Providing governments and federations real time intelligence on participation, activity programmes, facility investment and social return

Matt Eames
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DataHub
Unlock the potential of your data
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“The first time from within the leisure sector this type of initiative has been developed for the leisure sector – a game changer”

Phil White, Director, Places for People (UK operator, 95 sport centres)

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Total visits tracked

53,103,647

www.datahubclub.com
What is the problem?!

How many different activity names were being used across the first 125 sites (7 facility operators) that joined the DataHub?

20,052

How many versions of badminton activity names were listed?

254

How many versions of fitness activity names were listed?

5,343

What does good really look like?!
The DataHub story…

November 2013

DataHub is the repository for sports and leisure data, integrated and enhanced through a suite of business intelligence modules, accessed anywhere via a single portal.
What is the DataHub?

The repository for sports and leisure data, integrated and enhanced through a suite of business intelligence modules, accessed anywhere via a single portal.

The DataHub partners with site 1, site 2, leisure management system provider, data extract tool, database, and data hub steering group. Members include enhanced understanding of customers, programmes, and facilities; strengthen relationships and mutual initiatives (e.g., NGBs); benchmark performance and identify improvement opportunities; and access sector-wide best practice and track your decisions. Members also contribute to sector data standards.
A Sector DataHub

2013
- Pilot stage
- Proof of concept
- LMS integration

2014
- 50+ million visits
- 34.7 million individual activity bookings

2015
- 1,000 sport & leisure sites
- 250+ million visits per year

Sector Leaders
Standards/Governance

NGBs/ Specialists
Modules/ standards/ infrastructure

Operators
Give / share/ use data

DataHub
Lock the potential of your data

DataHub
STEERING GROUP

DataHub
PARTNERS

DataHub
CLUB

GLL
better for everyone

places
for people

swim for life

the asa

ENGLAND

BOXING

BADMINTON

ENGLAND

Leisure

LTA BRITISH

LEISURE

tennis

Gladstone

Health & Leisure
Incentivising data sharing

The DataHub puts sector business intelligence at the core of each of your specialist modules. Your organisation can benefit through insight generated from...

- Data Integrity
- NGB Leagues Tables
- ASA Data Leagues
- e-Focus - Customer Insight
- STITCH - Accident Tracker
- PITCH - Contract Monitoring
- Business Reporting
- Geo Impacts
- Activity Barometer
- NBS - National Benchmarking Service
- SROI Calculator
- Marketing intelligence

Customer Insight • Programme Monitoring • Facility Investment
Unlock the potential of your data

Intelligence at the heart of participation success

- Business reporting
- NGB & programme monitoring
- Support
- Customer insight
- Marketing intelligence
- Health & safety/Social R&I

DataHub
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Facilities and programme investment
Unlock the potential of your data

Where can impacts be delivered (strategic planning)
Unlock the potential of your data

Trigger – Target – Track (on-site outcomes)
Unlock the potential of your data

Evidencing impacts and securing funding

PERIOD: MARCH 2014 – APRIL 2015
CENTRE: Deben Pool
SPORT/PROGRAMME: Badminton Smash Up

Social Value: £534,270
Index score: 87
Re-defining the governing body role in sport

- **DATA CONTROLLER**
  - Oversee the use of intelligence and coordinate partners

- **INVESTMENT**
  - Facility planning model & resident segmentation

- **MONITORING**
  - Participation and sharing of best practice

- **TRACK**
  - Investment and economic and social ROIs
Re-defining the governing body role in sport

Next step - Future partnership opportunities
Sports ministry, governing body (federation), municipality

4 global – leading international sport business and planning consultancy
Thank you. Questions & Answers

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