**Claire Elkin re-joins Leisure-net to grow networking events business**

Leisure-net has appointed Claire Elkin as programme development manager as part of plans to develop active-net, its successful business to business networking event for the active leisure public sector.

Claire, who was previously employed at Leisure-net from 2004-2008, has worked for a variety of organisations within the sector, including Leisurejobs, P81 and Gladstone, where she spent more than seven years as partner manager devising and running marketing campaigns and organising events.

Claire stepped away from the industry in 2017 to become an account manager for Jonas Event Technology, and since 2020 has been working for bench.direct, a disrupter in the contractor recruitment sector.

In her new part time role at Leisure-net, Claire will build on the success of active-net, the annual event which launched in 2014 to introduce operators to new and innovative operational approaches, services and products to encourage more people to be more active.

The event has been shortlisted as a finalist in this year’s ukactive awards for *Delivering Business Continuity and Success during Covid-19*. In response to the pandemic, and after consultation with employers and industry partners, Leisure-net developed a virtual active-net to help operators source new products and services to save money, increase income and/or improve their customer offer as part of the sector’s recovery.

Following the success of the virtual active-net, which 70 per cent of suppliers felt was as good or better than the face to face event, Claire will help to develop a wider programme of active-net events, both live and online.

Claire Elkin said: “I’m delighted to re-join Leisure-net after 13 years. I’ve kept in touch with the team over the years and watched active-net go from strength to strength. Post-Covid, the public active leisure sector will play a vital role in the health and wellbeing of the nation, tackling health inequalities and social isolation, while helping to protect people from future pandemics. I’m looking forward to developing the active-net brand to give operators access to the latest innovations in the sector to help them meet local needs and ensure their long-term survival.”

David Monkhouse, director of Leisure-net Solutions, said: “We couldn’t be happier to welcome Claire back to the team. Her extensive knowledge of the sector, coupled with her experience in running successful events, makes her the perfect candidate for this new role.”

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**Editor’s note:**

Leisure-net Solutions is the leading provider of Customer Insight, Business Intelligence and Consultation services to the UK’s active leisure, fitness and cultural services industries. Leisure-net helps leading industry organisations, local authorities and Trusts, as well as private sector operators and suppliers, to understand their customers’ and clients’ needs and aspirations, and to deliver innovative service and health improvement initiatives.

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