

Investing in Entrepreneurial Spirit

By developing the customer experience, supporting new initiatives and partnering with other businesses, The Grove has been able to diversify and expand



The Grove showcases the drive and ingenuity of its founders, now in the hands of the third generation, by consistently innovating and making courageous choices. Brothers Chris and Richard Gravelling took over the Georgian country house hotel in 2010, transforming it through a relentless drive to evolve and improve. Their self-confessed tendency to get bored easily fuels a constant search for new ideas and opportunities, with the nearly four-acre site providing a canvas for innovation, from outdoor theatre to new restaurant concepts. This pioneering approach to creating diverse offerings within one destination demonstrates a willingness to take calculated risks while maintaining the family-friendly atmosphere that defines The Grove's character.

The entrepreneurial vision is clear in the strategic development of six self-catering cottages, Garden Rooms, a two-rosette restaurant, and Sundown, the seasonal pizza and taphouse venue hosted in giant teepees. Each addition responds to identified demand while enhancing the overall guest experience, exemplifying a growth mindset focused on continuous improvement. Their support for other businesses to become part of the Grove Family is evident in the establishment and support for the Massage Hut. Located on site, it provides another complimentary offering to guests and visitors and supports small business growth. The brothers' collaborative partnership works

effectively, with one envisioning possibilities while the other considers affordability and strategy, creating a balanced entrepreneurial approach.

By leveraging technology to enhance customer experiences and prioritising continuous quality improvement, the organisation exemplifies entrepreneurial commitment to sustainable business growth. These efforts also support North Norfolk's tourism sector while upholding a 90-year family tradition.

“We’re always looking to improve, and we’re always looking for different ideas. If we see an opportunity, we think, perhaps we should do that.”

Chris Gravelling,
The Grove

