

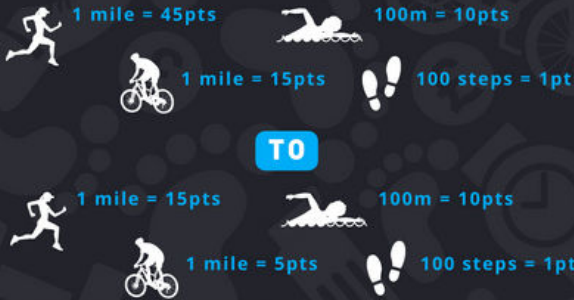
# MOVESLETTER

## OCTOBER 2023

### UEA+MOVES REWARDS UPDATE

AS OF 1ST NOVEMBER

DAILY USER ACTIVITY POINTS CONVERSION WILL  
CHANGE FROM...



Swim points have already been increased from 5pts per 100m.  
Challenge points will stay at the old points conversion rate.

## Points Conversion & Reset

An important update for all users:

The points conversion for user daily activity will soon be changing, we have taken this approach to ensure that users understand that our main focus on the app is to target students and staff who are less active - focusing more on rewarding steps taken has proven to be successful in this area for multiple other universities.

Thank you also for your understanding for the mandatory reset to all current user points we had to initiate in August, this has enabled us to better control our yearly budget for the app and carry on providing a large range of rewards for users. This will be a yearly occurrence, every August.

## Our latest prize raffle winner!

As many of you will be aware, we hosted a prize raffle in July this year - over 18,000 raffle tickets were redeemed!

As you can see by the photo we had a very happy winner, Henry Goulding - a student from ECO.

This year we will be providing monthly raffle prize opportunities for you to take part in, with a range of prizes from UEA+Moves branded items to bikes, FitBits and more!

If you have any raffle prize suggestions, please email us on [ueamoves@uea.ac.uk](mailto:ueamoves@uea.ac.uk)



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## UEA+MOVES AMBASSADORS REQUIRED

We are recruiting for volunteers in each of the following areas:  
Marketing & Social Media  
Data Analysis  
User engagement - rewards/challenges

Apply now for 2023-24

Application forms are online, or  
email [studentsport@uea.ac.uk](mailto:studentsport@uea.ac.uk)

## Fancy volunteering for us?

Every year, UEA Sport seeks new and enthusiastic students who want to make a difference for others at UEA. We have some volunteering roles which you could apply for (see link below on our webpage):

We are on the lookout for Active Campus & UEA+Moves Ambassadors to drive participation opportunities for students via the app to engage in increased physical activity, in order to improve wellbeing and awareness of our wider Active Campus programme.

<https://ueasport.co.uk/volunteer-academy/current-volunteering-opportunities/>



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# MOVESLETTER

## OCTOBER 2023

### OUT WITH...



### IN WITH...



## New Rewards

Grenade protein bars have increased in price, due to this they will no longer be a redeemable item from Monday 16th October.

We have the good news that we will be replacing the protein bar with two alternative options:

- Metcalfe's Ricecakes
- Proper's Lentil Chips

You will be able to redeem these items once a fortnight, and they are significantly cheaper in points than the protein bars! You will also be able to choose from any of the flavours available.

## 2023-24 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.

## SUSTAINABLE ACTION



3,085 trees planted



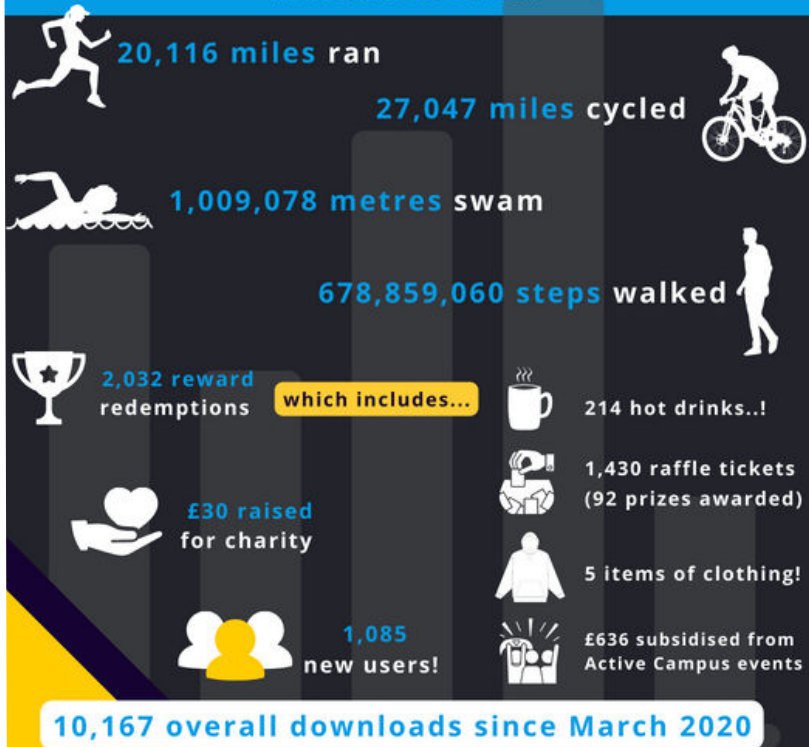
1m2 of UK habitat restored\*



0 tonnes of carbon emissions removed\*

\*Introduced early October

### 2023-24 STATISTICS (UP TO END OF SEPTEMBER)



## Trees and more

We began planting tree on the app in May 2021, we have now reached over 3,000 planted! We have also added the option of restoring UK habitats and removing carbon emissions - see the reward tray for more and the link below to see our profile!

<https://ecologi.com/ueasport>