

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/061230-2025>

Contract

Better Points East Riding Behaviour Change Incentive App Scheme

East Riding of Yorkshire Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-061230

Procurement identifier (OCID): ocds-h6vhtk-05a5ab

Published 1 October 2025, 11:24am

Scope

Reference

DR746761026

Description

Name of supplier - Better Points Limited

Contract value - £29550.00

Better Points, Behaviour change incentive app scheme, where employees can earn incentives by traveling in a more active, sustainable way. The scheme allows employees to record their journeys to earn points, these can then be spent at local businesses.

ERYC to commission and work with Better Points to launch/trial their transport and behavioural change reward scheme App tailored specifically for the East Riding for a pilot period of 12 months and targeted to employees at designated businesses,

enhancing established partnerships and Modeshift objectives. Promoting to increase levels of physical activity through walking, wheeling.

Better Points will provide, manage and deliver all aspects of the application and is the only transport reward-based app available, that will enhance Modeshift workplace/employee partnership engagement. Better Points have long-established relationships

working with LA's and businesses and are an established provider of this specific reward-based app tech.

Contract 1. Better Points East Riding Behaviour Change Incentive App Scheme

Supplier

- BETTERPOINTS LIMITED

Contract value

- £29,550 including VAT

Below the relevant threshold

Date signed

1 October 2025

Contract dates

- 1 October 2025 to 1 October 2026
- 1 year, 1 day

Main procurement category

Goods

CPV classifications

- 48000000 - Software package and information systems

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Procedure

Procedure type

Below threshold - without competition

Supplier

BETTERPOINTS LIMITED

- Companies House: 07356214
- Public Procurement Organisation Number: PHQZ-6914-PPWZ

3 The Mount, Trumpsgreen Road,

Virginia Water

GU25 4EJ

United Kingdom

Email: sales@betterpoints.uk

Website: <http://www.betterpoints.ltd>

Region: UKJ25 - West Surrey

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Better Points East Riding Behaviour Change Incentive App Scheme

Contracting authority

East Riding of Yorkshire Council

- Public Procurement Organisation Number: PZQH-9124-TMLN

Cross Street

Beverley

HU17 9BA

United Kingdom

Email: procurement@eastriding.gov.uk

Region: UKE12 - East Riding of Yorkshire

Organisation type: Public authority - sub-central government