

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New product launch
Applicant:	Just Drinking Water Ltd
Type of business:	Sale of drinking water
Grant Request to MSDC	£2,000
Total project cost:	£10,000

Summary of project proposal and aims:

To aid in the launch of a new product; 1litre paper packaged water.

Background

Just Drinking Water Ltd is a business based in Haywards Heath, which produces and distributes bio-degradable, eco-friendly, paper packaged water; Aquapax. The business distributes throughout the UK and parts of Europe, with a hope to begin distributing in the USA. Just Drinking Water Ltd would like grant funding in order to help launch their new 1litre size product. The business is confident that there is sufficient demand for their product, having received requests following a digital mock-up they produced. The grant funding would aid in the development of the artwork and print of the package.

How does the project meet the stated criteria?

Delivering wider outreach – A new product will allow the business to reach a wider customer base

Assisting with delivery of new business lines – A new product will be created and distributed as a direct result of grant funding

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Just Drinking Water Ltd fit the criteria of a micro-business with two full time employees and three 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 deliver new business lines and develop a wider outreach. 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 Just Drinking Water Ltd to support the launch of a new product.

Micro-business Grants Scheme

Town:	Lindfield
Project:	New website and social media development
Applicant:	Dynamic Music Distribution Ltd
Type of business:	Wholesale and distribution of music accessories.
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

The development of a social media strategy and website to reach a wider client base.

Background

Dynamic Music Distribution business ran by a single person, which has only recently started trading. They specialise in the distribution of guitar accessories. The business is currently the exclusive UK distributor of three, high quality, brands, and is hoping to soon acquire a fourth. The demand from retailers to Dynamic Music Distribution is high, and is therefore asking for grant funding in order to develop their website and social media presence. This will allow the business to better manage demand and maintain momentum. Improvement to their social media presence will be done through the help of specialist advice in hope to learn how to better market via these channels. The new website will include a better system to manage orders.

How does the project meet the stated criteria?

Delivering wider outreach – a new website and improved social media presence will allow the business to reach a wider audience.

Assisting with delivery of new business lines – an improved social media presence will allow Dynamic Music Distribution to better promote brands and gauge interest from retailers, in order to later stock them.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Dynamic Music Distribution 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 social media strategy and better manage orders online. 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 Dynamic Music Distribution Ltd to support a new website and social media improvements.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	IT improvements/overhaul
Applicant:	Fun Pots Ltd
Type of business:	Pottery Painting
Grant Request to MSDC	£5,000
Total project cost:	£2,000

Summary of project proposal and aims:

On overhaul of existing administration systems to more up to date IT systems. In regards to payment and order processing, website and inventory management.

Background

Fun Pots Ltd is a pottery painting studio located in Haywards Heath. The business allows customers to choose and paint their own pottery within the studio, while also doing personalised commission pieces by order. Currently the studio processes all orders and stock using a paper based system. Fun Pots Ltd are therefore asking for grant funding in order to undertake a complete overhaul of their systems, including: replacing manual systems with database software, purchasing new tills, replacing their outdated website, developing systems which automatically alert customers when their orders are ready. The grant will also go toward the purchase of a card reader, allowing the business to take card payments while off-site, rather than a reliance on cash payment.

How does the project meet the stated criteria?

Delivering wider outreach – a website will allow the business to better display their services to potential customers. Better IT systems will allow Fun Pots Ltd to manage an increased client base.

Assisting with delivery of new business lines – a portable card reader will allow the business to attend more events externally, developing the services they offer.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Fun Pots Ltd fit the criteria of a micro-business with one full time employee and seven 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 business to better manage its services and increase its client base through a new website. 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 Fun Pots Ltd to assist in the improvement of IT systems.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New product development and website
Applicant:	InsideOut Home and Garden Improvements
Type of business:	Landscaping
Grant Request to MSDC	£5,475
Total project cost:	£2,000

Summary of project proposal and aims:

Development of a new product (Green Walls) and an updated website.

Background

InsideOut Home and Garden Improvements Ltd are a landscaping business based in Haywards Heath, who also provide services such as decorating and interior design. The landscaping industry has become crowded recently and the business feels they can develop a product that would be uniquely provided by them within the area. Green walls not only make excellent use of space but also have substantial environmental benefits. InsideOut Home and Garden Improvements Ltd are therefore looking for grant funding in order to develop this product. In addition to this, the grant will also help fund website improvements for the business, as the current site is out of date and can be updated to reflect the progress the business has done in regards to quality of service.

How does the project meet the stated criteria?

Delivering wider outreach – a new product line will allow the business to target a wider potential customer base.

Assisting with delivery of new business lines – the project will directly support the delivery of a new business line.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

InsideOut Home and Garden Improvements fits the criteria of a micro-business with three 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 development of a new product and website. 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 InsideOut Home and Garden Improvement to support the development of a new product and website

Micro-business Grants Scheme

Town:	Burgess Hill
Project:	Marketing Campaign
Applicant:	Aureo Group
Type of business:	Office Services
Grant Request to MSDC	£2,000
Total project cost:	£8,938

Summary of project proposal and aims:

Undertaking a telemarketing campaign to increase potential customers.

Background

The Aureo Group are a business specialising in the supply of products to offices, the main focus of the business is the provision of Coffee machines, however they also provide office plants and breakout furniture. The Aureo Group are looking to grow and expand their business through data collected through a telemarketing campaign, and are therefore seeking grant funding to support this. This campaign will involve hiring an external marketing company along with the addition of two new internal staff dedicated to marketing.

How does the project meet the stated criteria?

Delivering wider outreach – data collected from the campaign will help to develop more customers and sales for the business.

Assisting with delivery of new business lines – not applicable.

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

Delivering community benefit – not applicable.

Officer evaluation of the project

CKG OT fits the criteria of a micro-business with five 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 hiring of two new members of staff and develop the customer base of the 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 the Aureo Group to support a telemarketing campaign.

Micro-business Grants Scheme

Town:	Burgess Hill
Project:	New Equipment
Applicant:	Press Start 2 Join
Type of business:	Entertainment/Leisure
Grant Request to MSDC	£2,000
Total project cost:	£5,000

Summary of project proposal and aims:

Develop website and expand Virtual Reality portfolio.

Background

Press Start 2 Join is a business which specialise in providing video gaming experiences and events to a range of organisations and individuals. The business both hires out equipment and takes equipment to venues to assist with events. Press Start 2 Join are looking to expand the work they do with schools, in regards to using virtual reality (VR) systems to support the education curriculum. VR systems can be used to create experiences otherwise inaccessible (I.e. virtual safari) or to develop team building exercises. The business has already had success with these events in schools such as Burgess Hill Academy. Press Start 2 Join are therefore looking for grant funding to purchase new VR systems and to develop their website to better co-ordinate their business going forward.

How does the project meet the stated criteria?

Delivering wider outreach – the development of a website and acquisition of new VR systems will allow Press Start 2 Join to cater to a wider client base.

Assisting with delivery of new business lines – this project directly supports the implementation of a new business line.

Enabling more employees to be taken on – grant funding will allow the business to take on more staff and allow the current staff to work full time.

Delivering community benefit – the project will bring community benefits via the development of already existing events which the business organises.

Officer evaluation of the project

Press Start 2 Join fit the criteria of a micro-business with only two 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 growth of the company through the development of a website and the growth of their portfolio. 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 Press Start 2 Join to support the development of their business services.

Micro-business Grants Scheme

Town:	Crawley Down
Project:	Apprentice and new van
Applicant:	A.S.L Carpentry and Construction
Type of business:	Construction
Grant Request to MSDC	£3,500
Total project cost:	£4000 + Apprentice Costs

Summary of project proposal and aims:

The appointment of an apprentice and the purchase of a new branded van in order to better serve clients and advertise the business

Background

A.S.L Carpentry and Construction is a business which offers carpentry and construction services, along with also offering project management for construction projects. The business is looking to hire an apprentice to help with jobs and allowing them to take on larger projects. Last year A.S.L Carpentry and Construction were awarded a grant for an apprentice and the development of a website and company clothing, however the apprentice left after only 4 months. This was due to the apprentice not enjoying the field of work. As a result the business has had more involvement with the apprentice to ensure the same problem does not arise, including having already worked some 'trial' days with them. In addition to this A.S.L Carpentry and Construction are seeing grant funding to assist with the purchase of a new van, this is due to the current vehicle being too small and causing problems with moving equipment. The van will also have company branding applied to increase advertisement and visibility of the business.

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 due to an additional staff member resulting in the ability to take on larger projects.

Assisting with delivery of new business lines – an apprentice will allow the business to take in new lines of work previously constrained.

Enabling more employees to be taken on – an apprentice will be taken on as a direct result of the grant.

Delivering community benefit – not applicable

Officer evaluation of the project

A.S.L Carpentry and Construction fits the criteria of a micro-business with only 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 along with the purchase of a new company van, both of which will allow the company to secure and take on more work. This meets the overall aim of the grant programme (supporting the growth of microbusinesses and assisting microbusiness to recruit apprentices) and is therefore an appropriate project to receive support

Recommendation

That a grant of £3,500 is awarded to A.S.L Carpentry and Construction to support the appointment of an apprentice and the purchase of a new van.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Website and marketing strategy
Applicant:	Cullen Scholefield Ltd
Type of business:	HR & Management Consultancy
Grant Request to MSDC	£2,000
Total project cost:	£6,000

Summary of project proposal and aims:

To develop their website, marketing strategy and social media plan in order to better grow the business.

Background

Cullen Schofield Ltd is a consultancy which specialise In management, HR, HR development. The company also focus on the provision of training services and qualifications to assist businesses. The managing director of the company is an ex chair of the Haywards Heath Business Association. The company has identified that they are beginning to be known more for the provision of qualifications over their main work of consultancy. Due to this they have identified work that can be done in order to better promote their services. Cullen Scholefield Ltd is therefore looking for grant funding in order aid the development their website and the creation of a marketing and social media strategy. Both projects will require outside support. Their intention is to buy in this support and then once the company know how best to promote themselves, they will look to hire a part time member of staff to implement these strategies.

How does the project meet the stated criteria?

Delivering wider outreach – the promotion of their available products will lead to more work being taken on and a website will help manage this.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the project will lead to the creation of one new, part-time, position within the company.

Delivering community benefit – not applicable

Officer evaluation of the project

Cullen Scholefield Ltd fit the criteria of a micro-business with 4 full-time 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 growth of the company through the development of their website and marketing strategy. 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 Cullen Scholefield Ltd to aid in the development of a new website and the development of a new marketing strategy.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Product development
Applicant:	Local Edge Ltd
Type of business:	Digital Marketing
Grant Request to MSDC	£2,000
Total project cost:	£5,000

Summary of project proposal and aims:

To develop products and a website that will aid small businesses in taking steps to become GDPR compliant.

Background

Local Edge Ltd are a digital marketing company which helps businesses with a range of services such as website developments, marketing strategies and paid advertising. They have identified that many small businesses do not have the ability, or funding for legal fees and consultants in order to become policy compliant, following the implementation of the General Data Protection Regulation. As a result of this, Local Edge Ltd are seeking grant funding to be able to develop a service which will allow them to help small businesses develop a solution to this. This solution will be in the form of a series of online form questions to determine the businesses requirements to then tailor a legally compliant policy and update their websites etc. accordingly. In order to do this Local Edge Ltd will use the grant funding in order to bring in a developer to create the necessary software for the project.

How does the project meet the stated criteria?

Delivering wider outreach – not applicable

Assisting with delivery of new business lines – grant funding will directly create new business line for Local Ede Ltd

Enabling more employees to be taken on – not applicable

Delivering community benefit – is successful, the project will benefit many small businesses in Mid Sussex. Local Edge Ltd is also looking to hire a local developer for the project.

Officer evaluation of the project

Local Edge Ltd fit the criteria of a micro-business with only 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 growth of the company through the development of this new product. 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 Local Edge Ltd to aid in the development of a product to aid small businesses with policy compliance.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Training Courses
Applicant:	Words Guy Ltd
Type of business:	Media/Communications
Grant Request to MSDC	£365
Total project cost:	£730

Summary of project proposal and aims:

To attend a number of training courses to be able to deliver video production and voice over services.

Background

Words Guy Ltd is run by a single individual, working as a professional copywriter, creating content for national and international companies. He has recently noted that there has been a growing demand for services that go beyond traditional copywriting; these are services which he currently has to outsource. One such service he has identified is voice over work. Words Guy Ltd is therefore seeking grant funding to be able to attend a series of training courses and workshops to be able to be able to take on this type of work. This will generate new business for the company.

How does the project meet the stated criteria?

Delivering wider outreach – A new business service will allow Words Guy Ltd to reach a wider client base.

Assisting with delivery of new business lines – grant funding will directly create new business line for Words Guy Ltd.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Words Guy Ltd fit the criteria of a micro-business with only 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 growth of the company through the development of a new business service. 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 £365 is awarded to Words Guy Ltd to aid in the payment for training courses to be able to offer a new business service to clients.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New equipment
Applicant:	Conquest Hard Landscaping
Type of business:	Landscaping design & build
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

To purchase new equipment to aid the business: a Zip Level, drone and signage/security for the company's van.

Background

Conquest Hard Landscaping is a design and build landscaping company which undertake work all across Sussex. They offer a wide range of services to their clients and have won a number of awards for their work. The company recently featured a build at the Royal Horticultural Show. Conquest hard landscaping realise the need to promote their work better on social media and website, therefore they are seeking grant funding to purchase a drone which will enable them to take better and higher quality photos of their work. The grant will also help to fund a Zip Level, allowing them to better survey project areas, and signage/better security for recently purchased vehicles.

How does the project meet the stated criteria?

Delivering wider outreach – a better visual portfolio of work will allow Conquest Hard Landscaping to better promote their company to potential clients.

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

Conquest Hard Landscaping 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.

The grant funding will support the growth of the company through the better advertisement of their work and improved speed of installation. 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 Conquest Hard Landscaping to aid in the purchase of new equipment and signage.

Micro-business Grants Scheme

Town:	Ashurst Wood
Project:	Advertisement and new laptop
Applicant:	Dennise Rathbone Ltd
Type of business:	Psychotherapy and Counselling
Grant Request to MSDC	£808.50
Total project cost:	£1617

Summary of project proposal and aims:

To increase client base through advertisement in local magazines and to purchase a new laptop to increase work efficiency.

Background

The applicant works as a private Psychotherapist and Counsellor, and has recently started working out of the Acorn Therapy Clinic in Ashurst Wood. She has focused primarily on advertisement in the Forest Row area so far however wishes to now expand that by advertising in publications in the East Grinstead area. The applicant would also like to purchase a new laptop in order to better manage workloads and work with a more robust system when managing client data, to better comply with new General Data Protection Regulations. Dennise Rathbone Ltd is therefore seeking grant funding to aid in advertisement fees or the RH uncovered magazine and East Grinstead living Magazine, along with the purchase of a new laptop.

How does the project meet the stated criteria?

Delivering wider outreach – advertisement over a wider area will allow Dennise Rathbone Ltd to generate a larger client base.

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

Dennise Rathbone Ltd fit the criteria of a micro-business with only 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 growth of the company through the better advertisement of their work. 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 £808.50 is awarded to Dennise Rathbone Ltd to aid in advertisement costs and the purchase of a new laptop.

Micro-business Grants Scheme

Town:	Ardingly
Project:	Developing services
Applicant:	Cater & Co. The Social Kinetic
Type of business:	Change Management
Grant Request to MSDC	£2,000
Total project cost:	£5,800

Summary of project proposal and aims:

To develop a range of Engagement/consultation training and support services and to develop a dedicated website in order to advertise the scheme.

Background

Cater & Co. The Social Kinetic are a company which currently provides a range of consultancy and research services, mostly to the public sector. They have an office in Mid Sussex and London. They are committed to only working on projects that generate a social benefit. Cater & Co. The Social Kinetic are seeking grant funding in order to develop a range of services under the brand The Engagement Academy, these will be designed to build engagement and consultation skills and understanding in both the public and private sectors. They will provide training in these areas and aid clients in the design of relevant strategies, plans, tools and methodologies. The creation of this project is likely to generate two positions within the company. The company are also looking to develop their website in order to create a dedicated space for this project.

How does the project meet the stated criteria?

Delivering wider outreach – an improved website will allow Cater and Co. The Social Kinetic to reach a larger client base.

Assisting with delivery of new business lines – a new business line will be created directly through the implementation of this project

Enabling more employees to be taken on – two new positions will be created as a result of this project.

Delivering community benefit – not applicable

Officer evaluation of the project

Cater & Co. The Social Kinetic fit the criteria of a micro-business with two full-time employees and two 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 implementation and advertisement of a new business 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 £2,000 is awarded to Cater & Co. The Social Kinetic to aid in the development of their services.