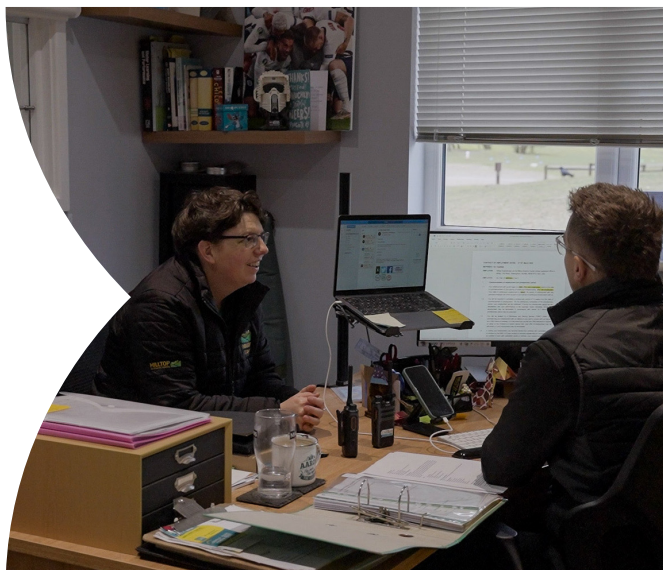


Investing in People

Putting its employees at the heart of the business to create opportunities for personal growth and to build a sustainable future



Hilltop Outdoor Centre is a popular and nationally well-respected outdoor activity centre, offering a wide range of outdoor learning and adventure experiences. Starting work in 1988, the 33-acre site was developed from scratch by Martin Read and his wife. Martin remains hands on in the business, but much of the day-to-day management has been taken on by Oliver and his wife Helen who, as the next generation, are spearheading exciting new developments to the site. This is a family business through and through and that ethos remains at the heart of the business's success.

The centre offers a vast array of activities including air jump, climbing, abseiling, zip wires, tree top trail, archery, assault course, 3G swing, a fan descender, orienteering, mountain bikes, as well as delivering a range of environmental activities. A recent success is their unique caving system which was built during the pandemic.

The business offers robust in-house training programme to ensure that staff are well-prepared for their roles. This training is designed to a very high standard, equipping employees with the necessary skills to excel in the outdoor education industry. Additionally, the centre has invested in supporting staff with external courses, further enhancing the qualifications and career prospects of their team members.

Creating a supportive and inclusive work environment is at the core of this business and they have found that this has paid dividends, with many staff developing long term careers with the business, and others going on to have successful careers elsewhere, but still maintaining strong bonds with the Centre, recognising the valuable role it has played in their own personal development.

“The biggest change is the way in which our staff interact with the children. We’ve worked very hard on the training, and the staff really live the goals that we’ve set out. We do tend to retain most of our staff for 3 or 4 years, and the senior staff many of them have been here for 15-20 years. We never stop looking to improve and wherever the district council can help we’re relying on them. North Norfolk is a very special place with lots of support to open a business.”

Martin Read,
Hilltop Outdoor Centre

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www.hilltopoutdoorcentre.com



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