

23.09.2020

NATIONAL FITNESS DAY



HOW TO UPLOAD YOUR ACTIVITIES FOR NATIONAL FITNESS DAY 2020

To ensure the widest possible reach and uptake of this year's National Fitness Day activity finder we have decided to take a different approach to how you upload and advertise your activities through digital products. The National Fitness Day activity finder will be powered by open data, using OpenActive standards.

We have seen over the past few months during lockdown, that the general public's willingness to use alternative digital pathways to find and book virtual activities has grown immensely, and we are keen to continue this momentum into physical events as restrictions ease, to provide the greatest opportunity to successfully engage with consumers in these uncertain times.

The approach for this year's National Fitness Day is not new - **over 1,000 locations** and **250,000 activities** are already published as open data, making it easier for participants to find sessions that are right for them, and we intend on building upon existing proven methods to maximise reach and engagement through the use of OpenActive. To have both your virtual and physical activities featured for National Fitness Day, they must be published openly to OpenActive data standards.

Remember, this approach will continue to benefit you beyond National Fitness Day.

What is OpenActive?

OpenActive is a sector-wide initiative to make it easier to find and book activities online. Any person or organisation that provides a physical activity can benefit, from leisure operators, National Governing Bodies, independent organisations offering local activities in parks to independent instructors.



**10-25%
increase in
attendance**

Why OpenActive?

OpenActive allows your activities to feature across different websites, apps and platforms, instantly. You no longer have to upload information or agree partnerships one at a time, it's basically free marketing!

How does it work?

To feature your activities, you will need to use an OpenActive-enabled booking or management system. Don't worry if you haven't got one as we have alternative ways to do this.



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ukactive through its Strategic Partnership Group arrangement have been working with **Played** to power the National Fitness Day activity finder and we are pleased to see other systems who are part of the OpenActive community play a positive role in making this a success. There are two approaches to upload both physical and virtual activities into the NFD 2020 Activity Finder; the first approach, which we strongly advise, is to do it through your current leisure management or booking system. If your system provider is not currently OpenActive-enabled, then there are other options available to make sure your activities are still featured.

Carefully read the step by step process set out below to see which one best describes your preferred method of uploading your activities:

Step 1: Do you currently use a leisure management or booking system?

- Is it any of these?
Gladstone, Legend, BookWhen, ClubSpark, Classfinder, Kinetic Insight, Makesweat, OpenSessions, Participant, Playwaze, Substance Views, Sports Suite, Upshot, TeamUP.
 - If **YES** - message your account manager about becoming OpenActive enabled, and your activities will feature as part of the NFD campaign and across other digital services and tools too!
 - If **No** – ask your system provider to enable OpenActive functionality using this [email template](#).
 - Don't forget to copy us into the email. If your system cannot build OpenActivity functionality in time for National Fitness Day, please see steps 2 or 3.

Step 2: I don't currently use a booking or leisure management system, but would consider doing so

- Please use this link to see those systems that are **OpenActive enabled**.

Please note those platforms that also have virtual properties activated and are free to use in support of National Fitness Day, such as Playwaze and Participant which are very simple to use. Don't forget to copy ukactive when you reach out to one of the systems provided.

Step 3: I do not use a leisure management or booking system, and don't want to sign up for one long term, or I want to continue using my existing system, but they can't build OpenActive functionality in time for National Fitness Day

- Add your activities by downloading and adding your activities to the National Fitness Day Activity Finder upload-sheet [here](#). We will then upload this for you and if you need to make edits you can do so via Open Sessions. Alternatively, you can use **Participant** or **Playwaze** directly, who will upload your activities to the National Fitness Day Activity Finder. and are offering this functionality for free for National Fitness Day.