



# OPEN YOUR DATA



# What is open data?

Sharing information about your group online can be time consuming and complicated. Open data streamlines the process.

By uploading information about your group, such as when and where you meet, to one platform, people can find you far easier through websites like Active My Way.



# How will it benefit me?



## New participants

Reach new audiences and encourage new groups to try your activity without having to spend extra time and money on marketing.

## Easier booking

Participants can book a place at your group at the click of a button. You easily view registers and take payments online.



## Fast updates

Change class times, locations or leaders quickly. Once you update your platform, the information changes everywhere else it appears.

## Healthcare

GPs, physiotherapists, social prescribers and health visitors can easily direct their patients to activities that will help them be healthier.



# Getting Started

Opening your data is simple.

All you have to do is use a platform which is Open Active compliant. That just means that any information about your group you put there can be seen by websites like Active My Way.

This will not include personal information, just times, locations and how to join.



# Open Active platforms



## Playwaze

[www.playwaze.com](http://www.playwaze.com)

A popular site for organising sports as well as community activities.

Free version available..

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## Clubspark

[www.clubspark.com](http://www.clubspark.com)

Easy-to-use platform with lots of functionality for competitions, membership and booking.

Free version available.



ClubSpark

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## Upshot

[www.upshot.org.uk](http://www.upshot.org.uk)

Developed by the Football Foundation, Upshot looks to solve the issues clubs face with first hand experience.

Free version available.

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## Open Sessions

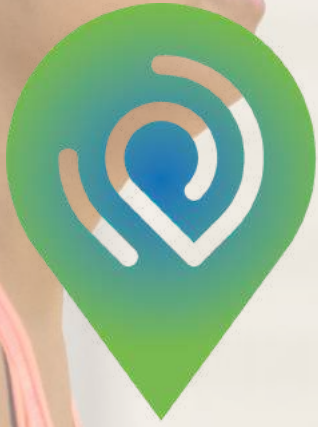
[www.opensessions.io](http://www.opensessions.io)

Developed by London Sport, Open Sessions is great for clubs running fewer activities who want a fast way to open their data.

Free to use.



OPEN SESSIONS



# ACTIVE MY WAY

Together Active have developed their own activity finder powered by open data to help support the residents of Staffordshire and Stoke-on-Trent to be more active.

As well as activities, the site includes video exercises for all abilities, tips and information and resources for healthcare professionals.

[www.ActiveMyWay.org](http://www.ActiveMyWay.org)

# Help and Support

**Together Active** are working with Sport England and Open Active to help as many local clubs, teams and groups open their data as possible.

They are providing support selecting the right platform for each group, walkthroughs about how to use them, and technical support for any queries.

To have a chat about how opening your data could benefit your club, visit:

[www.activemyway.org/open-data](http://www.activemyway.org/open-data)



**TOGETHER  
ACTiVE**



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ACTIVE**

**Staffordshire & Stoke-on-Trent**