

OpenActive

**Using data to help
people get active**



openactive.io/join

We connect, equip
and inspire
people around the
world to innovate
with data



Open data?



What is data?



Definition of data

Facts and statistics collected together for reference or analysis.

- Oxford

English Dictionary



Table discussion

What makes
open data different?

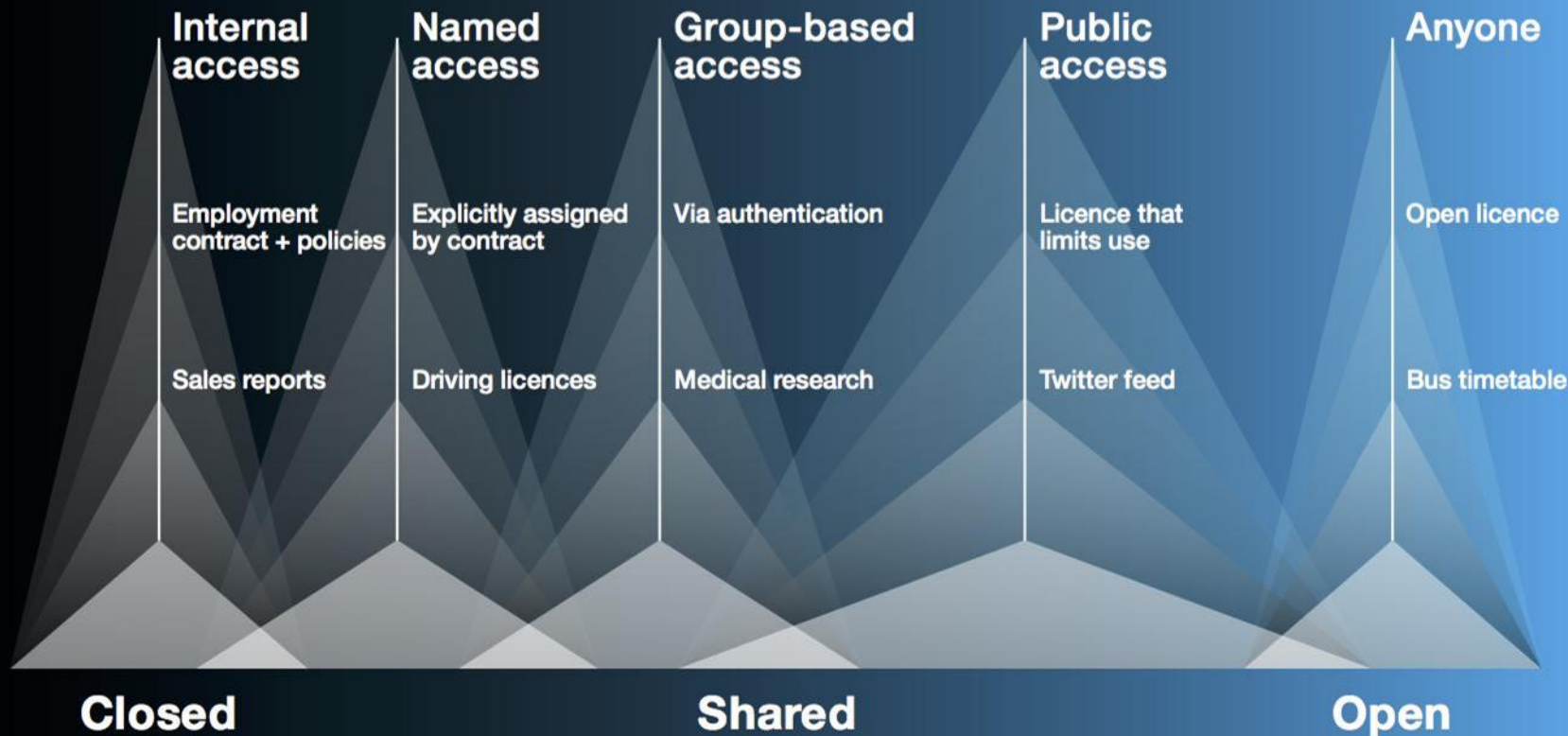
2 mins



Definition of data

Open data is data that is made available by *organisations, businesses* and *individuals* for anyone to *access, use* and *share*.

- Open Data Institute FAQ



OpenActive?

To reduce inactivity in England, by making data about physical activity opportunities more openly available.

This will enable customers to make easier and more informed choices.

Digital expectations of the consumer

 Citymapper Transport

lastminute.com Travel

 UBER Taxi

HASSLE Cleaner

 TaskRabbit Handyman

HOOP Family activities

 deliveroo Food

 PUSH DOCTOR GP Prescriptions

NETFLIX Entertainment

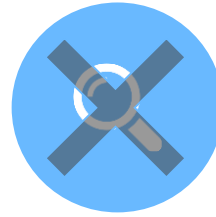
User experience across sectors



I want to be active!



Hard to find what I'm looking for.



Nowhere to easily search what's available



Give up. Remain inactive.

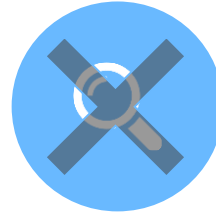
User experience across sectors



I want to be active!



Hard to find what I'm looking for.



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



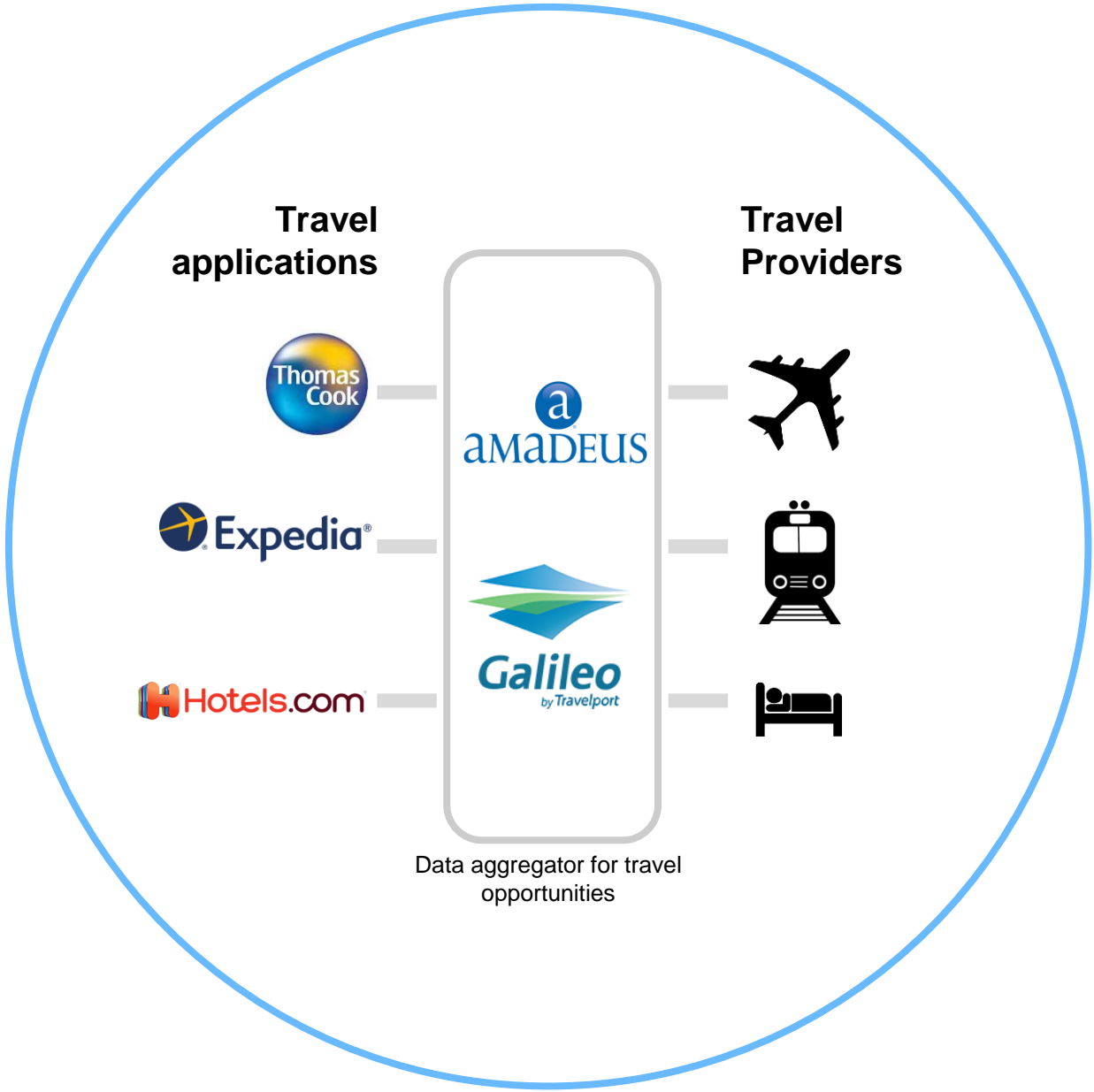
Booked, paid and off I go!

Travel applications



Travel Providers

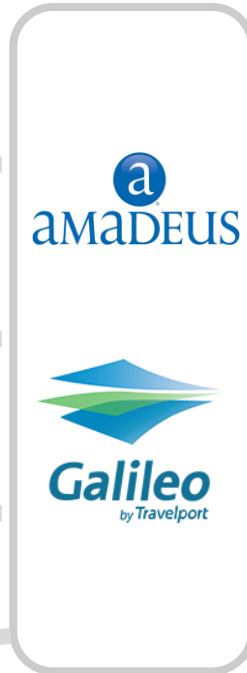




Travel applications



Travel Providers



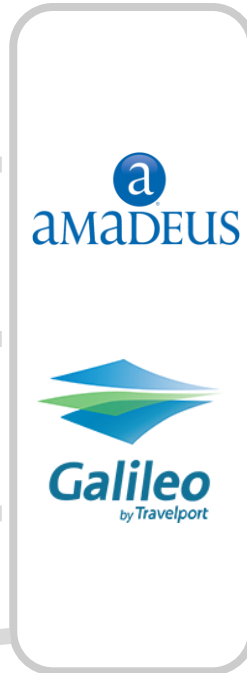
Data aggregator for travel opportunities

lastminute.com

Travel applications



Travel Providers



Data aggregator for travel opportunities

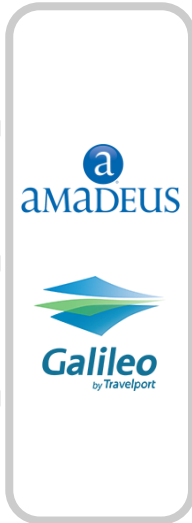
lastminute.com







Travel applications



Travel Providers



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Wellness applications



Activity Providers



Open Data

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Wellness applications

Vitality
Health·Life

REWARDGATEWAY
THE EMPLOYEE ENGAGEMENT PEOPLE

 Find a Player
FIND | ORGANISE | PLAY

Activity Providers

active
newham

 fusion

 OURPARKS

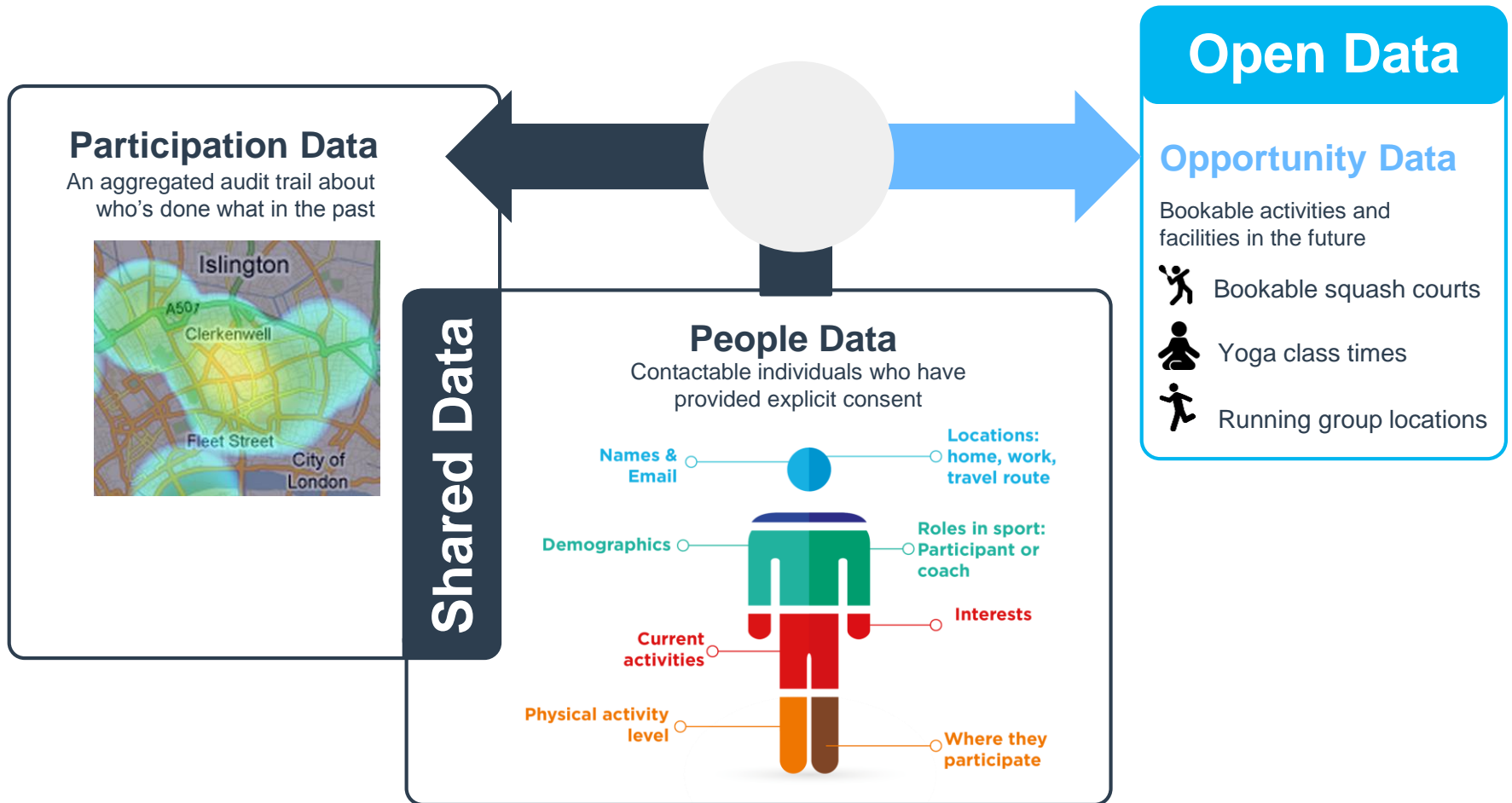
 imin

Open Data

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

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

What other data is there?



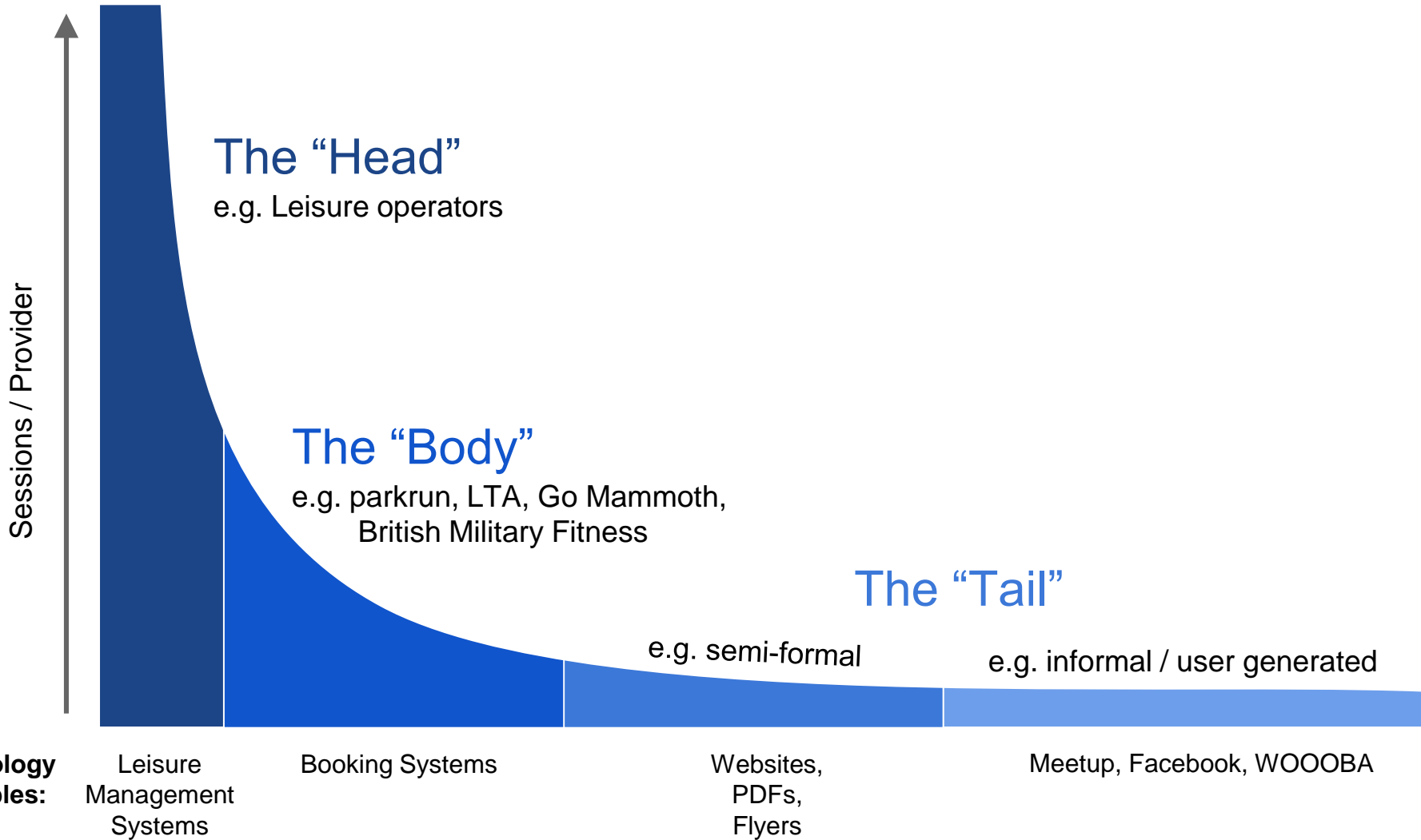
What data we're not talking about

- Personal data about existing members
- Any membership related data
- Any commercially sensitive information

What data we're talking about

Bookable “Opportunity Data”- Data that a user needs in order to make a choice, e.g.

- Descriptions
- Locations
- Times and dates
- Prices
- Availability/spaces
- Activity Type
- Suitability (fitness, age, gender)
- Coach/instructor details
- ...basically, **things that are already on the web**



Who's involved?



Department for
Digital, 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”

“

We would like the opportunity data in our district to be **openly published, and openly bookable, such that 3rd parties can easily incorporate opportunity 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.

”



Marianne Boyle

Major Projects & Service
Manager



Tim Quirke

Marketing & Communications
Manager



Guy Fishbourne
Commissioning &
Contracts Manager



Lambeth

Greg Knight
Senior Commissioning
Officer



Andy Thomas
Cultural Development
Manager



Sue Johnson
Sports & Leisure
Commissioning Manager



Rashmi Agarwal
Head of Culture



Chris Bunting
Assistant Director Leisure



Mark Christodoulou
Head of Leisure



Chika Dinaka
Leisure Contract
Development Officer



Tim Bryan
Services Manager
Library, Sport & Leisure



John Gledhill
Head of Cultural Business
Development



David Thackeray
Head of Digital, Inspiring
Healthy Lifestyles



Martin Sterio
Health & Physical Activity
Officer & Leisure Projects



Justin Hill
Strategy, Partnerships &
Resources Manager



City of Westminster

Richard Barker
Director of Community
Services



Joyce Guthrie
Head of Parks and
Leisure



Andrea Keeble
Sport & Physical Activity
Commissioning Manager

OpenActive.io

An ambitious, community-led initiative for change across the sport and physical activity sector.





OpenActive



Allison Savich
Sport England



Andy Robinson
ReportLab



Andy Sloper
Active Devon



Axel Manzano



Becky Linsley
Leicester-Shire & Rutland Sport



Ben Lister
GroupMove Ltd



Benjamin Kirk
IMIN LTD



Brent Kelly



Chris Puszczynski-Phelps
Serco Leisure



Dave Ward
Sportlabs



Dominic Fennell
IMIN LTD



Duncan Jones
British Universities and Colleges Sport (BUCS)



Edward Clements
BookingBug



Elliott Perry
Flex



Eugene Minogue
Parkour UK



Giuseppe Sollazzo
Individual CLA commitment but affiliated with St George's, University of London



J. Albert Bowden



Jade Moulden
EMDP



Jamie Foale
MyLocalPitch



Jon Holmes
Manchester City Council



Jonathan Potts
Bookwhen



Kim Lillie
Leicester-Shire & Rutland Sport



Luke Winship
IMIN LTD



Marcus Devaney



Martin Álvarez
Fundación CTIC



Matt McNeeney
Ludus



Michael Rigby
Football Foundation



Mike Thacker



Nathan Matley
Link4Life



Nick Bailey
Makesweat



Nick Evans
Sport England



Nick Evans
Individual CLA



Nick Halliday
Government Digital Service



Nishal Desai
IMIN LTD



Oliver Beatson
London Sport



Open Data



Paolo Riva
Sports Open Data



Paul Kane



Paul Simpson
Legend Club Management Systems



Pete Dickson
Archery GB



Peter Meldrum
London Sport



Rasmus Pedersen
Athlitt



Raymond de Bourbon
Individual CLA commitment but affiliated with Omnicor Group Ltd



Russ Bublely
Activating Space CIC



Sally Jenkinson
Open Data Institute



Terry Shuttleworth
Morse Digital LLP



Tim Williams
ukactive



Tom Oakley



Tom Vian
Gladstone Software



Tony Pye



UTKU TOPRAKSEVEN
Individual CLA commitment but affiliated with 4 global



Will Barr
GLL



Progress to date?

Working towards national coverage




Image created by Richard Norris (May 2017), Project Manager at the ODI, using the [imin platform](#) and [Carto](#)

Getting people innovating



Developing standards for booking

Find me 

Any Activi

ed Kingdom



Go



East Ham Leisure Centre

Group Cycle Mon 7am

 john@smith.com

 4242 4242 4242 4242 

 10 / 17  123

Remember me

Pay £7.60

851 results found

Day & time

Mon Tue Wed Thu
Fri Sat Sun

6:00 am 8:00 pm

Gender

male female mixed

Age

Show all

Group Cycle

East Ham Leis



Monda

Sort by: Next Occurring | Distance

Group Cycling

, England, E6 2RT

£7.60 (14 spaces)

Book

Fuse Burn Monday 7am

10.8km

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



Monday 13 Jun at 07:00 30mins

Gym Fuse Burn


















£7.60 (8 spaces)

Book

The volume of open opportunity is growing



“Head” leisure operators progressing

Leisure Operator	# sites	Technology supplier	Open Stage
	250	 Legend	Open
	140	 Gladstone	Engaged
	113	 Xh	Engaged
	85	 Gladstone	Open
	80	 Legend	Engaged
	74	 DELTA COMPUTER SERVICES 	Lead
	60	 Legend	Engaged
	45	 Legend	Lead

We need your help!

Join our community

1. Visit www.openactive.io
2. Join the initiative
3. Influence your providers and systems to publish your data - as others are in other regions.
4. Join our W3C Community Group and co-design the standards
5. Attend face to face training or learn online in your own time



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