

BetterPoints

Presentation and Partnership Ideas

FAO: Leeds Travel Plan Coordinators Meeting

May 6th 2026

Who are BetterPoints

- Purpose-driven
- 15 years old
- Behaviour change pioneer for transport, health and climate



- Purpose built platform
- 40 behaviour change techniques (BCTs)
- Empower, reward and measure behaviour change



We work with:

- Local Authorities
- Businesses
- Academic Institutions
- Stakeholders who share our aims

Who we work with





Healthy Place Shaping Oxfordshire

Sheffield City Council

Buckinghamshire Council est. 2020

Leicester City Council

Leicestershire County Council

City of York Council

Heathrow Making every journey better

Ebbsfleet Development Corporation

London Borough of Hounslow

South Lanarkshire Council

Renfrewshire Council

University of Sheffield

Cardiff University / Prifysgol Caerdydd

Surrey County Council

Sunderland City Council

Southwark Council

East Riding of Yorkshire Council

Newham London

East Dunbartonshire Council

NHS The Hillingdon Hospitals NHS Foundation Trust

London Luton Airport

Trafnidiaeth Cymru Transport for Wales

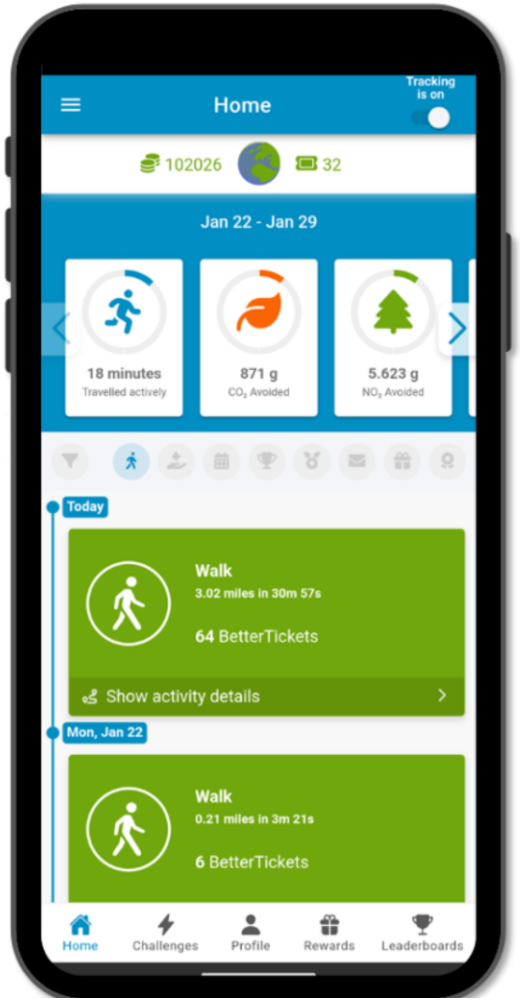
What is BetterPoints

A behaviour change platform and app available to everyone who lives, works or studies in a client area.

Downloadable. Users sign up and complete baseline survey on their physical activity and lifestyle habits.

Users earn points – BetterPoints – for making sustainable journeys, answering surveys and attending eligible events.





Points can be redeemed for goods and services with reward partners.

Includes national chains as well local businesses.

Points can also be donated to national and local charities.

How to earn points – Other ways



Surveys

Events

Campaigns

What points are worth

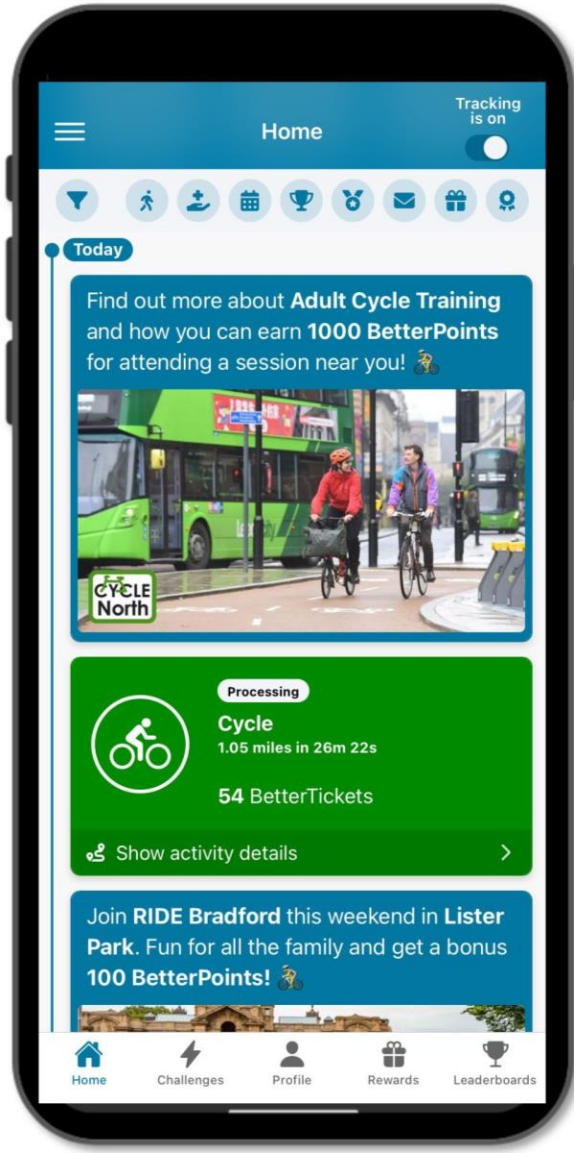


1 BetterPoint for every minute that you run, ride, walk or wheel within West Yorkshire, up to 30 minutes every day.

Earn 15 points for every bus, tram or train journey you make over a quarter of a mile within West Yorkshire, up to two journeys per day.

1000 points equates to £1 (enough to buy a coffee with partner deals)

Also earn BetterTickets which give entries into regular prize draws

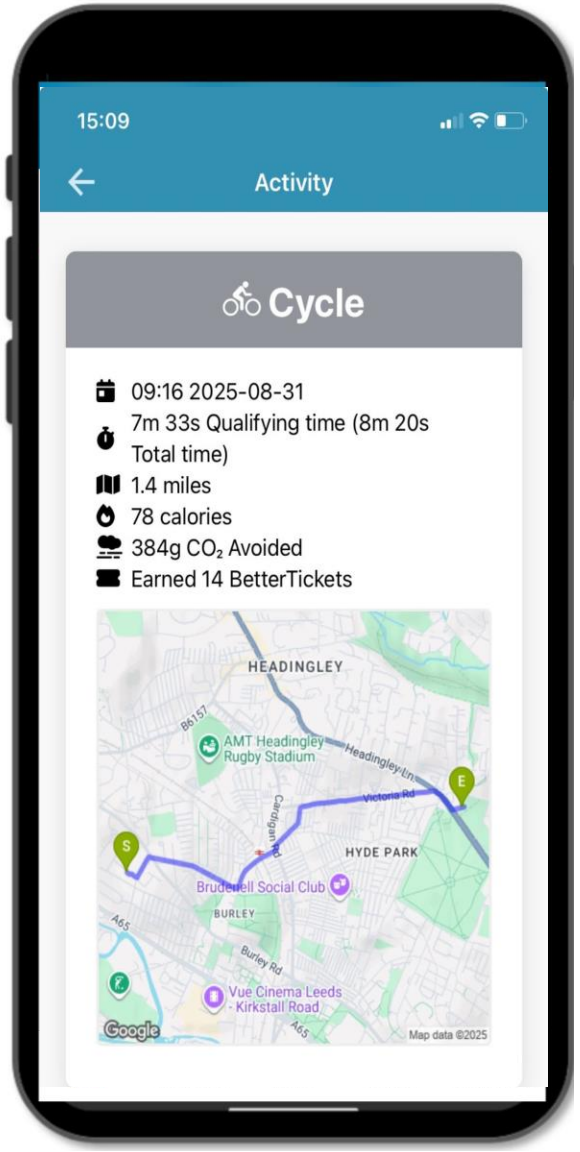


How it works

The user chooses to make a journey.

Using GPS tech – not WiFi – speed and geographic distance are measured.

Speed is used to calculate mode of transport and if user is in a car.



Bus and Train routes used to determine if user travelling by bus or train.

QR codes can be used to reward attendance at cycle training or events and geolocation allows rewards for sustainable arrivals at specific locations e.g. strategic employment sites, matchdays.

Users have the power and choice to confirm all activities by the end of the day.

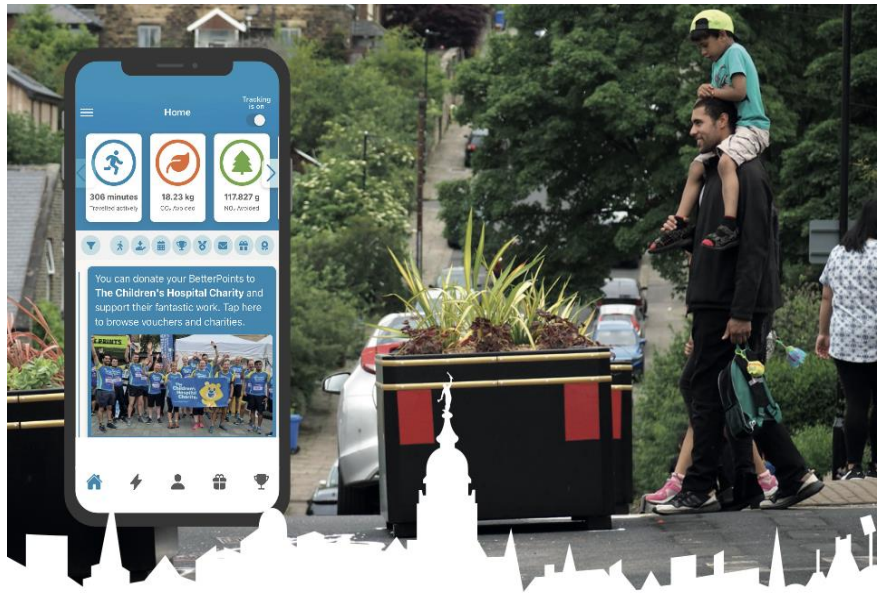
BetterPoints in action – Case Study

Sheffield – Population 685,000

BetterPoints Users: 25,486

In its first year, BetterPoints achieved:

- 2,000 people driving in fewer days per week
- 1 Kiloton of carbon savings, worth £277,000 (Government valuations)
- 4,640,933 millions active journeys recorded
- 2.5 million car trips switched to active transport
- 2/3 of inactive registrants recorded at least 12 weeks of CMO's recommended 150 minutes of Physical Activity



"BetterPoints has been transformative for Sheffield"

Councillor Ben Miskell, Chair of Transport, Regeneration and Climate Committee

sheffield.betterpoints.uk

About BetterPoints West Yorkshire











About BetterPoints West Yorkshire

- Available across all **five** local authority districts in West Yorkshire.
- Soft launch to council staff and LAs – December 2025
- Public launch across region in January 2026
- Pilot scheme to April 2027



WYCA has bold ambitions for BetterPoints



15-month pilot



3% of adult population registered

50% active users recording at least 150 minutes of physical activity per week



Engagement from all 5 district councils



Rewards used to support local business and charities



Data used to inform regional strategy and infrastructure e.g. Weaver Network



25% increase in number of journeys made by foot, bike and public transport

Partnerships already active in the pilot

- Business Parks and Employers e.g. Thorpe Park, Wellington Place
- Leeds Rhinos Rugby Club
- Sixth form Colleges, other Colleges, and Universities in the city
- Charities
- NHS organisations

BetterPoints is looking for partnerships to explore within the pilot for how it can be used to motivate different audiences within the region.

- **Promote it to your audiences** and work with us to support our objectives.

- **Promote to friends and families**

- Promote and **share local businesses and charities** to BetterPoints as reward partners

- Create **rewards and promotions** with your audiences



What role you can play

Next Steps



Download the app

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