

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Marketing campaign
Applicant:	Bright Light Film
Type of business:	Production of video testimonials
Grant Request to MSDC	£1,425
Total project cost:	£2,850

Summary of project proposal and aims:

To enter into a six-month contract for Pay Per Click advertising to promote growth and a larger client base.

Background

Bright Light Film is a business based in Haywards Heath that specialises in the production of video testimonials. The business works with its clients to create testimonials for use on websites or promotional campaigns. Bright Light Film Ltd would like grant funding to enter into a six-month contract for a Pay Per Click advertising campaign. The revenue stream generated via this will help to outsource more of the business' activities to generate new leads and increase turnover and profit. The business also has future plans to hire a videographer and to rent a business space.

How does the project meet the stated criteria?

Delivering wider outreach – The advertising campaign will hope to generate a larger clientbase.

Assisting with delivery of new business lines – The ability to outsource business activities will lead to an ability to grow the business and the services it can provide.

Enabling more employees to be taken on – the business plans to use revenue generated to hire additional staff.

Delivering community benefit – Bright Light Film have stated any outsourced activities would be kept within Mid Sussex

Officer evaluation of the project

Bright Light Film fit the criteria of a micro-business with one full 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 new business lines and hire new staff members. 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 £1,425 is awarded to Bright Light Film to support implementation of a Pay Per Click scheme.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New computer and printer
Applicant:	Gore Property Services Ltd
Type of business:	Management of construction contracts.
Grant Request to MSDC	£1,500
Total project cost:	£3,000

Summary of project proposal and aims:

The purchase of a computer and printer capable of printing A3 sizes in order to better meet the needs of clients.

Background

Gore Property Services Ltd aids clients with construction contracts. This is done via helping clients put together specifications and tenders for building projects, appointing builders with appropriate contacts, and then managing the progress of the projects. Gore Property Services Ltd would like grant funding to help purchase a new printer and computer in order to print A3 documents such as plans and drawings. This service currently has to be outsourced.

How does the project meet the stated criteria?

Delivering wider outreach – the ability to print these documents will help the business better meet the needs of clients and therefore expand their client base. The associated computer will allow the business' website to be developed also, further increasing clientbase.

Assisting with delivery of new business lines – more services can be offered as a result of being able to print off plans, rather than having to pay to outsource this. One such service is a 'Sketch-Up' programme which provides mock-ups for potential projects.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Gore Property Services Ltd fit the criteria of a micro-business with one full 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 implement a more effective approach to customer needs 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 £1,500 is awarded to Gore Property Services Ltd to support the purchase of a new printer and associated computer.

Micro-business Grants Scheme

Town:	Mid Sussex wide
Project:	New website and computer
Applicant:	Designs by Sussex Landscape
Type of business:	Traditional Landscaping
Grant Request to MSDC	£700
Total project cost:	£1,400

Summary of project proposal and aims:

The purchase of a new computer and the development of a website where none currently exists.

Background

Designs by Sussex Landscape is a business that specialises in traditional Sussex craftsmanship such as flint work and dry stone walkways. The business has recently been offered membership into the Association of Professional Landscapers, however have been advised that they are in great need of a new website and computer in order to enter a wider market. Designs by Sussex Landscape would therefore like grant funding to purchase a new computer and aid in the development of a new website. The computer will also allow the business to begin producing other useful documentation such as contacts.

How does the project meet the stated criteria?

Delivering wider outreach – a website will allow the business to display a portfolio of projects and advertise to prospective clients; replacing a reliance on social media, allowing the business to generate a wider client base.

Assisting with delivery of new business lines – a computer will allow the business to produce professional contracts, safety documentation and research new products.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Designs by Sussex Landscape fit the criteria of a micro-business with three full time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The project will allow the business to better promote itself 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 £700 is awarded to Designs by Sussex Landscape to assist in the purchase of a new computer and website.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Promotion Campaign
Applicant:	Define Hospitality
Type of business:	Corporate Hospitality
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

Commission of a series of promotional videos

Background

Define hospitality is a business in its first year which offers the management of corporate hospitality events for its clients. During the business's preliminary growth it has relied on word of mouth to generate a client base. Define Hospitality have therefore asked for grant funding for the commission of a series of promotional videos which cover a range of topics regarding corporate hospitality. These videos will be used to not only promote the business but also inform companies of topics such as industry trends in corporate hospitality. The videos will be in the form of interviews with high profile clients.

How does the project meet the stated criteria?

Delivering wider outreach – the videos will be posted on the company's website and social media to promote the business to a wider audience

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – not applicable

Delivering community benefit – the videos will also benefit other small companies in similar fields through the advice in the topics covered.

Officer evaluation of the project

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

The grant funding will support the commission of a series of promotional videos and enable Define Hospitality reach a wider 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 £2,000 is awarded to Define Hospitality to support the commission of a series of promotional videos.

Micro-business Grants Scheme

Town:	Mid Sussex wide
Project:	New staff member
Applicant:	CKG OT
Type of business:	Occupational Therapy
Grant Request to MSDC	£2,000
Total project cost:	£5,200

Summary of project proposal and aims:

Employment of a new part-time staff member to aid in administrative work.

Background

CKG OT is run by an independent occupational therapist. Her work involves the assessment and treatment of children and adults with a wide range of disabilities. Most of her time is spent with clients however a lot of time is also spent on administrative work such as report and case note writing. CKG OT is asking for grant funding to help employ a part time administrative assistant who will help with the administrative work to give the director more time to develop her business and the services she is able to provide.

How does the project meet the stated criteria?

Delivering wider outreach – an administrative assistant will allow CKG OT the time to take on more clients as a result.

Assisting with delivery of new business lines – an administrative assistant will allow CKG OT the chance to take on new lines of work such as becoming a freelance case manager.

Enabling more employees to be taken on – 1 extra employee will be taken on as a result of this grant.

Delivering community benefit – the candidate for employment CKG OT has lined up is a Mid Sussex resident looking to return to work.

Officer evaluation of the project

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

The grant funding will support hiring of a new member of staff. 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 CKG OT to support employment of a new member of staff.

Micro-business Grants Scheme

Town:	Scaynes Hill
Project:	Apprentice
Applicant:	Neil Smith Home Transformations
Type of business:	Construction
Grant Request to MSDC	£1,500
Total project cost:	£5,000

Summary of project proposal and aims:

Recruitment of an apprentice to assist on building projects

Background

Neil Smith Home Transformations deliver a wide range of services within home improvement. The business was accepted last year for a grant for an apprentice, however, this grant timed out as the apprentice due to start pulled out at a late stage. Neil Smith Home Transformations are asking for grant funding to assist in the recruitment of an apprentice in order to take on more work.

How does the project meet the stated criteria?

Delivering wider outreach – the addition of an apprentice will allow the business to take on a larger client base due to being able to manage a larger workload.

Assisting with delivery of new business lines – not applicable.

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

Neil Smith Home Transformations fit the criteria of a micro-business with one 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 an apprentice to assist with the delivery of projects (particularly carpentry). This meets the overall aim of the grant programme (assisting microbusinesses to recruit apprentices) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1,500 is awarded to Neil Smith Home Transformations to support the recruitment of an apprentice.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New products and website
Applicant:	The Jonathan Lea Network
Type of business:	Legal Services
Grant Request to MSDC	£2,000
Total project cost:	£16,500

Summary of project proposal and aims:

The creation of new legal products and a new website to co-ordinate this content.

Background

The Jonathan Lea Network is a small team of solicitors that provide legal services for a range of clients across the UK and worldwide. They focus on small owner managed businesses. The Jonathan Lea Network are asking for grant funding to assist in the redesign of their website, as part of a larger project. This project entails the creation of an online portal which will give people access to over 100 legal products for download, such as template contracts and legal documents.

How does the project meet the stated criteria?

Delivering wider outreach – the development of this project will allow the applicant to deliver to a wider client base.

Assisting with delivery of new business lines – the project will deliver new business lines directly through the creation of new services.

Enabling more employees to be taken on – the expected growth of the business will require the employment of new staff in order to manage this growth.

Delivering community benefit – not applicable

Officer evaluation of the project

The Jonathan Lea Network fits the criteria of a micro-business with two full time employees and one 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 growth of the company through the creation of a new website that will manage an ambitious growth project. 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 the Jonathan Lea Network to support the redesign of their website.