

The Hill's Home of Ski Rossendale

# Impact Report

2024 - 2025



# The Hill, Ski Rossendale

2004/25 has been another great year for Ski Rossendale engaging with even more people than the previous year with over **25,000 visits to the centre.**

We have been creating opportunities for many people to access the sport. Our Instructors and coaches have delivered high quality lessons in a patient yet enthusiastic manner to inspire individuals to continue to learn whilst enjoying the whole experience.

## Widening Access



We delivered two Ski sessions for the **Prince's trust.**



Continue to work closely with **Snowsport England.**



Continue to work with **Wave charity** to promote outdoor activities. Deliver fortnightly sessions with **Autism international.**



Every month **Rossendale Rays** bring members to the Hill for tubing.



**Ladies Friday morning** sessions have run weekly teaching over 20 new ladies to ski.

## Community

We continue to welcome the local community to the slope, providing opportunities to watch ski, snowboard or eat and drink with us.

We are grateful for our continued partnership with **The Chill Factor**, who support much of our equipment needs.



Our successful after school club was launched in September 2024.

The club has taught **over 200 children to ski.** Many of whom are still active in the sport.

This year we have seen our **lessons increase by 10%** on previous year.

And our Saturday Club remains well subscribed with over 600 new individuals having learned to ski or snowboard.

**Total visits for Saturday club over 4500.**

We welcomed a new café proprietor running the Ski Slope Bistro. He has brought a wonderful energy to The Hill offering great food and drinks throughout the week and is actively developing the catering offer at the Hill.

Our partnership with Wave adventure has seen climbing weekends at The Hill.

We will be looking to do more collaborative work going forward.

Another successful and well attended HAF programme

**Our HAF summer programme increased by 30%** with over 300 attendees over the 2 weeks.

We **hosted 48 party groups** during the year with Tubing and Skiing being super popular!

**Three business meetings held:**

Two Sky Service Engineers regional business meeting & Manchester University Coaching team meeting

Our Muslim ladies' initiative has resulted in over **25 Muslim ladies learning to ski** of which we are mentoring an instructor through to her Snowsport Level 1 instructor qualification with a second lady soon to join.

Our maintenance team continue to service the ski tows and keep the centre open for business servicing and **cleaning over 350 pairs of skis and boots.**

## Workforce

The Hill is committed to the training and development of ski coaching through the delivery of its **Training and Mentoring programme** which supports individuals through their official training as part of the U.K. Snowsports Coaching Scheme. The programme currently supports 14 individuals at all levels of coaching.

We delivered both level 1 and Level 2 instructor training courses with a total of 9 people attending. We qualified one level 1 and one level 2 instructor and are proud to have a newly qualified level 3 Coach as part of our staff team. We have 8 candidates all working towards their qualification being supported through their development by our experienced mentors.

**We delivered 5 instructor training sessions** providing opportunities for all our instructors continuous professional development.

## Competitive Skiing & Our Club

The Hill continues to avidly support the development of young talent through a series of competitive events. They range from fun races through to Snowsport England national seeded events bringing competitors from all around the country to Rossendale.

We are pleased to be working much closer with **Rossendale Race Club** who have now taken on the running of the National events in partnership with The Hill.

**We ran four Summer fun race events in partnership with 2K performance club** enabling young people and in many cases first time skiers to get involved in ski racing.

**We hosted and ran a total of 8 race events** at The Hill this year.



Throughout 2024-25 the Saturday club has seen **over 600 unique individuals** benefit from membership with **over 4,500 visits**.



Held on a Friday afternoon at 4.30pm – 5.30pm this is an ideal time for parents to bring their children keeping their weekends clear. We hold intakes for new skiers every six weeks. This has proved a successful alternative to our Saturday morning club.

**Since beginning in September, we have taught over 200 new children to ski** many of which still continue to learn and at some stage in the future could be joining one of our clubs and becoming a future champion.



## Environmental Impact

The Hill is always seeking deliverable ways to reduce its carbon footprint. Our water management has always been high priority and to further reduce our carbon footprint

This year the Hill have created a cleaning station for all its equipment which runs on recycled rain water, further reducing our mains water usage.

## Engaging with our customers

Engaging with and reaching more customers was a key priority for us last year and we made real progress:



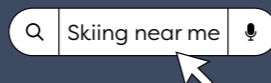
Gained **725 new social media followers**



Increase in targeted email marketing **127 email campaigns** sent over **94,000 emails**



Our website saw a 41% increase in visitors with, over **42,000 website visits**



Focused on optimising skiing-related webpages to enhance user experience and improve search engine visibility.



Increased use of **paid social advertisements**. Which reached **150,000** potential customers & our ads were **clicked over 9000 times**



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[www.thehilluk.com](http://www.thehilluk.com)

