

OPENACTIVE

A campaign for open physical activity data.

Supported by the Open Data Institute



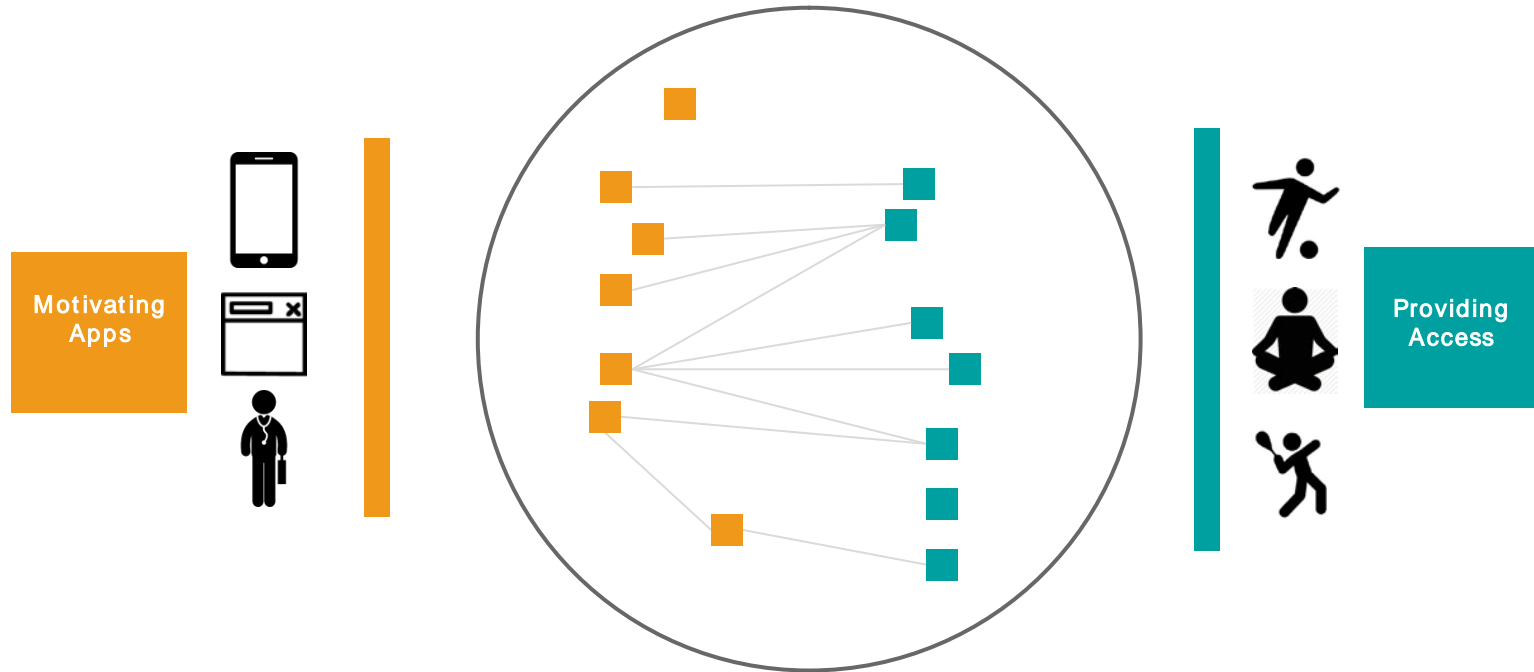
Motivating Apps



Providing Access



Motivating apps and providers are not well connected



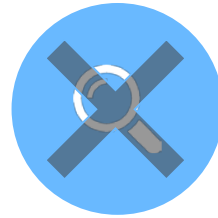
The user experience in the physical activity sector



I want to be active!



Limited choice.
Even Google can't help!



Now here to easily
search what's available



Give up.
Remain inactive.

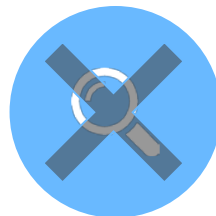
The user experience in our sector



I want to be active!



Limited choice.
Even Google can't help!



Nowhere to easily search
what's available



Give up.
Remain inactive.

vs



I want to go on
holiday!



Loads of choice of
how to book

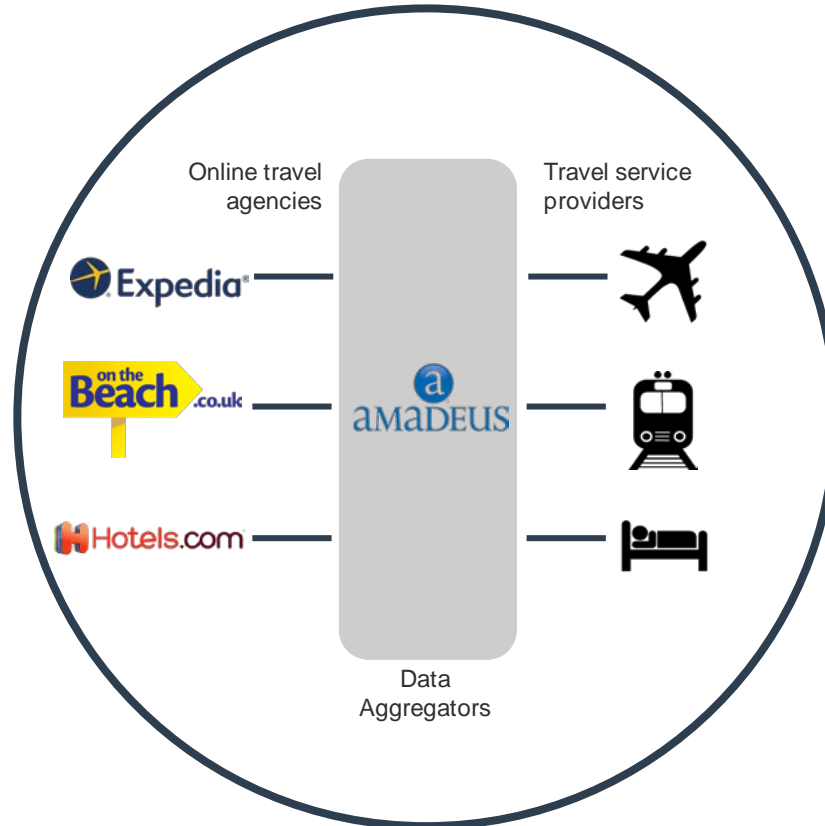


Great search tools - easy to
search through availability



Booked, paid and off
I go!

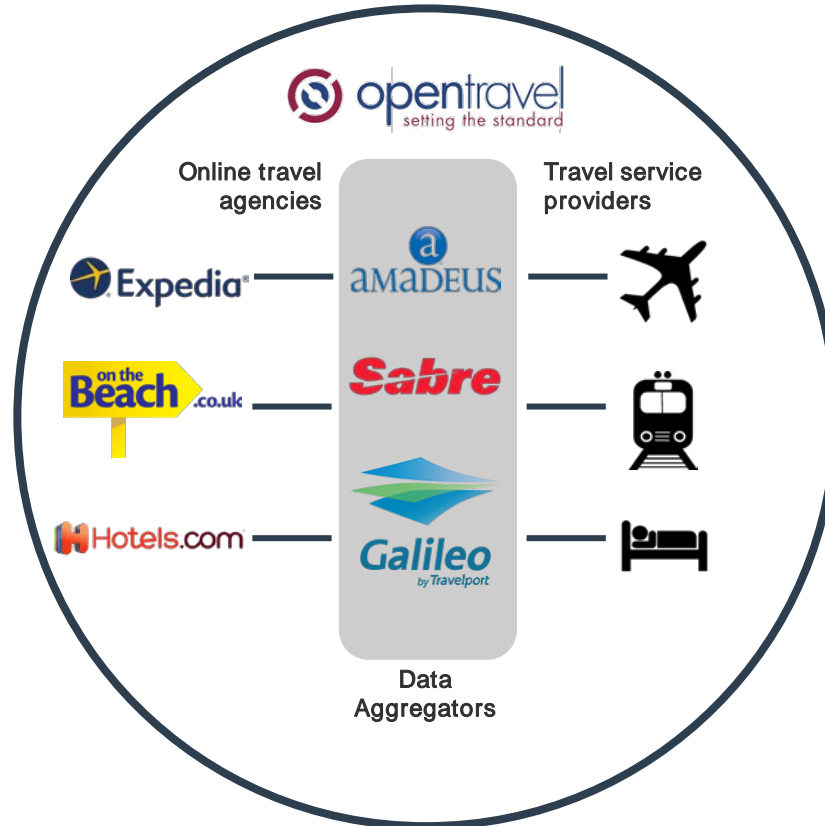
To get more people more active, we are mirroring the model used in the travel sector



Data aggregators like **Amadeus** bring flight, hotel, and transportation data into one place

Expedia and others have access to a variety of accurate, bookable holiday opportunities

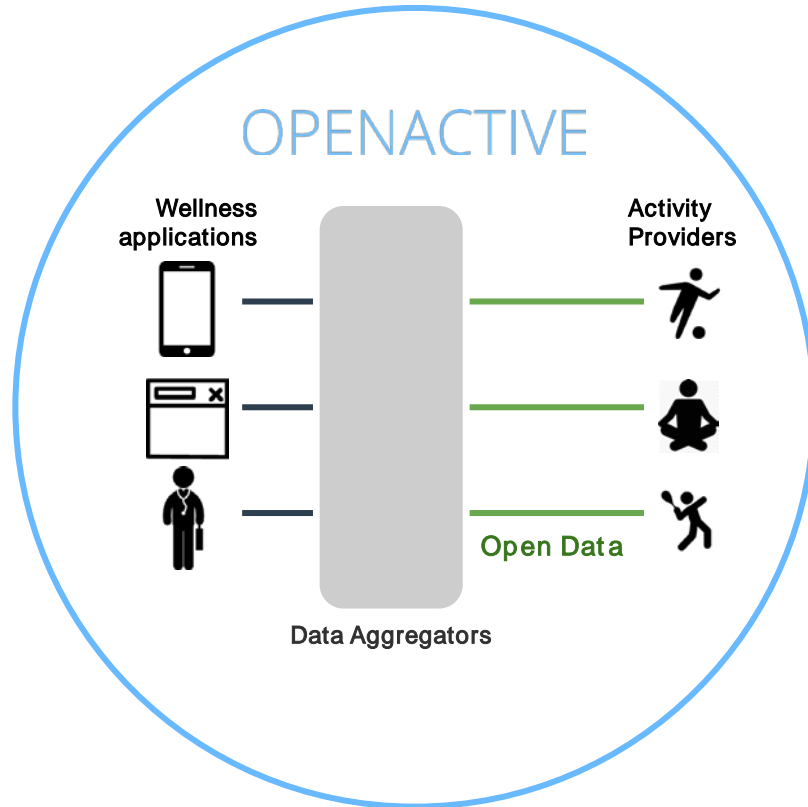
An open market is essential to innovation



Sabre, Galileo and others compete to provide the best service for aggregating the data

It is an open market, facilitated by the OpenTravel Alliance, a sector-led community that engineers specifications

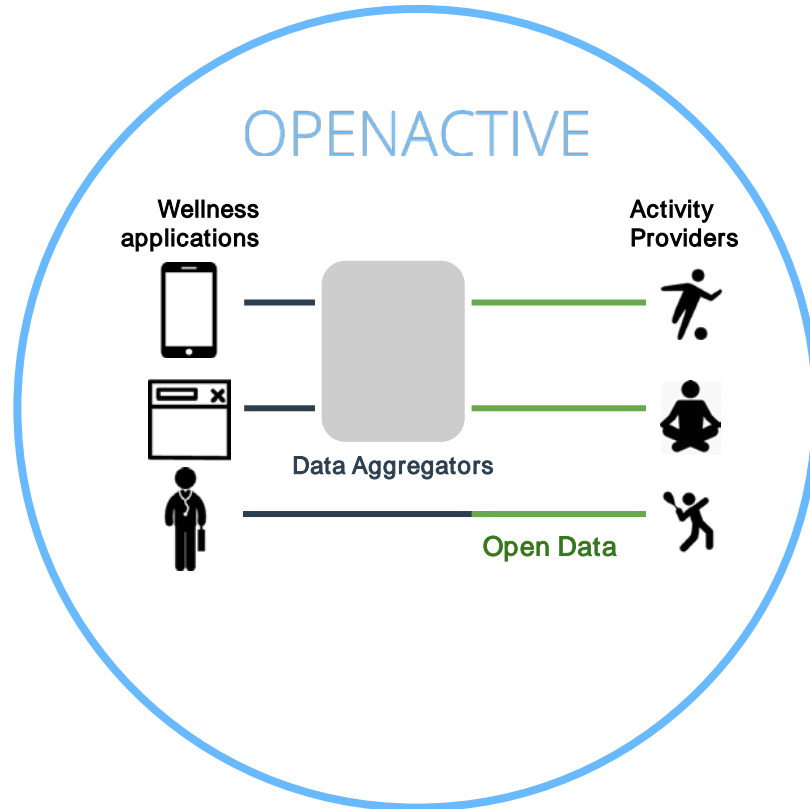
The open model for the physical activity sector



Creating **open data** in this sector will allow for the same model to exist

Innovators will have access to a variety of accurate, bookable physical activity opportunities

The open model for the physical activity sector

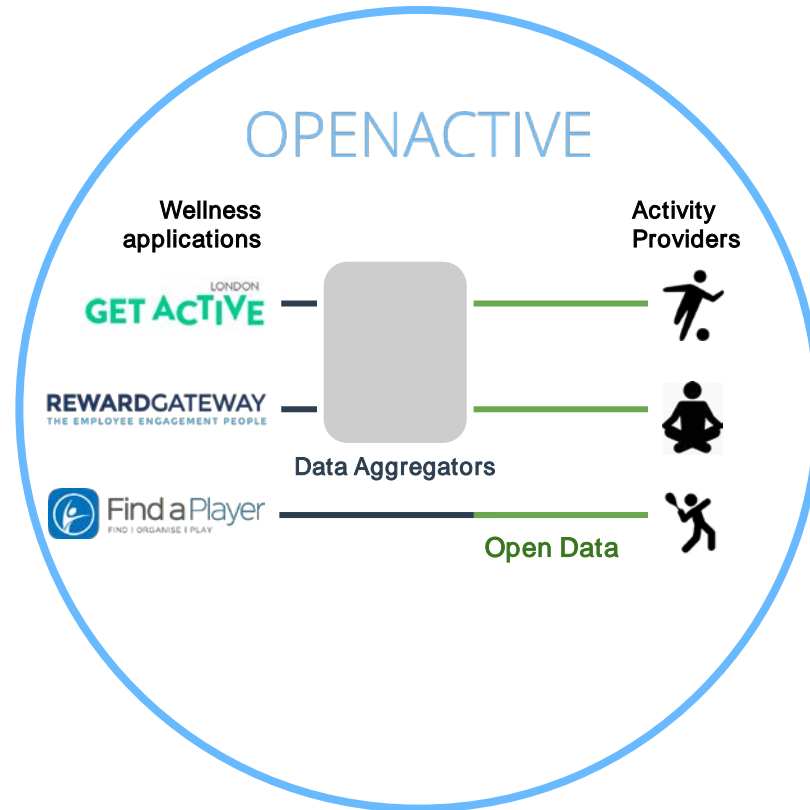


Using **open data** also ensures an open market is maintained

Innovators can choose to go direct to source, or use a data aggregator

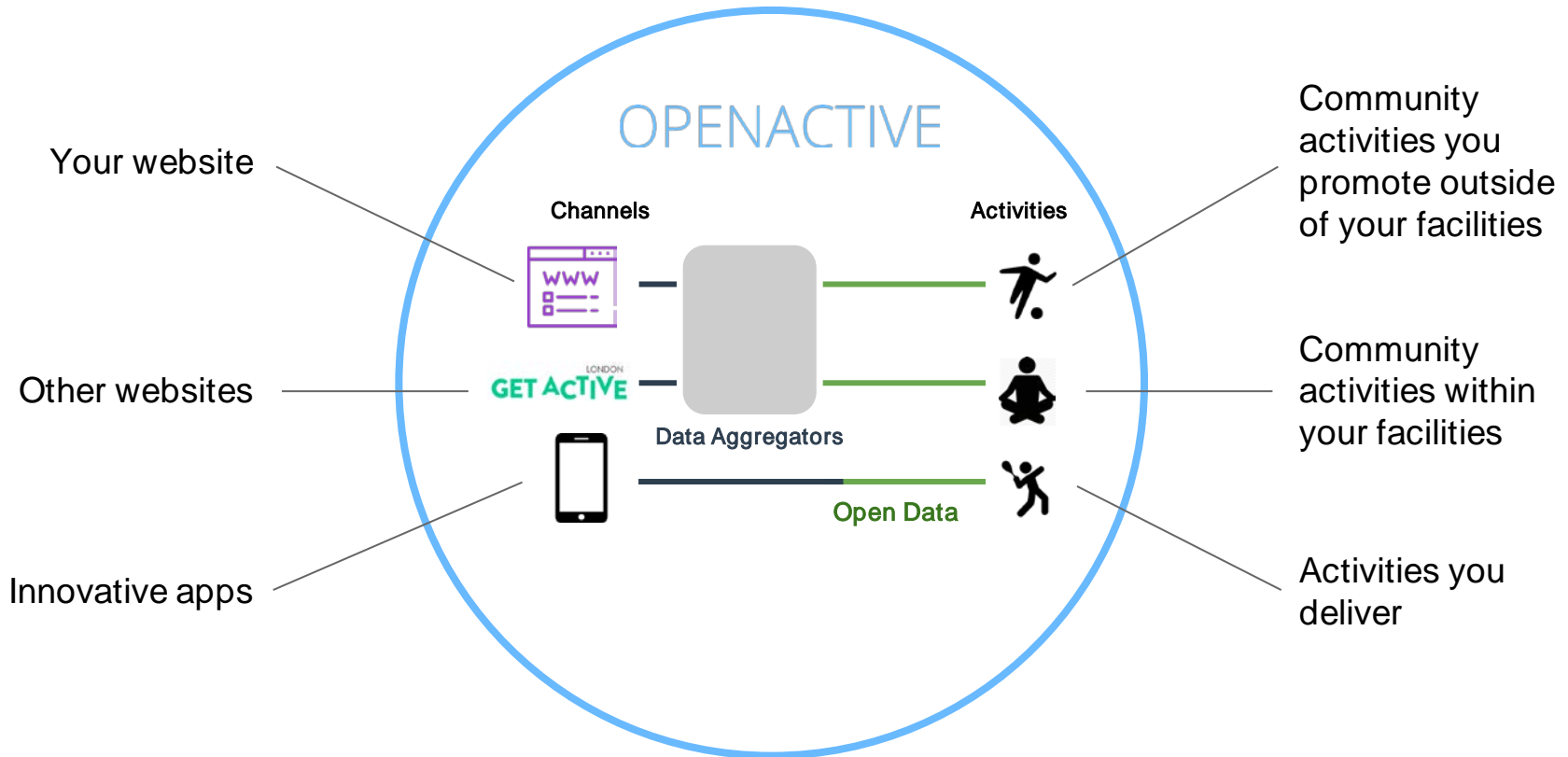
Providers can **choose** who can **book** through them

The open model for the physical activity sector



This is already happening, with **apps**, **websites**, and **data aggregators** excited to make use of the data

The open model for a leisure operator

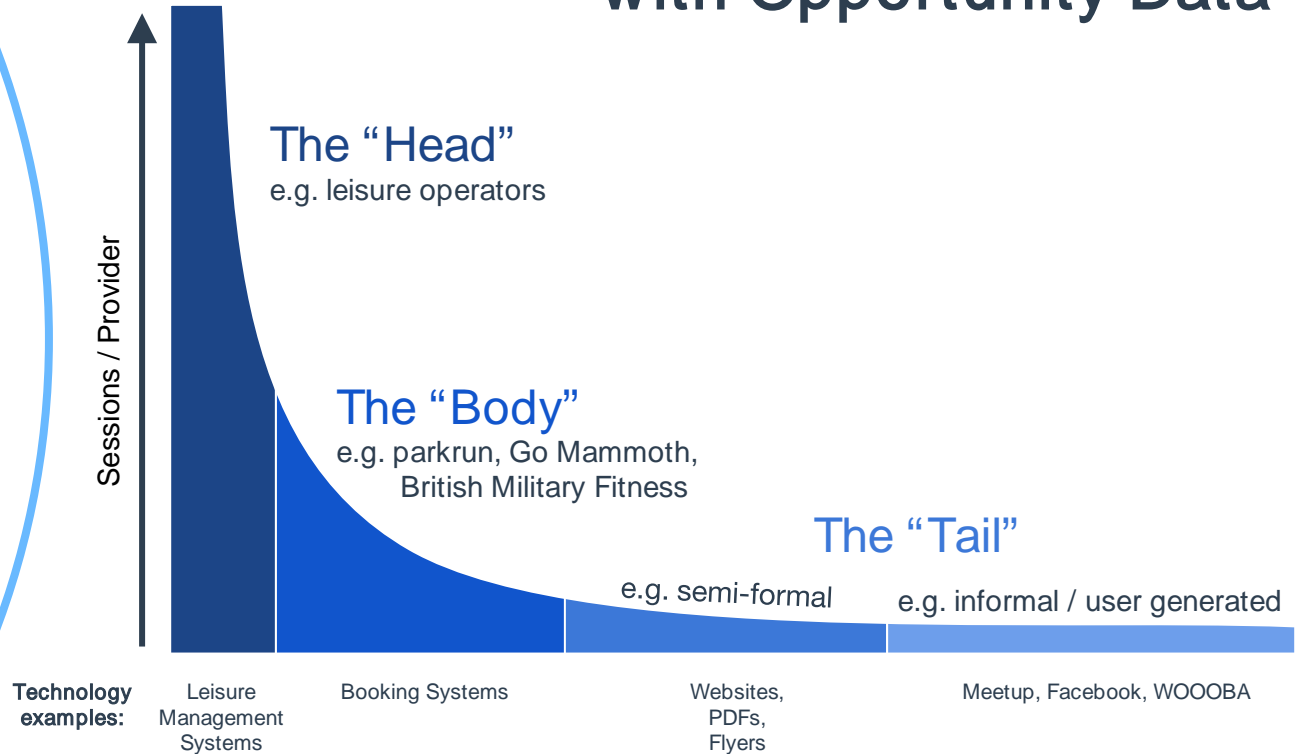


Activity Providers



Open Data

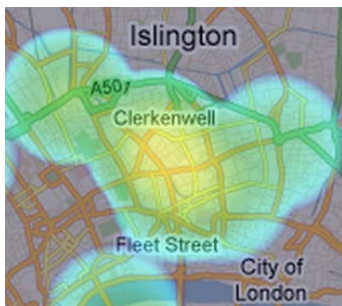
OpenActive is currently only concerned with Opportunity Data



What other data is there?

Participation Data

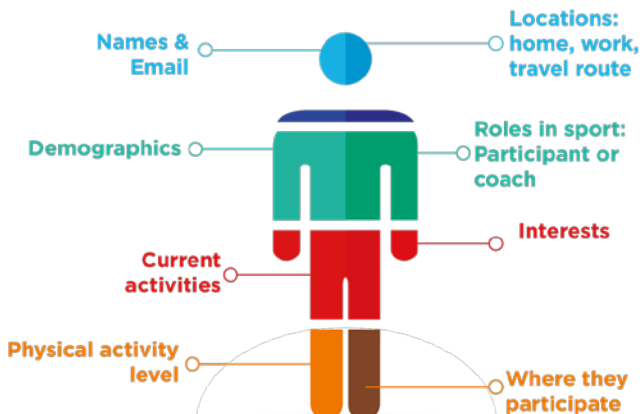
An aggregated audit trail about who's done what in the past



Shared Data

People Data




Contactable individuals who have provided explicit consent



Open Data

Opportunity Data

Bookable activities and facilities in the future

-  Bookable squash courts
-  Yoga class times
-  Running group locations



Department
for Culture
Media & Sport

“All organisations that receive funding from Sport England will be required to **make data which is relevant to getting more people involved in sport and physical activity publicly available** in an agreed format.”



“Helping sport keep pace with the **digital expectations** of customers - making it as **easy to book** a badminton court as it is to book a hotel”

OPENACTIVE.IO

THE PIONEERS

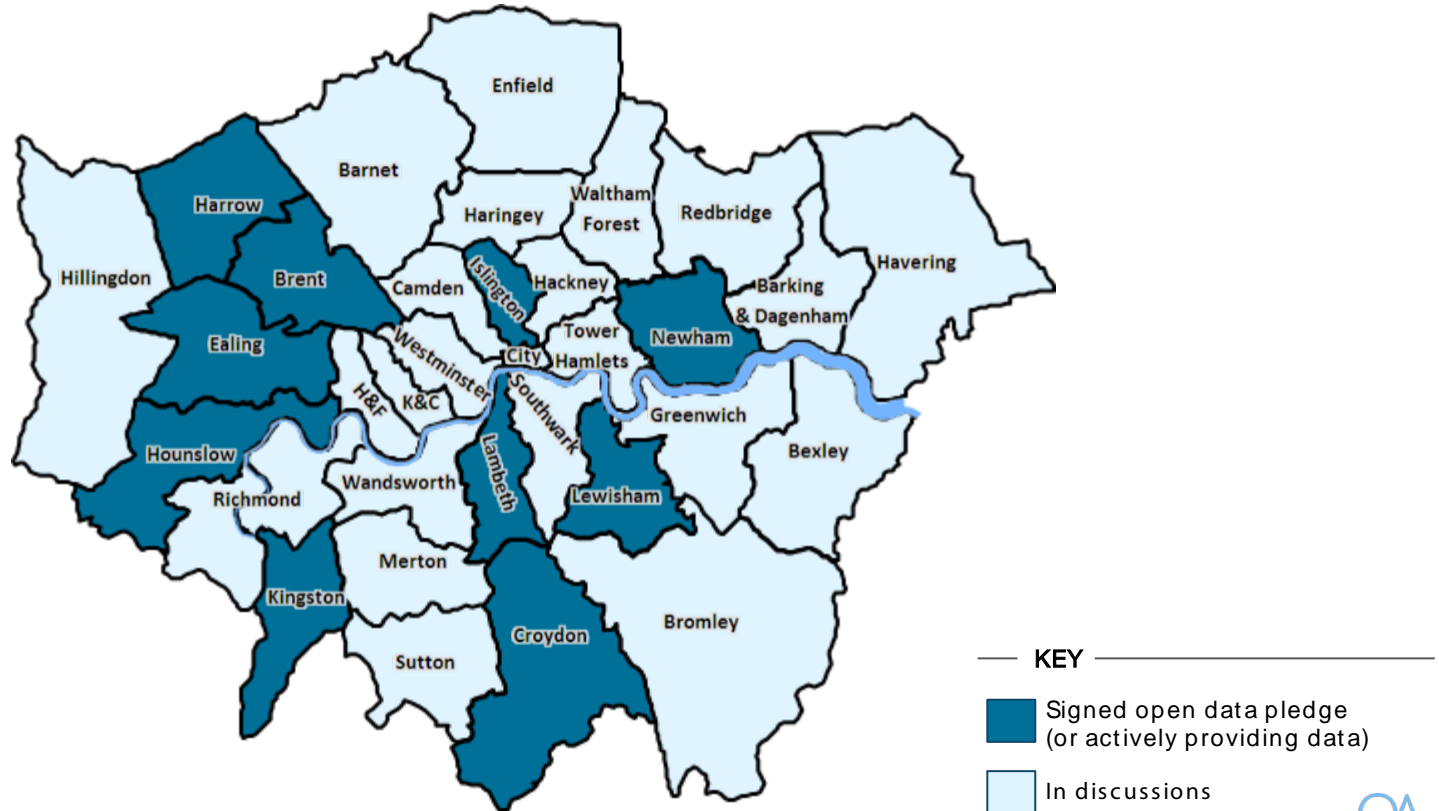
THESE ORGANISATIONS ARE LEADING THE WAY



Supported by:



“We would like the activity data in our borough to be openly shared, and openly bookable, such that third parties can easily incorporate the activity data in their digital products. We believe this is the best way to encourage the creation of innovative tools that engage local residents to participate in physical activity”



“

We would like the activity data in our borough to be **openly shared**, and **openly bookable**, such that **3rd parties can easily incorporate activity data in their digital products**. We believe this is the best way to **encourage the creation of innovative tools** that engage local residents to participate in physical activity

”

**London Borough
of Hounslow**

Marianne Boyle
Major Projects & Service
Manager



Tim Bryan
Services Manager
Library, Sport & Leisure



Guy Fishbourne
Commissioning & Contracts
Manager



Lambeth

Greg Knight
Senior Commissioning
Officer



Andy Thomas
Cultural Development
Manager



Rashmi Agarwal
Head of Culture



Chris Bunting
Assistant Director Leisure



ISLINGTON

Mark Christodoulou
Head of Leisure



Chika Dinaka
Leisure Contract
Development Officer



Sue Johnson
Sports & Leisure
Commissioning Manager

Can data help a million Londoners get fit?

The Olympic Park and TfL are embarking upon groundbreaking data-driven initiatives designed to make cycling and other sports safer and more accessible



Cyclists in morning rush hour at the Elephant and Castle in London. Photograph: format4/Alamy

As the UK faces an obesity epidemic, fitness experts believe open data can play a vital part in getting the nation off the couch and into exercise. The belief is fitness is due its “Uber moment”, where booking a tennis court or fitness activity is as simple as pressing a button on a smartphone.

A fledgling service that aims to make this happen will be launched by London Sport in time for the Rio Olympics this summer. The sporting body was set up to deliver on Boris Johnson’s policy of making London the fittest city in the world by

Sports technology: How open data can help Britain end the scourge of physical inactivity

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Gavin Starks and Dominic Fennell




Open access to data would enable innovators to build services to keep people fit (Source: Getty)

- Latest news in your inbox
- Business updates
- Weekdays at 10:30am

Sign up now

CITYA.M. MORNING UPD

Find me 

Any Activity

in

 London, United Kingdom

Go

 List  Map

851 results found

Day & time

Mon Tue Wed Thu

Fri Sat Sun

6:00 am

8:00 pm

Gender



male



female



mixed

Sort by: Next Occurring | Distance

Group Cycle Mon 7am  13.1km

Group Cycling

East Ham Leisure Centre, 324, Barking Road, London, England, E6 2RT


 £7.60 (14 spaces)Monday 13 Jun at 07:00  45mins


Book

Fuse Burn Monday 7am  10.8km

Gym Fuse Burn

Atherton Leisure Centre, Romford Road, London, England, E15 4JF

 £7.60 (8 spaces)

Find me 

Any Activi

ed Kingdom

Go



East Ham Leisure Centre

Group Cycle Mon 7am

 Email

 Card number

 MM / YY

 CVC

Remember me

Pay £7.60

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Group Cycle

East Ham Lei



Monda

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East Ham Leisure Centre

Group Cycle Mon 7am

 john@smith.com

 4242 4242 4242 4242 

 10 / 17  CVC

Remember me

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
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Monday 13 Jun at 07:00 45mins

Book

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Gym Fuse Burn

Atherton Leisure Centre, Romford Road, London, England, E15 4JF

£7.60 (8 spaces)



My Bookings

Hi john@smith.com, this is your order confirmation for
Group Cycle Mon 7am on Monday 13 June

[East Ham Leisure Centre](#), 324, Barking Road, London, England, E8 2RT

Here is your entry barcode



(00) 0 0123456 000000001 8

... *print this or scan it from your phone* ...

Message from **East Ham Leisure Centre**

Details

Date: Monday 13 Jun 2016
Venue: East Ham Leisure Centre
Time: 7:00AM - 07:45AM

What to bring

Trainers and comfortable clothes are all you need for your first session, you'll see when



Let's get moving.
Together.

 openactive.io



[@openactiveio](https://twitter.com/openactiveio)

 [w3.org/ community/ openactive/](https://www.w3.org/community/openactive/)

Version 2.0

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