



**Using open data to help
more people get active**



17.6m people are not
getting the benefits of
being regularly active

Active Lives Survey, Adults Nov20 – Nov21

The scale of the challenge

- Around 25% of adults are inactive.
- Less than half of all children meet the guidelines for daily physical activity
- Significant inequalities remain
- UK ranks only 11th out of 15 comparable European nations for activity levels

Activity is valuable

- Community sport and physical activity generated an estimated £122.9 billion in 'social value' across England in 2023/24
- Potential for £20bn more social value to be unlocked if the least active groups in society matched the activity levels of the most active.

TOGETHER **WE WON'T STOP**

until everyone has the
opportunity, the inspiration
and the freedom to
get moving.



**UNITING THE
MOVEMENT**

OpenActive is a community-led initiative to tackle inactivity using open data.



People find it twice as easy to order takeaway food or book a holiday online than to book a sports facility or fitness class



Source: Sport England / ComRes, 2019



Sophie Gold
@sophiegold

Following



me: what time is swimming
local council leisure centre website:

- > London
- > SE
- > Lewisham
- > fun
- > Tuesdays
- > summer
- > sauna
- > Pilates
- > Birthday
- > Pool
- > huge PDF
- > 7-9pm

3:23 PM - 14 Aug 2018

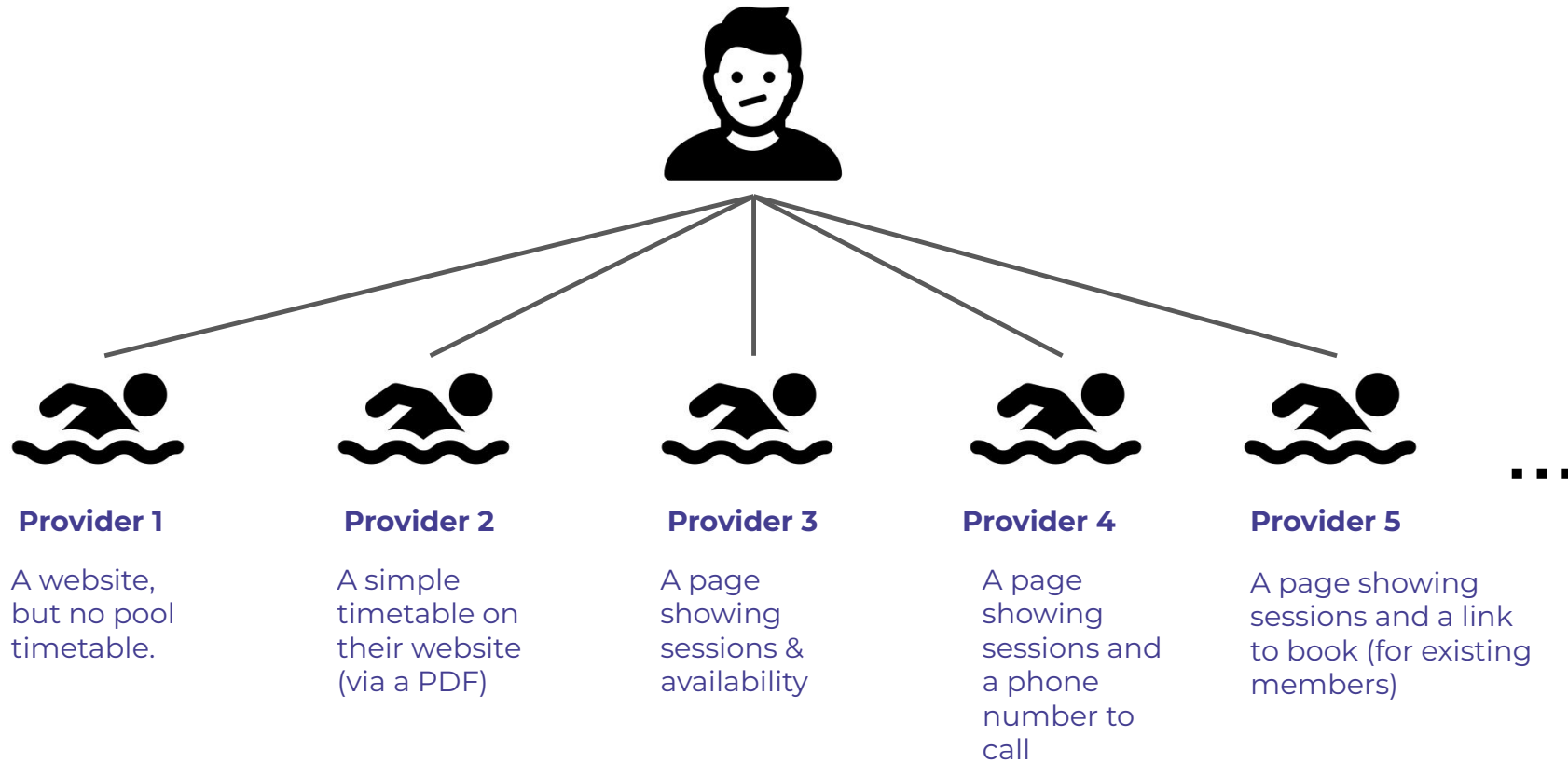
614 Retweets 4,305 Likes



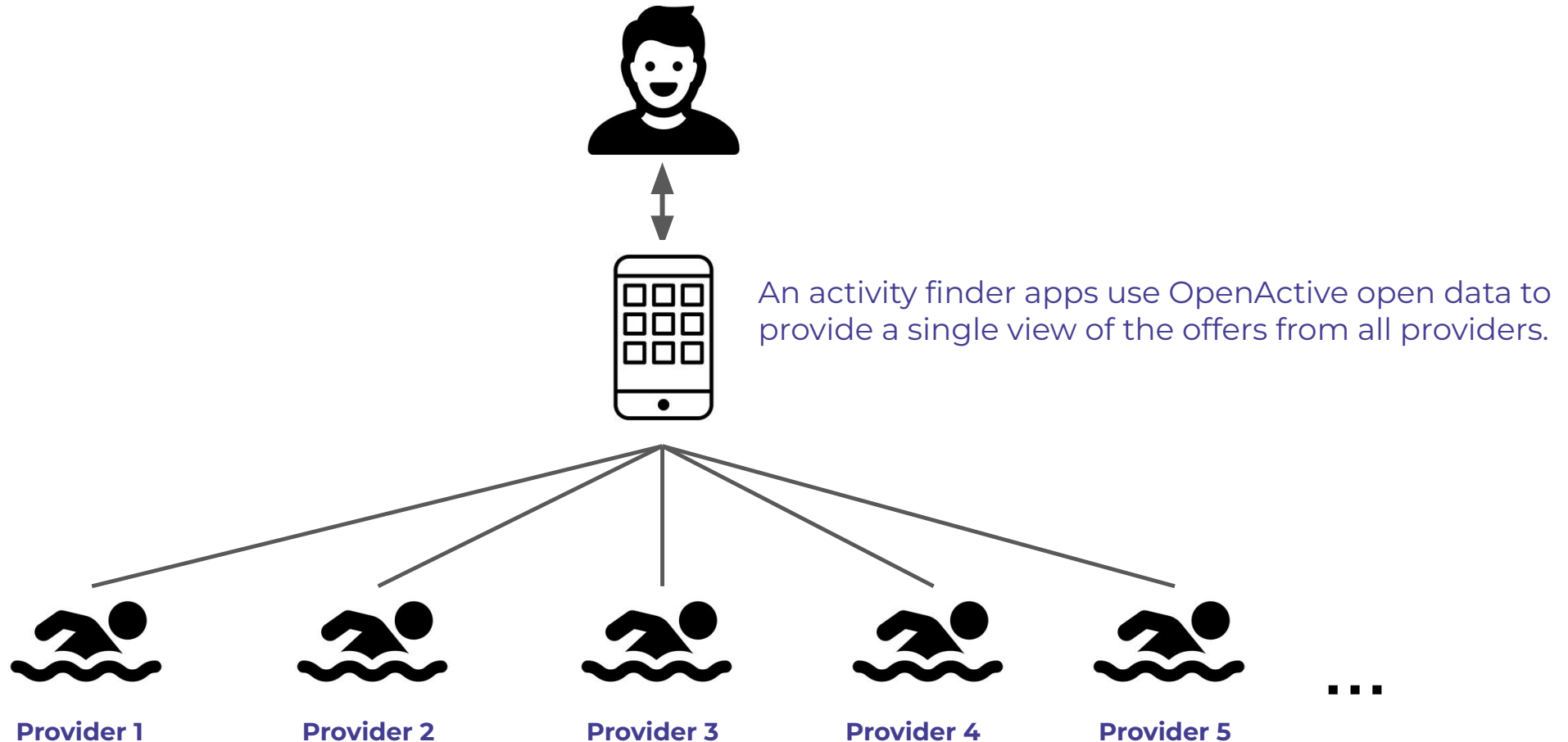
76 614 4.3K



Before OpenActive: example user journey



With OpenActive: example user journey





Add activity

Get Active

Find a class where you'll fit right in

London, UK

All activities



Powered by





Add activity

Get Active

Find a class where you'll fit right in

London, UK

All activities



Popular Categories



Cardio

Holistic

Strength

Badminton

Ballet

Basketball

Biathlon

Boccia

Powered by





Within 5 km

Date

£5 or less

Time of day

Age

Level

Accessibility

Gender

Clear all

4 activities found



Free

2.3km away

Community Club Southwark

The Castle Centre, 2 St. Gabriel Walk, London, SE1 6FG

Sat 26th Nov at 14:00pm



Free

3.9km away

Community Club Westminster

Little Venice Sports Centre, 10 Crompton Street, London, W2 1ND

Thu 24th Nov at 16:30pm



Free

5.0km away

Community Club Lambeth

Brixton Recreation Centre, 27 Brixton Station Road, London, SW9 8QQ

Tue 29th Nov at 16:30pm



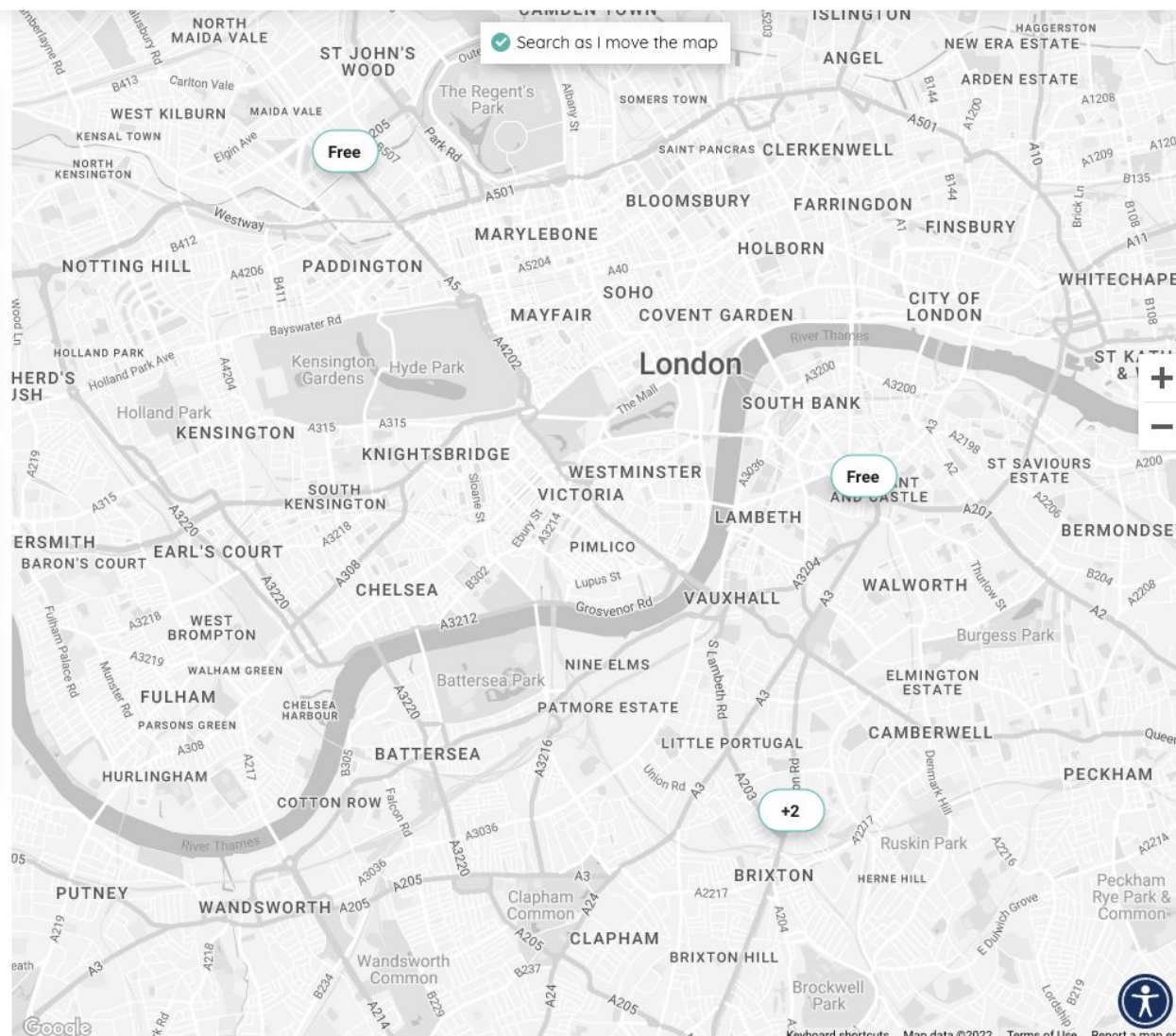
Free

5.0km away

Community Club Lambeth - Kids

Brixton Recreation Centre, 27 Brixton Station Road, London, SW9 8QQ

Tue 29th Nov at 17:00pm



With OpenActive

12:22

MCRactive

Help And Tips Accessibility Sign In

I am looking for... Classes And Sessions Filters

July

Today 18 Sat 19 Sun 20 Mon 21

Broadway Leisure Centre
12 Broadway, Manchester, M40 3LN (4.9 Miles Away)

Get Directions

Swimming View

North City Family And Fitness Centre
Upper Conran Street, Harpurhey, Manchester, M9 4DA (5.46 Miles Away)

Get Directions

booking.mcractive.com

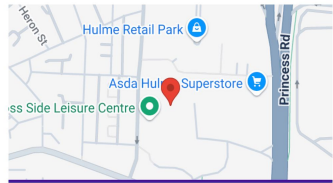
12:21

Every Body Moves.
Powered by TOYOTA

Menu

LOCAL ACTIVITY 12 miles

Seated Exercise Class



Address
Moss Side Leisure Centre, Moss Lane East,
Hulme, Manchester, M15 5NN

LOCAL ACTIVITY 12 miles

Adult Walking Group



everybodemoves.org.uk

12:24

PLAYFINDER

List your venue Learn more >
Connect your sport facilities with your local community!

< REFINE SEARCH VIEW MAP

There are 2 locations for swimming near Manchester, Uk

Wright Robinson Leisure
Wright Robinson College,
Abbey Hey Lane,
Manchester, M188RL

VIEW VENUE

Format: indoor Surface: N/A

3.9 miles away ✓ changing rooms

Clarendon Leisure

playfinder.com

12:26

joy

Local services

Filter

Manchester M14, UK

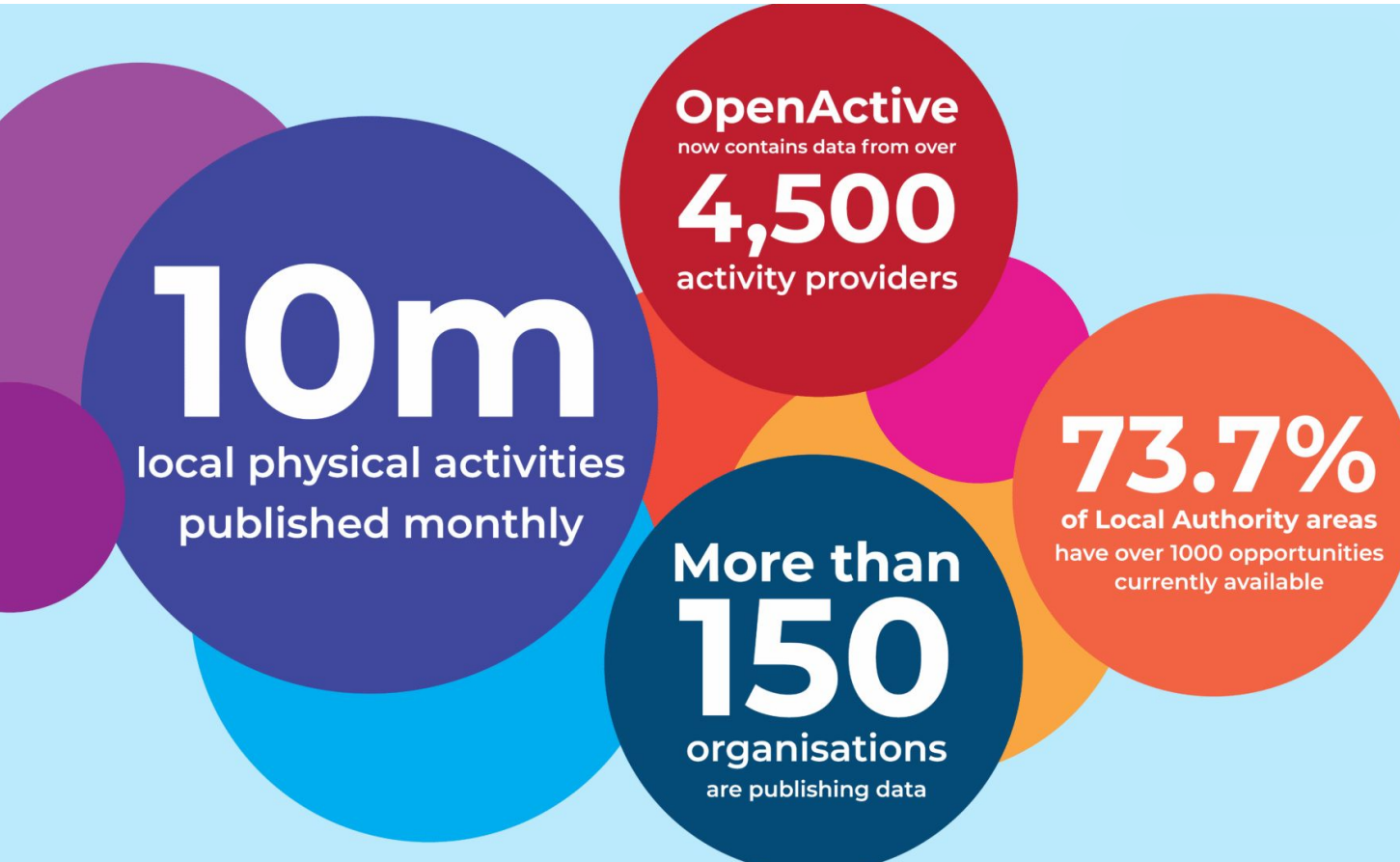
Martin Jenson Pilates
GTI Fitness
Free 12 miles Details

Chapel Leisure Centre
Lex Leisure
Free 16 miles Details

Palace Hotel Gym, Pool, and Spa
The Palace Hotel, Buxton
Free 18 miles Details

Buxton Swimming and Leisure Centre
Buxton Swimming and Fitness Centre
services.thejoyapp.com Details

OpenActive in numbers



Value we're creating

10–25% estimated increase in participation per opportunity through publishing open data

Frontier Economics Report, 2019

11,500 additional customers at Everyone Active, **95%** of whom had never been members before

Case study: The value of sharing data for improving market reach, April 2020

OpenActive is....

**Data
Standards**

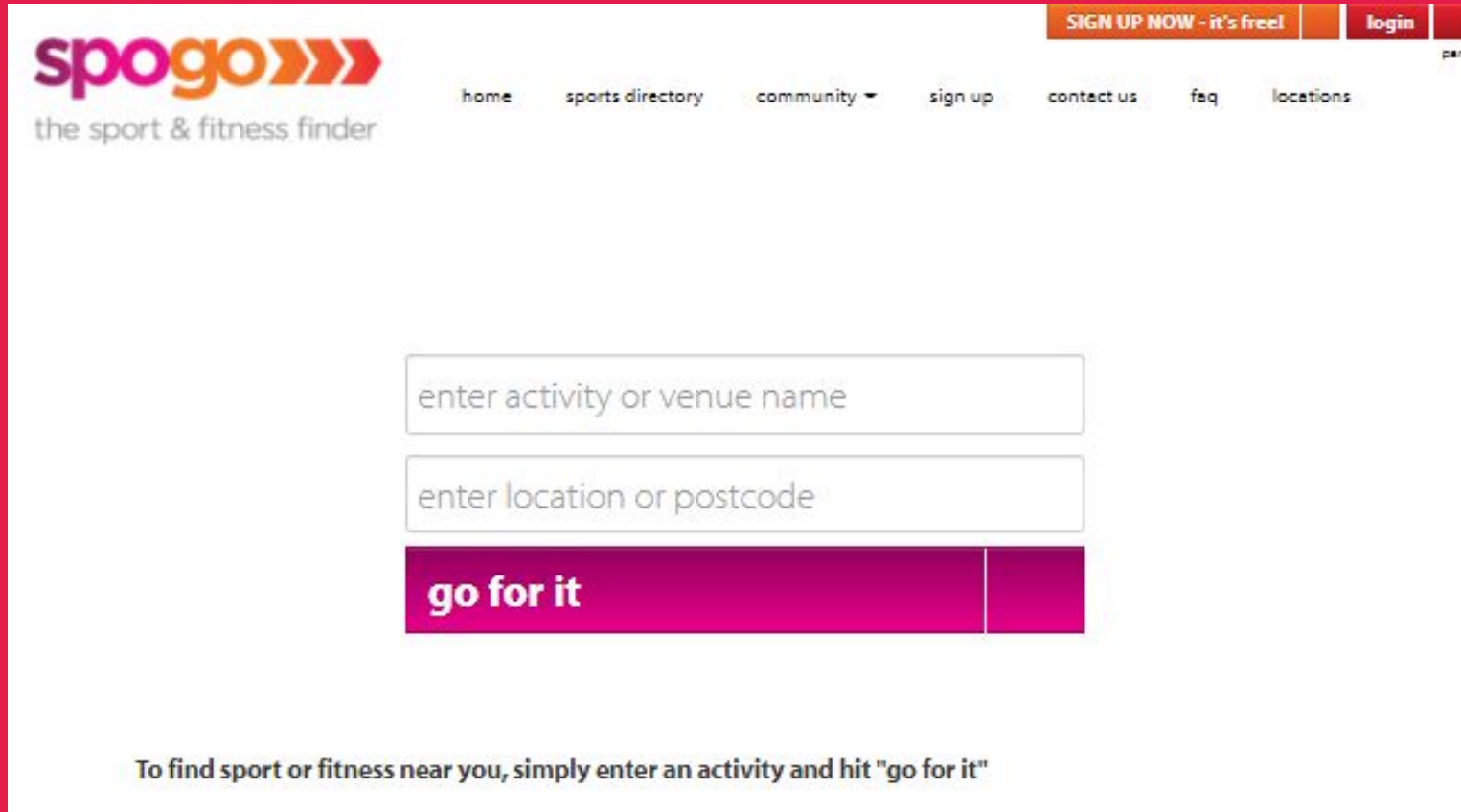
Tools

Community

**Guides &
evidence**

How did we get here?

Sport England didn't start with open data



The screenshot shows the homepage of the spogogo website, which is described as 'the sport & fitness finder'. The header includes the spogogo logo, a navigation menu with links to home, sports directory, community, sign up, contact us, faq, and locations, and buttons for 'SIGN UP NOW - it's free!' and 'login'. The main content area features two input fields: 'enter activity or venue name' and 'enter location or postcode', followed by a prominent red 'go for it' button. At the bottom, a text box states: 'To find sport or fitness near you, simply enter an activity and hit "go for it"'.

spogogo
the sport & fitness finder

[home](#) [sports directory](#) [community](#) [sign up](#) [contact us](#) [faq](#) [locations](#)

[SIGN UP NOW - it's free!](#) [login](#)

enter activity or venue name

enter location or postcode

go for it

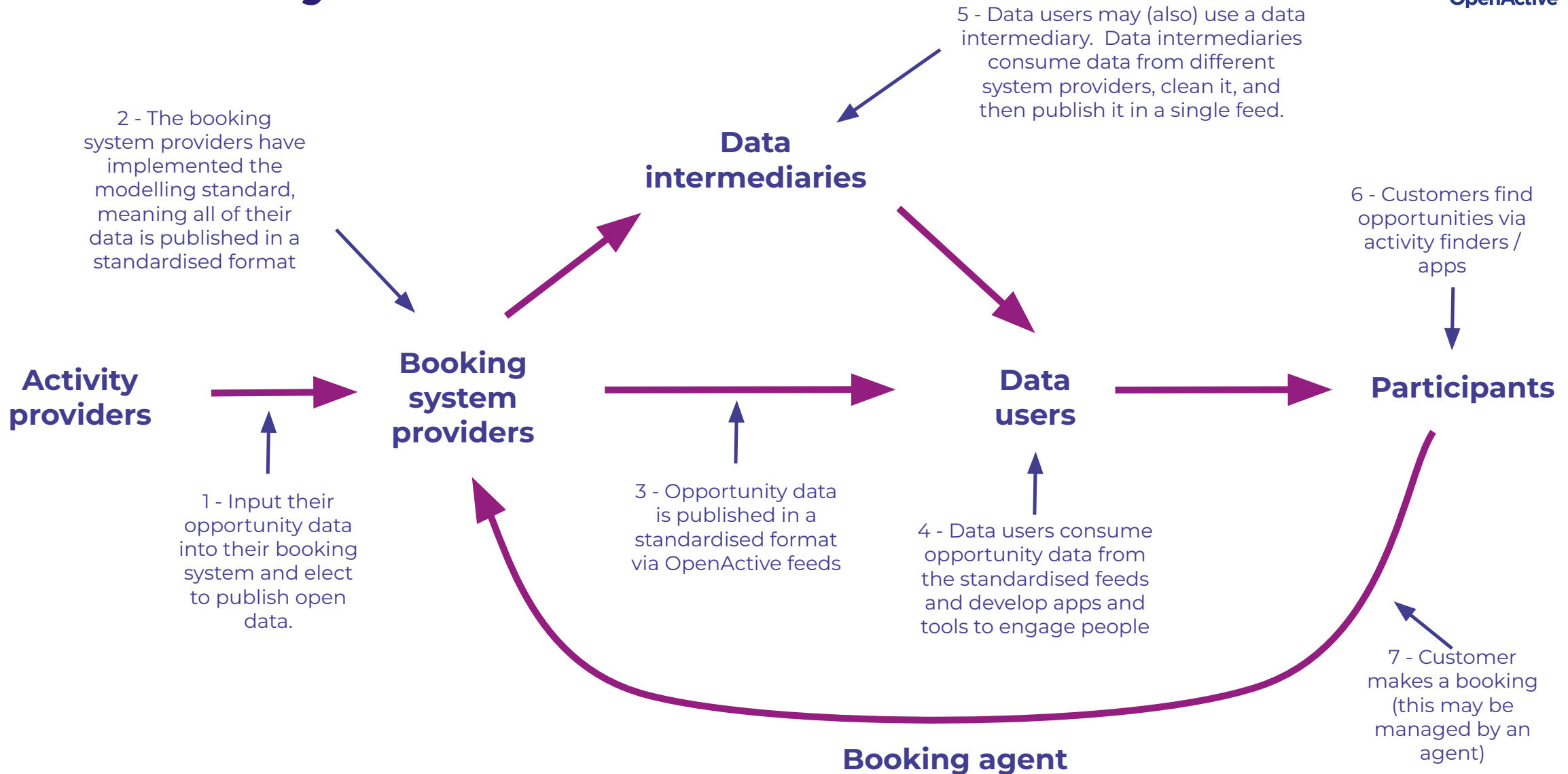
To find sport or fitness near you, simply enter an activity and hit "go for it"

The OA journey so far

2017	2018	2019	2020-21	2022-today
Training & Standard Intro to Open Data training First version of OA data standard & Activity List Increased visibility of initiative	Data Supply Two large leisure software systems (Legend & Gladstone) join OA Innovation Accelerator and national campaigns Technical infrastructure V2.0 Validator tool created	Value creation OA Champions programme Refinement of standards and tools External review by ODSC	Maintaining value Navigating covid Expanded standard to support online sessions Governance changes (move from Advisory Board to Steering Committee)	Health integration and sustainability Data visualiser created Knowledge transfer & risk management on technical infrastructure Clear vision & ToC for OA with skills based approach to SC membership Improved technical user journey

How does it work?

Summary data flow



What exactly gets published?

OpenActive includes...



TIME



PRICES



LOCATIONS



AVAILABILITY



DESCRIPTIONS



IMAGES



GENDER RESTRICTION



AGE RANGE



DIFFICULTY LEVEL

OpenActive doesn't include...

Personal data
about customers or
members

Participation data
about who has done
what in the past

Example data publishers



OpenActive specifications



W3C Specification Based

- Written in the context of standards for data on the web
- Openly licensed



Open Booking API

- Enables apps to include seamless booking functionality.



Modelling Opportunities Specification

- Standardised data about opportunities to participate in sport and physical activity.



Routes Specification

- Standardised data describing paths and trails for recreational use.



RPDE Specification

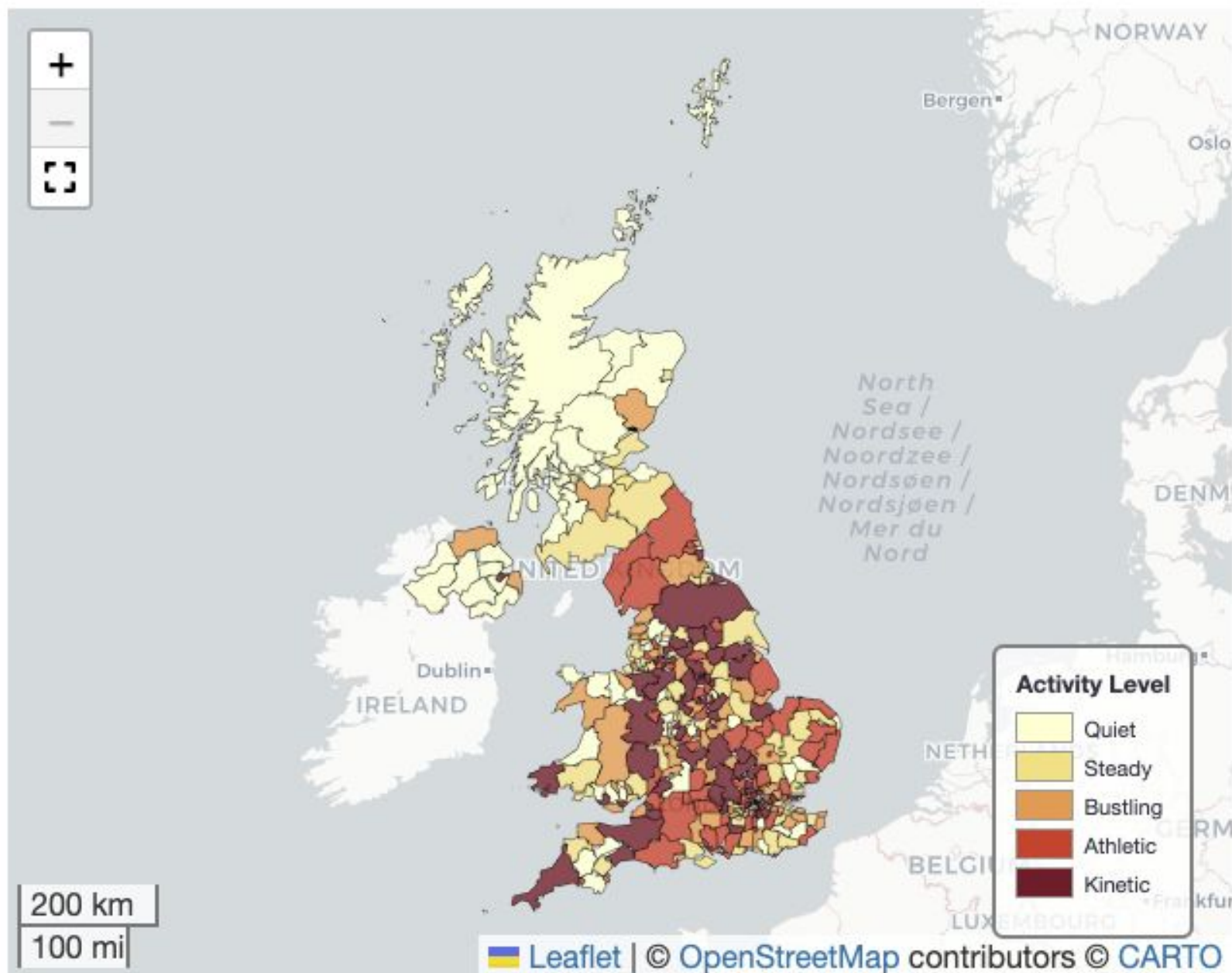
- Enables activity providers to share session data in near-real time.



Reference Data

- [Activity types \(tennis\)](#)
- [Facility types \(tennis court\).](#)

Is this an open data
opportunity for
Scotland?





Website openactive.io
Email hello@openactive.io



Annex

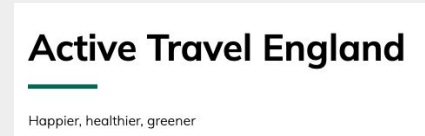
External momentum is growing fast



Moving Together



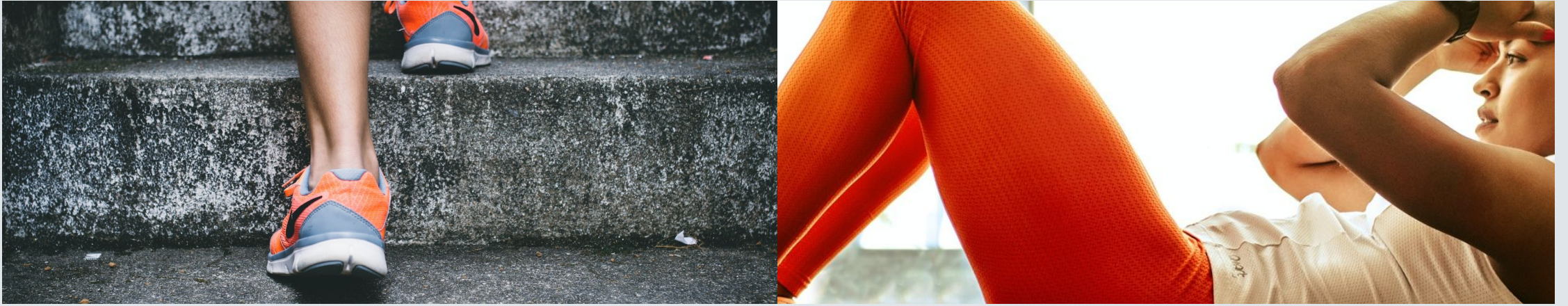
National
Data
Library



Data
Standards
Authority



National
workforce
digital register

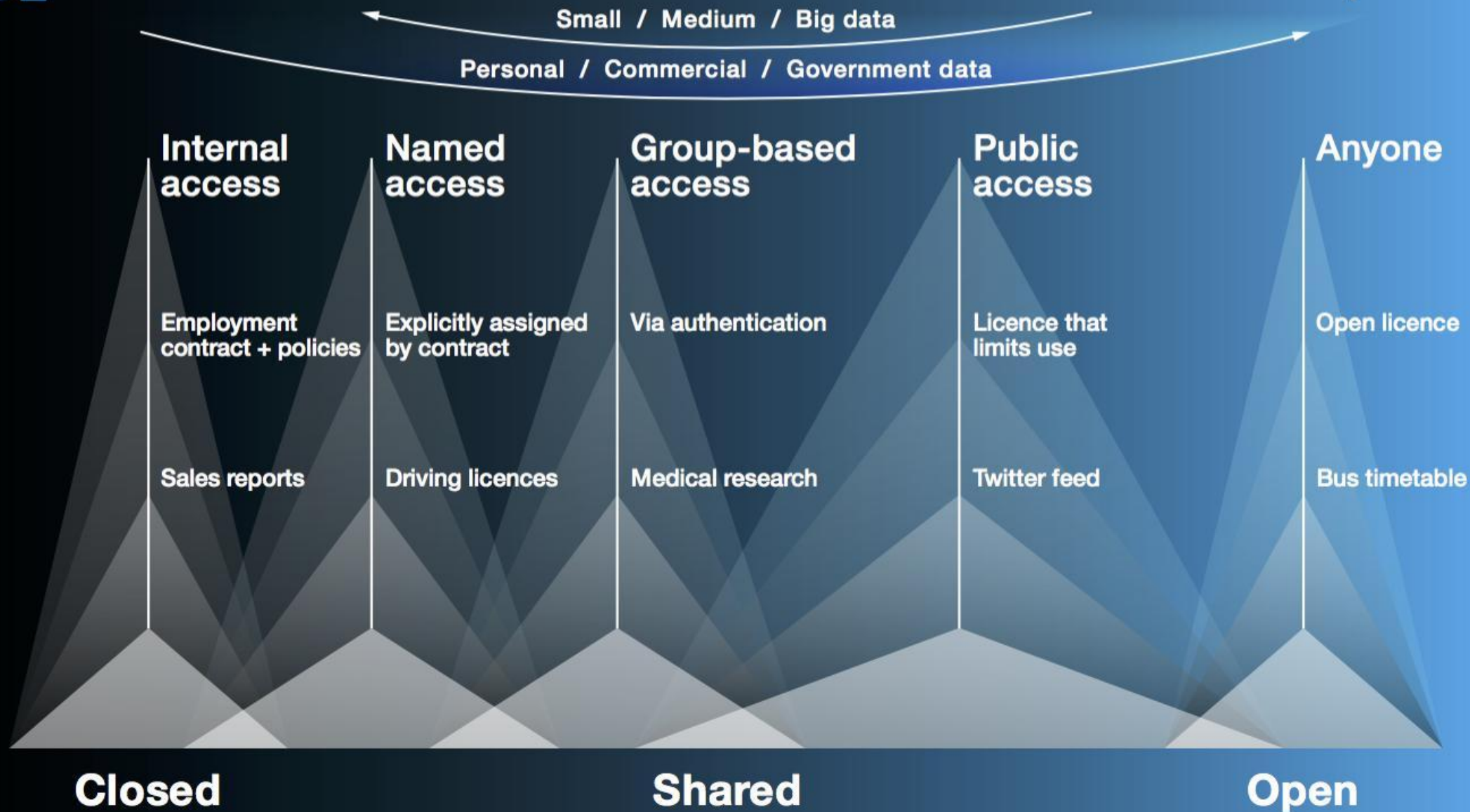


Data infrastructure for a healthier nation

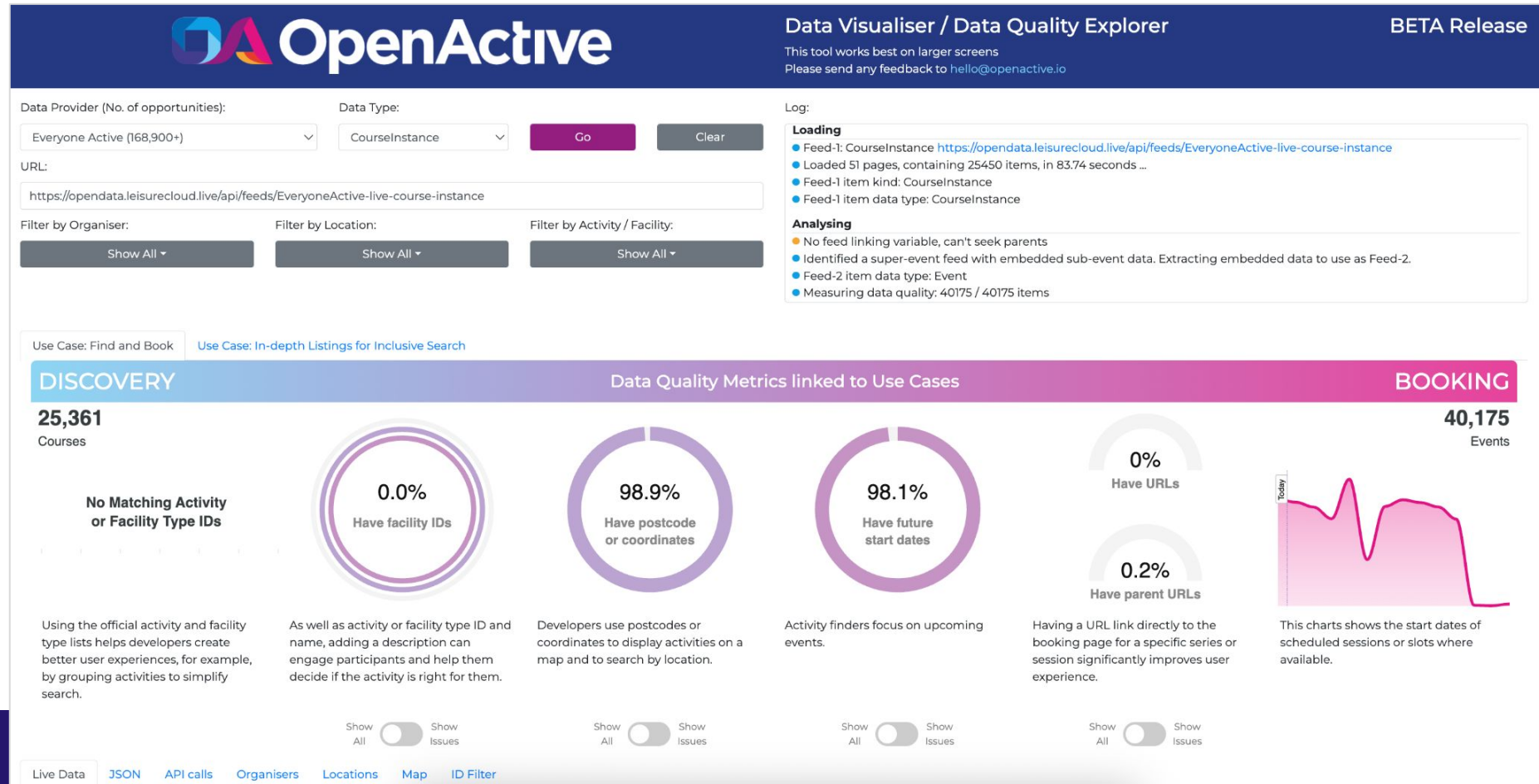
The white paper aims to position OpenActive as a critical component of the UK's national and regional health and physical activity data infrastructure. It outlines how OpenActive can support the government's key missions by improving public health, increasing physical activity, and harnessing the power of data to drive positive societal change.



The Data Spectrum



Visualiser



SessionSeries

[Validate](#)

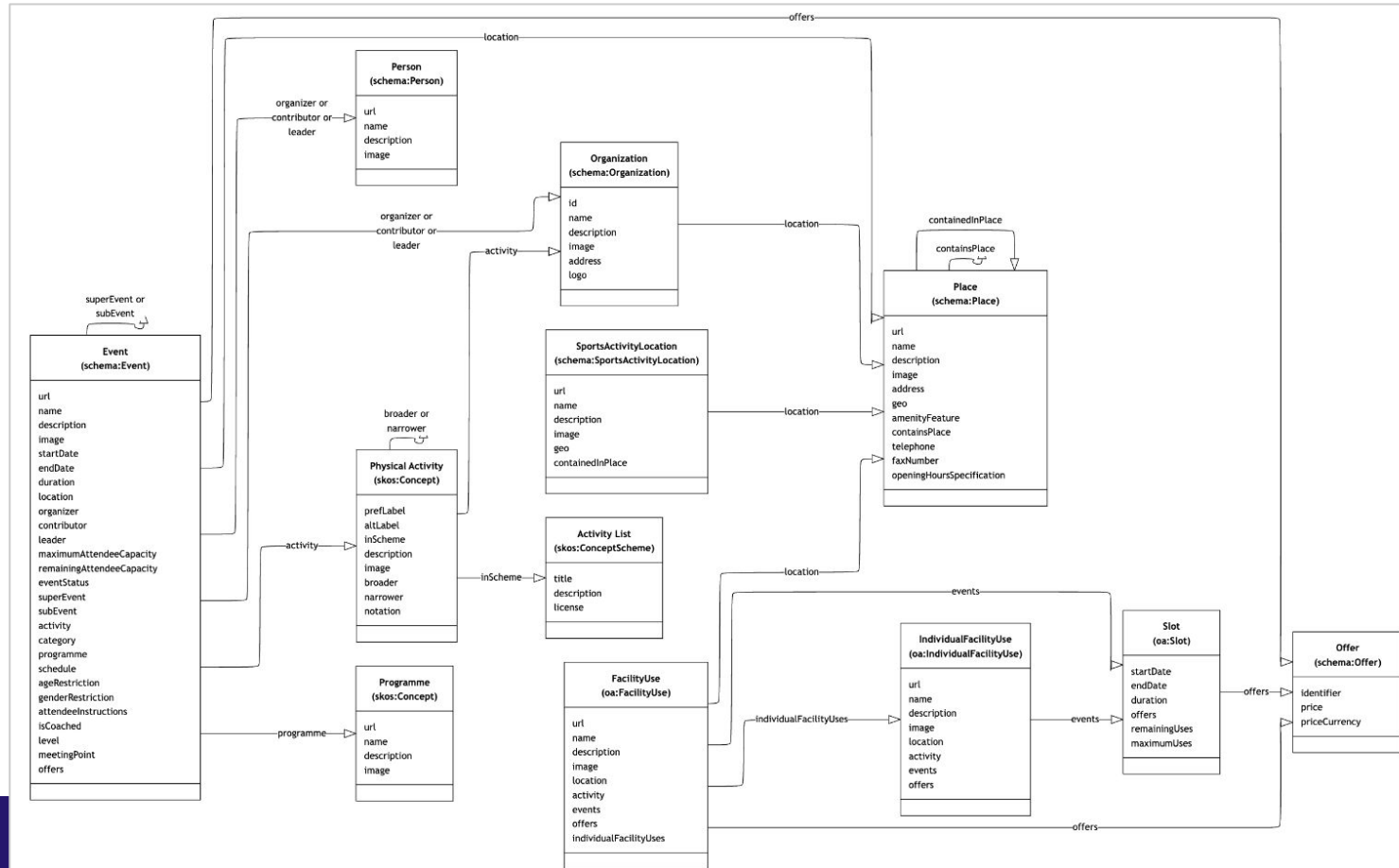
```
{
  "state": "updated",
  "kind": "SessionSeries",
  "id": "PhysicalListOnlySeries/65-A",
  "modified": 1675183391276,
  "data": {
    "@context": [
      "https://openactive.io/",
      "https://openactive.io/ns-beta"
    ],
    "@type": "SessionSeries",
    "@id": "https://playwaze.com/opendata/identifiers/session-ser",
    "eventSchedule": [
      {
        "@type": "Schedule",
        "byDay": [
          "https://schema.org/Thursday"
        ],
        "duration": "PT1H",
        "endTime": "20:00",
        "repeatFrequency": "P7D",
        "scheduledEventType": "ScheduledSession",
        "scheduleTimezone": "Europe/London",
        "startDate": "2022-05-16",
        "startTime": "19:00"
      },
      {
        "@type": "Schedule",
        "byDay": [
          "https://schema.org/Sunday"
        ],
        "duration": "PT1H",
        "endTime": "12:00",
        "repeatFrequency": "P7D",
```

ScheduledSession

[Source](#)
[Validate](#)

```
{
  "state": "updated",
  "kind": "ScheduledSession",
  "id": "PhysicalListOnlySessions/PhysicalListOnlySeries/65-A_202",
  "modified": 1675183312195,
  "data": {
    "@context": "https://openactive.io/",
    "@type": "ScheduledSession",
    "@id": "https://playwaze.com/opendata/identifiers/scheduled-s",
    "identifier": "PhysicalListOnlySessions/PhysicalListOnlySeries",
    "superEvent": "https://playwaze.com/opendata/identifiers/ses",
    "name": "Kickboxing Class 6+",
    "description": "Our kickboxing class is available to males ar",
    "activity": [
      {
        "@type": "Concept",
        "@id": "https://openactive.io/activity-list#6901af47-aed",
        "inScheme": "https://openactive.io/activity-list",
        "prefLabel": "Kickboxing"
      }
    ],
    "ageRange": {
      "@type": "QuantitativeValue",
      "maxValue": 99,
      "minValue": 6
    },
    "duration": "PT1H",
    "eventAttendanceMode": "https://schema.org/OfflineEventAttenc",
    "eventStatus": "https://schema.org/EventScheduled",
    "genderRestriction": "https://openactive.io/NoRestriction",
    "image": [
      {
        "@type": "ImageObject",
        "url": "https://Playwaze.com/Images/SportsAvatars/kickbo
```

Data model and activity list




OpenActive Activity List

CONCEPTS

Concepts Hierarchical

- Acting
- Activity Holiday Camp
- American Football
- Angling
- Aquathlon
- Archery
- Arm Wrestling
- Athletics
- Australian Rules Football
- Badminton
- Ballooning
- Baseball
- Basketball
- Baton Twirling
- Biathlon
- Bicycle Polo
- Billiards
- Bobsleigh
- Boccia
- Bowls
- Boxing