

NB – all recommendations in this are dependent on the completion of appropriate due diligence checks. These will be completed in time for a verbal report at the meeting.

Micro-business Grants Scheme

Town:	Burgess Hill
Project:	Website design and build
Applicant:	Aureo Group
Type of business:	Provision of office drinks machines, plants and breakout furniture
Grant Request to MSDC	£2,000
Total project cost:	£19,800

Summary of project proposal and aims:

Delivery of an extended digital strategy including development and launch of a new dedicated website.

Background

Aureo Group was formed in July 2015 through the merger of two family partnerships. The company delivers office drinks machines, plants and breakout furniture and is based in the Victoria Business Park. Since the merger, Aureo Group has experienced steady growth but a recent investment in some business coaching concluded that the company’s message needed more clarity in order to achieve further growth. An initial investment in the design, build and optimisation of a website for one of the brands has been made with the expectation that it will go live shortly. Aureo Group would like grant funding to assist with the development of a similar website for another of their brands.

How does the project meet the stated criteria

Delivering wider outreach – improved marketing will enable the company to reach and attract more customers.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the website will help deliver faster growth and generate a need for further employees

Delivering community benefit – Aureo Group has a strong ethos of charitable giving (despite being a microbusiness), growth in the company achieved through this new website will allow the extension of existing charitable giving.

Officer evaluation of the project

Aureo Group fit the criteria of a micro-business with 4 full time employees and 1 part-time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The project will allow the company to deliver an enhanced digital marketing strategy with the aim of creating further growth. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to Aureo Group to support the design and build of a new website.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Recruitment of a marketing manager
Applicant:	Veterinary Insights
Type of business:	Provision of data services, software development and information support to the animal health industries
Grant Request to MSDC	£2,000
Total project cost:	£19,500

Summary of project proposal and aims:

The recruitment of a dedicated marketing manager to maximise revenues from digital marketing initiatives.

Background

Veterinary Insights is located in the BasePoint centre in Haywards Heath and provides a series of information services to the animal health industries. This includes the provision of a benchmarking service for vets to help them improve the performance of their practices. Veterinary Insights would like grant funding to assist with the recruitment of a marketing manager (including the provision of the necessary IT equipment for the role). They did previously have an employee with a marketing role but they left in April 2016, leaving a gap that the company has not had the resources to fill.

How does the project meet the stated criteria

Delivering wider outreach – a specialist marketing manager will enable the company to reach and attract more customers through a more focused use of digital marketing technologies.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – not applicable

Delivering community benefit – Veterinary Insights operations improve the effectiveness of veterinary practices which arguably provide a community benefit, a specialist marketing manager will enable more practices to take advantage of these services and therefore increase the spread of this benefit.

Officer evaluation of the project

Veterinary Insights fit the criteria of a micro-business with 3 full time employees and 2 part-time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The project will allow the company to implement a more effective approach to digital marketing and increase its client base. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to Veterinary Insights to support the recruitment of a new dedicated marketing manager.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Recruitment of an apprentice
Applicant:	Adams Garden Machinery
Type of business:	Garden Machinery repairs and accessory sales
Grant Request to MSDC	£1,500
Total project cost:	£19,500

Summary of project proposal and aims:

The recruitment of an apprentice to learn mechanical and electrical servicing and also to improve the company's internet presence.

Background

Adams Garden Machinery is located in Haywards Heath and provides a garden machinery repair service along with the sale of garden machine accessories (e.g. oils, safety wear, lawnmower blades). The business was only established in April 2016 but the owners have been running similar businesses since 1993. Adams Garden Machinery would like assistance with the costs of recruiting an apprentice who would learn the servicing side of the business whilst undertaking work to improve the business' internet presence.

How does the project meet the stated criteria

Delivering wider outreach – improvement of the business' internet presence will allow them to generate more custom by improving their image and raising their profile.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the project will deliver an apprentice

Delivering community benefit – not applicable

Officer evaluation of the project

Adams Garden Machinery fit the criteria of a micro-business with 3 full time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

An apprenticeship with the company will provide a young person with the opportunity to learn and develop engineering skills as well as honing Internet and marketing skills to the benefit of the company. This meets the overall aim of the grant programme in increasing the numbers of apprentices taken on by microbusinesses and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1500 is awarded to Adams Garden Machinery to assist with the employment of an apprentice.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New magazine
Applicant:	Words Guy
Type of business:	Micro-publisher
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

Delivery of a community-focused magazine for Haywards Heath.

Background

Words Guy is a one person business based in Haywards Heath. The main focus of the company is the production of BolnoreNEWS (launched in May 2016), which is delivered to every home in Bolnore as well as to some local businesses. Words Guy is seeking grant funding to support the launch of a similar magazine based in Haywards Heath. This would be an A5 or B5 sized monthly magazine that would initially go to 3000 homes and have a community focus.

How does the project meet the stated criteria

Delivering wider outreach – not applicable

Assisting with delivery of new business lines – the project will assist Words Guy with the delivery of a second magazine directed at a different target audience

Enabling more employees to be taken on – not applicable

Delivering community benefit – the introduction of a community-focused magazine in Haywards Heath would benefit the community through improved information about the local community and be promoting community cohesiveness.

Officer evaluation of the project

Words Guy fits the criteria of a micro-business with just 1 employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the launch of a community-focused magazine in Haywards Heath (where one currently doesn't exist) and enable Words Guy to double his product line. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to Words Guy to support the launch of a community-focused magazine in Haywards Heath.

Micro-business Grants Scheme

Town:	Cuckfield
Project:	Website design and build
Applicant:	THR Consulting Ltd
Type of business:	HR consultancy
Grant Request to MSDC	£959
Total project cost:	£1,918

Summary of project proposal and aims:

Delivery of a new website.

Background

THR Consulting was founded in 2008 and is based in Cuckfield. The company provides HR management expertise to local small and medium sized businesses and uses their website as their main communications and outreach media. Whilst the website has been updated over time, the company wish to do a complete overhaul to make it more mobile friendly, compatible with social media, accessible for disabled users and likely to score higher on search engines.

How does the project meet the stated criteria

Delivering wider outreach – the redesigned website will deliver wider outreach through being more mobile friendly, enabling disabled users to access it and facilitating the use of social media through the website. A number of local businesses will also benefit from this wider outreach as THR Consulting outsource a number of their activities (such as psychometric testing) to local enterprises.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

THR Consulting fits the criteria of a micro-business with just 2 part-time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the launch of a new website that will increase the outreach of the company. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £959 is awarded to THR Consulting to support the delivery of a new website.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Website design and recruitment of an apprentice
Applicant:	Sussex Uniforms
Type of business:	Uniform provision
Grant Request to MSDC	£3,500
Total project cost:	£6,000 plus apprentice costs

Summary of project proposal and aims:

Delivery of a new website to offer a greater range of products along with an apprentice to help with the uploading and maintenance of the website (along with other administrative tasks)

Background

Sussex Uniforms have been providing school wear since 2005. In October 2016 they purchased another school wear company which increased their size and range of items provided. In order to maximise growth from these newly acquired lines the company needs a new website that is less school uniform focused (they now offer uniforms for local clubs, ballet & dance wear and some fashion items) and allows people to easily find the items they wish to purchase. In addition to the new website, Sussex Uniforms are looking to recruit an apprentice to help with the uploading but also the maintaining of the website.

How does the project meet the stated criteria

Delivering wider outreach – the redesigned website will deliver wider outreach as a focus on the wider portfolio of products now offered will attract new customers and increase the marketing area to a national level through the delivery of generic lines.

Assisting with delivery of new business lines – the website and associated apprentice will enable the new business lines acquired to be marketed more effectively

Enabling more employees to be taken on – the grant funding would support the recruitment of an apprentice

Delivering community benefit – not applicable

Officer evaluation of the project

Sussex Uniforms just fit the criteria of a micro-business with 2 full time employees and 7 part-time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the launch of a new website and recruitment of an apprentice that will increase the outreach of the company and support a level of growth that could lift the company out of the category of “micro-business”. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £3,500 is awarded to Sussex Uniforms to support the delivery of a new website and recruitment of the associated apprentice.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Provision of a customer service desk
Applicant:	Harmony at Home
Type of business:	Nanny/childcare agency
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

Provision of a customer service desk including furniture, office and IT equipment and development of a customer service training manual.

Background

Harmony at Home has been operating since 2004 and is currently based in the Basepoint offices in Haywards Heath. It is a nanny/childcare provision agency that links parents with a range of child-care professionals as well as offering training courses for child-care workers and advice on parenting issues. A significant increase in growth has necessitated investment in customer services as the company prides itself on delivering a very high level of customer service. Harmony at Home would like to set up a new customer service desk (complete with office furniture and equipment) and also develop a state of the art Customer Service training manual – this investment will allow the company to offer apprentices the opportunity to gain a Customer Service NVQ level 2 or 3 (no grant assistance is requested in relation to recruitment of apprentices).

How does the project meet the stated criteria

Delivering wider outreach – the investment in customer services will allow the company to continue to grow and reach a wider set of customers through establishing credentials for a superior level of customer service.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the grant funding would provide equipment that would be used by an apprentice being recruited.

Delivering community benefit – not applicable

Officer evaluation of the project

Harmony at Home fits the criteria of a micro-business with 2 full time employees, 1 part-time employee and an apprentice. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will allow the company to maintain a high level of customer service despite significant growth, this in turn will support further growth as the company relies on its customer service as a differentiating factor in a competitive market. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to Harmony at Home to support the purchase of a customer service desk along with the associated office and IT equipment.