



Harnessing government data standards to help the private sector to get the nation moving



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## **Vision**

**A world where  
data works for  
everyone**

## **Mission**

**An open,  
trustworthy data  
ecosystem**



# The Data Spectrum

Small / Medium / Big data

Personal / Commercial / Government data

**Internal access**

Employment contract + policies

Sales reports

**Named access**

Explicitly assigned by contract

Driving licences

**Group-based access**

Via authentication

Medical research

**Public access**

Licence that limits use

Twitter feed

**Anyone**

Open licence

Bus timetable

**Closed**

**Shared**

**Open**



# INCREASING ACCESS TO DATA ACROSS THE ECONOMY A report prepared for the Department for Digital, Culture, Media and Sport March 2021 - Frontier economics

Figure 2 Data sharing issues

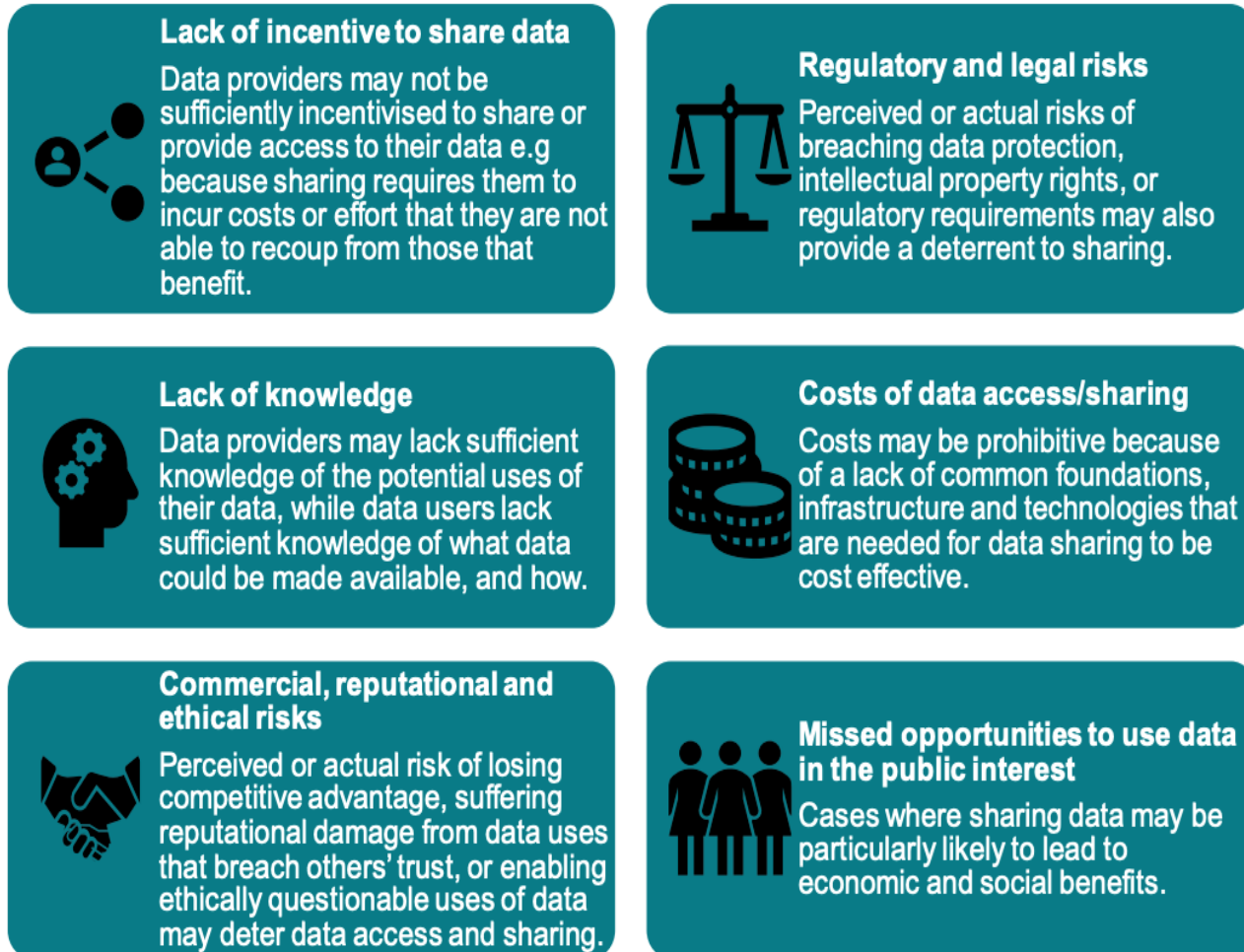
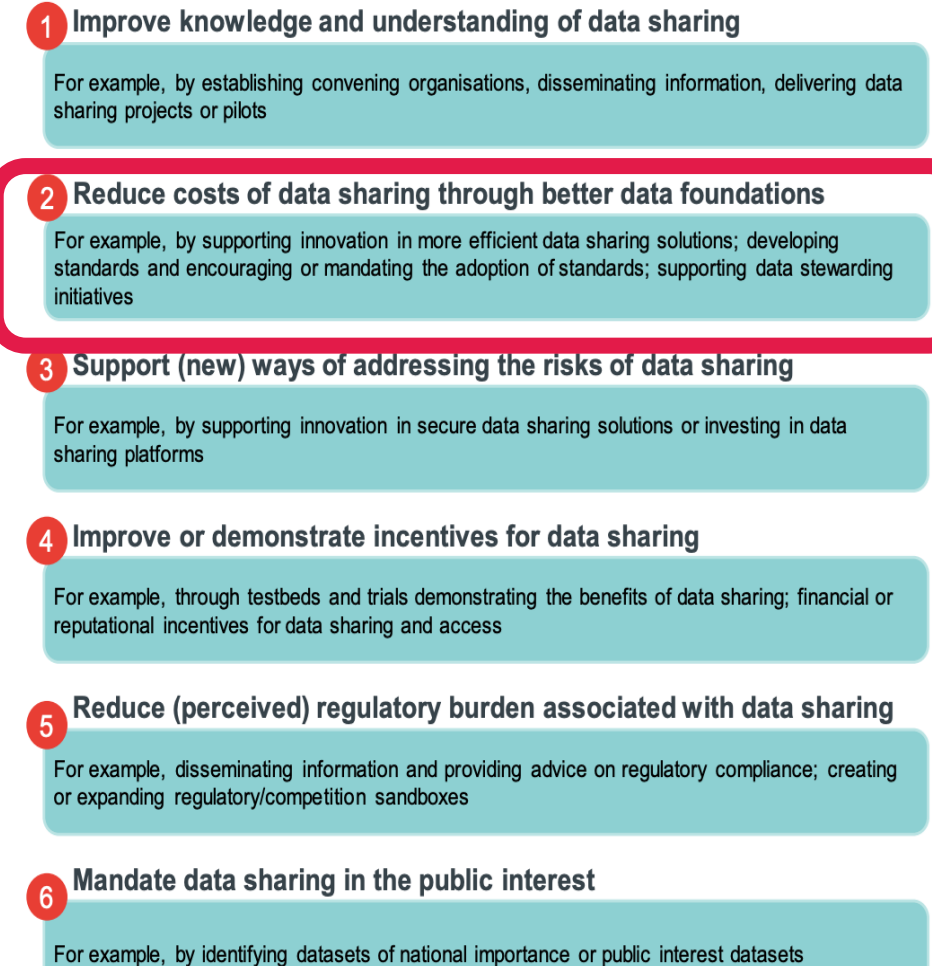


Figure 3 Levers for intervention



# **OpenActive Case Study**



# Why does it matter?



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

*(Active Lives Survey Adult, Nov20 - Nov21)*

- Capability, opportunity and motivation to be active combine to drive our behaviour. The absence of just one, can lead to someone becoming inactive.

# What is OpenActive

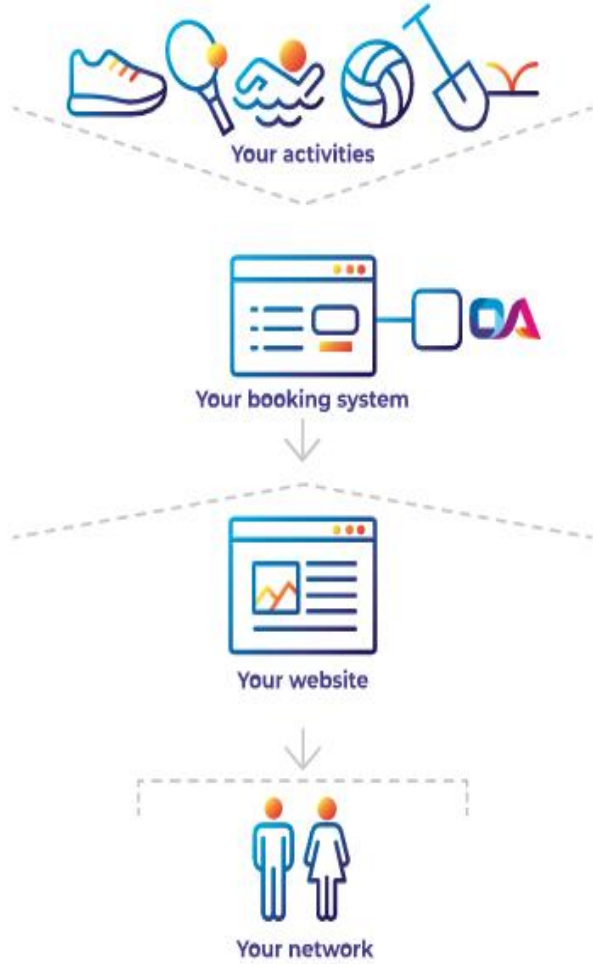
OpenActive is a community-led initiative.

It **helps individuals** and **organisations publish, access, share and use data** about when and where **physical activities** are taking place.

In line with Sport England's "Uniting the Movement", OpenActive aims to cater for everyone, from the **very active to those who struggle to engage in physical activity.**



# How OpenActive works



Without OpenActive



With OpenActive

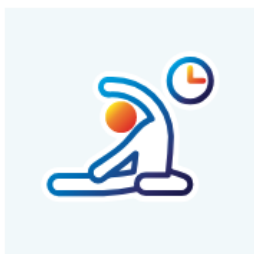


# We help organisations to publish open data

## Example data types



Events



Sessions



Facilities



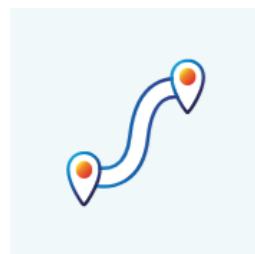
Leagues and  
Ringers



Courses



Online  
Classes



Routes

## Example data properties



Time



Prices



Locations



Availability



Descriptions



Images



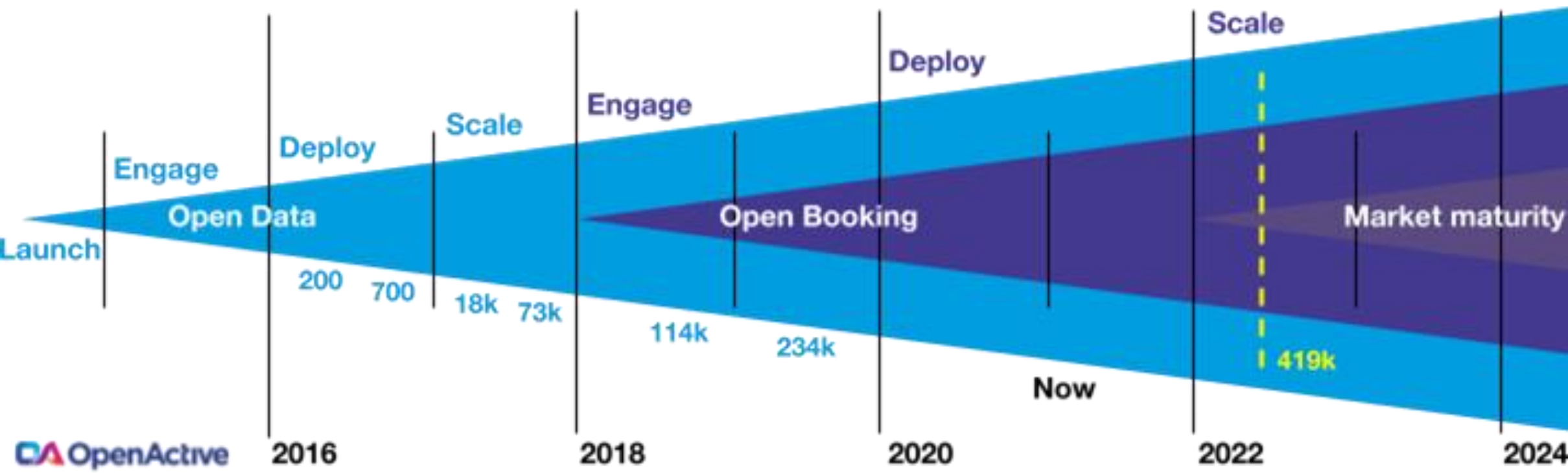
Gender  
Restriction



Age Range



Difficulty  
Level





Using data to help get people active

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

*Frontier Economics Report, 2019*

Questions?

# THANK YOU



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