

City Active

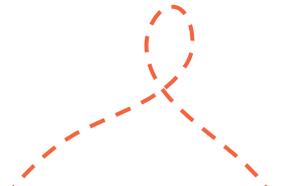
Building a path to an active world

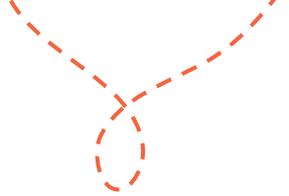


A growing concern

As urban areas rapidly expand, interest surrounding non-communicable diseases (NCDs) due to inactivity is at a record high. From young children to senior citizens a trend of inactivity and a lack of doorstep solutions has led to a growing set of issues that are now a worldwide concern.

It's our goal to support the modern city by implementing a technical solution and help them build towards a healthier city with more active communities.





The cost of physical inactivity

The true cost of inactivity spans a wide variety of issues from physical and mental to social and financial. People across all ages and economic standings are becoming increasingly affected without support and intervention.

In the following slides, we highlight a small segment of those issues through case studies from sample cities across the world.



User cases



Jonah, aged 11
Alabama, USA

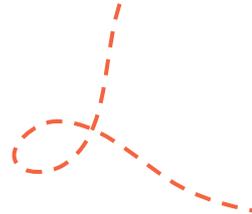
Jonah lives in a single-parent home in Jasper, Alabama. He is an only child. He spends most of his free time glued to a TV or his computer. He has developed social anxiety and is overweight. Outside of school, there are very few options for him to meet kids his age and be active. He faces growing problems with his weight as well as his mental health. His mother is struggling to find healthy active alternatives for him locally.



Morgan, aged 78
Birmingham, UK

Morgan lives in a care home as she struggles to manage her Diabetes. She is strong and independent but other than a short walk to the local shops she has no other way to exercise. Her social interactions are also limited as many of the other care home residents suffer from Alzheimer's. As with many people in her generation, she has learned how to use the internet however, she can't find any activity offerings locally for people of her age.

User cases



Rita, aged 40
Buenos Aires, Argentina

Rita is a stay at home mother. She has 3 children of varied ages which means her daily routine is always varied. She has recently discovered she has low blood pressure and is worried that it could lead to heart disease. Her doctor has recommended that she keeps active and healthy, however, she doesn't have any idea where to start or how to fit that into her weekly schedule.



Mateo, aged 35
Madrid, Spain

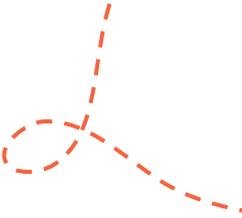
Mateo's life has become increasingly routine and his time constricted by his work schedule. He spends over an hour a day commuting and rarely gets time for a full lunch break. He struggles with stress linked to the pressure of his job and his social life is suffering. He was always active as a child but now can't find anything that can do that fits with his work schedule. This is resulting in him gaining weight, smoking more and spending most of his spare time alone.

A worldwide issue

- > One in four adults is not sufficiently active. More worrying is the fact that more than 80 percent of the world's adolescent population is insufficiently physically active.
- > Physical inactivity is the 4th leading risk factor for global mortality.
- > NCDs kill 40 million people each year, equivalent to 70% of all deaths globally. This includes 15 million people who die prematurely between the ages of 30 and 69 years.
- > The global cost of physical inactivity is estimated to be INT \$54 billion per year in direct health care and rising rapidly.
- > Worldwide obesity more than doubled between 1980 and 2014. Around 41 million children under the age of 5 were overweight or obese in 2014.



A shared goal



Action is currently being taken in different organizations.

The Active Well-being Initiative has created a systematic model to help cities build a framework of integrated initiatives to start addressing these issues. They have successfully started supporting 20+ major cities worldwide.

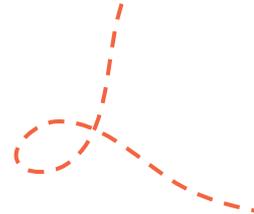
The World Health Organisation has created a global action plan on physical activity 2018 - 2030.

Their target is a 15% relative reduction in the global prevalence of physical inactivity in adults and in adolescents by 2030.

It's our plan to support the efforts of these organizations by aligning our goals and introduce a practical technological solution to help realize the initiatives set.



A shared goal



A city with more active, healthier and happier citizens

- ✓ Increased participation in sport and physical activity for all citizens
- ✓ Increased accessibility to well-being facilities and healthy lifestyles
- ✓ Lower prevalence of NCDs and mental disorders
- ✓ Citizens adopt active, healthy lifestyles
- ✓ A great place to live with positive communication

A smarter city fit for the future

- ✓ Prevention is better than cure
- ✓ Re-engineered, sustainable and safer urban environment
- ✓ Enhanced social inclusion
- ✓ A positive legacy for future generations
- ✓ Empowered youth, citizens and communities
- ✓ More pride in the city and what it has to offer



A shared goal

(Results)

A successful and more attractive city

- ✓ Evidence-based practice with regular monitoring and reporting
- ✓ Efficiency savings in key budget areas
- ✓ Increased international attractiveness
- ✓ Long-term planning and cross-party political support
- ✓ Stronger long-term social legacy of sporting events
- ✓ More productive workforce
- ✓ Reduced public health and welfare costs

Referenced from Active Well-being Initiative.



How can we help

City Active was founded on the belief that technology can have a major role to play in the promotion of an active life. Our new city active platform is designed to be a powerful, all-encompassing framework to allow modern cities to promote and manage a city-wide active solution, accessible to all its residents.

The software will act as a home to provide your communities with a simple to use a central hub to discover activities and inspire involvement within your city.

Existing activity providers will be able to integrate and list their active solutions as well as a new system for smaller providers designed to help promote individuals to advertise new active offerings across the internet through **open data***.

We also provide a flexible platform for cities to showcase active events, news on health and ideas for a new active lifestyle.

*Our whole system is optimized for **open data** allowing all of our data to be freely accessible across all open platforms. (country dependant)



Our background

For the last 3 years, we have built software to help local communities get active. Our products have been created for consumers at a local scale as well as national. We are the main provider of Open data (<https://www.openactive.io/>) public-facing platforms in the UK.



For the last 3 years we have worked with Public Health England (NHS) to develop a product to help children and families find fun activities in their local area (<https://www.nhs.uk/change4life/activities/sports-and-activities/activity-finder>).



More recently we have worked at the other end of the age spectrum building software for Just Plc with the goal to inspire adults in later life to get active with walking sports local to them (<https://justgetactive.activityfinder.net/>).

We have also worked with many other clients creating solutions that work for them (<http://playedports.co.uk/>).



Case study

NATIONAL PARK CITY FESTIVAL

In 2019 we developed an activities platform for the London Mayor's office. The National Park City festival ran for two weeks and was host for hundreds of activities across London with over 90,000 attendees.

<https://nationalparkcity.london.gov.uk/events>

A key feature of this product was the backend content management system we created for the owner. This allowed them to review, edit and comment on activities created by the public. This system married up seamlessly with the front end resulting in unprecedented user engagement for this event.

Statistics over a 2 week event period:

336 organisers listed activities

78,198 individual activity views

8,375 booking links clicked

(10.7% search to booking conversion)

16,083 activities shared with others



CMS

Management of all activities submitted for review and approval.

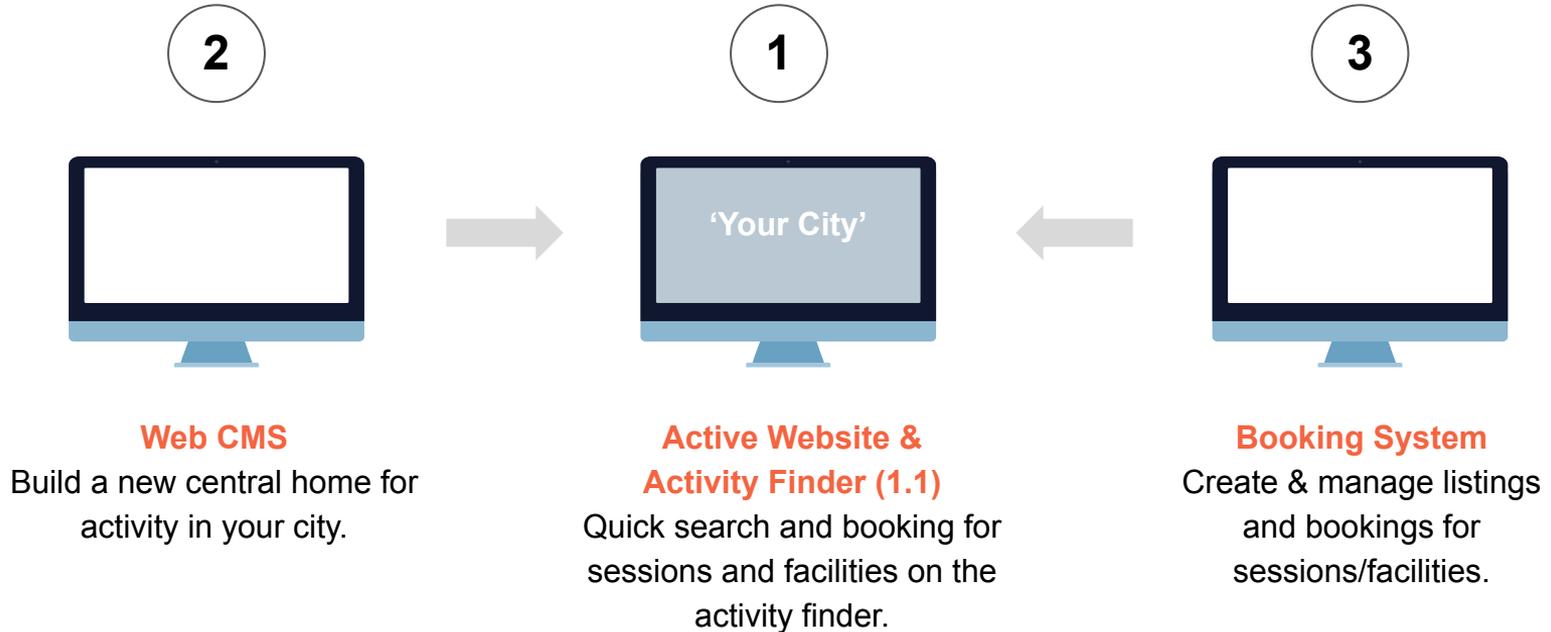


Activity Finder

Search for activities, times, locations and booking options.

City active platform

We are creating software that can encompass any requirements a city needs to manage its activity offering. Below details the product components.



Active Website

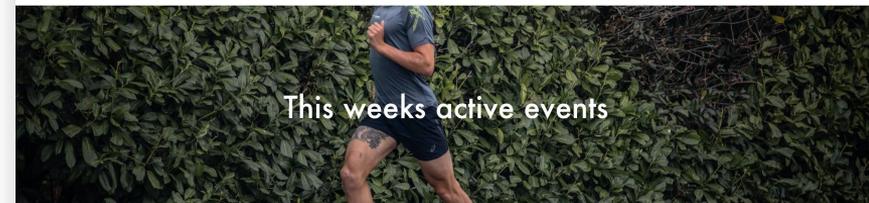
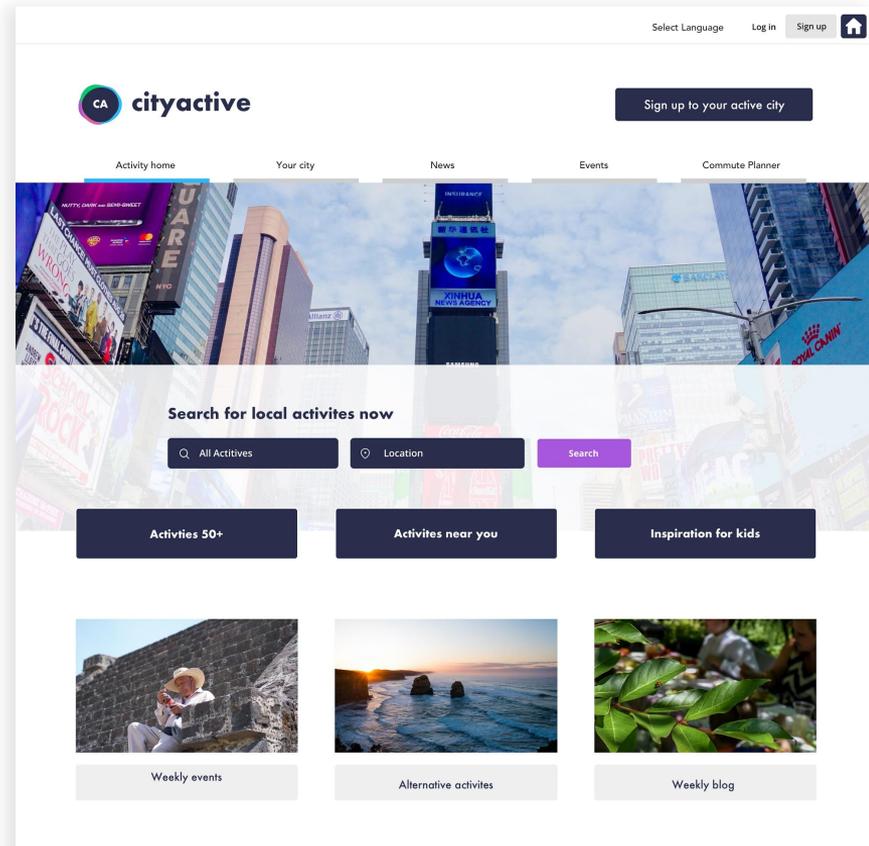
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This will be the central home that ties together our platform. A place to engage and inspire city residents who are looking for options or advice on becoming more physically active.

Website CMS

2

A simple to use system to manage all additional web content, from news and events to articles on lifestyle. The owners of the platform will have total control here to build a home unique to their city.



Activity Finder

1.1

This public facing web app (linked to the website) will contain all the events made in the event creator, or existing sessions via open data. It will be the users first place to explore when looking for a local activity.

CA cityactive Search Location Log in Sign up

Activity Date Range More Filters Show map

6 Yoga Sessions Found in Farringdon

Yoga and Pilates
London Yoga and Pilates
23 Mare Street, Farringdon, London, N1
Wed 26th at 10.30 [More Info](#)

Yoga and Pilates
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23 Mare Street, Farringdon, London, N1
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Yoga and Pilates
London Yoga and Pilates
23 Mare Street, Farringdon, London, N1
Wed 26th at 10.30 [More Info](#)

Yoga and Pilates
London Yoga and Pilates
23 Mare St, Hackney, London E6
Next: Wed 28 Apr at 14.30 1hr



Booking System

3

This behind the scenes software will allow anyone with access the ability to create physical activity sessions, facility slots or events. Users will be able to create new events and manage bookings from here.

The screenshot shows the 'Facility Booking Manager' dashboard. At the top, there are navigation buttons for '+ Add Service', 'Facilities', and 'Sessions', along with a user profile for 'Eliza Hart'. The main content area includes:

- Welcome City Name** and **Facility Booking Manager** header.
- Total Bookings**: 375. A donut chart shows 267 Male (blue) and 108 Female (red).
- Monthly Breakdown**: 90. A bar chart shows 'Currently running 14 activities' across months from Jan to Dec. Legend: Upcoming (blue), In Progress (yellow), Completed (grey).
- Activities**: 26, **Pitches**: 12, **Courts**: 04.
- Employees working**: Francis Tran (Only Today) and Katherine Webster (16 to 18).
- This Weeks Bookings** table with a filter for 'All'.

#	Facility	Customers	Cost	Session Date	Payment
A012	Court 1		\$105.00	11/04/21	Done
D372	Court 2		\$58.00	11/04/21	Pending
Z931	Pitch 3		\$24.00	11/04/21	Done

The screenshot shows the 'Session Booking Manager' form. At the top, there are navigation buttons for '+ Add Service', 'Facilities', and 'Sessions'. The main content area includes:

- Welcome City Name** and **Session Booking Manager** header.
- A table with columns: Description, Session, Pricing, and a partially visible 'Ac' column.
- Form fields for: Activity Name, Activity Category, Activity Description, Activity Photo +, Activity Location, and Or Longitude/Latitude.
- Need help?** section with a 'Contact Now' button.

Other features

Analytics

Data is key to understanding the lifestyle and habits of your citizens. With this system, the owner will be able to see a clear picture of who's engaging and on what level. They will also be able to use the data to learn how to best target the people who need it the most.

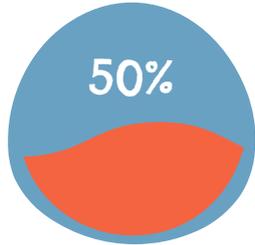
Other features in our pipeline

- > Revenue generating advertising.
- > Work commuting planner for healthy travel options.
- > Different active solutions for different age groups.
- > Options for mental wellbeing as well as physical.
- > Integration of popular third party apps (relevant to activity).

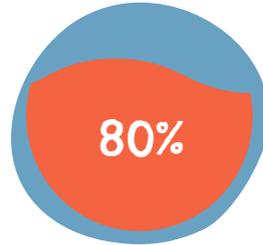


In summary

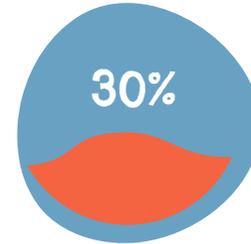
We believe our platform will be a central tool in helping people to become more active. With the input from city officials, we can provide more local options for people across all ages and circumstances and start combating avoidable NCD's in the adults as well as the many issues children are facing today.



To create a lasting impression with 50% of all site visitors in the hope they return.



To inform 80% of all visitors to the importance of physical activity.



To inspire 30% of site visitors to try a new physical activity this year.



Contact

Please get in touch if you would like to discuss City Active and our product further.
Our version 1 launch date is Q3 2020.

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City Active is a trading name of Played Limited
www.playedsoftware.co.uk



References

Active Well-being Initiative

<http://activewellbeing.org/>

<http://activewellbeing.org/wp-content/uploads/2017/09/AWI-White-Paper-2017.pdf>

Global Action Plan on Physical Activity 2018 - 2030

<https://apps.who.int/iris/bitstream/handle/10665/272722/9789241514187-eng.pdf>

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<https://cebr.com/reports/the-costs-of-inactivity-in-europe/>





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