



For local
businesses

Get new customers through your door.

Funded by Hull City Council, Better Points is a free app that rewards users for walking, cycling and using public transport. Right now, thousands of Hull residents have joined and are actively looking for places to spend their points.

Partner with us to turn those points into revenue for your business and support our local community.

2,000+

Hull residents already earning

£££s

Thousands of pounds in council funding set aside for local rewards



You name the offer. We buy the vouchers.

Tell us what you want to offer

A free item, a discount – tell us how much it's worth.

We pay you upfront

Council money, in your till, before your first customer walks in.

Minimal admin and training

Simple one-tap-to-redeem takes away the faff.



WHY NOW

03

Shop Local

Small Business Saturday 5th
December 2026

WHAT WE'LL DO

Promote local businesses and local stories to all Hull users through the app all through November and into December.

SIGN UP IN TIME

Businesses signed up in time will be included in promotion and can discuss BetterPoints-funded discount offers.



A café offers 100 free hot drinks

£250

in the bank before the first drink is served

100

customer visits from Hull app users who may not have come in otherwise

+£175

extra spend on top: a pastry, a drink for a friend, lunch. E.g. half add a £3.50 pastry

ALSO WORKS
FOR

Retail

Bike shops

Service businesses
Florists, barbers

Community businesses



Interested? **Get in touch** and
we can get you live within a
week.

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