

**Minutes of a Meeting of the Mid Sussex District Council
Cabinet Grants Panel held on Wednesday 22 March 2017
from 4.00 p.m. to 4.27 p.m.**

Present: Councillors: Jonathan Ash-Edwards (Chairman)
Norman Webster (Vice-Chairman)
Andrew MacNaughton

1. SUBSTITUTES

It was noted that Councillor Andrew MacNaughton was substituting for Councillor Gary Marsh.

2. APOLOGIES

Apologies had been received from Councillor Marsh.

3. DECLARATIONS OF INTERESTS

None.

4. MINUTES

The Minutes of the meeting of the Panel held on 14 February 2017 were approved as a correct record and signed by the Chairman.

5. URGENT BUSINESS

None.

6. REPRESENTATIONS FROM MEMBERS OF THE COUNCIL

None.

7. MICROBUSINESS GRANT SCHEME

The Programme Manager for the Burgess Hill Growth Area introduced the report which presented ten Microbusiness Grants; in addition she drew Members attention to the grant awarded to Words Guy at the January Panel was £2000 to assist with the launch of a new community magazine in Haywards Heath. Words Guy have subsequently approached the Council and informed us that the project has now stalled until October/November this year so the money will not be required until then. With this being the case it is recommended that the Grant to Words Guy is rescinded as it will be outside of the time limitations.

All ten applications have been assessed against the criteria of delivering wider outreach, assisting with the delivery of new business lines, enabling more employees to be taken on, and delivery of community benefit. Each business has also passed the due diligence checks carried out by the Business Liaison Officer.

The Microbusiness grants which are recommended for consideration and approval by the Panel are set out below:-

Microbusiness Grants

Organisation	Purpose for which award is sought	Award Requested	Award Suggested
Insideout Home and Garden Improvements	Website relaunch and new marketing push	£2,000	£2,000
Premier Marketing	Apprentice	£1,500	£1,500
RT Architectural Services	Website revamp	£550	£550
Paper Plus	Create online and social media presence	£2,000	£2,000
Aquapax	Online presence and digital marketing	£2,000	£2,000
See-Me-Go	Specialist equipment	£1,500	£1,500
Sussex Pages	Secure a local PR agency	£1,000	£1,000
Beautiful	Computerise booking and client records system	£2,000	£2,000
The Horse Drawn Carriage Company	Purchase of a horse-drawn hearse	£2,000	£2,000
Raising the Barre	Purchase of additional equipment, website build and marketing drive	£2,000	£2,000
Total		£16,550	£16,550

During consideration of all the grants presented, the Panel raised a number of points which the Programme Manager clarified.

In relation to Premier Marketing it is recommended that consideration of this application be held over to the next Cabinet Grants Panel to allow for completion of the necessary due diligence checks.

The Panel were happy to support the application by Insideout Home and Garden Improvements to support a rebranding and advertising campaign, including the relaunch of a website and development of a new logo.

In relation to the application from Premier Marketing a Member stated that he hoped that the award could be made once the due diligence checks had been completed.

The Panel were happy to support the application from RT Architectural Services in order to allow for the redesign of the website to make it more user friendly and professional.

The Panel were also happy to support the application from Paper Plus to increase functionality of the existing website, develop a more proactive online and social media presence and to enhance marketing activity in order to boost sales. If sales were to increase then there is a potential for further employment to be created. It was agreed by the Panel that it was important to remain interactive and keep an up to date online presence.

The Panel were also happy to support the application from Aquapax who provide water packaging that is wholly biodegradable. The money would be used to deliver a digital marketing campaign, including a professional online presence in order to increase the number of channels it can market its products through and therefore reach more customers. Members noted that the product was environmentally friendly

and the health benefits of packaging that did not leach chemicals is desirable, furthermore the company supports local events.

The Panel were also keen to support the application from See-Me-Go which is a start-up business that aims to deliver fashionable reflective clothing for runners, cyclists and pedestrians. Whilst there is an element of risk in terms of timeframe it was hoped the timescale proposed could be met and the safety aspect of the products was a positive.

The Panel were also supportive of Sussex Pages (Net XP) it was noted that this is the first application on the Agenda that had been received from one of the villages and helping to grow the economy in rural areas was vitally important.

The Panel acknowledged the importance of client records being kept efficiently and were supportive of the request from Beautiful, a beauty salon in Hurstpierpoint. The Grant money would assist in the purchase of a computer and specialist software to allow bookings to be taken electronically.

The Panel were supportive of the application from the Horse Drawn Carriage Company and recognised that this was a logical growth area for the company. It was noted that the company currently restricts itself to a six mile radius and the business may wish to consider the radius or the purchase of a trailer in order to allow the radius covered to be extended. The nearest crematorium is at Worth in Crawley and would fall outside the current 6 miles.

The Panel were supportive of the application received from Raising the Barre which provides fitness classes such as ballet and dance classes. The Grant would support the purchase of additional equipment along with the development of a website and marketing campaign.

RESOLVED

That:-

- 1) The grant of £2,000 originally awarded to Words Guy in January be rescinded following the applicant informing the Council that timescales for the project had slipped and it was now unlikely to complete within the required period.
- 2) That the application from Premier Marketing be considered at the next Cabinet Grants Panel, once due diligence checks had been undertaken.
- 3) A Microbusiness 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.
- 4) A grant of £550 is awarded to RT Architectural Services to assist with the redesign of their website.
- 5) A Microbusiness grant of £2000 is awarded to Paper Plus to support the delivery of an improved website, marketing activities and social media presence.

- 6) A Microbusiness grant of £2000 is awarded to Aquapax (Just Drinking Water Ltd) to support the delivery of a digital marketing campaign and professionally managed online presence.
- 7) A Microbusiness grant of £1500 is awarded to See-Me-Go to support the delivery of professional photographs and the purchase of specialist equipment and materials.
- 8) A Microbusiness grant of £1000 is awarded to Sussex Pages (Net XP) to support the recruitment of a PR agency.
- 9) A Microbusiness 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.
- 10) A Microbusiness grant of £2000 is awarded to the Horse Drawn Carriage Company to support the purchase of a horse drawn hearse.
- 11) A Microbusiness 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.

Chairman.