



URL <https://www.openactive.io/>**Quick facts**

-  Company: OpenActive
-  Sector: Education, Culture & Sport
-  Product / service: Website
-  Type of data: Open local physical activities' data
-  Origin: United Kingdom

**Description**

OpenActive encourages people to be active and stimulates sector growth by making physical activity opportunities easier to discover. By encouraging organisations to publish their data openly and to a commonly agreed standard, consumers can discover new activities and supports providers to more accurately tailor and grow their services.

Benefits

-  Wide access – Organisations can benefit from OpenActive's connected community to innovate with data, and to engage and grow the sector's audience.
-  Encouraging healthy lifestyle – Users can enrich services they already use to find activities and opportunities or to find activities for others, based on information such as age or skill level.



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How open data is used

The website publishes an up-to-date overview on many types of physical activities based on the open data that organisations share across individual websites. In addition, OpenActive uses this so-called 'opportunity data' to build a connected, online community.

