



GROW YOUR BUSINESS THROUGH YOUR LOCAL BETTERPOINTS REWARDS PROGRAMME

The opportunity

BetterPoints is a multi-award winning technology company that motivates people to change their behaviour to cut air pollution, reduce congestion and improve health and wellbeing. Using the BetterPoints app, people can earn rewards by recording their walking, cycling and public transport journeys, as well as other healthy activities.

The rewards people earn can be spent on a wide range of vouchers in our app catalogue, including from local businesses in specific programmes.

BetterPoints is running a rewards programme in your area: **BetterPoints Lancashire**. This means the positive travel and health choices of the local community can help your business.

Why get involved

- Reach new customers.
- Generate additional spend.
- Align your brand with a local sustainability and health initiative.

"It has been very straightforward. We've had a number of first-time customers who found out about us through BetterPoints messages and emails. It has had the benefit of generating extra sales too. A customer will come in to use a BetterPoints voucher, but then get some other bits whilst they are here." **Charlie, Founder of Zero Store, Leamington Spa**

Ways to get involved

- **Vouchers:** Digital gift vouchers to use in store or online. BetterPoints will reimburse your business for the value of any vouchers used.
- **Discounts:** In-kind offers designed to increase footfall or web traffic.
- **Sponsorship:** Sponsored items, experiences or services that can be won in a prize draw.

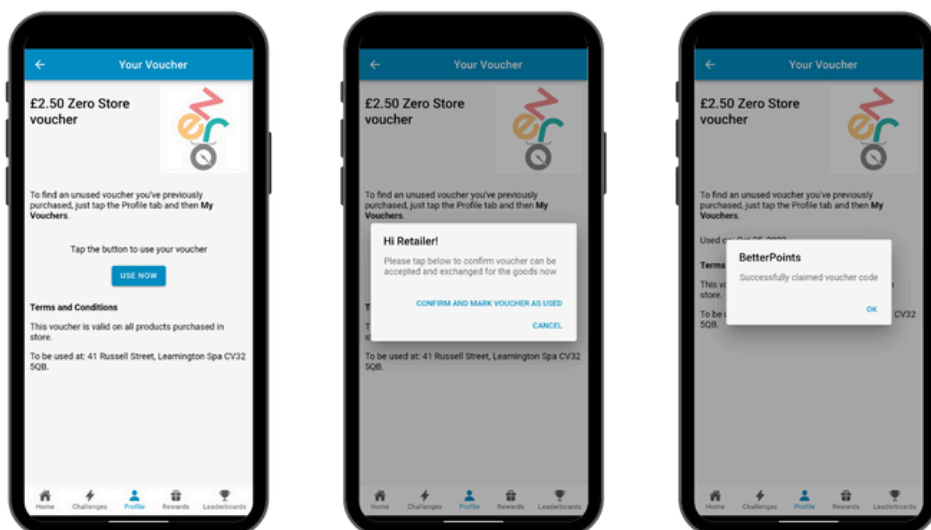
How it works

1. Local residents, workers or students record their walking, cycling and public transport trips in the app.
2. They are rewarded with BetterPoints (a financially backed digital currency) or BetterTickets (prize draw entries).
3. BetterPoints earned or won can then be redeemed for vouchers in the app catalogue.
4. These vouchers can be spent with local businesses like yours, using BetterPoints' Tap & Clear system or online.

Tap & Clear

Tap & Clear is BetterPoints' own digital fulfilment system. It offers a simple and secure way to approve and void vouchers and discounts. The system keeps a record of all transactions. However, some businesses choose to record transactions at their point of sale as well. Here are the steps involved:

1. Customer selects your voucher from the catalogue.
2. Customer agrees to the terms and conditions and redeems the voucher.
3. Customer confirms they wish to use the voucher now.
4. Customer is instructed to present their mobile with the voucher displayed to a cashier.
5. Cashier taps 'Confirm and mark voucher as used' and then 'OK'.
6. Voucher appears as voided and cannot be used again.



Want to take part? Next steps

1. Speak to the BetterPoints Programme Manager in your area to agree the value, quantity and terms of use for the vouchers you would like to offer.
2. BetterPoints will then ask your business to supply:
 - Bank details (so they can pay your business for vouchers used)
 - A logo, marketing images and social media handles (so they can tell people about your business and the offers available).
3. BetterPoints will then create the vouchers in their system. If your business has its own alphanumerical voucher codes, these can be used.
4. Once the vouchers are ready, you need to ensure that members of staff are fully briefed on the redemption process.
5. BetterPoints can supply marketing materials (posters, flyers) for display at your premises. If customers hear about the app from you, the rewards they earn are more likely to end up in your till!

If you have any questions, please write to your local BetterPoints Programme Manager: james.baker@betterpoints.uk.

Find out more and download the free app at: lancs.betterpoints.uk



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