

'By encouraging people to reduce their car use Choose How You Move has sustainability at its heart. You're also more likely to discover local businesses like ours if you are walking, cycling or catching the bus into town, rather than driving to an out-of-town shopping centre.

'Benefitting the environment, people's health and supporting local is exactly what we're interested in.

'The process for redeeming vouchers has been very straightforward. The information in the app is clearly presented and we've never had any issues.

'When a voucher is confirmed in the app we mark it off on a Google Sheet for peace of mind, although as everything is recorded within the app it isn't an absolute necessity. It's as easy as that really.

'It has brought extra exposure through the app, which has been great. We've had a number of first-time customers who found out about us through BetterPoints messages and emails.



'Equally, existing customers who are using the app already, or have been introduced to it by us, are encouraged to come back knowing they can get money off their next shop.

'It has had the benefit of generating extra sales too. A customer will come in with a £2.50 or £5 BetterPoints voucher, but then get some other bits whilst they are here. The added spend is really valuable.

'I think it is really nice that there is an emphasis on promoting local businesses like ours, not just the multinational retail giants.

'Local businesses bring a uniqueness and vibrancy to a local area that I feel is really important and worth supporting.'

# User Stories

**Throughout Choose How You Move in Warwick District, participants were given the opportunity to share their story of how the challenge has helped them to make more active and sustainable travel choices.**

Here are some stories from the 'Ditch the Car Star' prize winners.

## Eleonora

Eleonora used to choose the easy option of getting a lift to work with her husband. That was until she was introduced to BetterPoints by her employer. Now, she shuns the convenient option in favour of a 40 minute walk into Leamington, for which she is benefitting both physically and mentally.

'I didn't used to walk much. I don't drive but my husband would take me to work in his car. If I didn't go with him I would get a taxi.

'I was a bit lazy. I always thought everywhere was a bit too far to walk.

'It didn't help that my husband was working from home during Covid, so he had the flexibility to take me into work and pick me up too.

'The app was what got me started to being more active. I tried things like Couch to 5K, but it didn't motivate me at all. The Choose How You Move challenge was different. The almost instant rewards gave me a real boost.

'The thing that gave me the most encouragement was the medals. I remember when I started over a year ago that there were some spring themed medals. My little son was always excited when I returned home from a walk and got to see what spring flower medal I had won. It's really nice to have something to show for the walking I've done.

'The app has made me realise what I'm capable of achieving. I absolutely love it.

'Now I am walking into work pretty much every day from where I live in Radford



Semele to Leamington. It's become a form of self-care for me; it's a moment to myself which I need and enjoy.

'It isn't just for work either. For example, during the summer holidays my son and I will walk into Leamington to do a few things like pick up some groceries and then catch the bus home. It's a really nice route and the walk provides some quality time to talk with him.

'I've had lymphedema for the past 20 years, which causes swelling on my leg.

'My leg is much stronger now, less swollen and not hurting like it used to. I don't need to come home and lay down to relieve the pain anymore.

'I have also been eating better as I know I need to fuel myself properly for all of the walking I'm doing. I'm now eating breakfast in the morning, but I haven't put on any weight.'

## Liz

Using the car was habitual for Liz and her family. That was until they decided to 'go green' with their travel choices. With the help of the BetterPoints app and her newly serviced bike, she's ditched solo car journeys for good.

'My husband and I used to have two cars. We would both drive to work. I would drop the kids off at school on route. All journeys were in the car basically.

'However, we decided as a family that we wanted to do better for the environment and changing our travel habits was a key part to that.

'We started off by dropping down from two big cars to one small three-door car, and I began cycling to work.

'I loved cycling when I was young as it gave me freedom and independence. Yet when I got older and had kids it seemed less practical.

'I had a bike, but it was languishing in the shed. It had been in there for a good while! I got it out, sent it in for a service, and then starting using it.

'I found out about the challenge from one of the local shops on the app, Zero Store. I thought it was a great idea and could give me extra encouragement to cycle and walk, and it duly has.

'I like that it tells you about your key stats for the day, how many miles you've travelled, and the CO<sub>2</sub> saved.

'The other thing that is rewarding is the graphs, seeing how active you are across multiple weeks. I'm always pleased with myself when I check the app and see that I did more minutes one week versus the previous week.



'It motivates you to walk down to the shops when you're below your weekly target, knowing you'll earn some points too.

'I have been saving up my points; there is a good chance I'll be able to trade them in for a local voucher soon which is exciting!

'Now I always cycle to my job in Warwick and sometimes to my other job in Kenilworth. It would have been out of the question once upon a time not to drive to Kenilworth, but now I'll take the bike or catch the bus if not.

'I've reduced my car use to two journeys a week. When I do use the car it'll be carpooling with my husband or the kids.

'I no longer drive the children to school. They have a weekly bus pass to get there instead.

'I'm definitely feeling a lot healthier as a result. It feels great arriving to work on my bike knowing that I've done a good amount of exercise for the day.

'We've also made a massive saving by not running two cars.

'By walking into town more frequently I've also discovered some local, independent shops that I didn't know existed.'



## Satvir

When assessor Satvir suffered an injury at school, her physical activity was put on hold and bad habits crept in. With the help of the Choose How You Move challenge, she has transformed her travel to work routine for the better.

'I first joined BetterPoints when training for the London Marathon as part of a fundraising effort for my missing brother.

'I was using it for my running and walking preparation but then I badly injured my heel. It required 12 weeks of recovery during which time I got into some bad habits. I wasn't very active, and I was using the car every day to get to work.

'Once my injury had fully healed, I decided to ditch the car for my journeys to school to get me back on track. It has helped me to regain my confidence and I'm now walking more than ever before.

'I like that it gives me the encouragement to keep going and stick to my routine. Even when it is raining, I will take a brolly or put on my raincoat and get outside. I'm always reflecting on the points or medals I've earned and the distances I've done. These are all key motivators for me.

'I really like the boosted reward campaigns too. They make me think about what more I could be doing. Take the recent Bike Week rewards, I haven't ridden a bike since I was 12 but reading about the campaign has inspired me to build cycling into my active routine; I'll need to get a bike first though!

'I'm now doing four days of walking to work, which is about a 20 to 30 minute walk, and only use the car on Fridays to pick up my son who lives out of town. My work as a



teacher can be quite demanding and being active every day really helps with this.

'Even on a Saturday, I'll put my trainers on and go for a stroll around Warwick Racecourse. I always feel better for it.

'A friend and I used to drive somewhere to have a catch-up over a coffee. Now, we'll meet and do a big walk together at the Racecourse instead.

'The car is still there on the driveway, but I walk past it most of the time these days.

'My blood pressure has stabilized as a result, which means I haven't had to increase my medication.

'My wellbeing has improved; I feel less stressed and more motivated to do all sorts of things.

'When I go into school, I will mention to people that I now walk to work. When you share your story it definitely encourages others to do the same and experience the benefits.'

# Summary and Recommendations

**Year 2 of Choose How You Move in Warwick District has proven to be a success. Registrations grew by 63% (n=631), taking the overall figure to 1,632.**

At 41%, the engagement rate over time comfortably exceeds the industry standard of 5.7%. Recorded activities have increased by 43% compared to Year 1. The 402,352 total equates to an average of 247 activities per participant, compared to 230 last year.

In terms of measured modal shift, 50% of responses to the question 'Thinking of your last recorded trip, did it replace a solo car journey?' were 'yes'. Extrapolating this across all recorded sustainable trips gives an approximate CO<sub>2</sub> saving of 85 tonnes.

There was also a 10% reduction in car journeys of under two miles during the rewards intervention targeted at regular car drivers. Miles travelled by car also fell by 19% amongst users that reported driving three or more days a week when they took the Year 2 Baseline Survey.

The challenge continued to engage local traders and charities, contributing at least £614 this year, and £1,280 overall, to revenue streams through redeemed vouchers and encouraging donations.

To scale the impact of Choose How You Move in Warwick District and deliver desired outcomes during Year 3, we recommend:

- Targeting strategic employers across Warwick District e.g., South Warwickshire University NHS Trust and local business parks, to reach their staff.
- Continuing efforts to enlist more local traders and procure local prizes.
- Developing existing relationships with local groups like Clean Air Warwick and CycleWays to activate their local audiences and networks.
- Continuing to explore and implement new marketing approaches e.g. digital display screens in supermarkets and bus stops, video campaigns, radio features, and developing existing ones to increase visibility and recognition of the Choose How You Move in Warwick District brand.
- Targeting car drivers of longer distances to see if the success of the less than two miles reward intervention can be translated to a wider user group.
- Further work to segment and target users e.g., leisure cyclist with incentive strategies that allow the challenge to continue to scale whilst making the most of the available rewards budget.
- Continuing to align reward promotions and marketing campaigns with Council-supported events like EcoFest and Art in the Park.

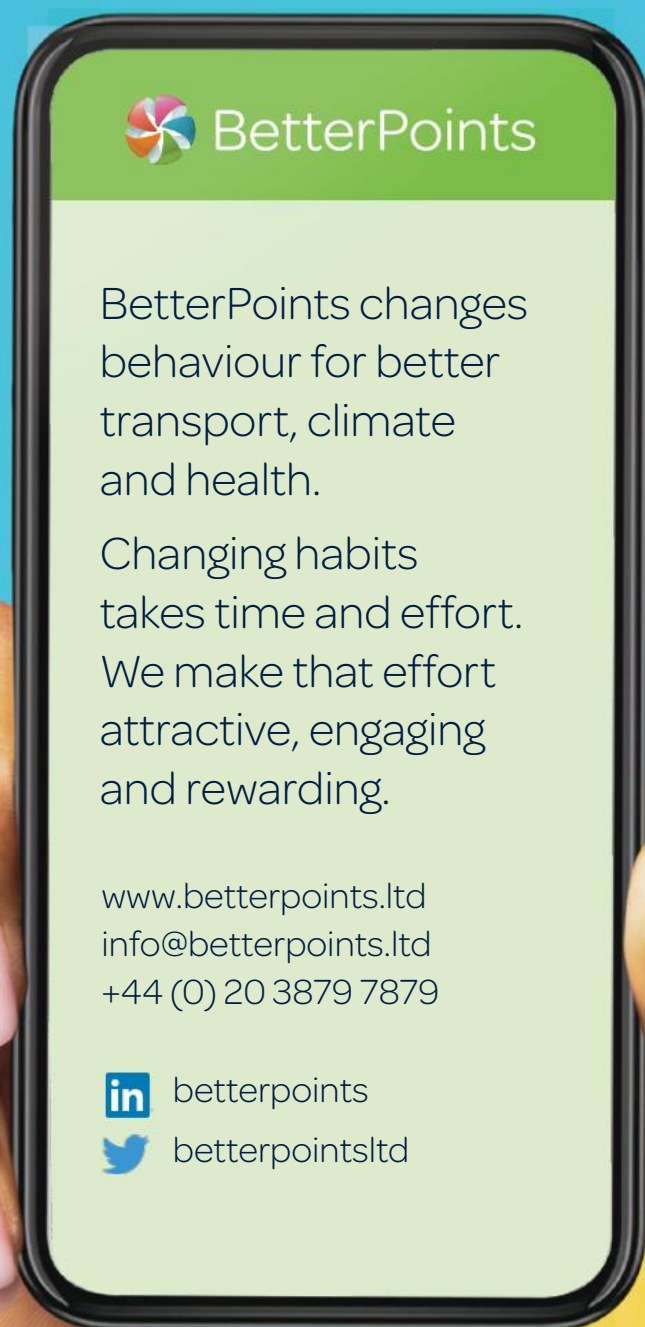
The programme team will agree targets for the 2023/4 delivery period based on Warwick District Council's priorities.

**‘I’m definitely feeling a lot healthier as a result. It feels great arriving to work on my bike knowing that I’ve done a good amount of exercise for the day.**

**We’ve also made a massive saving by not running two cars.**

**By walking into town more frequently I’ve also discovered some local, independent shops that I didn’t know existed.’**

*Liz*



Certified



Corporation

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