

Using open data to make it easier for customers to find your sessions

Chris Norfield (London Sport)

Tim Corby (OpenActive)

Today.

- 1 Open data and physical activity promotion
- 2 What open data teaches us about promoting physical activity sessions
- 3 Free tools to get started

Takeaways and leaflets..





OpenActive

**Getting more
people active
with open data**



Stays Flights Cars Packages Things to do

York



Check-in
24 Nov

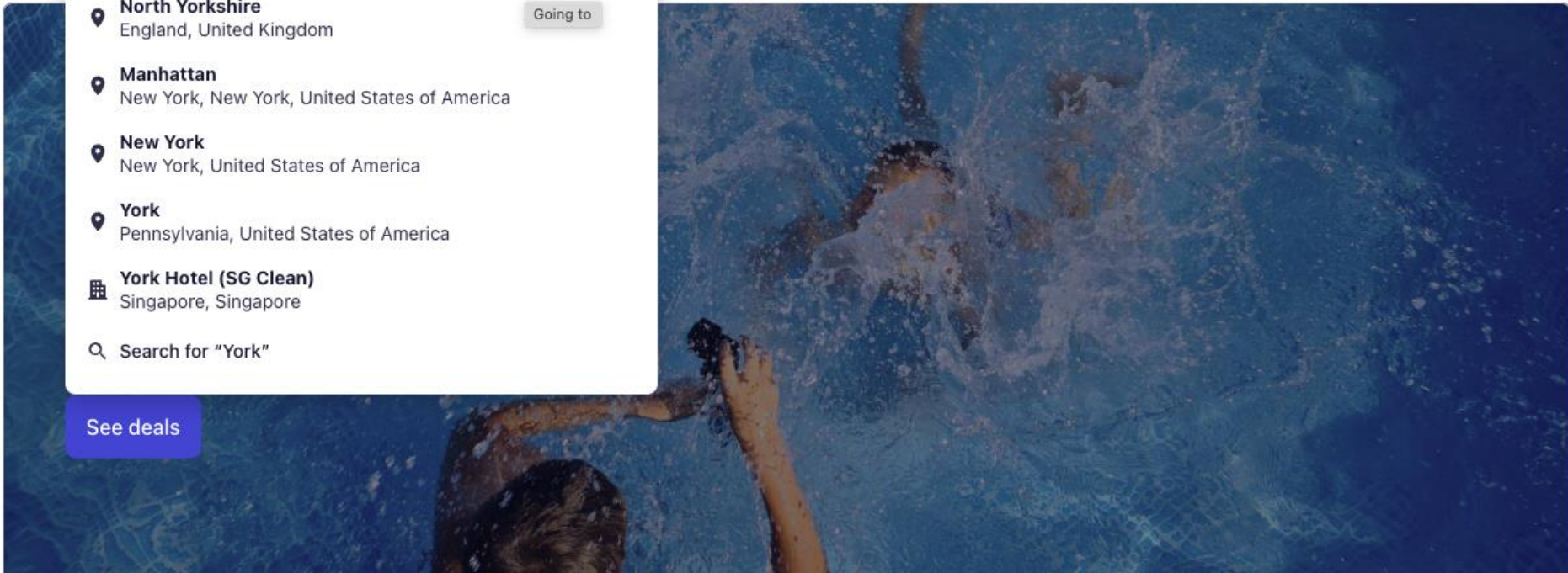
Check-out
25 Nov

Travellers
1 room, 2 travellers

Search

- York
England, United Kingdom
- Yorkshire
England, United Kingdom
- Yorkshire Dales National Park**
England, United Kingdom
- North Yorkshire
England, United Kingdom Going to
- Manhattan
New York, New York, United States of America
- New York
New York, United States of America
- York
Pennsylvania, United States of America
- York Hotel (SG Clean)
Singapore, Singapore
- Search for "York"

See deals



Going to London, England, United Kingdom

Check-in 24 Nov

Check-out 25 Nov

Travellers 1 room, 2 tra...

Search



View in a map

8,376 properties

What we are paid impacts our sort order ⓘ

Sort by Recommended ▾

Unlock instant savings You could get an extra 10% off with Member Prices. Join now, it's free Sign in

Search by property name

e.g. Marriott e.g. Marriott

Filter by

Total price

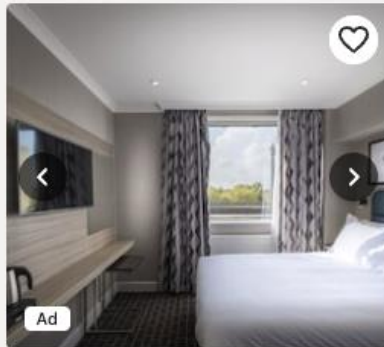


Guest rating

- Any Wonderful 9+ Very good 8+ Good 7+

Property class

1★ 2★ 3★ 4★



City Sleeper at Royal National Hotel

London

Ideal for business or leisure in London

Located a minutes walk from Russell Square underground station, with a direct link to Heathrow Airport via the Piccadilly line.

Fully refundable

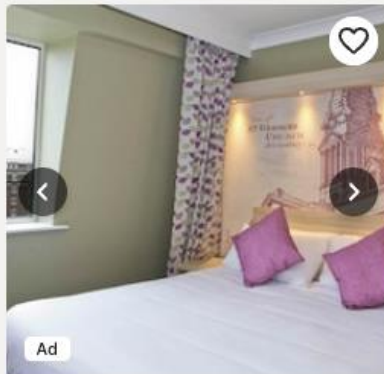
Collect stamps

8.4/10 Very good (209 reviews)

£230

for 1 night includes taxes & fees

Compare



The President Hotel

London City Centre

Stay in the heart of central London

A classic hotel perfect for business or leisure, within easy walking distance to Oxford Street, Covent Garden, and Kings Cross.

Fully refundable

Reserve now, pay later

Collect stamps

8.0/10 Very good (1,893 reviews)

£200

for 1 night includes taxes & fees

Compare



St. James' Court, A Taj Hotel, London

London City Centre

15% off



TWO PENINSULAS. COUNTLESS ADVENTURES.

PURE MICHIGAN

PLAN NOW



Dominican Republic Has it all

You Can Be A LEGGIE

← from Carlisle
to Open Data Institute, 5th Floor, Kings Place, 90 Y...

10:53 AM - 3:02 PM
(4 hr 9 min)



Avanti West Coast > > 91

10:53 AM from Carlisle -4 min late
8 min every 60 min

 Add to Calendar

10:53 AM ○ Carlisle

10:49 AM ○ Carlisle
10:53 AM

Avanti West Coast London Euston
3 hr 44 min (7 stops) -4 min late · Platform 4

2:37 PM ○ Euston

Walk
About 6 min

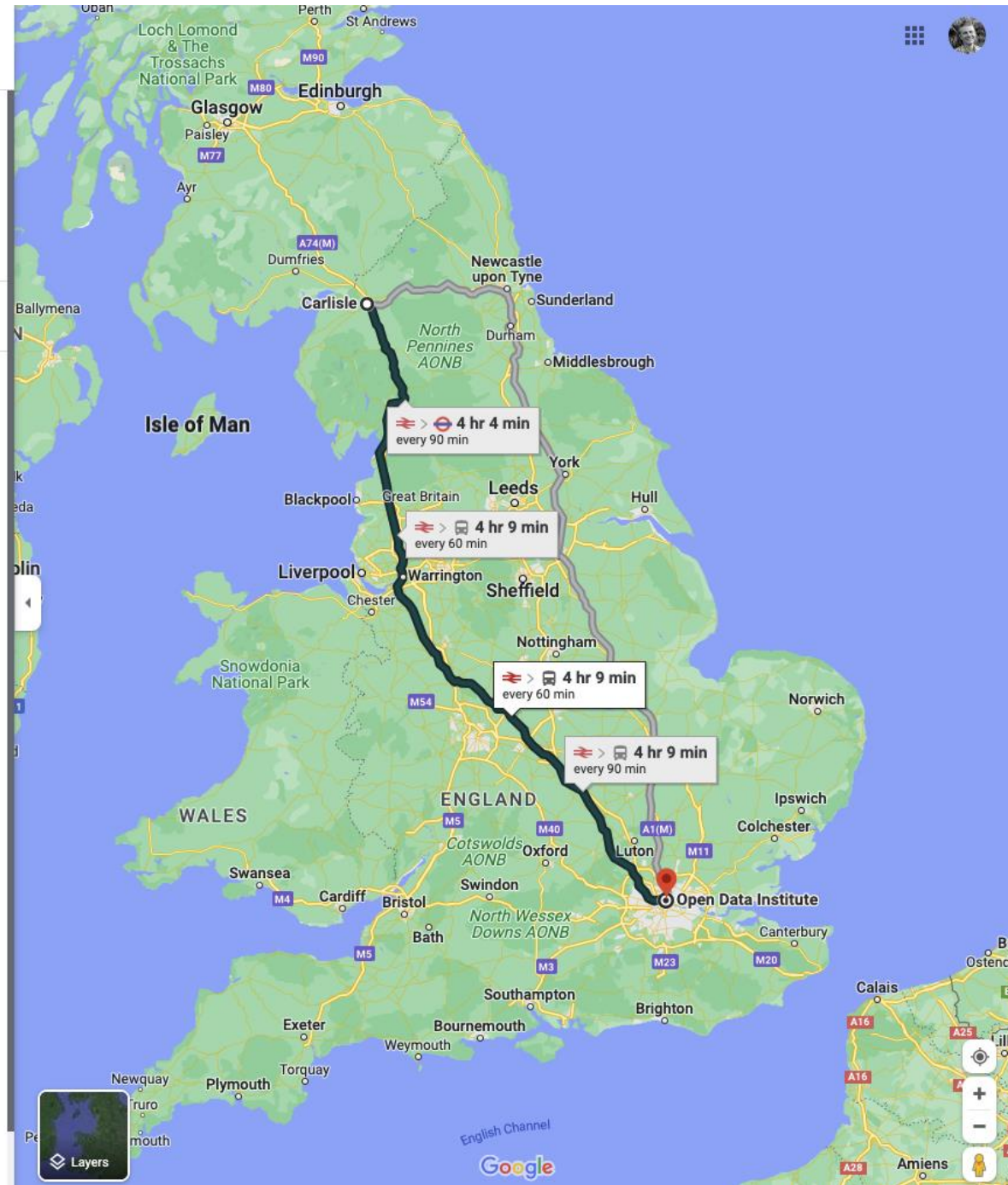
2:48 PM ○ Euston Bus Station (Stop C)

91 Crouch End
12 min (4 stops) · Stop ID: 73933 ·

3:00 PM ○ Wharfdale Road / London Canal ...

Walk
About 2 min, 436 ft

3:02 PM ○ Open Data Institute
5th Floor, Kings Place, 90 York Wy,
London N1 9AG





Sophie Gadd

@sophie_gadd

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









Helping organisations to share data...

Example data types



Events



Sessions



Facilities

Example data properties



Time



Prices



Locations



Availability



Descriptions



Images



Gender
Restriction



Age Range



Difficulty
Level

OpenActive data feeds include...



6,000+ Organisations, Clubs and Activity Providers

11,000+ Locations offering activities

500,000+ Opportunities each month

Get Active

Find a class where you'll fit right in

London, UK

All activities



Popular Categories



Cardio

Holistic

Strength

Dominion

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



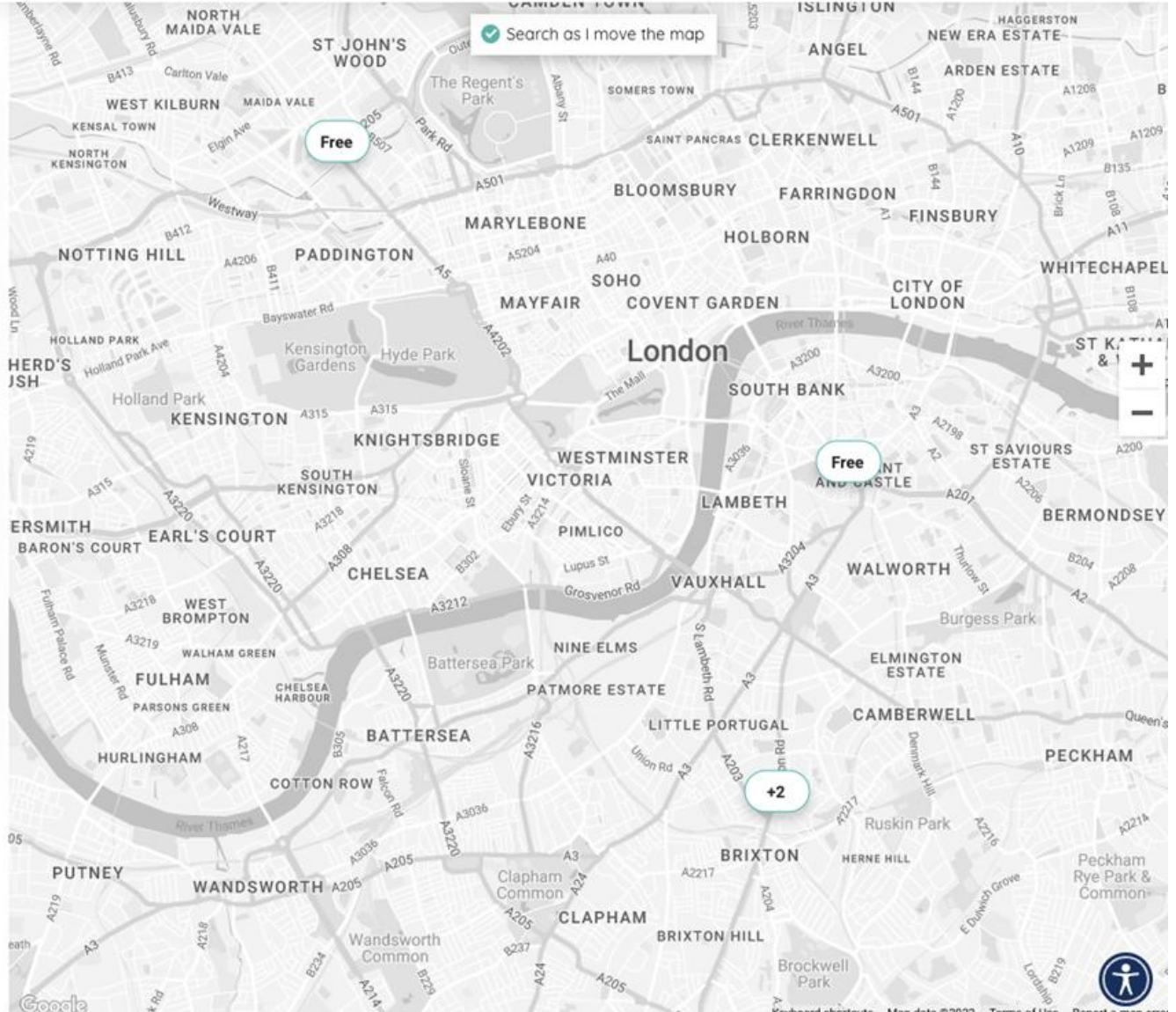
Free

5.0km away

Community Club Lambeth - Kids

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

Tue 29th Nov at 17:00pm



See what's on near you...

Enter postcode



Search




[Or get active at home](#)

Featured



**October 2022
Club of the Month**

You are here: Home / Search Results / Activities and events



Upcoming Sessions

Happening in the next 2 weeks




Local Clubs



Online Activities

Filter results

 Use my current location

Or with my postcode:

N1 3PH 

Distance: 25 miles



Impairment type:

Any



Hearing impairment

Learning impairment

Mental health

Showing all 424 opportunities near you.

Displaying local activities and events running in the next two weeks

View as a:  

LOCAL ACTIVITY

 0.7 miles

Special Educational Needs And Disabilities Soft Play Session

Hosted by: Better


[View details](#)



Address

Britannia Leisure Centre, Pitfield Street, London, N1 5FT

LOCAL ACTIVITY

 0.7 miles

Sensory Swim

Hosted by: Better



And many others...



Contact us for more information



@openactiveio

hello@openactive.io

www.openactive.io





What open data teaches us about promoting physical activity sessions

Good quality, useful information



Time



Prices



Locations



Descriptions



Images



Gender
Restriction



Age Range



Difficulty
Level

Contact information



Hi Susan, your nearest walk is on a Friday at 11am it starts at North Harrow underground station, HA2 7SR.

Would you be interested in attending this walk?

Yes!



Great, I'll send you some more information over the next few days and a reminder the day before.

1 DAY LATER



Hi Susan, here is a short video about our walking groups.

Watch video

Simple booking



£2.60

2.4km away

Cardio Junior

 Vauxhall Leisure Centre, 50 South Lambeth Road, Vauxhall, London, SW8 1DY

 Sat 11th Feb at 13:15pm



Your selection:

Vauxhall Leisure Centre

Cardio Junior

Get your heart pumping and increase your energy levels in one of our Junior Cardio classes. These classes are fast-paced & high-energy classes which include cardio classes from HIIT to aerobics in one class.

Date: Sat 11 February 2023

Time: 1:15pm - 1:45pm (30min)

Instructor: Fitness

Location: Group Cycle Studio

Price: N/A

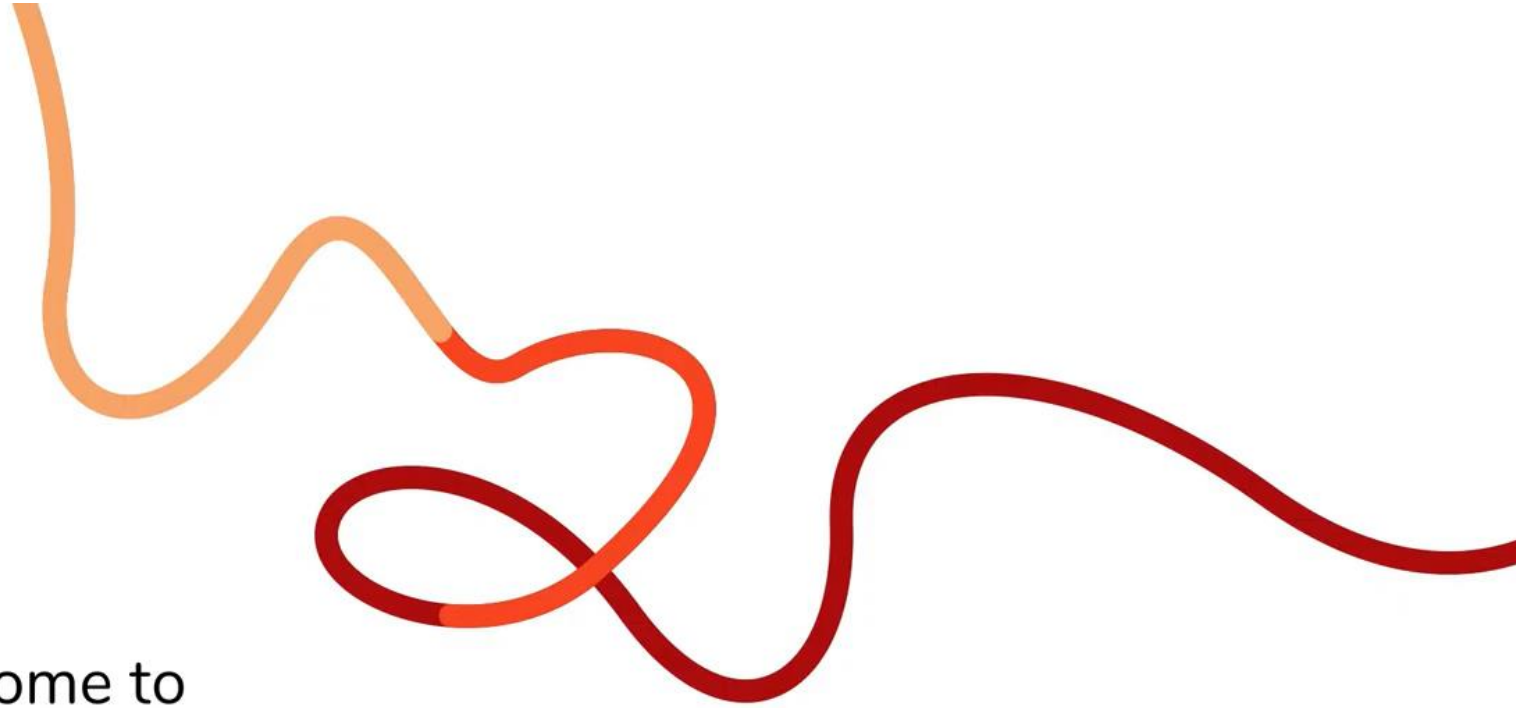
[Book now](#)

[Add to basket](#)

Other users of open data - social prescribers



Example of describing the whole experience



Welcome to
POUND at Mickleover Memorial Hall

Join us for a virtual tour



Free tools to get started

Open Sessions

- Open Sessions is a completely free platform that enables sport and activity session providers to post their sessions to a host of activity finder.

www.opensessions.io



OPEN
SESSIONS

POWERED BY



Post your activity sessions for FREE

A simple, hassle-free way to reach 1,000s of potential customers via the web's biggest activity finders!

[Register](#)[Login](#)

Post your activities for FREE

A simple, hassle-free way to reach 1,000s of potential customers via the web's biggest activity finders!

Register

Login

Create your account

Organisation Name

e.g. Richmond Rovers

Name

e.g. Adam Smith

Email

e.g. email@domain.com

Password

Re-type

By signing up you confirm that you have read and agree to our [terms of service](#) and [privacy policy](#).

The following are opt-in and optional:

- Yes, I would like to receive a regular weekly update via email regarding sector news from London Sport.
- Yes, I would like to receive updates on London Sport products and services via email.
- Yes, I would like to receive updates on London Sport products and services via SMS.

Create Account

OR

Continue with Facebook

Continue with Google

Organisation information

All information provided below could be visible to potential customers (dependent on the activity finder displaying your sessions)

Organisation name

Organisation name is required

Address

Location is Required

County

Please select county

London Borough

Postal Code

Phone number

Website

Email address

Facebook page

Twitter handle

Instagram handle

Description

MY SESSIONS

[Add New Session](#)

Card View

Time Table

No Sessions Found

- Describe session
- Info for participants
- Location
- Who the session is for
- Cost
- When
- Review session schedule
- Promotion

Describe your activity

Session title

The session title is the first thing people will see when searching for an offering. For example, instead of just 'Yoga', include 'Relaxing Outdoor Yoga'.

e.g. Relaxing Outdoor Yoga for adults

Activity type

Choose up to 3 activity types that best describes your session. The activity. For example you may select 'Yoga' and 'Yogalates'.

Select Activity ^

[find an activity? Contribute to the list](#)

🔍 Please start typing activity name

- 11-a-side
- 20-20-20
- 5-a-side
- 6-a-side
- 7-a-side

- Describe session
- Info for participants
- Location
- Who the session is for
- Cost
- When**
- Review session schedule
- Promotion

First session

Date

24/09/2020



Start time

12

00

Duration

00

30

Hrs

Mins

Recurrence pattern

Daily

Every

1

day(s)

Weekly

Monthly

Range of recurrence

End after:

1

occurrences

End by:



MY SESSIONS

Add New Session

Card View

Time Table

Search

Session Title..

Status

All

Created by

All

Date Range

Sort by

Session Title (Asc)

Apply

Draft



Created by Chris Norfield SETUP

Edited by Chris Norfield SETUP

Forever Fit

1 Scheduled

[Change Session Schedule >>](#)



Monday 15 Oct at 10:00

Draft



Created by Chris Norfield SETUP

Edited by Chris Norfield SETUP

Melanie's Walk

SM6 7NJ

52 Scheduled

[Change Session Schedule >>](#)



Friday 19 Oct at 10:00

Kites Badminton club Sunday sessions



Description

Kites Badminton Club is a friendly and inclusive badminton club in Welwyn Garden City. We welcome new members of all abilities and have a healthy mix of beginners through to experienced players at the club.

We play at Gosling Sports Park on Sunday, Tuesday and Wednesday nights. If you are interested in joining us, please get in touch using the Visit Us form on our website. Whether you are a complete beginner or seasoned pro, you are welcome to join us. Now you can get fit and have fun at the same time and better still, your first night is free on us!

About this session



16



Schedules

[View Schedule >>](#)



Sunday 5 Dec at 15:00



Sunday 12 Dec at 15:00

Pricing

- 📍 First session is free
- 📍 Book on : <https://www.kitesbc.uk/contact-us/>
- 📍 £22.00 - Monthly subs
- 📍 £7.50 - PAYG per session

Disability Support

- 📍 Please ask for more info

Levels

- 📍 Beginner
- 📍 Intermediate
- 📍 Advanced



NO STRINGS Badminton

📍 Watford Woodside Leisure Centre

👤 Everyone Active

📍 18.63 miles




NO STRINGS Badminton

📍 Watford Woodside Leisure Centre

👤 Everyone Active

📍 18.63 miles




NO STRINGS Badminton

📍 Spelthorne Leisure Centre

👤 Everyone Active

📍 19.13 miles



No Strings Badminton

📍 Birchwood Leisure Centre

👤 Birchwood Leisure Centre

📍 19.21 miles



Kites Badminton club sessions

📍 Gosling Sports Park, Welwyn Gard...

👤 Kites Badminton Club

📍 20.22 miles



Kites Badminton club sessions

📍 Gosling Sports Park, Welwyn Gard...

👤 Kites Badminton Club

📍 20.22 miles



Kites Badminton club sessions



BADMINTON ENGLAND

Beginner Junior badminton coac...



NO STRINGS Badminton



9AA



Bounce in Welwyn Garden City - child frien...

IN PERSON

Bounce

- Sun 5th December at 09:30am
- £6.95 Panshanger Football Club Moneyhole Lane Playing Fields Sylvan Way Welwyn Garden City AL7 2RT



Kites Badminton club sessions

IN PERSON

Badminton

- Sun 5th December at 15:00pm
- £7.50 Gosling Sports Park, Welwyn Garden City, UK

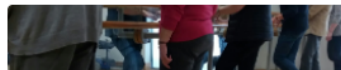


No Strings Badminton

IN PERSON

Badminton

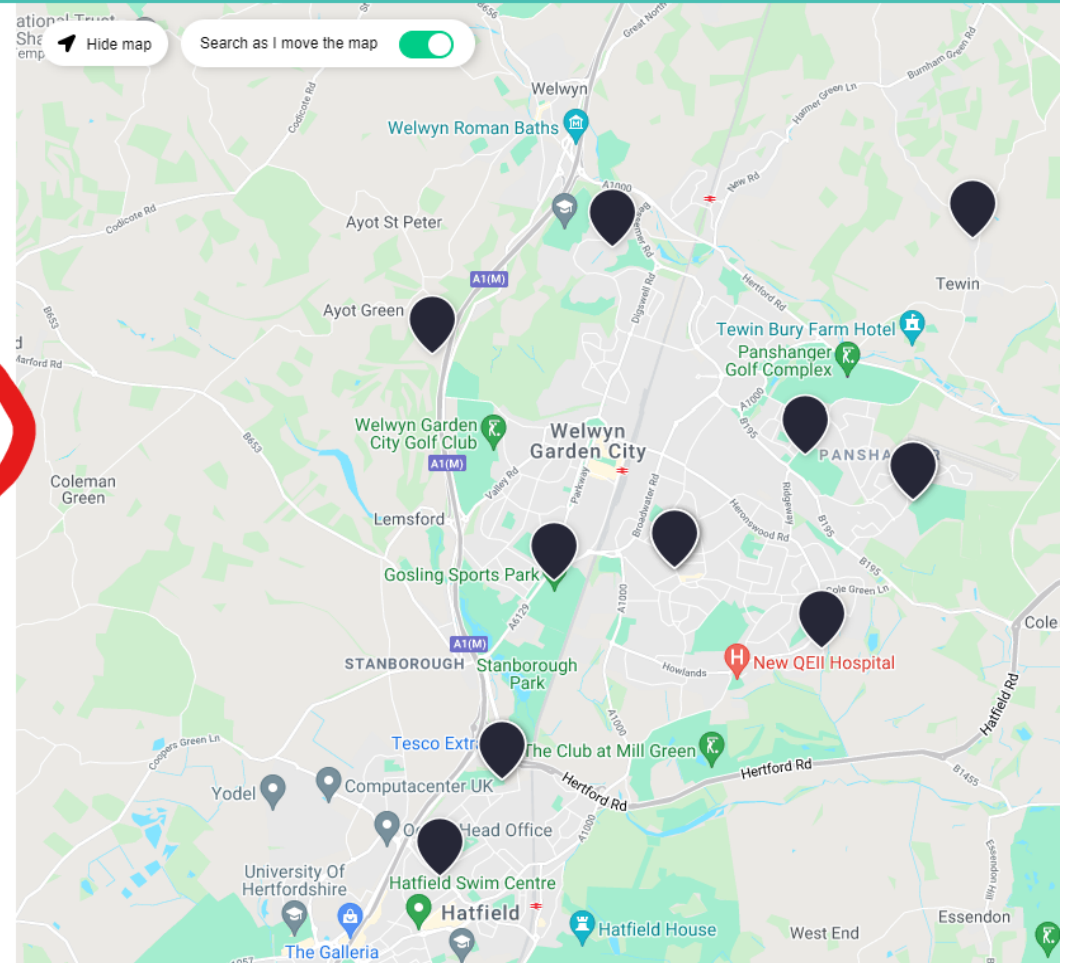
- Sun 5th December at 15:00pm
- £6.00 Birchwood Leisure Centre, Birchwood Leisure Centre, Longmead, Birchwood, Hatfield AL10 0AN



Otago Strength and Balance for Falls Prev...

IN PERSON

Otago



Sedgemoor

Active People

[Happy Healthy Holidays Programme](#)

[Active Children & Young People](#)

[Active Adults](#)

[Be Active At Home](#)

[Walking](#)

[Walk YOUR Way \(short walks\)](#)

[Somerset Health Walks](#)

[Fun Walking Challenges](#)

[Somerset Photo Competition](#)

[Social Walks Recommended By You](#)

[Wellbeing Walks](#)

[Walking Sports](#)

[Active Befriending](#)

We have loads of courses across a range of different sports. Why not get involved and book a course today?

[Book a Course](#)

Sedgemoor Health Walks

Our free health walks are walks done on a regular basis, ranging from gentle, moderate to advanced. Walks are for all abilities and ages. Please click below to view information about what walks are currently available.

If you have any questions, please contact Georgina Hainsby on 07599 654679 or ghainsby@sasp.co.uk, who will be happy to provide further information.

Further information is also available on our [Somerset Health Walks Facebook page](#)

[Sedgemoor Health Walks Schedule \(Jan 23 - April23\)](#) (PDF, 1.3 Mb)



Find a walk online below or take a look at the above schedule



Dates

Moderate Health Walk - Cranleigh Gardens

[Walking](#)

Location: Cranleigh Gardens, Bridgwater, UK
Fri 10 Feb at **10:00**

1h

FREE

[More Details](#)

Gentle Health Walk - Steart Marshes

Location based open data Activity Finders

- Get Active - London Sport
- Black Country Moving (Active Black Country and local authority partners)
- Active Birmingham (Birmingham Sport, Birmingham City Council, Active Wellbeing Society and Canal and River Trust)
- Somerset Moves (Somerset Sports and Activity Partnership)
- Yorkshire Moving (Yorkshire Sport)
- Active my Way Humber and North Yorkshire (Active Humber and North Yorkshire Sport)
- Hampshire and Isle of Wight Activity Finder (Energise Me)


Location based open data Activity Finders

- Find Your Active - Active Essex
- Moving More - Herts Sports Partnership
- Active my Way - Together Active (Staffordshire and Stoke on Trent)
- Active Thames (Port of London Authority)
- MCRactive (Manchester)
- Active Lincolnshire
- Active Westminster
- Slough Borough Council

Campaign based open data Activity Finders:

- This Girl Can Fitness Classes – EMD UK
- Badminton England Sessions and Facilities finder (UK wide)
- Red January (UK Wide)
- Parasport (Paralympics GB)
- Classfinder (EMD UK)

Other booking systems are available...



Bookteq
Booking system for sports facilities, helping operators manage their venue and attract new customers


Free trial available

- ✓ Enabled for OpenActive Publishing
- ✓ Enabled for OpenActive Booking

How to open your data with Bookteq

[Visit Website](#)

[Contact Bookteq](#)



Bookwhen
An online booking system making it easy to take bookings for classes, courses, activities or events.


14-day free trial available

- ✓ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with Bookwhen

[Visit Website](#)

[Contact Bookwhen](#)




Gladstone
A Leisure Management System for leisure centres, sports facilities, universities and health clubs.

- ✗ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with Gladstone

[Visit Website](#)

[Contact Gladstone](#)




Kinetic Insight
Specialise in the design and creation of digital solutions within the physical activity sector.

- ✓ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with Kinetic Insight

[Visit Website](#)

[Contact Kinetic Insight](#)




Legend
A Leisure Management System for facilities of all sizes, from small gyms to major sports complexes.

- ✓ Enabled for OpenActive Publishing
- ✓ Enabled for OpenActive Booking

How to open your data with Legend

[Visit Website](#)

[Contact Legend](#)



Open Sessions
A platform allowing activity providers to post their sessions to a large audience for free.


Completely free

- ✓ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with Open Sessions

[Visit Website](#)

[Contact Open Sessions](#)



Participant


An online booking system catering for activity providers of all sizes.

- ✓ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with Participant

[Visit Website](#)

[Contact Participant](#)



Played

Sports For Your Community The easiest way for people to book your facilities and sessions.


No subscription fees for providers with less than 5 locations.

- ✓ Enabled for OpenActive Publishing
- ✓ Enabled for OpenActive Booking

How to open your data with Played

[Visit Website](#)

[Contact Played](#)



Playfinder

Our mission is making it easier for everyone to play sport, and increasing the utilisation of facilities as a result.


Free trial available

- ✗ Enabled for OpenActive Publishing
- ✓ Enabled for OpenActive Booking

How to open your data with Playfinder

[Visit Website](#)

[Contact Playfinder](#)



Playwaze

A sports technology platform allowing activity providers to manage their activities online.


Publishing Activities (only) – Free of Charge
Publishing Activities (inc taking bookings) – Free trial available

- ✓ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with Playwaze

[Visit Website](#)

[Contact Playwaze](#)



Run Together


Created by England Athletics for running groups to upload their runs

- ✓ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with Run Together

[Visit Website](#)

[Contact Run Together](#)



School Space


Find your perfect school space

- ✗ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with School Space

[Visit Website](#)

[Contact School Space](#)



SportSuite


A set of web modules designed by, with and for sport and physical activity organisations.

- ✓ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with SportSuite

[Visit Website](#)

[Contact SportSuite](#)



Substance Views


A smart and intuitive platform allowing activity providers to manage data and measure the impact.

- ✗ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with Substance Views

[Visit Website](#)

[Contact Substance Views](#)



TeamUp

Professional management software for fitness studios, boxes and gyms.

- ✗ Enabled for OpenActive Publishing
- ✗ Enabled for OpenActive Booking

How to open your data with TeamUp

[Visit Website](#)

[Contact TeamUp](#)



Takeaways

1

Open data is about making opportunity data more easily available

2

Good quality and up to date info people can trust

3

There are lots of websites, activity finders and apps starting to use open data

4

Open Sessions is a free tool to get started

5

Other booking tools also offer tools for managing your club or session admin

Questions?