



HERTFORD TOWN COUNCIL

## NEWS RELEASE

4<sup>th</sup> April 2017



### **Hertford Entrepreneur of the Year Winners are Announced**

On Thursday 30<sup>th</sup> March, four shortlisted local entrepreneurs presented to an audience and panel of judges at Hertford Castle in the hope of becoming Hertford Entrepreneur of the Year. The evening event, organised by Hertford Town Council, was free to enter and attend.

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

Bradley Palmer from The Auto Agency, based at 1 Millbridge Mews, was crowned winner of the Small Sized Business category.

Bradley Palmer said: “I’m elated to be crowned as ‘Hertford Entrepreneur of the Year 2017’. I was a finalist for the 2016 award and since then my business and team have gone from strength to strength, so it’s great to see that all the hard work pays off. Thank you to everyone who has supported both the business and I to date and I look forward to what the future has in store.”

Liz Llewellyn from Bengeo Playgroup was crowned winner of the Medium Sized Business category.

Liz Llewellyn said: “I am absolutely delighted to have won, especially against such strong competition. I have learnt so much throughout the process and it has helped me gain confidence in presenting to an audience. I would like to thank my fantastic team for all their hard work and support and all of the parents and children that come to Busy Lizzies Kids Club and Bengeo Playgroup.”

Both winners were awarded a cash prize of £750, which was funded by Cllr Andrew Stevenson’s Hertfordshire County Council locality budget.

The two other finalists were Victoria Rex–Lees from The Women’s Society and Jason Bullock from Boston Digital. Both finalists received the following prizes:

- 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.

Cllr Andrew Stevenson said: “I thought that the quality of business entries this year was the best ever. This gave the judges a real problem in shortlisting and the final presentations were all entrepreneurial businesses making a real contribution to Hertford. There was real entrepreneurial talent on display. It was interesting to see how businesses are using their high street presence in different innovative ways given the rise of online shopping. The heritage of Hertford makes it an attractive place for entrepreneurial businesses whether or not they have a high street presence.”

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.