



NEWS RELEASE

16th January 2017

The search is on to find the 'Hertford Entrepreneur of the Year 2017'

Local entrepreneurs are encouraged to enter the Hertford Entrepreneur of the Year competition.

Entry to this competition is free of charge and aimed at small to medium sized businesses.

One winner will be selected from the Small Business category (businesses employing between 1 – 5 employees) and one winner will also be selected from the Medium Business category (businesses employing 6 – 50 employees).

Both winners will be awarded a cash prize of £750 that has been funded by Cllr Andrew Stevenson's County Council locality budget.

Cllr Andrew Stevenson said: "I support this award because it gives a much needed boost to small businesses in Hertford. Town centres need to find new ways of regenerating themselves and this encourages entrepreneurial businesses to develop innovative business plans and remain active in the town."

In addition to the prize money, the winners will also receive a Business Profile editorial write up in Hertfordshire Mercury.

The Small Business category winner will also receive the following:

- An accountancy health check on the winners business to ensure compliance with relevant taxes, reporting systems and much more. Provided by Arabis Accountancy Services Ltd and worth between £250 - £350.

One finalist will also be awarded from each category and receive the following:

- A bespoke two-hour social media one-to-one training session on a platform of the winner's choice. Provided by Cariad Marketing and worth £300+vat.
- 2x McDonald's Extra Value Meal vouchers per month for a year worth over £100.

The competition has been designed to highlight and recognise Hertford's entrepreneurial talent. This competition is suited to both small and medium sized businesses that are able to demonstrate the entrepreneurial aptitude, commercial acumen, vision, ambition and drive to build a successful business.

The entrepreneurs business must be based within Hertford and Hertingfordbury to apply and are able to enter the competition online www.surveymonkey.co.uk/r/hertford2017

The closing date for entries is **Tuesday 28th February 2017**.

Following the closing date, applications will be shortlisted where those who are in with a chance of being crowned 'Hertford Entrepreneur of the Year' will present their answers to a panel of judges at Hertford Castle on the evening of Thursday 16th March.

Two finalists from each category will then be selected to present live at the Awards Ceremony at Hertford Castle in front of a live audience and judges on **Thursday 30th March 2017** where the winners will be selected.

Isabel Sigmatic, the Chairman of Hertford Entrepreneurs said: "Due to the popularity of the last event, we've decided to continue to recognise Hertford's entrepreneurial talent. This not only raises the profile of the winner and finalists, but it's an opportunity for the entrepreneurs to present and promote their business. Last year's winner, Cynthia Stroud, owner of Pretty Gorgeous Cake Company, has gone on to winning other awards and was recently awarded a British Empire Medal in the Queen's New Year's Honours. I strongly recommend entrepreneurs to apply to take part as they could be crowned the next Hertford Entrepreneur of the Year".

Notes to Editor:

For further information on the event, please contact Melissa Reynolds on 01992 552885.

For further comments, please contact Isabel Sigmatic, the Hertford Entrepreneurs Chairman, on 07990 831107.