OpenActive

Using data to help people get active

ODI

SPORT ENGLAND

UK active

The Problem

NHS

Health A-Z | Live Well | Care and support | H

Coronavirus (COVID-19)

Get the latest advice about coronavirus

Home › Behind the Headlines › Lifestyle and exercise

Lack of exercise as 'deadly' as smoking

Wednesday 18 July 2012

Inactivity is "as deadly as smoking" reported the Daily Mail, describing how a lack of exercise is now causing as many deaths as smoking across the world.

NHS choices Your health, your choices

Health A-Z | Live Well | Care and support

Inactivity 'twice as deadly' as obesity

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Thursday January 15 2015

"Lack of exercise is twice as deadly as obesity," The Daily Telegraph reports. The headline is prompted by a Europe-wide study on obesity, exercise and health outcomes.

Researchers wanted to see how many deaths could theoretically be avoided if inactive people became more active, compared to how many would be avoided if obese people lost weight.

Sitting down – the new smoking?

Gap within the Physical Activity sector

I want to go on holiday!

Expedia
Hotels.com
travelocity

Loads of choice of how to book

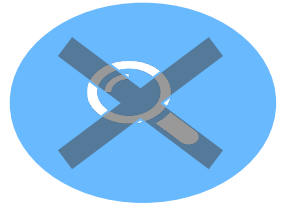
Great search tools - easy to search through availability

Booked, paid and off I go!

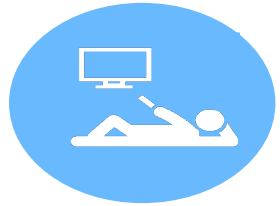
vs

I want to be active!

Limited choice.
Hard to find what I'm looking for.



Nowhere to easily search what's available



Give up.
Remain inactive.

Research from Sport England shows 1/5 of adults have been put off doing a physical activity because it was too difficult to find or book on

The Solution

Using open data, we want to kickstart a digital transformation to tackle inactivity and increase participation in sport and physical activity.

Who is involved?

Stewarding Open Active

SPORT ENGLAND

ODI

OpenActive community menmbers

sport:80

open sessions

Gladstone

Kinetic Insight

Nordic WALKING UK

playwaze

parkrun

lifeLEISURE
liveFITNESS liveSPORT liveLIFE

halo

Lincs Inspire

ACTIVE TAMESIDE

BwD LEISURE

National Trust

imin

Legend

Jubilee Hall Trust

PLAYFINDER

OURPARKS

Parkwood LEISURE

GoSweat

How does it work?

OpenActive supports organisations to publish data about Phyical activities

Activity Finders use data and make oppourtunities discoverable/searchable

End users become active from finding and booking activities

OpenActive

Data Standards, Tools and guidance

fusion

BETTER the feel good place

BRITISH TRIATHLON

LTA BRITISH TENNIS

OURPARKS

Real-time timetables

change 4 life Eat well Move more Live longer

HOOP

moveGB

mylocalpitch

iPrescribe Exercise

Bookings

Traction so far

OpenActive

+150K activities publihsed openly per month

+48 Orgs publishing and using open data

OpenActive

For dev

Understanding open data What you can do How to do it Com

Home > About > OpenActive community members

Our members

OpenActive is a community-led initiative for the sport and physical activity sector.

JOIN OUR COMMUNITY →

A community innovating through collaboration

From startups to charities, Active Partnerships to leisure management software companies, meet t embed OpenActive as standard practice across the sport and physical activity sector.

1leisure | Active Cheshire | active derbyshire

active dorset | ActiveEssex | Active Gloucestershire

Using open data to get 10 million people in the UK active

openactive.io Follow

Jul 31 · 2 min read

This week ukactive — one of the stewards of the OpenActive initiative — launched the 2020 National Fitness Day campaign, which will feature an activity finder powered by open data.

In 2019, National Fitness Day inspired 4 million people to get more active. This year, that target has more than doubled. By mobilising the sector to provide a mix of (socially distanced and safe!) in-person and online activities, ukactive aims to inspire 10 million people to get active on 23 September 2020.

National GetOutside Day: how open data can power your campaign to get more people active

Ellen Goodman Follow

May 20 · 5 min read

Open data has the potential to help sport and physical activity organisations turn awareness into action. Last year, Ordnance Survey (OS) started to explore how using open opportunity data could help more people to get outside more often. We look at what they've learned so far, and what's coming next for GetOutside.

+1000 Sites around England with activities

14% Estimated size of the sector that is working openly

Future plans

- Lowering barriers to implementing the Open Booking API (= revenue generation)
- Building new OpenActive standards that support activity providers to meet the needs of users with special accessibility requirements
- Understanding the impact of OpenActive on the health sector, including mental health and wellbeing
- Increased interoperability with other standards, e.g. Open Referral UK

Impact to date

- 694 activity types listed, from abseiling to zumba
- 59 datasets regularly publishing and updated, covering hundreds of organisations
- An external assessment of OpenActive estimates:
  - up to £3 million per year in health costs avoided
  - up to a £20 million per year increase in productivity
  - the avoidance of up to 100 premature deaths per year

Everyone has a role to play in delivering OpenActive's mission. See how you can get involved in the initiative, and help more people get active with open data.