

### Better Points Proposal 2022/23

#### Proposal

Warwick District Council is interested in extending the programme into a second year and incorporating Stratford-on-Avon District into the catchment area. This proposal is for a 12-month 'South Warwickshire' programme starting in August 2022.

The programme will build upon the success of the first year by growing participation across both districts and continuing to engage existing users, scaling up the modal shift and behaviour change outcomes amongst local residents and workers. Recommendations include:

- Rewarding car-share activity.
- Rewarding activities that promote the council's health and wellbeing objectives e.g. swim, gym and exercise classes through Everyone Active partnership.
- Rewarding use of newly developed pedestrian and cycling infrastructure.
- Collaboration with local environment and sustainable travel groups e.g. Clean Air Warwick, Cycleways.
- Further collaboration with local schools and their Safe and Active Travel Champions.
- Further collaboration with transport operators e.g. Chiltern Railways, Stagecoach, Transport for West Midlands, Johnsons.
- Acquiring more local business offers and prizes e.g. free bike services.
- Creation of digital marketing materials e.g. for social media, bus shelter advertising screens.

#### Programme Schedule

- August 2022: Planning, updates and set up.
- September 2022 – 7 August 2023: Launch of re-branded South Warwickshire programme. Boosted rewards and prize offers to focus on seasonally based challenges, national awareness campaigns and local events.
- August – September 2023: Reporting and evaluation.