



the great out-tours

inspiring people in the countryside



The Rural Business Awards: Regional Finalist in Two Categories

"Best Rural Recreational or Outdoor Pursuits Business"

"Best Rural Professional Services Business"

The South East Region covers rural businesses in Berkshire, Buckinghamshire, East Sussex, Greater London, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey & West Sussex.

[Find out More](#)

Press Release: 16th July 2019

EAST SUSSEX BUSINESS SHORTLISTED FOR TOP RURAL AWARDS

Local company The Great Out-tours is in the running to be named one of the best rural businesses in the UK after being shortlisted for two regional Rural Business Awards.

Based in Horam, East Sussex, The Great Out-tours has been shortlisted in the South East region for 'Best Rural Professional Services Business' **and** the 'Best Rural Recreational or Outdoor Pursuits Business' categories, at the 2019/20 Rural Business Awards, held in partnership with Amazon. The organisation will battle it out against fellow rural businesses, entrepreneurs and enterprises from across the region for a place at the national final.

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Background:

Founded in 2011, The Great Out-tours bring the wonders of the countryside to the doorstep of primary school children & care home residents. Via an exciting & curriculum supporting '[Four Seasons Activity learning programme](#)', The Great Out-tours create unforgettable practical experiences of nature in action, tracking & heralding the key flows of our four seasons.

Business founder John Brooksbank quotes:

"These programmes are structured educational digests of practical activities, sharing with people young and old, that most precious of gifts – the power to appreciate our natural world by sight, sound, scent & touch. We are now in our eighth consecutive year of frontline delivery with these two products and their popularity is at an all time high!"



The Great Out-tours are now expanding their reach to a UK Nationwide audience with franchises now based in Nottingham, Bristol, West Sussex & Wealden-East Sussex regions. More locations are coming online soon.

The [Rural Business Awards](#) 2019/20, in partnership with Amazon, celebrate the success of businesses across the UK's rural economy – a segment which employs in excess of 3.4 million people in over 750,000 businesses in England alone. The Awards are organised by rural business for rural business with the aim of celebrating the achievements of rural businesses and developing a strong network for rural business owners.

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Speaking after being shortlisted for an award, John Brooksbank from The Great Out-tours commented:

“We are absolutely delighted to be nominated as finalists in two categories by this prestigious awarding body. Following business inception in the heart of a UK recession, developing our product & building a team of truly amazing people, has been fun, hard work, with challenges along the way but as a collective, we have prevailed. This shortlisting accolade is the ‘icing on the cake’ to what we stand for”!

Director and Co-Founder of The Rural Business Awards, Anna Price, said:

“The 2019/20 Awards have seen record numbers of entries and it’s encouraging to see so many rural businesses express a desire to celebrate their successes on a regional and national scale. We are passionate about creating a nurturing environment where rural businesses can develop, and this starts by showcasing the great work they do. On behalf of everyone at the Rural Business Awards, we want to say well done to The Great Out-tours, and all the shortlisted businesses, and wish them luck ahead of the regional finals.”

The Rural Business Awards is the brainchild of Leicestershire businesswomen Anna Price and Jemma Clifford, who wanted to showcase the wealth of entrepreneurial talent in rural areas of Britain.

The Awards are organised by rural business for rural business, with winners in the 12 categories, decided by an independent panel of judges drawn from the rural business sector, rural public sector agencies, and rural charitable organisations.

The Rural Business Awards is hosting a series of regional finals in the North, East, Midlands, South East, South West, Wales and Northern Ireland, throughout October and November 2019, ahead of the National Final next February 2020.

To find out more about The Great Out-tours, go to www.thegreatout-tours.com or to learn about the Rural Business Awards visit www.ruralbusinessawards.co.uk

Find out more via social media on:

F: [The Great Out-tours Limited](#)

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