



UNIVERSITY OF BRISTOL CASE STUDY:

# Easy access to physical activity for students

*Legend customer, the University of Bristol, worked with Legend and myFitApp to extend single sign on to the Legend app. This has improved data security, given students seamless access to sports and physical activity opportunities, and increased app engagement.*



## At a glance

The University of Bristol faced a common challenge. Using different login credentials (usernames and passwords) to access the Legend app (powered by myFitApp) and other university applications caused unnecessary complication for students and staff.

The University of Bristol wanted to let students and staff use their existing university login credentials to access the Legend app. The university also wanted to keep a clear separation between public and student/staff membership rights – so the right type of member is able to book the right type of activities.

By working in partnership with Legend & myFitApp to extend single sign on (SSO) for students and staff to the Legend app, the University of Bristol has:

- Improved data security
- Removed a barrier to make accessing activity easier
- Increased engagement with as many as 40,000 app uses through SSO a fortnight

## What is single sign on (SSO)?

Single sign on (SSO) lets individuals use one set of login credentials (username and password) to access multiple applications. SSO is used by many organisations and individuals to reduce the number of login credentials managed and improve security.

With SSO, students and staff can access the Legend digital member services portal and the Legend app using their existing university login credentials.

Universities and higher education institutions who use the cloud-based identity and access management service, Microsoft Azure Active Directory (Azure AD), can choose to set up SSO for students and staff through Legend.

This brings many benefits for universities, including centralised user account management, fewer lost passwords, better control over access, and higher engagement. For students and staff, benefits include fewer passwords to remember, simpler password resets, better security, and faster access to fitness facilities and activities.



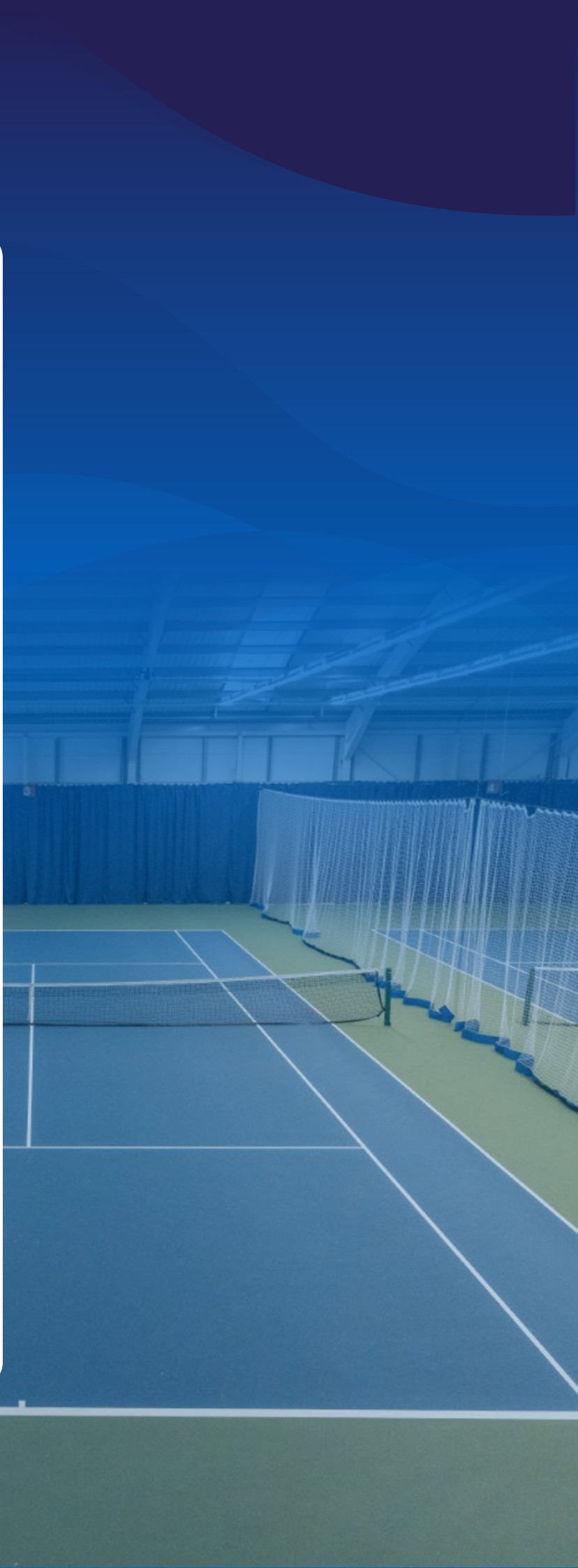
The University of Bristol is home to around 25,000 students and 8,500 staff, with 370 buildings in and around the city of Bristol. The Sport, Exercise & Health department operates 3 of these buildings, which are home to many facilities including:

- A gym
- Studios
- A swimming pool
- Sports halls
- Tennis, badminton, and basketball courts
- A jogging track
- Astroturf, 3G and grass pitches
- A sports medicine clinic
- And more

The department serves approximately **6,000 paid members** – made up of 90% students, 5% university staff, and 5% members of the public. As well as a variety of membership packages, the department offers swimming and tennis lessons for children.

**Approximately 69% of the student population** engage with the department's offerings that include free fitness classes, volunteering opportunities, its Bristol Moves rewards app, performance sport and more.

The university doesn't offer sports-related degrees, yet its sports teams are some of the highest performing in the UK. The teams routinely reach the **top 10 in the British Universities & Colleges Sports (BUCS) league**. This is an impressive show of the department's commitment to deliver outstanding sporting experiences to students.





## Moving to a flexible, future-ready solution

In 2016, the University of Bristol decided it was time to go to tender and find a new leisure management software partner. They wanted to move away from outdated software that could no longer support the department's continued success.

Following a robust tender process, the University of Bristol went live with Legend on 4 April 2017. The breadth and flexibility of features on offer within the platform was a key reason for choosing Legend.

"Legend was miles ahead of the competition. The possibilities it presented for us were transformational compared to the leisure management software we had previously used."

– Arron Godfrey,  
Deputy Business Development Manager, University of Bristol



## Sports management, simplified

The Sport, Exercise and Health department at the University of Bristol has a vast remit. Legend makes it easy to manage everything in one place.

From scheduling and taking bookings for fitness classes to selling drinks at the bar, **Legend does it all** for the department. Legend makes everyday tasks easier – with less clicking around the system to get things done.

Even being able to offer **easy online booking** was a novelty at first. Previously, this hadn't been available in a way that made booking easy. Legend even lets members add classes and activities to their favourites list for faster booking.

When new students and staff join the university, an API integration with the student and staff database **automatically creates member accounts** in Legend. No manual data entry, no need to sign up. With [single sign on \(SSO\)](#), students and staff use their university login credentials to access the university's sports and fitness services via Legend's digital member services portal. Easy and secure!

With this data in Legend, it's simple to track how many students engage with the Sport, Exercise and Health department. For example, in the 2021/22 academic year the department **engaged 69% of students**. The university uses this data to identify underrepresented populations and better target activities to get more students physically active.

The software makes **marketing** to external audiences easy and effective. For example, by having everything in one place, the department can cross-promote classes and other activities happening at the same time as a child is having swimming or tennis lessons to parents and guardians. Getting more people active and increasing the department's reach.

"Legend reporting is amazing. I still remember the feeling of first accessing reports in Legend, having previously struggled with reporting. Dashboards allow us to instantly track performance and it's easy to dig into the reports to see trends and opportunities. It instantly changed how we make decisions, removing guesswork and manual data manipulation. We've been able to make many significant, impactful decisions because of the information available through Legend."

– Arron Godfrey,  
Deputy Business Development Manager, University of Bristol

The software also makes sending out emails easier. Legend's integration with Mailchimp, helps the department to **create target audiences** in the software and automatically send **personalised emails**. Performance is measured directly in Legend.

The greatest benefit of moving to Legend has been reporting. Dashboards, along with helpful features like filtering, give the university instant access to the information needed to make informed decisions fast. It's taken a lot of manual work with spreadsheets (and guesswork) out of reporting and decision-making processes.

## Extending single sign on to the app

Students and staff have always been able to sign into Legend's digital member services portal using the same login credentials used to access other university applications. This allows the University of Bristol to manage user credentials centrally and securely. Students and staff can seamlessly log in without extra passwords or needing to reset their password when using different devices.

The University of Bristol introduced a new identity and access management service, Microsoft Azure AD, to manage login credentials. This presented an opportunity to **roll out SSO to the Legend app** too for the university's students and staff. In 2022, the University of Bristol, Legend and myFitApp teams partnered on this project.

The Legend app, powered by myFitApp, and branded as the University of Bristol Sport app, lets students, staff and other members book, access on-demand classes, manage their membership and more.

The project ran smoothly. Students and staff can now **log in to the app seamlessly and securely** using the same Azure AD credentials they use for the Legend digital member services portal and other university systems.

The university now sees as many as **40,000 app uses through SSO in a 14-day period**. This compares to approximately 14,000 app uses in a 14-day period before SSO was introduced. This impressive increase shows how easy this development has made it for students and staff to access physical activity.

"Thanks to the close work we've done with the development teams at Legend and myFitApp, students and staff can now log in to the app seamlessly and safely. That's one less password to remember, and one less barrier to engaging in physical activity – a win all round! We now see as many as 40,000 app uses through SSO a fortnight. That's significant as we have 25,000 students and 3 sports sites."

– Arron Godfrey,  
Deputy Business  
Development Manager



"We were pleased to partner with the University of Bristol and Legend to introduce single sign on using Microsoft Azure AD to the app. This improvement makes it easier for students and staff of the University of Bristol and other higher education institutions to seamlessly and securely access the Legend app."

– Jonathan Cooke,  
Chief Commercial Officer





## Innovating for universities in partnership with Legend

The University of Bristol is continuing to work in partnership with Legend to enhance features within the Legend platform to cater to the needs of universities and higher education institutions. This includes extending the functionality of Legend's interest groups module to improve capabilities for managing clubs and societies. And integrating with the university's finance systems to make invoice management simpler.

"As a university we are part of a wider community of institutions with a heavy focus on a specific age group demographic. By working in collaboration with other universities and Legend, we can drive improvements that benefit the whole, contributing to better university sporting experiences and getting more young people physically active."

– Arron Godfrey,  
Deputy Business Development Manager, University of Bristol



## About Legend

Trusted by leading universities and leisure operators of all sizes, Legend offers a complete all-in-one leisure management solution with software, membership payments, and more, all powered by one platform.

Streamline complex operations, achieve growth, and run your leisure facilities with ease. Keep a competitive edge with a feature-rich, cloud-based solution that provides a complete 360° customer view.

Easily and effectively engage your members in a timely and targeted way, at scale, with our communications tools and integrations. Create and manage engaging campaigns that drive retention and revenue for your organisation.

Learn more and request a demo at  
[www.legendware.co.uk](http://www.legendware.co.uk)



Get in touch with  
our team today.

[Book a demo](#)