

MOVESLETTER

JANUARY 2023

uea+sport

CHRISTMAS & NEW YEAR UEA MOVES RAFFLE

INCLUDING LOW COST RAFFLE TICKETS

New Year raffle extended!

The new year raffle is aimed at UEA+Moves users who are either making a New Years resolution around their health and wellbeing and/or for those who are new to fitness and health tracking, we hope this prize will help our winner with their journey to a healthier and happier lifestyle.

The prizes on offer are:

- UEA+Moves branded protein shakers (x5 available)
- A resistance band set (x2 available)
- A FitBit Charge 5 fitness & health tracker (x1 available)

This raffle ends midnight on Thursday 5th January.

Our BEST Prize Yet

Win an entry to the 2023 London Marathon!

The winner of this prize will receive entry to the marathon, a UEA branded top, a bespoke strength & conditioning and nutrition plan and access to a pre-race massage with our physio team.

Find out more by looking on the UEA+Moves app or on our @ueasport Instagram.

This raffle ends midnight on Monday 16th January.



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BIKE LIGHTS SET



BIKE HELMET



FORCE JACKET



MORE TO COME!

January raffle now available.

Our January raffle is themed around cycling safely, whether it be to and from campus or around Norwich/Norfolk it is important to be safe and sensible in the current Winter conditions.

The prizes on offer are:

- Rechargeable LED bike lights set (x2 available)
- Meteor cycling helmet (x2 available, in your colour choice)
- A Mountain Warehouse Force jacket (x1 available)

Keep an eye out for some additional bonus prizes coming soon!



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TREES PLANTED

499

*TOTAL ALL TIME TREES PLANTED, AS OF 15TH JANUARY 2023

THESE TREES HAVE BEEN PLANTED WITH THE WORLD LAND TRUST AND ECOLOGI, REDEEMED BY OUR USERS ON

UEA MOVES

Trees galore

We have had the tree planting option on the app since May 2021, originally as an initiative set up by UEA Sport's Sustainability in Sport working group.

By redeeming this reward, you will contribute to global reforestation efforts, restoring lost forests, repairing damaged ecosystems and mitigating climate changes.

We are now using Ecologi, which is more affordable for users to plant trees. We now have a public webpage to show all the tree planting and offsetting we're doing:

<https://ecologi.com/ueasport>

Semester 1 Stats

We're extremely proud of how integral Moves is to our Active Campus programme, which provides free or heavily subsidised activities designed to benefit your physical and mental wellbeing.

KEY INFORMATION FROM MOVES NATIONAL MEET

*Data from Spring 2022.

There are now 14 universities using Moves, and UEA is...

- Highest number rewards redeemed by almost double of second highest (16,000) and highest number of rewards per user
- Highest number of challenges created (almost 600)
- 2nd highest average points spent
- 2nd highest percentage of points spent

- 2nd lowest % users without a tracker connected (17%)
- 2nd highest number of groups & 3rd highest number of participants per group (average)
- 3rd highest for number of registered users
- 3rd highest average of lifetime points
- Mid-table for average cost of reward (5,860 points)

2022-23 SEMESTER 1 STATISTICS



OpenPlay Info

OpenPlay are the app developing company who we pay a licence fee to each year to use Moves. They recently held a national meet to display data they have collated. We are pleased with how we are placing against some top universities in the country!

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NEW hot drinks rewards ☕

We are working with UEA Catering to change our hot drinks offer on Moves, which is the most popular reward option. We are aware that this is the most expensive cost for us, and with more users and limited resources it is a hard balance to keep the cost of hot drinks low whilst keeping on top of the cost of rewards!

From 16th January, there will be TWO different hot drink reward options available:

- 1,800 points option for users who redeem a hot drink with a reusable cup
- 3,500 points option for users who redeem a hot drink without a reusable cup

This way we are able to offer a lower cost hot drink option like before, whilst also ensuring that we keep on pushing for environmental sustainability

As the lower points option requires users to have a reusable cup, we decided to offer them as a reward option on the app as well. These will be redeemable from Zest in Campus Kitchen.

On top of the new reward options, we will also be increasing the types of hot drinks available - syrups, mochas and hot chocolates (up to the value of £2.40) will be available from Moves!

We will monitor the costs over the next few months, there is always the chance that we have to restrict rewards if we're spending too much but we hope that won't have to happen. **The limit of one a week will stay but this will now be for hot and cold drinks combined.**

All we ask is for everyone to use Moves fairly and bear in mind that it is a free to use service, predominantly aimed towards those with lower activity levels to be incentivised to do more activity for their physical and mental wellbeing.

Get in touch

Please email any queries to ueamoves@uea.ac.uk, we will be working through the backlog of emails over the next couple of weeks - thank you for bearing with us!

Please follow us on social media @ueasport for our latest updates.

To find out more about our Active Campus programme please visit:

<https://ueasport.co.uk/activity-and-sport/>

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