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

Matt Eames
Alex Burrows
4 global Consulting

DataHub

Unlock the potential of your data

- 4 global Consulting

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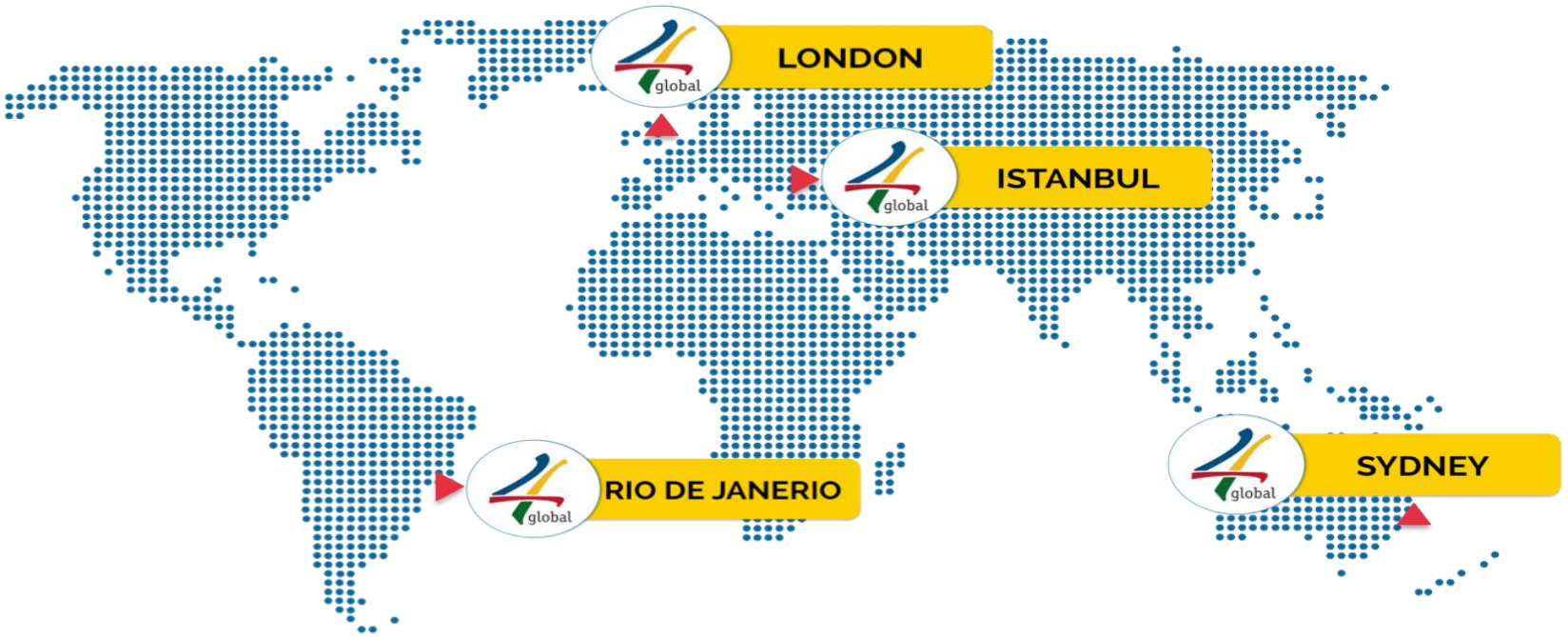
SPORT INTELLIGENCE
DATA SOLUTIONS

SPORTS PLANNING
CONSULTANCY

MAJOR EVENT
CONSULTANCY



“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

GLL better for everyone
places for people
the asa swim for life
ENGLAND BOXING
BADMINTON ENGLAND Play it. Love it. Live it.
England Squash & Racketball
LTA BRITISH TENNIS
leisure
gladstone Health & Leisure

1 What is the problem?!

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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…

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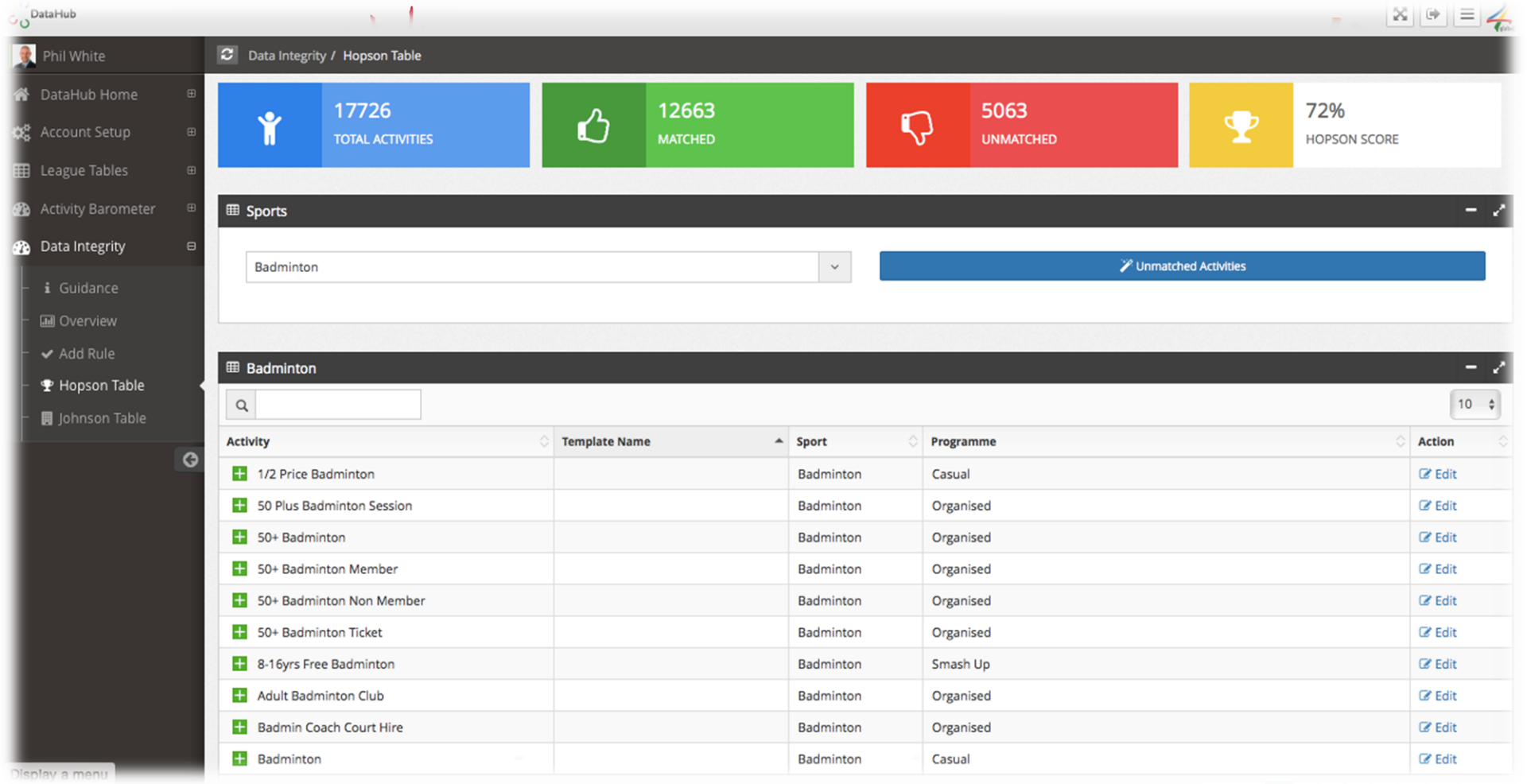
November 2013



3 What is the DataHub?

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Unlock the potential of your data

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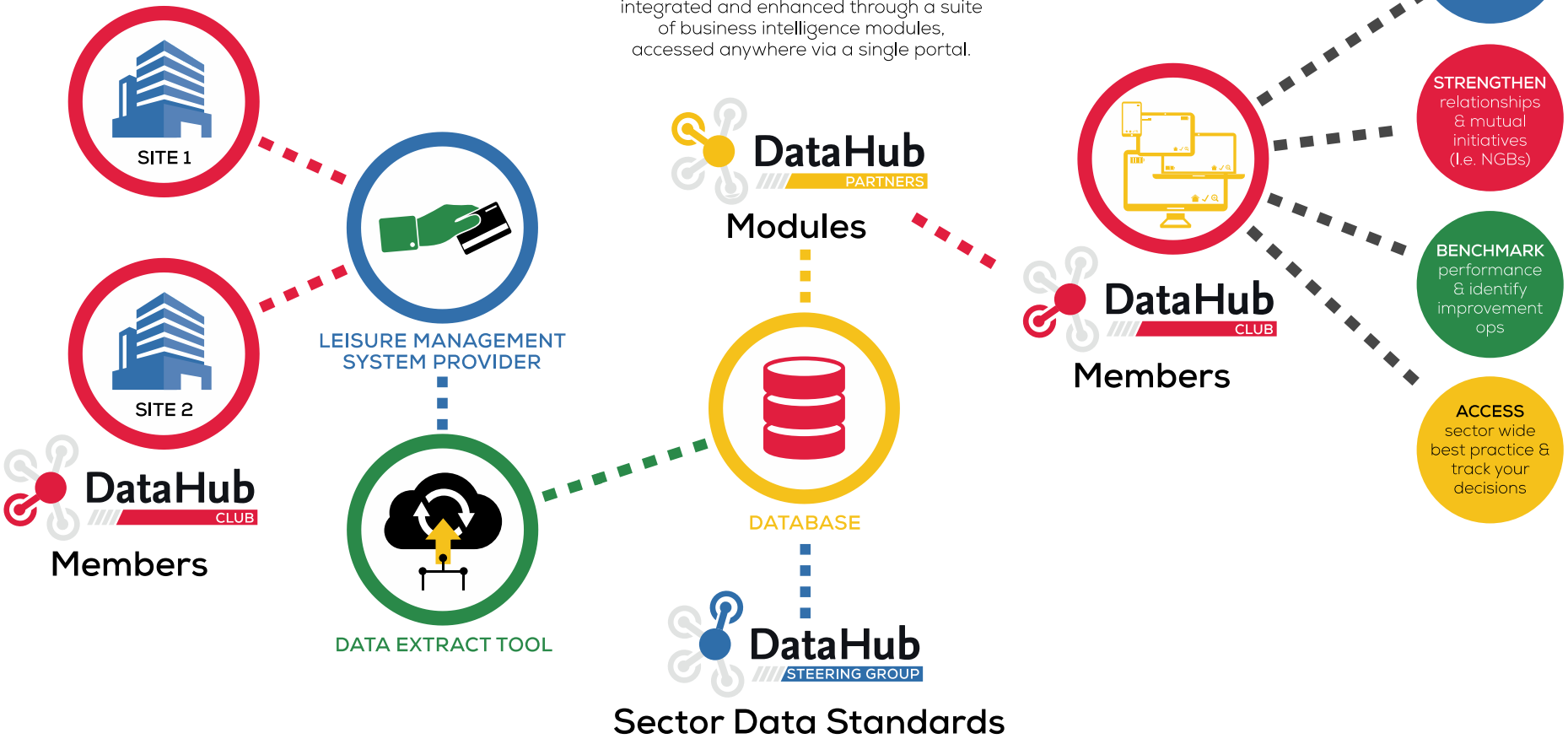
The repository for sports and leisure data, integrated and enhanced through a suite of business intelligence modules, accessed anywhere via a single portal.



4 A Sector DataHub

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

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

2013
- Pilot stage
- Proof of concept
- LMS integration

DataHub STEERING GROUP

Sector Leaders

Standards/Governance

DataHub PARTNERS

DataHub CLUB

NGBs/ Specialists

Modules/ standards/ infrastructure

Operators

Give / share/ use data

GLL better for everyone

places for people

the asa swim for life

England Boxing

Badminton England Play it. Love it. Live it.

England Squash & Racketball

LTA British Tennis

leisure

gladstone Health & Leisure

Incentivising data sharing

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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 League 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

DataHub
PARTNERS

DataHub
CLUB

Intelligence at the heart of participation success

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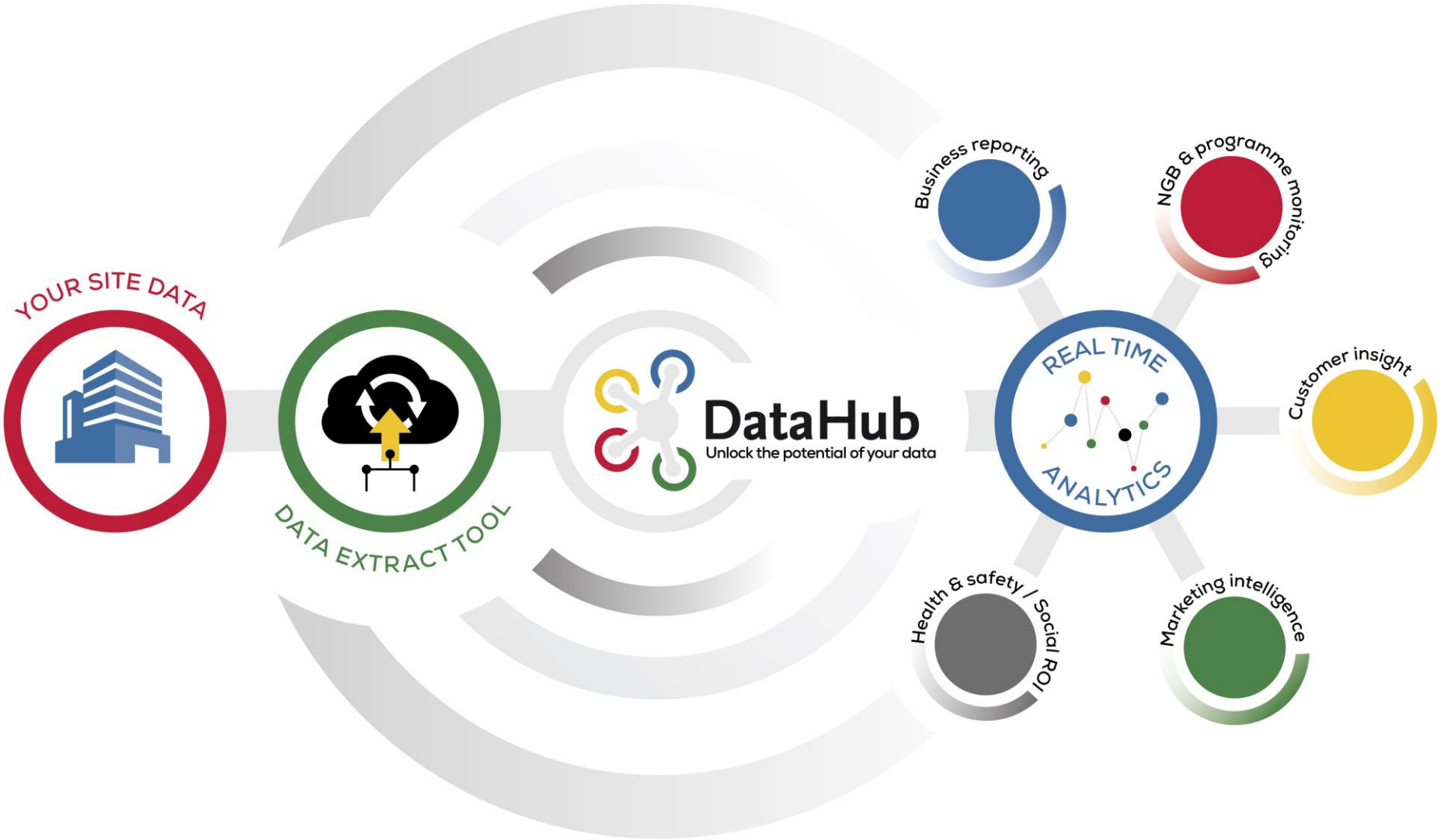

7 Facilities and programme investment

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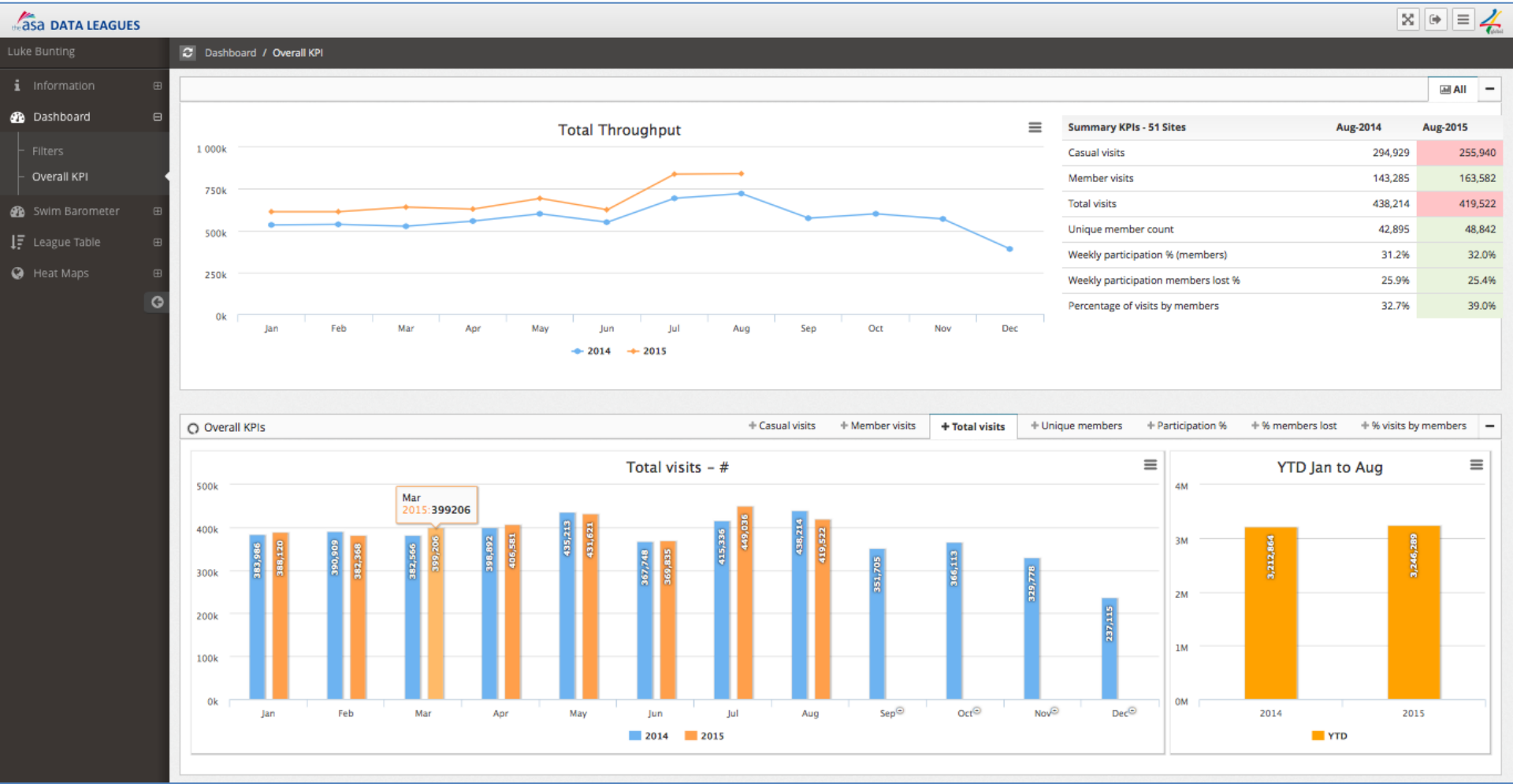

Customer Insight • Programme Monitoring • Facility Investment

8 Where can impacts be delivered (strategic planning)

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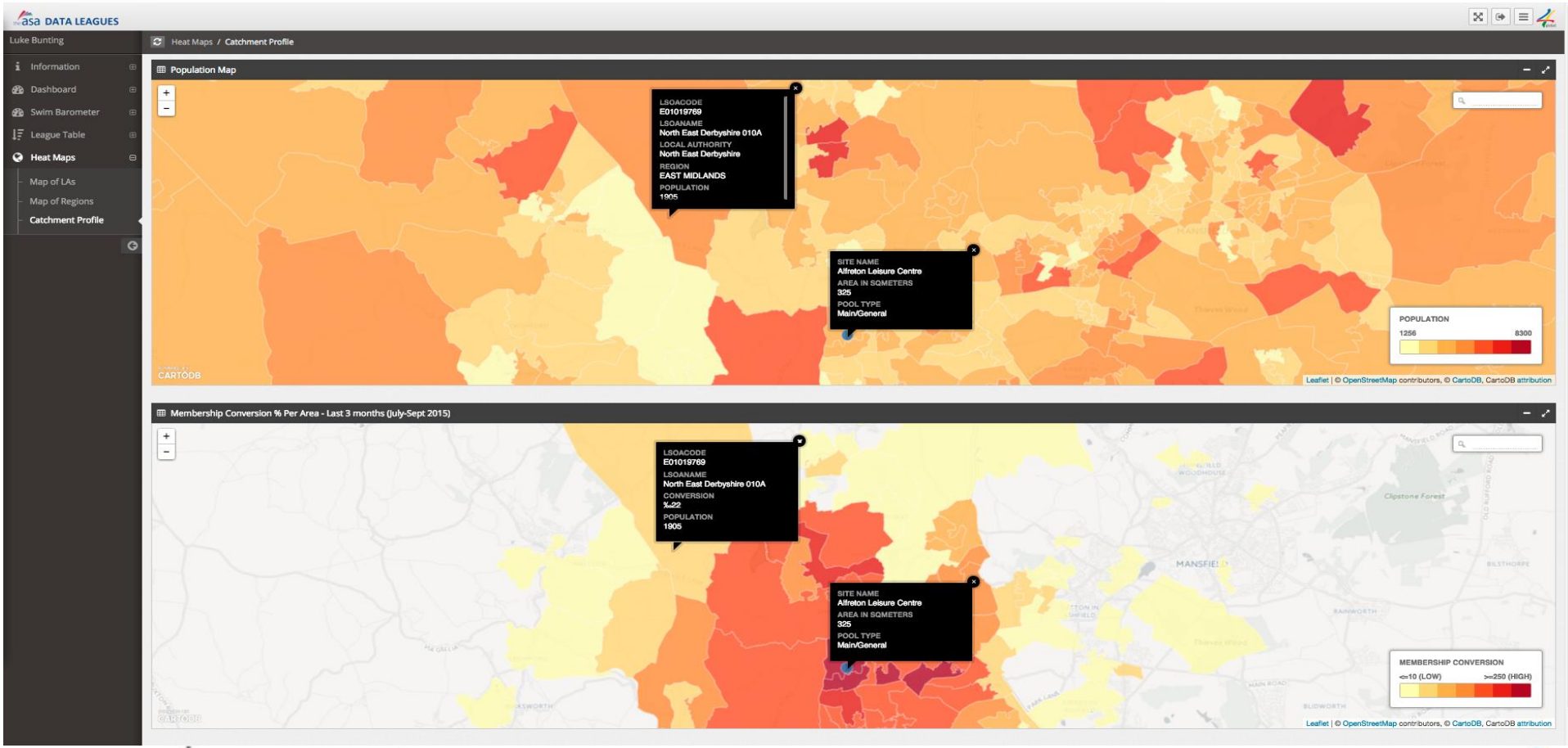

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Trigger – Target – Track (on-site outcomes)

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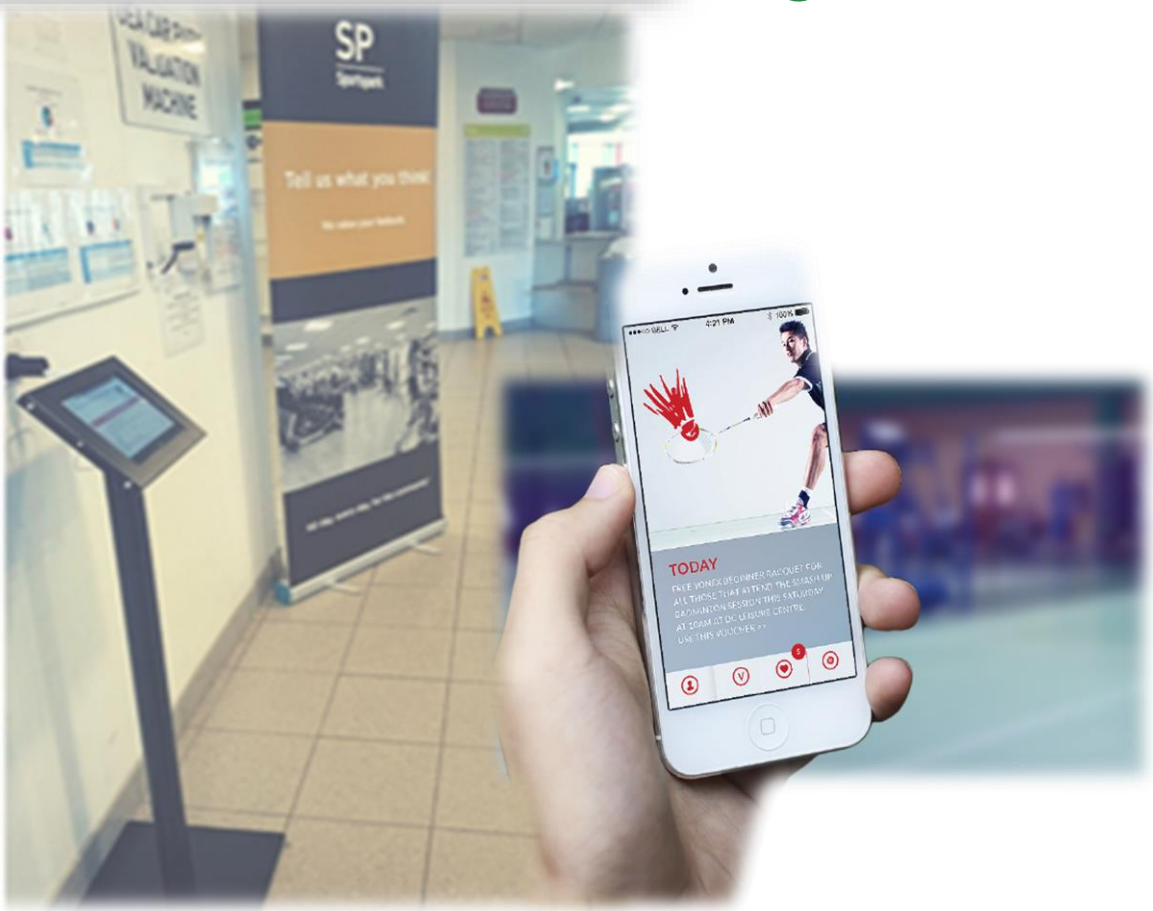

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10 Evidencing impacts and securing funding

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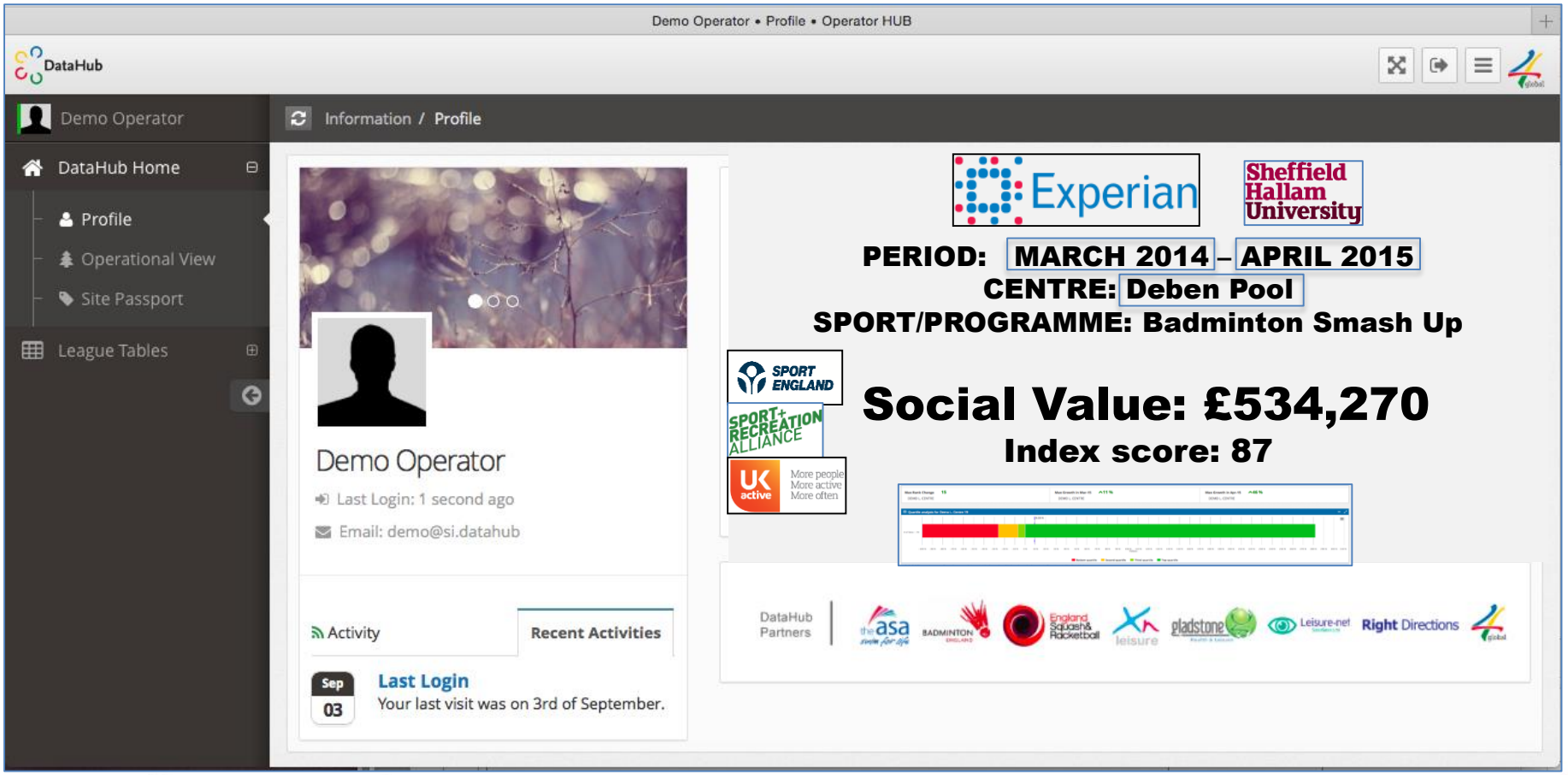

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Re-defining the governing body role in sport

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DataHub
STEERING GROUP

- **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

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Next step - Future partnership opportunities

Sports ministry, governing body (federation), municipality

4 global – leading international sport business and planning consultancy

SPORT INTELLIGENCE
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- Thank you. Questions & Answers

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www.4global.com / @4global1 / www.DataHubClub.com

Director Sport Intelligence
Alex Burrows
Alex.burrows@4global.com

Head of Sports Planning Consultancy Practice
Matt Eames
Matt Eames@4global.com

4 global Consulting Ltd
Building 3, Chiswick Business Park
London. W4 5YA
+44 (0)20 8849 8900