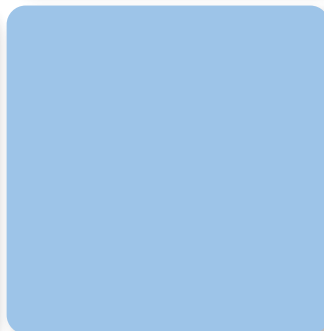


**THE HILL**  
EST. 1973



The Hill,  
Home of Ski  
Rossendale

**Impact report  
2025 - 2026**



2025/26 has been another great year for Ski Rossendale engaging with even more people than the previous year with over **27,500 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.



**319 group visits**  
Mix of unique & recurring group bookings

**Delivered 969 ski lessons**

**Snowboarding tuition up 40%**  
**Tubing up by 20%**

**School participants 4500**



- Continue to partner with Wave adventure, helping support deserving projects
- Work experience venue for Schools & placement schemes



On **Christmas Eve and New Years Eve** we put out an offer linked to the 12 days of Christmas and had a fantastic response. All ski/board taster, airsoft and tubing sessions cost £12. We opened 10am - 4pm both days and had...

**Christmas Eve**  
**280 customers** booked on sessions  
**400 people** through the door

**New Year Eve**  
**230 customers** booked on sessions  
**300 people** through the door  
We even had 3 generations of a family in 1 ski taster.

**Complete replacement of all lift seats** on one lift and additional lifts added to our main lift to increase capacity by over 50%



**Ski races** held at the Hill GBR, Club National, Summer Race league, Kings & Roses University

**Two level 1 Ski instructor training course**  
We now have **3 active volunteers** working at Saturday Morning Kids Club

**Ben's**  
In March we welcomed a new proprietor (Ben), into the Ski slope Café, This will now trade as Ben's and he will provide a food outlet for The Hill and an eating /drinking venue for the Rossendale valley.

**RANGE 105 AIRSOFT ADVENTURE**  
**Airsoft range has been relocated** to allow for better accessibility and it can now be used 12 months a year



**Celebrated 68 birthday parties**



**Engaging with our customers**

Marketing played a key role in raising awareness of The Hill, Home of Ski Rossendale, engaging existing audiences, and attracting new visitors. Through targeted campaigns, engaging content and paid advertisement.



Gained **800 new social media followers**

Reached **10,000 followers** on Facebook

Our content on Facebook from 2025/2026 had **1 million views!**

Increase in targeted email marketing **172 email campaigns** sent over **65,000 emails**

Our website saw a **17% increase** in visitors with, over **49,000 website visits**

Manager, Johnathan Smith was **featured on BBC Radio Lancashire**, Breakfast show with Graham Liver

Hill was featured in the **Fall Line Magazine** in April 2025



The Hill, Home of Ski Rossendale

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

