

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:	Haywards Heath
Project:	Website relaunch and new marketing push
Applicant:	Insideout Home and Garden Improvements
Type of business:	Design and delivery of gardens, kitchens and bathrooms
Grant Request to MSDC	£2,000
Total project cost:	£7,830

Summary of project proposal and aims:

A rebranding and advertising campaign, including the relaunch of a website and development of a new logo and production of advertising materials.

Background

InsideOut Home and Garden Improvements was established in 2006 with a focus on creating bespoke gardens alongside the delivery of kitchen and bathroom conversions. The company is a member of the WSCC “Buy with Confidence” scheme. InsideOut is now seeking to increase business through a more professional approach to branding and advertising and is requesting a grant to help with the costs of this approach.

How does the project meet the stated criteria

Delivering wider outreach – the project is designed to raise the company’s profile and reach more customers across its target market area.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the company anticipates that the increased flow of work secured through this project will lead to the employment of additional staff (which they will seek to secure from the local area)

Delivering community benefit – not applicable

Officer evaluation of the project

InsideOut fit the criteria of a micro-business with 3 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 help the company to promote its services and grow their 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 £2000 is awarded to InsideOut Home and Garden Improvements to help with a rebranding and advertising campaign in order to raise their profile in their targeted market area and secure an increase in work commissions.

Micro-business Grants Scheme

Town:	Burgess Hill
Project:	Apprentice
Applicant:	Premier Marketing
Type of business:	Providing corporate merchandise
Grant Request to MSDC	£1,500
Total project cost:	£Costs associated with the apprentice

Summary of project proposal and aims:

Employment of an apprentice to assist with various office-based administration and marketing tasks.

Background

Premier Marketing was established in 1999 to provide corporate merchandise to order and now provides its services in seven countries. The current owners bought out the company 3 years ago and are looking for an apprentice to improve sales capacity as the business starts to see more growth.

How does the project meet the stated criteria

Delivering wider outreach – additional support for the sales force will allow the team to reach more prospects (as well as better serve existing clients)

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the grant will allow an apprentice to be taken on

Delivering community benefit – the company supports a number of charities and also has established a payroll giving system. The growth of the company will facilitate further charitable activity.

Officer evaluation of the project

Premier Marketing fit the criteria of a micro-business with 2 full time employees, 4 part-time employees and an apprentice. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The project will allow the company to employ an apprentice to assist with office-based administrative and marketing tasks. This meets the overall aim of the grant programme (supporting microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1500 is awarded to Premier Marketing to support the employment of an apprentice.

Micro-business Grants Scheme

Town:	Burgess Hill
Project:	Website redesign
Applicant:	RT Architectural Services
Type of business:	Architectural services
Grant Request to MSDC	£550
Total project cost:	£1100

Summary of project proposal and aims:

Redesign of website to give a more professional feel and give it greater prominence in search engines.

Background

RT Architectural Services was established in 2008 as a one-person architectural services practice, specialising in domestic extensions and refurbishments. The original website was developed using standard templates and the owner is now seeking a grant for a project to make the website look more professional as well as have it register higher up in search engines.

How does the project meet the stated criteria

Delivering wider outreach – a more professional website that features more highly in search engines will allow the business to reach more clients

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – should the website have its desired effect of attracting more clients then the business will be looking for office premises and another member of staff.

Delivering community benefit – not applicable

Officer evaluation of the project

RT Architectural Services fit the criteria of a micro-business with 1 full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The revamped website will allow RT Architectural Services to reach out to more clients and secure more commissions. 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 £550 is awarded to RT Architectural Services to assist with the redesign of their website.

Micro-business Grants Scheme

Town:	Burgess Hill
Project:	Enhancement of website and creation of online and social media presence
Applicant:	Paper Plus
Type of business:	Educational supplies
Grant Request to MSDC	£2,000
Total project cost:	£5,000

Summary of project proposal and aims:

Increase functionality of the existing website, enhance marketing activity and develop a more proactive online and social media presence in order to boost sales.

Background

Paper Plus was established over 15 years ago to deliver supplies to educational establishments. Originally located in Brighton, the company moved to Burgess Hill in 2006 when larger premises were needed. The company has recently suffered a downturn in sales and has attributed this to a weak online presence and lack of marketing. The company is therefore seeking assistance with a project that will increase the functionality (and security) of the existing website, develop a more sophisticated marketing approach and deliver a more proactive social media presence.

How does the project meet the stated criteria

Delivering wider outreach – improvements to the website, marketing activities and increased social media presence will enable the company to reach more customers

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – if the project achieves its objective in terms of increasing sales then the company will look to employ at least 1 or 2 more people (a full time marketing role and a driver).

Delivering community benefit – not applicable

Officer evaluation of the project

Paper Plus fits the criteria of a micro-business with 9 full 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 delivery of an improved website and social media presence in order to increase sales. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support. If the project achieves its objectives it is likely that this company will no longer be classed as a micro-business as they will end up employing more than 10 people.

Recommendation

That a grant of £2000 is awarded to Paper Plus to support the delivery of an improved website, marketing activities and social media presence.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Digital marketing and establishment of professional online presence
Applicant:	Aquapax (Just Drinking Water Ltd)
Type of business:	Packaged water
Grant Request to MSDC	£2,000
Total project cost:	£5,000

Summary of project proposal and aims:

Deliver a digital marketing campaign, including a professional online presence, in order to reach a wider target market.

Background

Just Drinking Water produces AQUAPAX natural mineral water, packaged in paper cartons, which the company claims to be the largest “unbottled” mineral water in Europe. The company itself was established in 2007 with the aim of delivering a more environmentally friendly way of providing water for consumption. It has become successful in selling to retailers but is seeking a grant to launch a digital marketing campaign and improve its online presence in order to increase the number of channels it can market its products through and therefore reach more customers.

How does the project meet the stated criteria

Delivering wider outreach – a digital marketing strategy along with a professional online presence will allow the company to reach a greater number of customers

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – if the project achieves its objective in terms of increasing sales then the company will look to employ at least 1 or 2 more people (a full time marketing role and a full time administrator).

Delivering community benefit – the company supports a number of local charitable/community initiatives

Officer evaluation of the project

Just Drinking Water Ltd fits the criteria of a micro-business with 1 full time employee and 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 delivery of a digital marketing campaign and the development of a professional online presence, which will allow the company to increase sales. 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 Just Drinking Water Ltd to support the delivery of a digital marketing campaign and professionally managed online presence.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Professional photography for a website, specialist equipment and materials
Applicant:	See-Me-Go
Type of business:	Safety clothing/accessories
Grant Request to MSDC	£1,500
Total project cost:	£3,000

Summary of project proposal and aims:

Project has a number of different elements – professional photography to take promotional photographs, specialist equipment and materials to produce the clothing and accessories.

Background

See-Me-Go is a new start-up company that aims to deliver fashionable, individually designed, reflective clothing for runners, cyclists and pedestrians along with other visibility accessories. The owner is hoping to launch her company fully in the early summer and is therefore seeking grant assistance to support the production of professional photographs for her website along with the purchase of the specialist equipment and materials required to make her products.

How does the project meet the stated criteria

Delivering wider outreach – the professional photographs will make her products attractive to a wide range of audiences

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – if the project achieves its objective in terms of leading to the establishment of a successful business then it is likely that more employees will be required.

Delivering community benefit – not applicable

Officer evaluation of the project

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

The grant funding will support the delivery of professional photographs and specialist equipment which are needed to raise the profile of the company and deliver the products being marketed. The grant will help a new business become established and therefore meets the overall aim of the grant programme (supporting the growth of microbusinesses), making it an appropriate project to receive support.

Recommendation

That a grant of £1500 is awarded to See-Me-Go to support the delivery of professional photographs and the purchase of specialist equipment and materials.

Micro-business Grants Scheme

Town:	Albourne
Project:	Recruit a PR agency
Applicant:	Sussex Pages (Net XP)
Type of business:	Marketing/trade shows
Grant Request to MSDC	£1,000
Total project cost:	£2,000

Summary of project proposal and aims:

Recruit a PR agency in order to promote NetXP and deliver more business connections

Background

NetXP is a business tradeshow and conferencing company that was set up in 2015 by the owner of Sussex Pages (a business marketing company). NetXP runs business networking events for local businesses and is seeking grant assistance to recruit a PR agency to raise the profile of the company and allow the company to focus on developing events and its overall brand.

How does the project meet the stated criteria

Delivering wider outreach – a dedicated PR agency would raise the profile of the company and attract custom from a wider area

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – recruitment of additional employees is not an immediate goal

Delivering community benefit – not applicable

Officer evaluation of the project

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

The grant funding will support the recruitment of a specialist PR agency who will raise the profile of the company and generate more 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 £1000 is awarded to NetXP to support the recruitment of a PR agency.

Micro-business Grants Scheme

Town:	Hurstpierpoint
Project:	Computerise booking and client records system
Applicant:	Beautiful
Type of business:	Beauty salon
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

Purchase of a computer and specialist software to allow bookings to be taken electronically and client records to be kept more efficiently.

Background

Beautiful is a beauty salon based in Hurstpierpoint that currently has a paper-based booking and client records system. They are seeking grant assistance for the purchase of a computer and the necessary software that will allow them to move to an electronic booking and record-keeping system that will also facilitate targeted marketing and enhanced customer services.

How does the project meet the stated criteria

Delivering wider outreach – a computerised system that allows targeted marketing and online booking could make the services of the salon more attractive to a wider customer base

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – not applicable (though if the business expands sufficiently as a result of the move to an electronic system then more employees will be needed)

Delivering community benefit – not applicable

Officer evaluation of the project

Beautiful fits the criteria of a micro-business with 2 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 grant funding will support the purchase of a computer and software that will allow the company to move to electronic book and record keeping, this will make its operations available to a wider target audience and the enhanced customer services it will support will improve customer retention. 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 Beautiful to support the purchase of a computer and specialist software to allow bookings and record-keeping to be undertaken electronically.

Micro-business Grants Scheme

Town:	Ashurst Wood
Project:	Purchase of a horse-drawn hearse
Applicant:	The Horse Drawn Carriage Company
Type of business:	Carriage driving
Grant Request to MSDC	£2,000
Total project cost:	£7,500

Summary of project proposal and aims:

Purchase of a horse-drawn hearse to enable expansion into funeral services.

Background

The Horse Drawn Carriage Company offers traditional horse and carriage hire for weddings, proms, fetes, experience day, films and other events. They are seeking financial assistance to purchase a horse drawn hearse that will allow the company to add funeral services to their list of offerings.

How does the project meet the stated criteria

Delivering wider outreach – offering a funeral service will allow the company to reach a wider target market

Assisting with delivery of new business lines – the purchase of a horse-drawn hearse will allow the company to add a funeral service capability

Enabling more employees to be taken on – expansion into funeral services will require the company to take on more staff – part-time grooms and carriage drivers

Delivering community benefit – not applicable

Officer evaluation of the project

The Horse Drawn Carriage Company fits the criteria of a micro-business with 1 full time employee and 3 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 purchase of a horse drawn hearse, which will enable the company to break into a new 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 £2000 is awarded to the Horse Drawn Carriage Company to support the purchase of a horse drawn hearse.

Micro-business Grants Scheme

Town:	Hassocks
Project:	Purchase of additional equipment along with a website build and marketing campaign
Applicant:	Raising the Barre
Type of business:	Fitness studio
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

Support the purchase of additional equipment along with the development of a more professional website and a marketing campaign in order to reach a wider clientele.

Background

Raising the Barre in Hassocks is a new start-up bringing the Barre fitness regime to Sussex. The owner is requesting a grant to enable her to purchase extra equipment that will allow her to offer a more varied choice of classes and teach more clients per class, and to help with the design of a more professional website and deliver a marketing push (through flyers and the sale of branded clothing).

How does the project meet the stated criteria

Delivering wider outreach – the additional equipment will allow for the delivery of more niche classes (such as for pregnant women) and, by allowing more clients to be taught per class, will allow the studio to reach more people.

Assisting with delivery of new business lines – the purchase of the additional equipment will allow the studio to run additional classes

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

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

The grant funding will support the purchase of additional equipment, a new website and a marketing campaign, all of which will help the business reach a much wider target audience. 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 Raising the Barre Hassocks to support the purchase of additional equipment, the build of a new website and a marketing campaign involving flyers and the sale of branded clothing.