

Appendix 2

BetterPoints- A Summary

BetterPoints is a sustainable travel initiative designed to change the behaviour of Warwick District residents. It aims to get residents travelling more sustainably (walking, cycling, wheeling, using public transport etc.). Users download the smartphone app from the Apple App Store or the Google Play store and answer the questions asked, including verifying that they are residents of Warwick District by inputting their postcode. Those who live outside the district but work within it can sometimes request a referral code that will allow them to join in. The user then joins the 'Choose How You Move in Warwick District' Challenge and sets the tracking function to 'on'. This then remains permanently on in the background and tracks journeys unless it is switched off in the app.

The user can then perform their sustainable journeys and the distance travelled, start and end points, route taken, and time spent are all recorded and shown to the user. BetterPoints are awarded for sustainable journeys taken within Warwick District at a rate of one point per minute of activity up to 50 points a day. These points can be exchanged for money-off vouchers/ other rewards in the 'Rewards' tab. These include 1-day passes to Newbold Comyn and St Nicholas leisure centres for 500 points, a Café 2u drinks voucher for 2500 points and a £5 ASDA e-gift card for 5000 points. The Climate Change team works with local businesses to get them signed up to the app. Currently, there are six local businesses on the app. BetterTickets are also issued when a sustainable journey is completed, and these enter the user into prize draws to win BetterPoints.

Additional prize draws are also carried out at certain times of the year e.g. the recent 'Countdown to Christmas' draw featured prizes secured from local businesses. The prizes were drawn once a week, and four tickets to the Royal Spa Centre panto, a voucher for Aubrey Allen Butchers/Oscar's Bistro, an Everyone Active gym membership and a BetterPoints bundle were offered. A daily prize draw of 1000 BetterPoints is also offered on the app.

Challenges are offered on the app at certain times of the year e.g. in January/February to encourage users to keep moving through the cold weather. These challenges will allow users to win virtual medals for travelling a certain distance and may also include points bundles as prizes. Events that partner with BetterPoints also provide an opportunity for users to earn points outside of the 50 per day that they would usually earn. The app can geofence event locations and automatically award points to those who travel sustainably to/from those locations. For example, any user who travelled sustainably to Pride in Leamington in August 2023 automatically received 1000 points.