



**LONDON
SPORT**

Playwaze

**Using physical activity open data in
referral setting**

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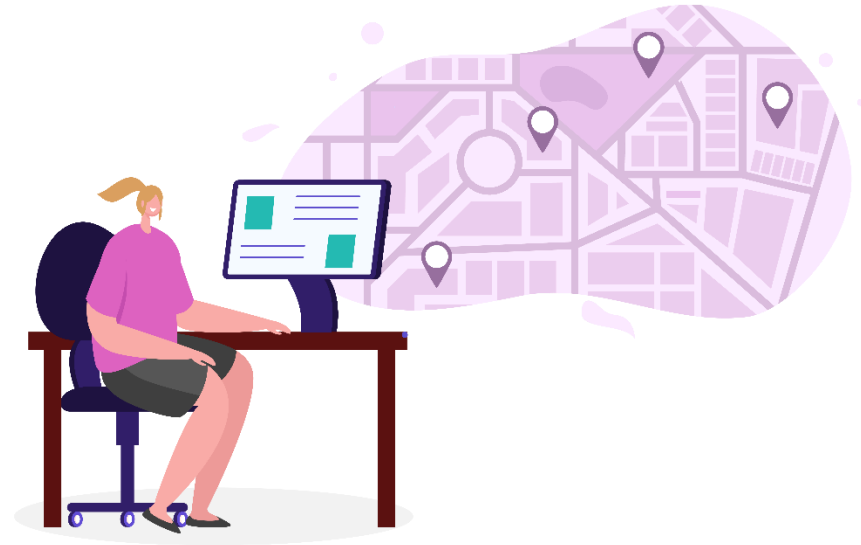


Overview

[Playwaze](#) set out to look at how they could help bring the experience of a physical activity session alive for link workers and service users.

The idea behind this was that the viewing of a video will help bring the experience of physical activity sessions to life for link workers and/or service users whilst searching for activities to engage in.

To do this, they worked on making it easy for physical activity providers to create a taster video, which could then be uploaded into an open data feed and displayed on the link workers platform.



1) Taster video



Firstly, Playwaze created a video template; a standard template comprised of graphic scene title introductions that introduce each section of the video and its content, where recorded video footage by the physical activity provider can very simply be added.

The video template is hosted on Canva, where even someone with no experience could record something on their phone, upload it, and drag and drop to replace the right footage section to repurpose the video template to be a video for their activity. Each section of the video template is optional and purely there to guide the physical activity providers with their video creation, with the physical activity providers having the ability to remove sections if they are not applicable to their sessions.

Canva template - [Playwaze x London Sport - Landscape Video Template \(canva.com\)](https://www.canva.com/playwaze-x-london-sport-landscape-video-template/)

Template instructions - [Playwaze Video Template Instructions.pdf](#)

“The feature will be very beneficial going forward, especially as several activities takes place in shared venues so will assist participants to locate the appropriate room and put a face to the name of the instructors.”

Healthy Lifestyles Team, Barking & Dagenham

2) Video functionality



Next, Playwaze implemented the [OpenActive](#) beta:video property into their own booking system, allowing a physical activity provider using their system to upload a video during the activity creation flow, which is then displayed as a virtual taster video on the referral services digital platform for a link worker or service user to view.

To make the process as simple as possible, Playwaze included a field for the physical activity provider to enter the URL link of the video along with the option for physical activity providers to upload a video file directly as well. This gives the physical activity provider the option to choose what works best for them when they are creating their activity, without worrying about another step of accessing a URL if they are not sure how to.

The solution was then built with the logic that when a physical activity provider uploads either a video URL or file upload, the video will be displayed in place of the existing image field, with the video always prioritised over an image.

2) Video functionality



An example of a completed video created by a physical activity provider ([24 Fit Derby](#)) can be seen here - [Project Pound landscape - YouTube](#)

Feedback from link workers in the Healthy Lifestyles Team in Barking & Dagenham suggests that a link worker/service user will be able to make a more informed decision on what activity they would want to refer to/engage in after viewing a video for their selected activity, by bringing the experience of attending the activity to life. Feedback also suggested that being able to view a video may even encourage service users to try a new type of physical activity, as it can help to take away the nervousness of not knowing what to expect.

Going forward, our aim is to incorporate this video functionality into Open Sessions, and work with physical activity providers, platforms, Playwaze, other systems and OpenActive to create a best practice approach for physical activity providers when creating videos.

Playwaze

"At Playwaze, we were incredibly pleased to be able to be involved with such an important project. By using Open Active data combined with our own technology we were able to make it easy for people to find sessions that were right for them. The implementation of videos meant we were able to help people better understand what they were signing up for and how it could benefit them. We're really looking forward to continuing to help with the great work London Sport are doing in this space!"

Emma Trunks, Playwaze



Find out more

If you would like to hear more about the 'Using physical activity open data in referral settings' project, please contact oliver.sisman@londonsport.org

If you would like to learn more about Playwaze, please contact charlieclarke@playwaze.com

