



BUSINESS CONTINUITY & SUCCESS DURING COVID-19

Leisure-net wins Business Continuity and Success during Covid 19 Award

Leisure-net has won the Business Continuity and Success during Covid 19 Award at the ukactive Awards 2021 in recognition of both its resilience and innovation demonstrated in response to the pandemic.

This is the first ukactive award for the company, which runs active-net, the successful business to business networking event for the active leisure public sector. Launched in 2014 to introduce operators to new and innovative operational approaches, services and products to encourage more people to be more active, the popular event was postponed in March 2020 due to the pandemic.

Following 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.

The virtual active-net ran in March 2021 and proved a hit with delegates, with 70 per cent of suppliers saying it was as good or better than the face to face event. Meeting the sector's appetite for education and development during the Covid-19 crisis, the event also provided free CPD to the entire sport, fitness and leisure sector for the first time.

The ukactive judging panel said virtual active-net demonstrated an excellent delegate experience and was filled with personal touches throughout. These included greeting all delegates personally and a food parcel sent to each delegate so they could all refresh and revitalise with the plant-based food, drinks and snacks.

In total, 53 suppliers, including 11 new to the event, and 49 buyer organisations, including nine new operators, attended the virtual event, making new contacts and adopting new ways of working.

Such has been the success of virtual active-net, that Leisure-net is developing a wider programme of active-net events, both live and online, with monthly themes to meet the various needs of the industry, as well as a pan European event.

David Monkhouse, director of Leisure-net Solutions, said: "We are so thrilled to have won this award. They say that necessity is the mother of invention, and this has certainly been our experience during this hugely challenging 18 months. Like so many of our delegates, the pandemic has forced us to pivot and reshape our offering to meet the needs of our clients. It's been hard work and at times we've worried about our survival, but thanks to our team, our partners and the trusted relationships we have with our delegates, we have emerged from this crisis stronger than ever and with ambitious plans for the future."

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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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