

BetterPoints Indicative Pricing

BetterPoints programmes can be as short as a few months or delivered over many years. The pricing set out here represents a typical standard 12-month programme for a single local authority. Additional services can be procured at any time throughout the contract (listed here as Optional Extras). These indicative prices are correct as of 19 January 2026.

All Prices are exclusive of VAT.

Basic Programme – £45,000

Item	Description	12-month contract
Software Licence	12-month software license including UK Customer Support.	£16,000
Programme set-up	- Main programme creation and implementation of all agreed interventions such as activity rewards, groups, bonus rewards and prize draws - Web domain, in- app challenge, digital copy, messaging, surveys, and activity rewards - QA and Testing	£3,600
Programme management	- Intervention design and behaviour change consultancy - Message/story creation - Ongoing reward, intervention creation - Points monitoring - Account management - Configuration of charities and retailers - Client training	£9,000
Reporting	Professionally produced Evaluation Report	£3,500
Incentives rewards	12 million BetterPoints for users to earn and win (includes 7.5% admin fee)	£12,900
Total		£45,000

Optional Extras

Item	Description	Price from
Engagement Coordinator	Local freelance contractor managed by BetterPoints to engage stakeholders and drive reach and engagement	£5,000
Marketing materials	Poster, flyer and social media images designed using client-supplied photography	£1,000
Social media marketing	Boosted social posts to drive downloads and engagement	£200 per campaign
Workplace / Leaderboard challenge	• Intervention design • Challenge page set up • Leaderboard creation • Support for business onboarding	£5,600
Workplace challenge – Design work	Posters and flyers (supplied digitally)	£1,000
School challenge	• Intervention design • Challenge page set-up in app • Leaderboard creation • Ongoing support	£5,600
Extra incentives rewards	One bundle of £1,000-worth of points plus admin fee	£1,075