

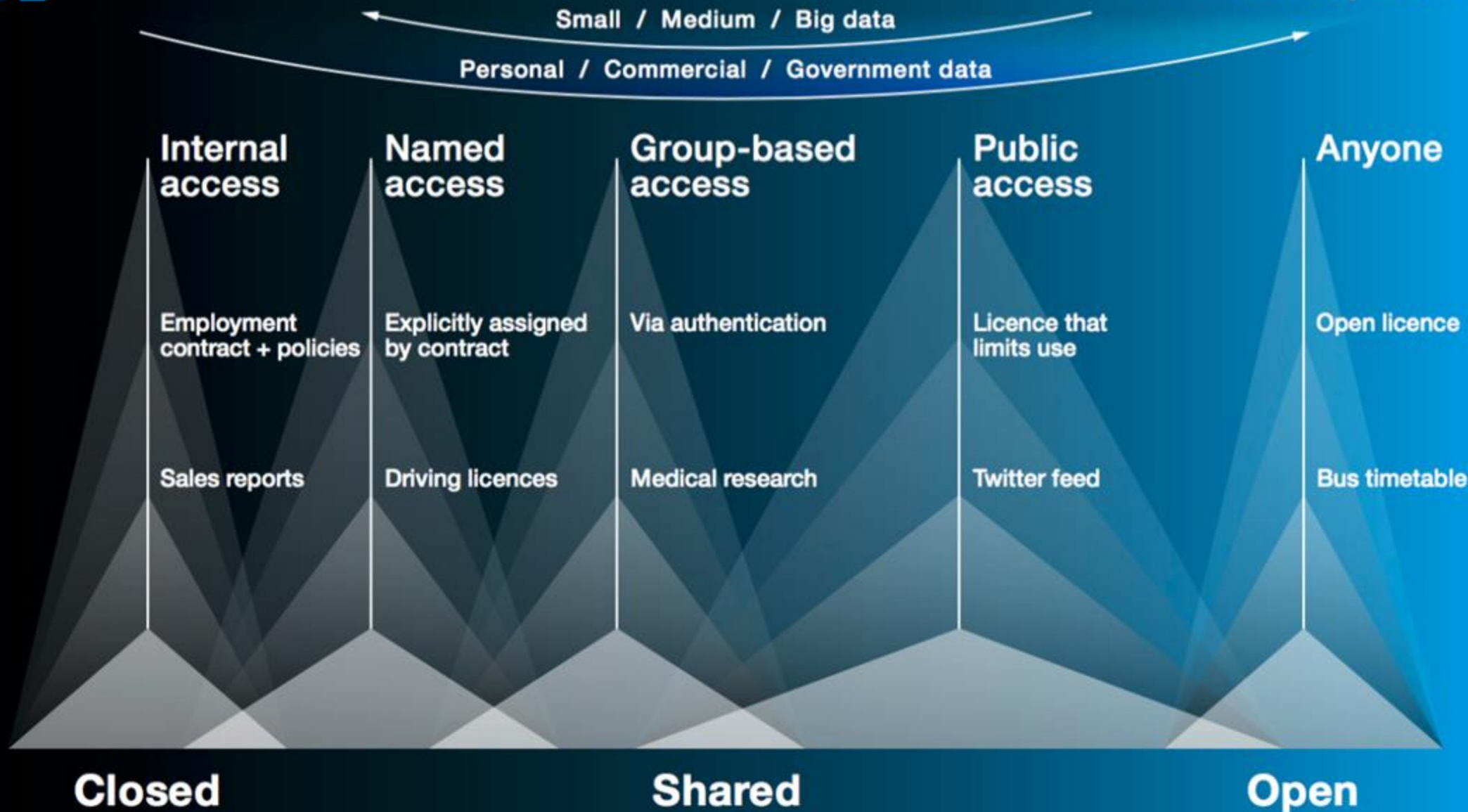


Using data to help
people get active





The Data Spectrum



#FREEMARKETING



Benefits for activity providers

**Increased reach
of your
activities**

**Your data = up
to date,
everywhere**

**Ensured data
quality**

**Access to
innovative
solutions**

**Ability to target
different/ harder
to reach audiences**

Benefits for data users & participants

**New innovative
solutions**

**Online
booking and
services**

**Easy access to
information**

**Tailored and
relevant offers**

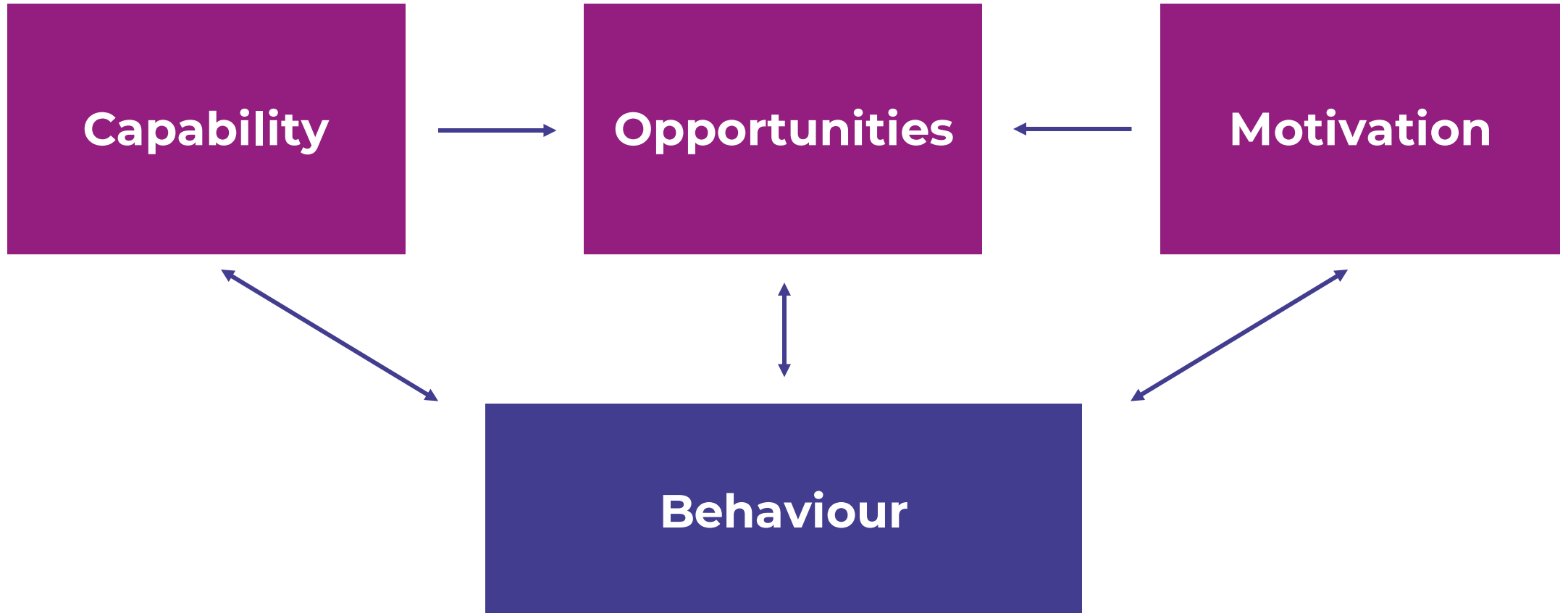
**Relevant
information**

**Rewards and
incentives**

**Realtime response
to feedback and
trends**

**Personalised
experiences**

Behaviour change is hard







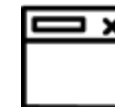
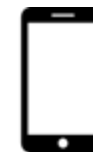


Opportunities



Real-time timetables

Motivating



**Spending on
takeaways
grew by 34%
between 2009 -
2016**



2009



2016

**Source: The Takeaway Economy Report,
2017**

**Transport open
data creates £130m
benefits & savings
a year in London**



Source: TfL & Deloitte, 2017

**More than just
making it as
easy to book a
squash court as
a takeaway or
a hotel room**





Activity finder



Find Activities BETA

Activities

All

Location or Post Code

London

Range

8 m

Date

All

Search



That Counts!

Activity Finder

Activity Finder


List View | Map View


walking


I am looking for: 

☐ Organisations ☒ Sessions

Sport or Activity: 

- Any Sport or Activity - 



Location: 

20 miles  of M25 5LN

District: 

- Any District - 


Filters:

 walking  20 miles of M25 5LN

Results 1 to 4 of 4

Session Date | Sort By A-Z

Nordic Walking For Wellbeing

 EMD UK


 Chorlton Water Park

 Tuesday 12th November (13:00 - 14:00)

 7.2 miles



Nordic Walking Health Walk

 EMD UK


 Fog Lane Park

 Friday 8th November (13:00 - 14:00)


 7.5 miles




☐ Organisations ☒ Sessions


Sport or Activity: 

Walking




Location: 

20 miles





 of

M11 3FF


District: 


- Any District -



Ward: 

- Any Ward -



Date: 

☒ Anytime ☐ Today ☐

☐ This Weekend ☐ Next 7 Days ☐

Between Selected Dates

From

to

To

Sorry, we don't have any **upcoming activity sessions** that match your search, why not **search for a local club, group or organisation** instead?

You can also **add your club, group or organisation** and its activity sessions to our directory.

See Also...

British Mountaineering Council

 Governing Body

The BMC (British Mountaineering Council) works on behalf of hillwalkers, climbers and mountaineers (including ski mountaineers) in England and Wales.

 4.4 miles



Britain on Foot

Britain on Foot is a campaign to inspire our nation. A campaign that'll encourage more people in Britain to get active outdoors.

 8.4 miles



What exactly gets published?

Example data types



Events



Sessions



Facilities



Leagues and
Ringers



Courses



Online
Classes



Routes

Example data properties



Time



Prices



Locations



Availability



Descriptions



Images














Gender
Restriction



Age Range



Difficulty
Level

Provider	Endpoint	Uses paging spec?	Uses opportunity model?	Includes coordinates?	Summary	Issues	Licence
1610 Active	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	1	
Active Life Ltd	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	-	
activeNewham	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	0	
Bookwhen Ltd	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	2	
British Cycling	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	6	
British Orienteering	✓ Up	✓ Yes	✗ No	✗ No	View	2	
British Triathlon	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	0	
EMD UK	✓ Up	✓ Yes	✓ Yes	✗ No	View	0	
England Athletics	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	2	
England Netball	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	2	
Everyone Active - Sports and Leisure Management LTD	✓ Up	✓ Yes	✓ Yes	✓ Yes	View	4	

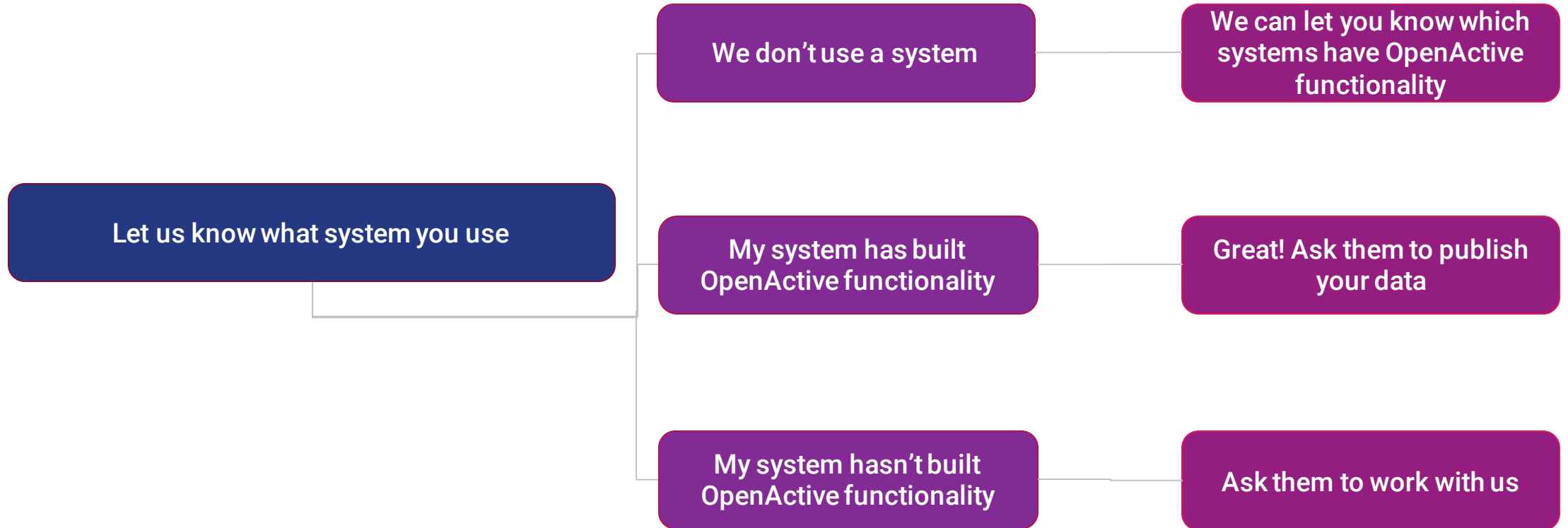
Some organisations using open data



Mythbusting

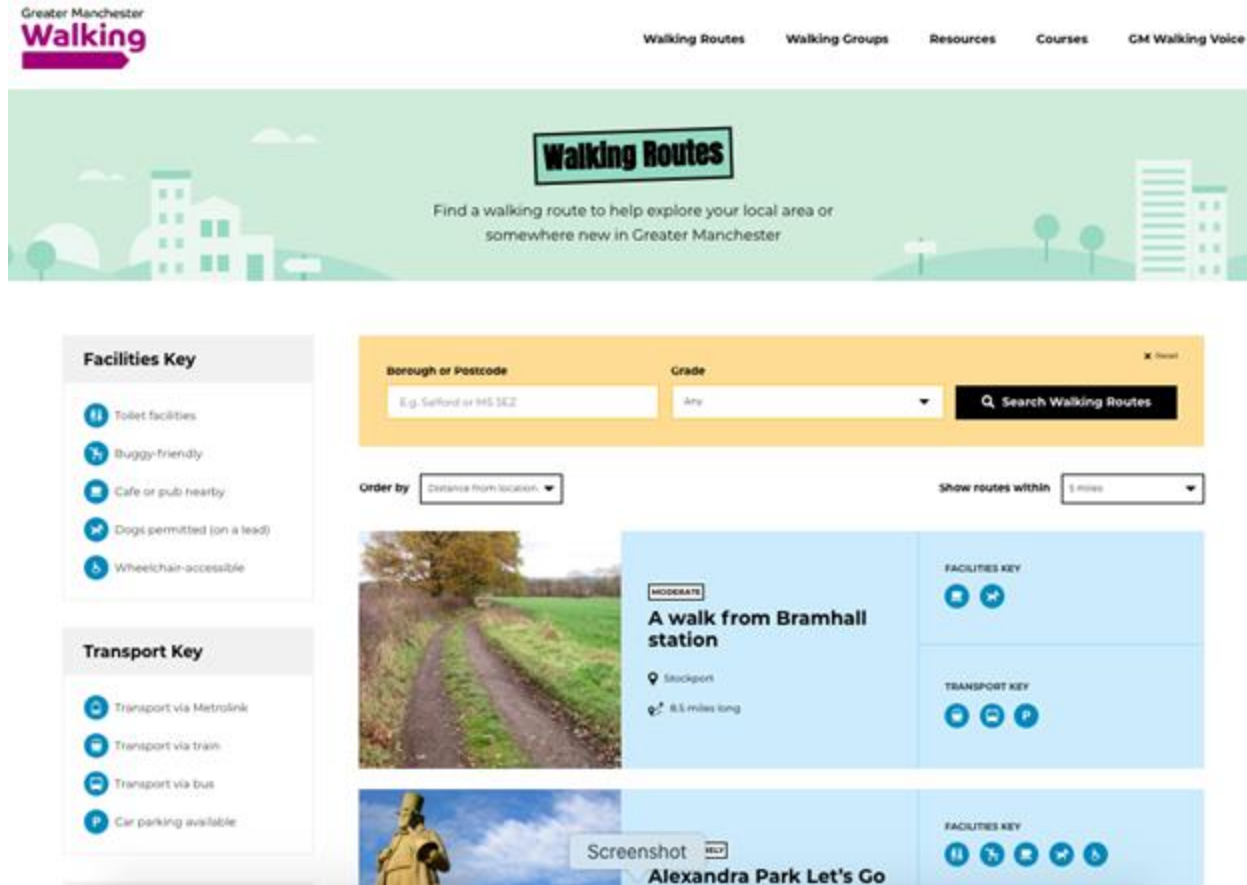
Doesn't this risk sharing personal data?	The focus of OpenActive is on opportunity data, not personal data. This information is likely already visible to the public
Are people are putting their data into one big OpenActive platform?	OpenActive data is being used by lots of different types of products and services - all meeting different consumer needs
Shouldn't everyone just come to my website?	The more places the data can be found, the more likely you'll be able to reach different types of consumers
If I publish my data, I won't have control over it, or people might pretend to be me?	The open data licence expressly forbids third parties from imitating you or claiming to be your company

How to open your data



Routes

Curated opportunities



Not just a map



Routes - what's required?

- Name of route
- Who provided it
- Description
- Activities e.g. cycling, walking, running
- Distance
- Starting point
- Map/ Geo path

Routes - what's recommended?

- When it was published
- Last modified
- Who has verified it
- Indicative duration
- Accessibility
- Gradient
- Surface type
- Amenities

Routes - what's optional?

- Who published it
- Points of interest
- Difficulty level
- Categories e.g. family, forest walk
- Access restrictions
- Suggested equipment
- Images
- Reviews

Routes - what's next?

- See specification [here](#) (editor's draft)
- (Final specification due mid November)
- Let us know what system you use to collect/ publish routes and we can advise you how to publish these as open data

Implementing routes specification



National
Trust



Canal &
River Trust
Making life better by water

Questions?

Thank you

@openactiveio

hello@openactive.io

Appendices (if required)

New data and systems poised to open data



Implementing routes
specification

Have opened opportunity data

Opening opportunity
data soon



1 Find



Open Data
Tick the box

2 Book



Open Booking
Choose your partners

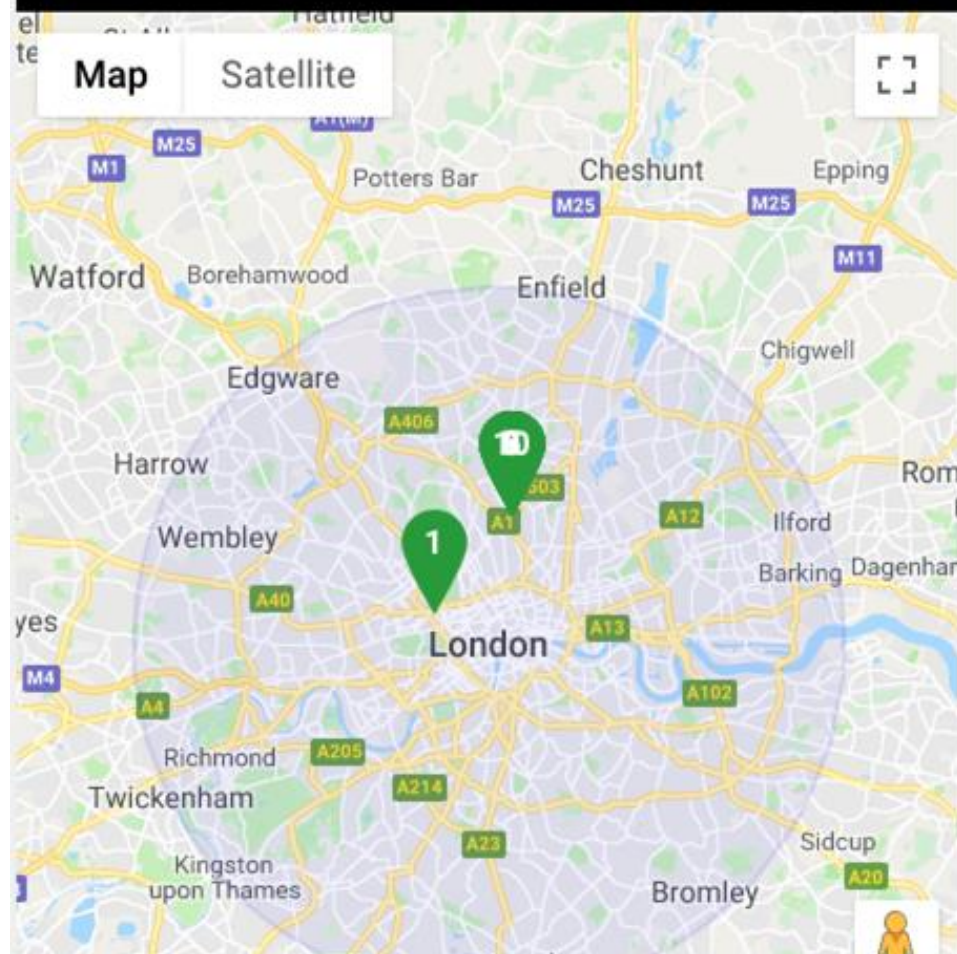
1 Find



Open Data
Tick the box

1 Find

YOUR SEARCH RESULTS: 29 BADMINTON OPPORTUNITIES NEAR YOU



1 2 3



NO STRINGS BADMINTON ADULT COACHING



Seymour Leisure Centre

Seymour Place

1.72 Miles

NEXT: 20 Mar 2019 19:00 ⌚ 1h 30mins

£ 4.35

MORE INFO



JUNIOR BADMINTON



Sobell Leisure Centre

Hornsey Road

3.63 Miles

NEXT: 9 Apr 2019 15:30 ⌚ 2h 0mins

MORE INFO

1 Find



Open Data
Tick the box

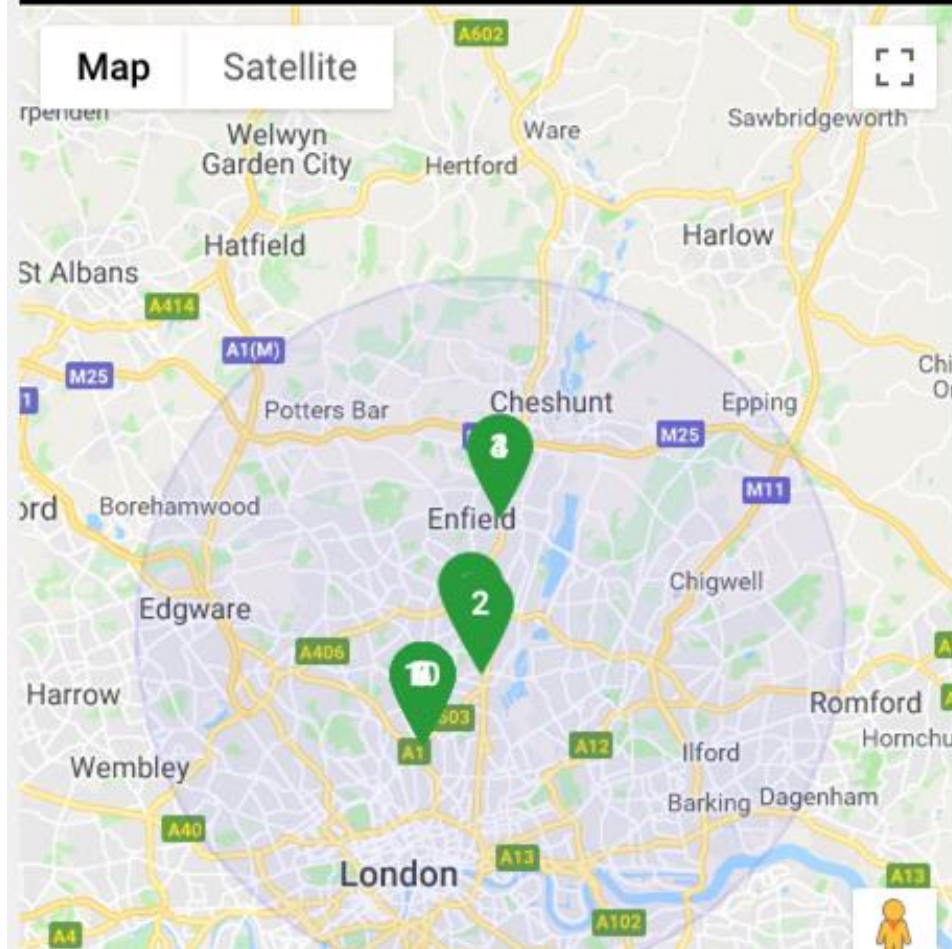
2 Book



Open Booking
Choose your partners

2 Book

YOUR SEARCH RESULTS: 31 BADMINTON OPPORTUNITIES NEAR YOU



1 2 3 4

SESSION
BOOKABLE
ONLINE

OVER 50`S BADMINTON

Broadwater Farm Community Centre
Adams Road, Tottenham
0.89 Miles

NEXT: 25 Mar 2019 12:00 ⌚ 1h 0mins 💷 1.50

BOOK NOW



NO STRINGS BADMINTON

Tottenham Green Pools and Fitness
1 Philip Lane, Tottenham
1.22 Miles

NEXT: 20 Mar 2019 19:00 ⌚ 1h 0mins 💷 5.50

BOOK NOW

2 Book



Summary

Over 50's Badminton

1

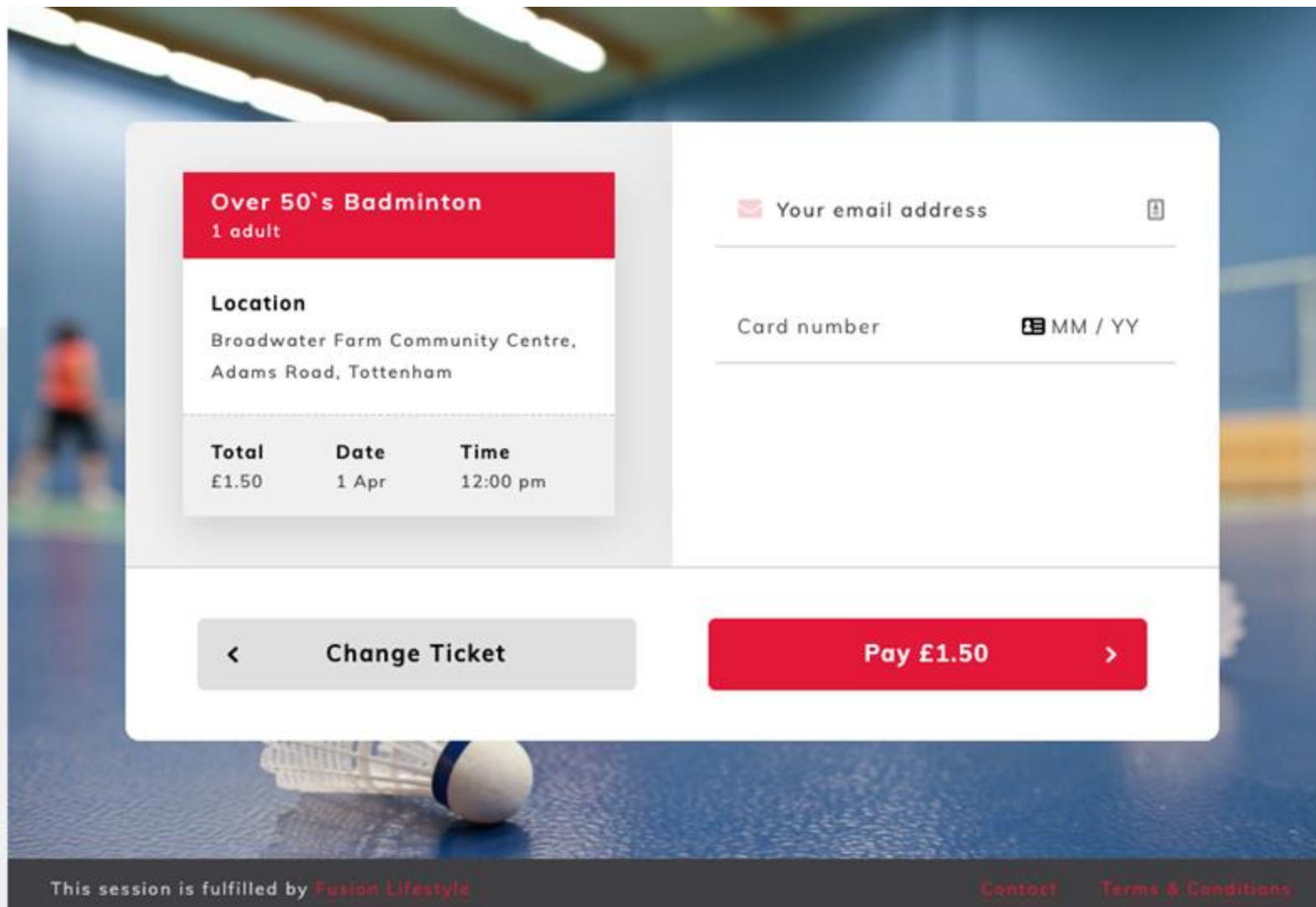
DETAILS

2

SUMMARY

3

CONFIRMATION





The screenshot shows a booking summary and payment interface for 'Over 50's Badminton'. The background is a blurred image of a badminton court with a player in the distance and a shuttlecock in the foreground.

Over 50's Badminton
1 adult

Location
Broadwater Farm Community Centre,
Adams Road, Tottenham

Total	Date	Time
£1.50	1 Apr	12:00 pm

Your email address 

Card number  MM / YY

[Change Ticket](#) [Pay £1.50](#)

This session is fulfilled by [Fusion Lifestyle](#) [Contact](#) [Terms & Conditions](#)

1 Find



Open Data
Tick the box

2 Book



Open Booking
Choose your partners



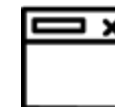
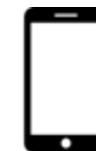
Opportunities



Real-time timetables

Bookings

Motivating



Booking implementations - who's involved

