OpenActive

Using data to help people get active

ODI

SPORT ENGLAND

Activity level in England

OpenActive

NOV 16/17

5.6 million people

Inactive
Less than 30 mins a week

25.7%

Fairly active
30–150 mins a week

12.5%

Active
150+ mins a week

61.8%

Sport England - Active Lives Survey
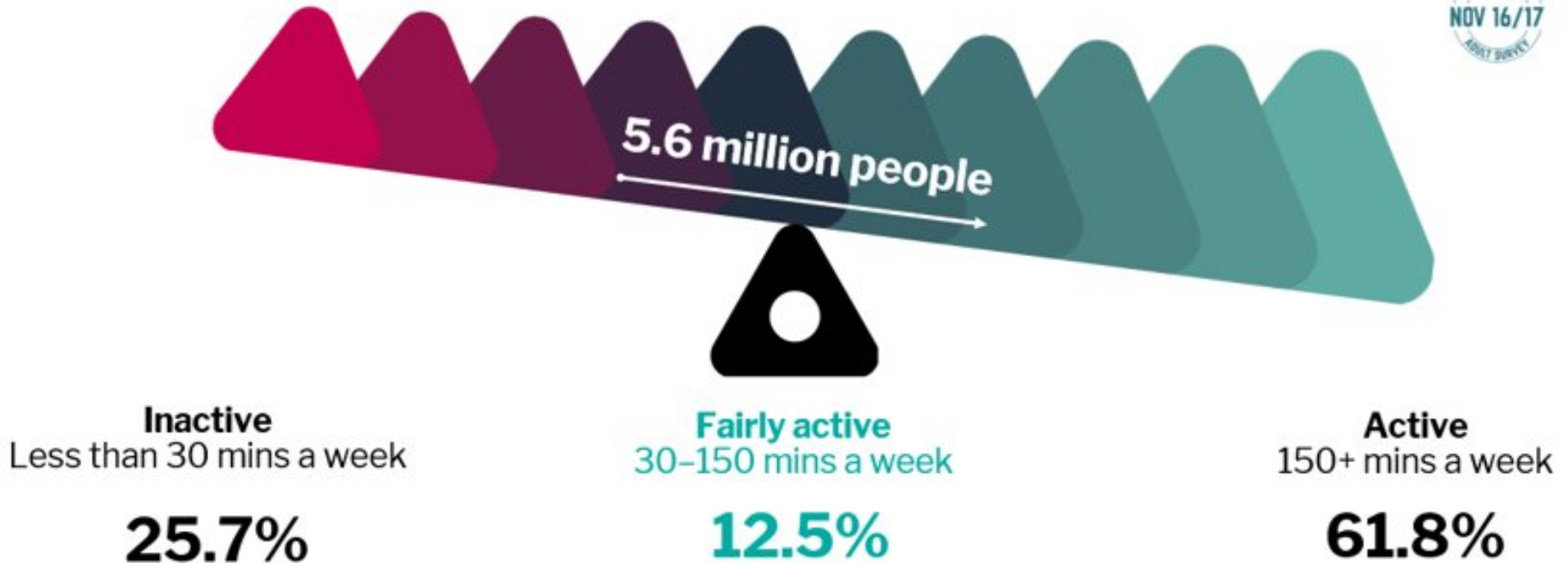
Helping people get active

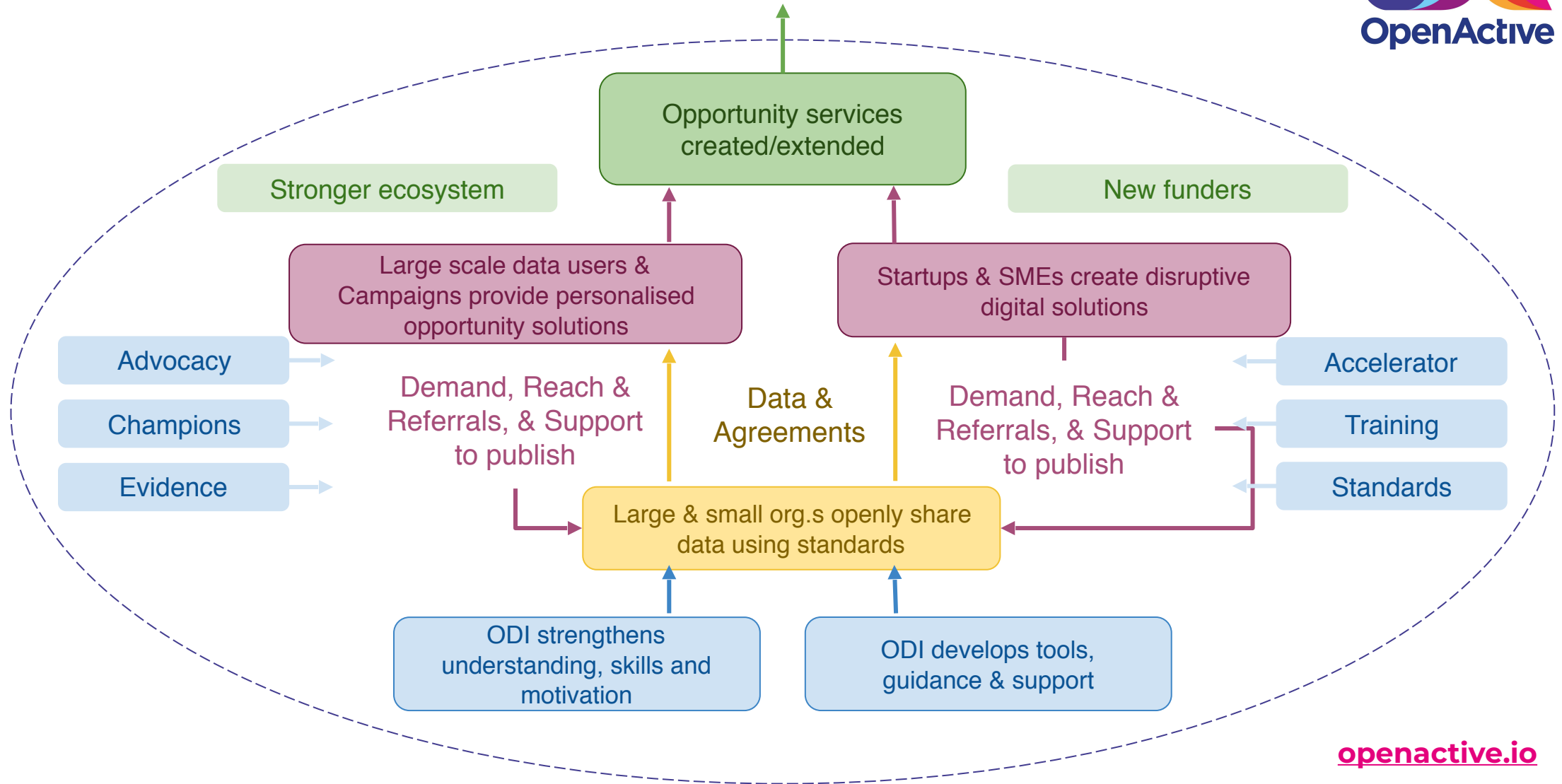**providing activities, classes or spaces**

helping people find choices

make it easy, see benefits & progress

> 150 minutes moderate activity/week

Theory Of Change:
The OpenActive ecosystem

OpenActive

Opportunity services created/extended

Stronger ecosystem

New funders

Large scale data users & Campaigns provide personalised opportunity solutions

Startups & SMEs create disruptive digital solutions

Advocacy

Accelerator

Champions

Demand, Reach & Referrals, & Support to publish

Data & Agreements

Demand, Reach & Referrals, & Support to publish

Training

Evidence

Standards

Large & small org.s openly share data using standards

ODI strengthens understanding, skills and motivation

ODI develops tools, guidance & support

openactive.io

Two elements that help people get active

Motivating

Ordnance Survey · ONE YOU · change 4 life (Eat well Move more Live longer) · Well Aware · THIS GIRL CAN · HOOP · airbnb · Vitality Health·Life · PARKINSON'S UK (CHANGE ATTITUDES. FIND A CURE. JOIN US.) · GET ACTIVE LONDON · mylocalpitch

Creating Opportunities

Forestry Commission · National Trust · Canal & River Trust · goodgym · GO MAMMOTH · GREEN GYM · BRITISH CYCLING · SWIM SAFE (WITH SWIM ENGLAND AND THE RNLI) · parkouruk · fusion · rspb · BADMINTON ENGLAND · BRITISH TRIATHLON

Over 80k opportunities a month listed openly

Open

Implementing

What other data is there?

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

Islington
A501
Clerkenwell
Fleet Street
City of London

Past ←

Shared Data

People Data
Contactable individuals who have provided explicit consent

Names & Email

Demographics

Current activities

Physical activity level

Locations: home, work, travel route

Roles in sport: Participant or coach

Interests

Where they participate

Future →

Open Data

Opportunity Data
Future events, activities, locations and facilities

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

What exactly gets published?

OpenActive includes...

TIME

PRICES

LOCATIONS

AVAILABILITY

DESCRIPTIONS

IMAGES

GENDER RESTRICTION

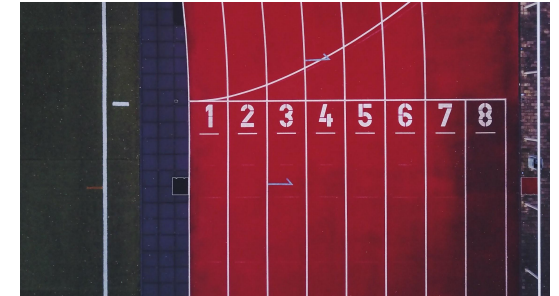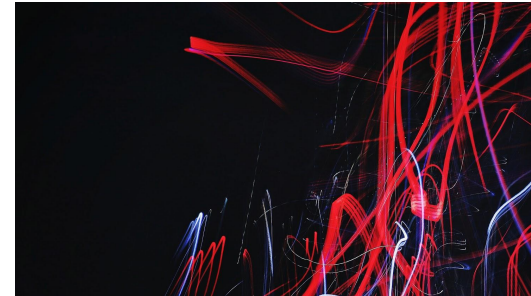AGE RANGE

DIFFICULTY LEVEL

It does not include...

Personal data about customers or members

Participation data about who has done what in the past

Case study – Get Active http://getactive.io/london

Get Active

Get Active London is an online **activity finder** bringing together the capital's sport activities 'in a one shop stop' led by London Sport.

Increasing impact through open data

Data published according to the OpenActive guidelines is free for anyone to access, use or share.

Opportunities made available to Change4Life in this way can be promoted in other apps and services, such as Hoop, BBC Get Inspired, Ordnance Survey and others.
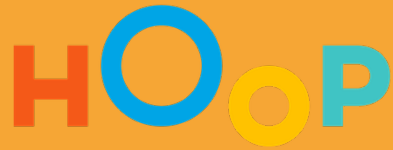
How can we work closer together?

▶ **Share opportunities to support campaigns & initiatives**

▶ **Connect physical activity more closely to primary care**

▶ **Work together to uncover & visualise evidence of impact**

theODI.org

![OpenActive logo] OpenActive

Get involved

https://openactive.io
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@openactiveio

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