

# OPENACTIVE

---

A campaign for open physical activity data.

*Supported by the Open Data Institute*



# What is the ODI and OpenActive?

The Open Data Institute - an independent, non-profit, non-partisan company, founded by Sir Tim Berners-Lee

Working to promote the benefits of open data to society, organisations, government

E.g. the power of open data in the transport sector has transformed the way people plan their journeys and move around London

OpenActive is a campaign for open data in the physical activity sector

OpenActive wants to help people get more active using the power of open data

# An open standard for physical activity opportunity data

OpenActive wants to work with partner in the sport and physical activity sector to develop an open standard for physical activity opportunity data – the language and definitions we use to talk about sessions, facilities, and services.

## Opportunity Data

Bookable activities and facilities in the future

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

## Personal/ commercially sensitive data

Personal data identifying members/participants

Commercially sensitive data

Restricted/confidential data

# An open standard for physical activity opportunity data

OpenActive wants to work with partner in the sport and physical activity sector to develop an open standard for physical activity opportunity data – the language and definitions we use to talk about sessions, facilities, and services.

## Opportunity Data

Bookable activities and facilities in the future

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

## ~~Personal/ commercially sensitive data~~

~~Personal data identifying members/participants~~

~~Commercially sensitive data~~

~~Restricted/confidential data~~

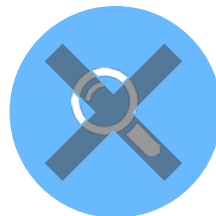
# The user experience in the physical activity sector



I want to be active!



Limited choice.  
Even Google can't help!



Nowhere to easily search  
what's available



Give up.  
Remain inactive.

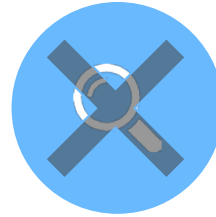
# The user experience in our sector



I want to be active!



Limited choice.  
Even Google can't help!



Nowhere to easily search  
what's available



Give up.  
Remain inactive.



I want to go on holiday!



Loads of choice of  
how to book

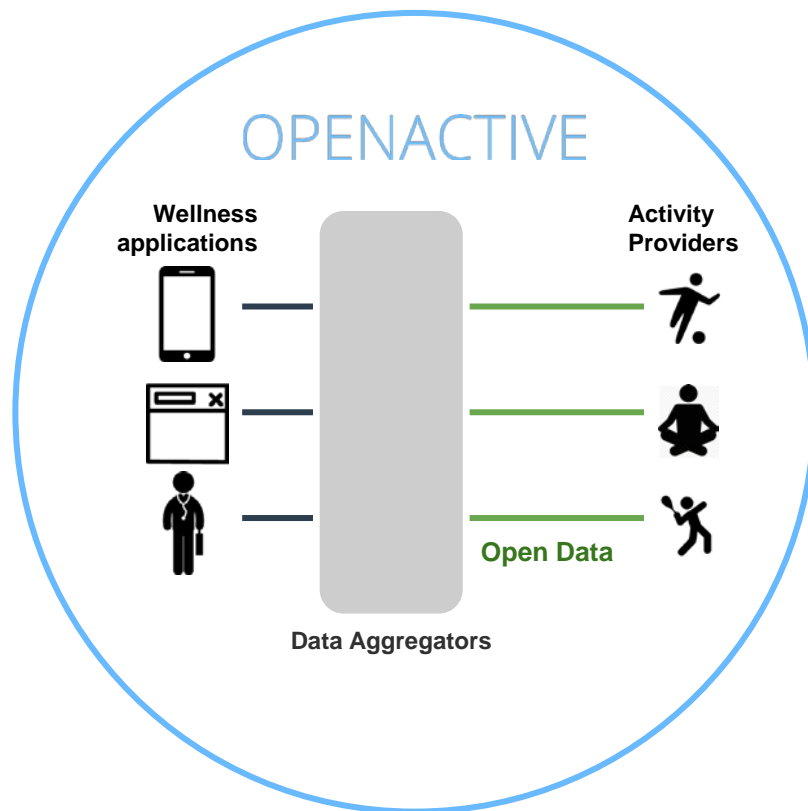


Great search tools - easy to  
search through availability –  
“data aggregators”



Booked, paid and off  
I go!

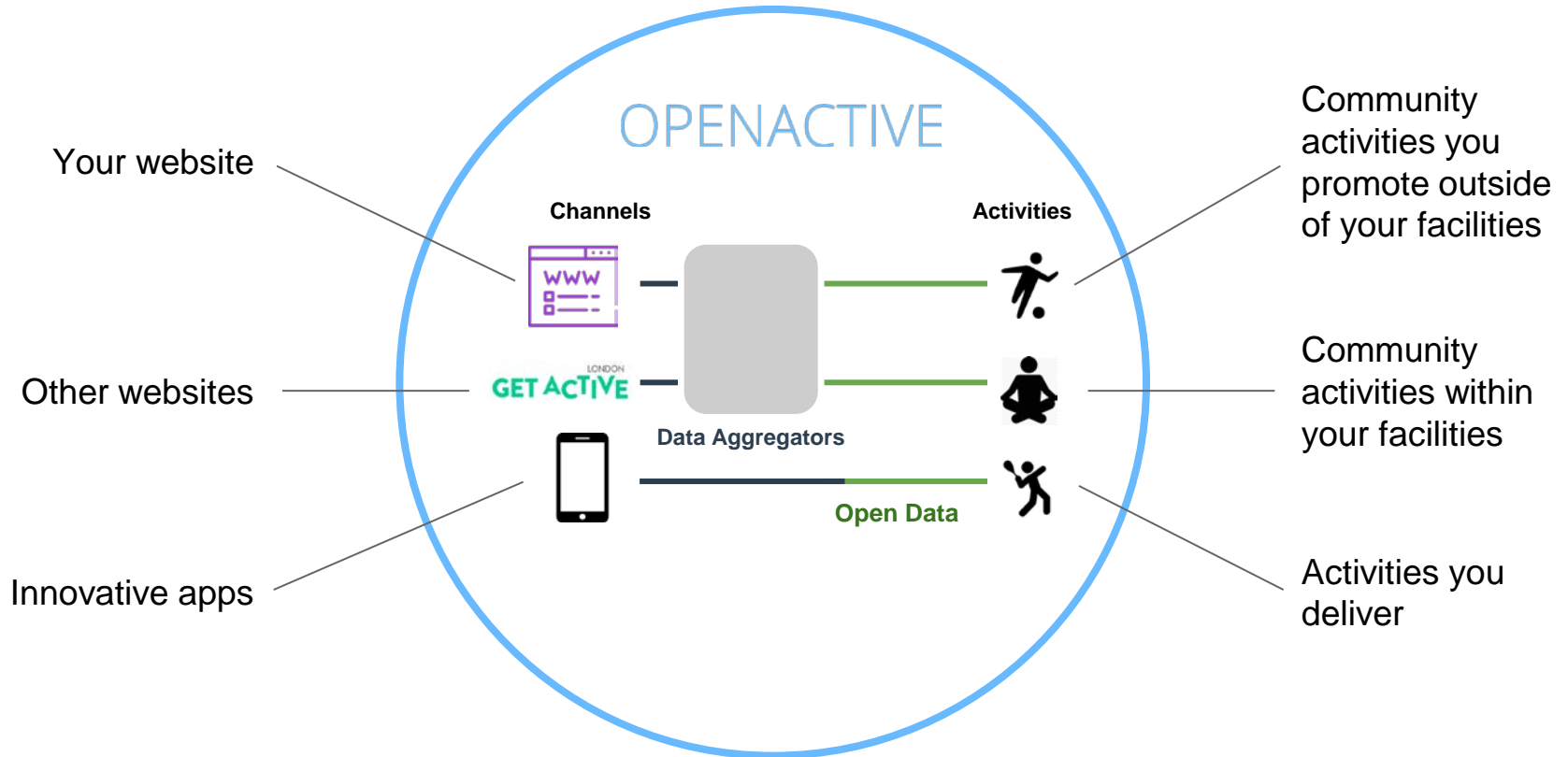
# The open model for the physical activity sector



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

**Technology developers** will have access to a variety of accurate, bookable physical activity opportunities

# The open model for a leisure operator





Find me



Any Activity

in



London, United Kingdom

Go

List

Map

851 results found

Day &amp; 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

Cym 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

851 results found

Day & time

Mon Tue Wed Thu

Fri Sat Sun

6:00 am

8:00 pm

Gender



male



female



mixed

Group Cycle


East Ham Leis



Monda


, England, E6 2RT

Group Cycling

 £7.60 (14 spaces)


Book

Fuse Burn Monday 7am

 10.8km

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


Cym Fuse Burn

 £7.60 (8 spaces)

List

Map

Sort by: Next Occurring | Distance

Find me 

Any Activi

ed Kingdom

Go



### East Ham Leisure Centre

Group Cycle Mon 7am

 john@smith.com

 4242 4242 4242 4242 

 10 / 17  CVC

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

Group Cycle

East Ham Leis




Monda

, England, E6 2RT


Group Cycling

Sort by: Next Occurring | Distance

 £7.60 (14 spaces)


Book


Fuse Burn Monday 7am

 10.8km

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

Cym Fuse Burn

 £7.60 (8 spaces)

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

Group Cycle

East Ham Leis




Monda


, England, E6 2RT

Group Cycling

Sort by: Next Occurring | Distance


 £7.60 (14 spaces)


Book

Fuse Burn Monday 7am  10.8km

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

Cym Fuse Burn

 £7.60 (8 spaces)

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



851 results found

Day & time

Mon Tue Wed Thu

Fri Sat Sun

6:00 am

8:00 pm

Gender



male

female

mixed

### Group Cycle

East Ham Leis




Monda

, England, E6 2RT


Group Cycling

Sort by: Next Occurring | Distance

 £7.60 (14 spaces)


Book

### Fuse Burn Monday 7am

 10.8km

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

Cym Fuse Burn

 £7.60 (8 spaces)

Get Active London <orders@getactivelondon.com>  
to john

11 Jun (1 day ago) ☆ ↶



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, E6 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

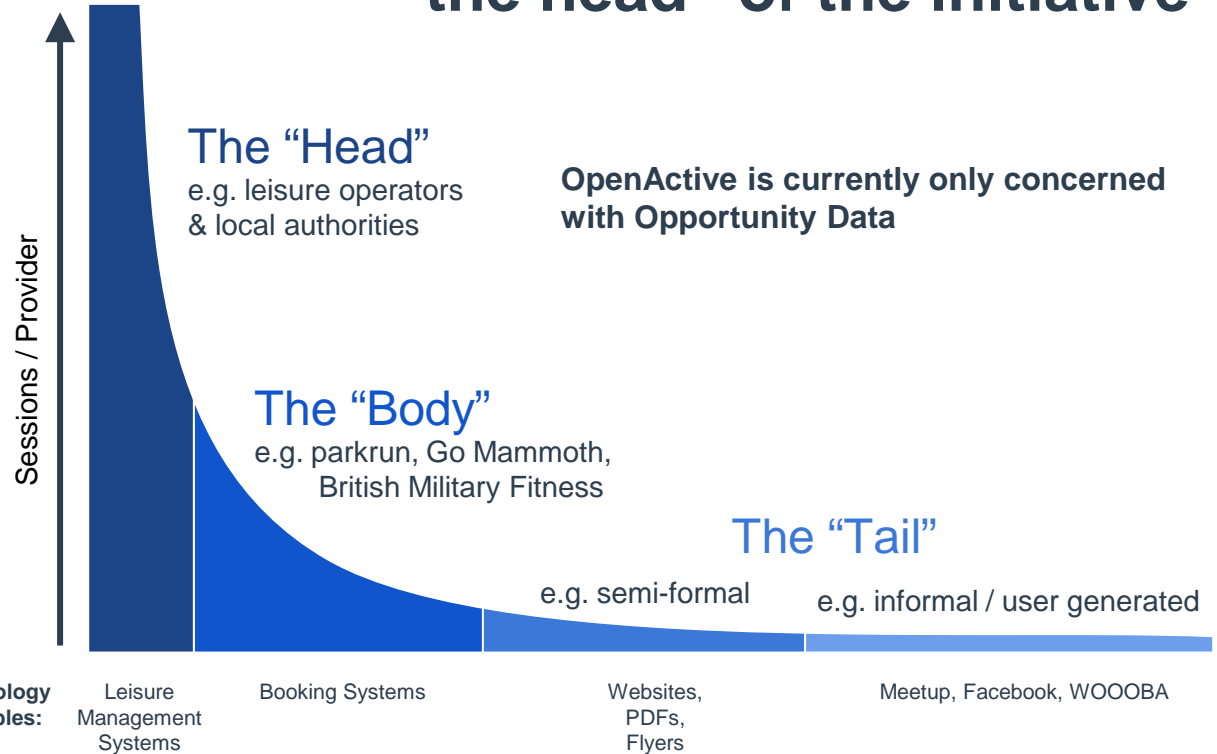
Date: Monday 13 Jun 2016  
Venue: East Ham Leisure Centre  
Time: 7:00AM - 07:45AM

### What to bring

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

# Local authorities & leisure providers are at “the head” of the initiative

Activity Providers



Open Data

# What do we want you to do?

- Sign up
- Collaborate on a PA Data Standard

## Why?

- £8.2b NHS costs
- 63% disease is lifestyle related

[www.KentSport.org/OpenActive](http://www.KentSport.org/OpenActive)



Motivating Apps



Providing Access



# [www.KentSport.org/OpenActive](http://www.KentSport.org/OpenActive)



**Let's get moving.  
Together.**



[openactive.io](http://openactive.io)



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



[w3.org/community/openactive/](http://w3.org/community/openactive/)

Version 2.0

Icons in this document provided by <http://www.freepik.com> from [www.flaticon.com](http://www.flaticon.com),  
licensed under Creative Commons BY 3.0.

This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License.

To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/>

[OPENACTIVE.IO](http://OPENACTIVE.IO)

