

It's a Win for William's Den at the Amazon Rural Business Awards

We are thrilled to announce that William's Den has won the Outstanding Rural Diversification Project of the Year award, at the northern heat of the national Rural Business Awards, at a glittering ceremony held last night (9th October 2018) at the Last Drop Village, Bolton.

William's Den is a rural, natural visitor attraction, with outdoor and indoor play, a family-friendly 120 seat restaurant, and a gift shop, situated on the Hotham Estate, near North Cave. It opened in June 2017 to give children the chance to connect with nature and get active.

It includes an expansive outdoor play area with water play, discovery zones, unique play structures, den making materials and space to just run free. Inside there's a bespoke wooden crafted sensory play zone, bridges, tunnels, rainmakers, sand and climbing nets.

Joint owners Tor and Christian Carver were brought up on farms and wanted to create a space for children to play freely in rural surroundings. They were inspired by their son and his pals having great sleepovers and adventures, running free on their farm.

Delighted with their win, Christian Carver, Director of William's Den and Farmer, said: "We are incredibly excited to receive a Rural Business Award for Outstanding Rural Diversification Project. William's Den has grown out of our lifelong love of the countryside, and our passion for connecting families with the great outdoors. Diversifying from the Hotham Estate has been such an adventure, and we are so glad we can celebrate our journey with this prestigious award."

The Amazon 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 – a sector of the economy they felt was all-too-often overlooked in favour of large, city-based businesses.

Awards co-founder Jemma Clifford said: "Anna and I are so proud to be hosting the fourth annual Rural Business Awards together with Amazon. When we started the awards, we wanted to shine a much-needed light on successful rural firms, but the success of the RBAs is beyond what we ever imagined. We were blown away with the diversity of our entries this year so coming away with any prize is an extraordinary achievement – hearty congratulations to William's Den."

William's Den will now go through to the grand finals in April 2019.

To find out more, visit www.ruralbusinessawards.co.uk <<http://icm-tracking.meltwater.com/link.php?DynEngagement=true&H=AqX%2Fyxxn%2FCsKfNEzXNs%2BvxKe7Z3W379%2B1apVVCHkcj06tGRioNXHyXMf9NgRBCF60oMIyD9ITrqYqZuz9cAZi69nZqqT7EKW5wPvI12%2FErparXcvrvyKuw%3D%3D&G=0&R=http%3A%2F%2Fwww.ruralbusinessawards.co.uk&l=20181010151611.0000001b9641%40mail6-60-usnbn1&X=MHwxMDQ2NzU4OjViYmUxN2I3YmQ3OTdkYzNiZjc2YTIjOTs%3D&S=XBtNVX6ONHABOJ2H6kgzBfEYnnzedKfy-6zKYcuBAp4>>

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Editor's Notes:
About William's Den

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William's Den is an award winning indoor-meets-outdoor adventure attraction that gives families the freedom to play and experience the best day ever, whatever the weather.

William's Den was created to enable big and little kids alike to play together in a unique indoor and outdoor space that has all the delights you would expect in a wild landscape such as mud kitchens, water play, den making, tyre swings and zip lines. The Den has been designed and handcrafted by a team of highly skilled play experts. From the Tree House to the Forest Glade and the Eagles Nest to the Rainmaker, it is sure to thrill!

Families can also stop by to refuel at The Kitchen Table. A beautifully restored stone and brick barn offering something scrumptious to eat for the whole family. Free to enter, visitors to William's Den do not have to buy a ticket to enjoy the restaurant. Families can expect wholesome and delicious food including wood-fired pizzas, award-winning home-made ice cream or a cup of coffee served by fully-trained baristas.

William's Den is set on a hill in the Yorkshire Wolds, within easy reach of the M62.

www.williamsden.co.uk <<http://icm-tracking.meltwater.com/link.php?DynEngagement=true&H=AqX%2Fyxnx%2FCsKfNEzXNs%2BvxKe7Z379%2BlapVVCHkcj06tGRioNXHyXMf9NgRBCF60oMlyD9ITrqYqZuz9cAZi69nZqqT7EKW5wPvl12%2FErparXcvrvyKuw%3D%3D&G=0&R=http%3A%2F%2Fwww.williamsden.co.uk%2F&I=20181010151611.0000001b9641%40mail6-60-usnbn1&X=MHwxMDQ2NzU4OjViYmUxN2I3YmQ3OTdkYzNiZjc2YTIjOTs%3D&S=4oYZPla1gw3VotFSB0dFnjiYevyOReBsNdoaeyv-LZE>> / @williamsdenplay #williamsden #wdplay