

## **Eligibility to enter**

Entrants must be 18 years or over.

The competition is open to new and existing businesses in first three years of trading i.e. from 1<sup>st</sup> April 2018 onwards.

Businesses must be based within the Staffordshire Moorlands.

The competition is not open to employees of LSGK Accountants, Tinsdills Solicitors, Staffordshire Moorlands Chamber of Commerce, Staffordshire Moorlands District Council (SMDC) or anyone else on our sponsor's panel.

The competition is free to enter; there is no limit on the number of entries permitted per person. All entries will be offered one free place at a Staffordshire Moorlands Chamber of Commerce Masterclass, '*How to Pitch your Business*'.

## **Process and timetable of dates**

The closing date for the competition is 5pm on 31<sup>st</sup> August 2021. Entries received after this time will not be considered.

Submissions will only be accepted by in person at LSGK Accountants Ltd, 19-21 Talbot Street, Leek, Staffordshire ST13 5JT or via email [jed@accountancy4growth.co.uk](mailto:jed@accountancy4growth.co.uk). You can submit your application at [www.dyersdencompetition.co.uk](http://www.dyersdencompetition.co.uk) after 12 July 2021.

Entries will be shortlisted, and the successful entrants will be notified and listed on the website after 21<sup>st</sup> September 2021.

Once shortlisted you will be invited to attend the Dyer's Den judging panel on 9th October. Here you will be given up to 15 minutes to pitch your idea and how you intend to grow your business to the judging panel before a brief Q&A session. Dates and times cannot be rearranged so you will need to attend your allocated slot.

## **Consent**

By entering the competition, the entrants agree:

- to be bound by the terms and conditions;
- that their full name and the name of their business may be released if they win a prize;
- that should they win a prize, their name, likeness and name of their business may be used in conjunction with future promotion of the Dyer's Den competition.

## **Prize**

### **Winner:**

- £750 in cash from SMDC and Staffordshire Chamber of Commerce.
- A website and 12 months hosting equivalent to £2000 from The Capture Factory.
- 12 months advice from Tinsdills Solicitors worth £1800.
- 12 months mentoring from LSGK Accountants worth £1500.
- Free one-year membership of Staffordshire Chamber of Commerce worth £350.
- Promotional photography from Cathy Bower Photography worth £250.

### **Runner up:**

- £250 in cash from SMDC and Staffordshire Chamber of Commerce.
- 6 months advice from Tinsdills Solicitors worth £900.
- 6 months mentoring from LSGK Accountants worth £750.
- Website MOT equivalent to £250 from The Capture Factory.
- Headshots from Cathy Bower Photography worth £150.

## **Terms and Conditions**

- All deadlines must be met.
- Appointment dates and times are non-negotiable.
- No element of the prize is transferable and expires 12 months after the competition concluding.
- Full details of the mentoring element of the prize package to be confirmed with the winner.
- All elements of the prize should be used within time limit.
- By entering you accept that all information held within the entry form can be shared with those on the judging panel and associated sponsors.
- Your contact details can be shared with Chamber of Commerce and SMDC for purposes of supporting local business. They will only be held and used in connection to this and with your ongoing consent. The promoters reserve the right to amend these terms and conditions or to cancel, alter or amend the competition or the prize at any stage, if deemed necessary in their unfettered opinion, or if circumstances arise outside of their control.
- It is acknowledged that any decision of the judging panel will involve a degree of subjectivity and does not imply any negative commentary on the business potential of unsuccessful applications. The judge's decision is final, and no correspondence will be entered into following the decision being announced.

## **Legal statements**

The promoters of this event are LSGK Accountants, Tinsdills Solicitors, Staffordshire Moorlands Chamber of Commerce and Staffordshire Moorlands District Council. The promoters' address for correspondence is: "Dyers Den Competition", LSGK Accountants Ltd, 19-21 Talbot Street, Leek, Staffs ST13 5JT.

The competition is subject to the laws of England and Wales.