
12 July 2019

PLEASE NOTE START TIME OF MEETING

Dear Councillor,

A meeting of **CABINET GRANTS PANEL** will be held in the **COUNCIL CHAMBER** at these offices on **MONDAY, 22ND JULY, 2019 at 4.30 pm** when your attendance is requested.

Yours sincerely,
KATHRYN HALL
Chief Executive

A G E N D A

	Pages
1. To note Substitutes in Accordance with Council Procedure Rule 4 - Substitutes at Meetings of Committees etc.	
2. To receive apologies for absence.	
3. To receive Declaration of Interests from Members in respect of any matter on the Agenda.	
4. To confirm the Minutes of the Meeting of the Panel held on 18 June 2019.	3 - 14
5. To consider any items that the Chairman agrees to take as urgent business.	
6. To receive representations from Members of the Council on the applications.	
7. Microbusiness Grants Scheme.	15 - 48
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To: **Members of Cabinet Grants Panel:** Councillors N Webster (Chair), S Hillier (Vice-Chair) and J Belsey

**Minutes of a meeting of Cabinet Grants Panel
held on Tuesday, 18th June, 2019
from 4.30 pm - 6.19 pm**

Present: N Webster (Chairman)
S Hillier (Vice-Chair)

J Belsey

1. ELECTION OF CHAIRMAN

Councillor Hillier nominated Councillor Webster as Chairman of the Panel and this was seconded by Councillor Belsey. There were no further nominations and Councillor Webster was duly elected.

RESOLVED

Councillor Webster be elected Chairman of the Cabinet Grants Panel for 2019/20.

2. ELECTION OF VICE-CHAIRMAN

The Chairman nominated Councillor Hillier as Vice-Chairman and this was seconded by Councillor Belsey. There were no further nominations.

RESOLVED

Councillor Hillier be elected Vice-Chairman of the Cabinet Grants Panel for 2019/20.

**3. TO NOTE SUBSTITUTES IN ACCORDANCE WITH COUNCIL PROCEDURE
RULE 4 - SUBSTITUTES AT MEETINGS OF COMMITTEES ETC.**

There were no substitutes as all Members were present.

4. TO RECEIVE APOLOGIES FOR ABSENCE.

None as all Members were present.

**5. TO RECEIVE DECLARATION OF INTERESTS FROM MEMBERS IN RESPECT OF
ANY MATTER ON THE AGENDA.**

Councillor Hillier declared a personal interest in the Microbusiness Grant Scheme application from Bright Light Film Ltd as he is a member of the Haywards Heath Business Association and the business is also a member. He also declared a personal interest in the release of S106 Developer Contributions for the Burgess Hill Place and Connectivity Programme as he is a Member of West Sussex County Council. He confirmed that he would remove himself from the discussion and voting on both items.

Councillor Webster declared a personal interest in the Microbusiness Grant Scheme application from Everest Events as he is a member of the East Grinstead Business

Association and the business is also a member. He confirmed that he would remove himself from the discussion and voting on the item.

6. TO CONFIRM THE MINUTES OF THE MEETING OF THE PANEL HELD ON 16 APRIL 2019

The Minutes of the meeting of the Committee held on 16 April 2019 were approved as a correct record and signed by the Chairman.

7. TO CONSIDER ANY ITEMS THAT THE CHAIRMAN AGREES TO TAKE AS URGENT BUSINESS.

The Chairman has no urgent business.

8. TO RECEIVE REPRESENTATIONS FROM MEMBERS OF THE COUNCIL ON THE APPLICATIONS.

The Chairman confirmed that he had received a representation from Councillor Robert Salisbury, expressing strong support for the Facility Grant application from Haywards Heath Rugby Football Club.

9. UTILISATION OF NEW RIVER RETAIL FUNDS FOR THE RELOCATION OF GROUPS AFFECTED BY THE TOWN CENTRE DEVELOPMENT PROGRAMME

Rob Anderton, Divisional Leader for Commercial Services & Contracts, introduced the report which requested the release of funds from the Martlets Relocation Specific Reserve relating to the closure of Martlets Hall and to consider a request from Burgess Hill Theatre Club and Clair Hall.

Burgess Hill Theatre Club used to stage annual pantomimes at Martlets Hall however this year the family pantomime will be held at Burgess Hill Girl's School. In order to enable this to happen, the Club will be required to pay £520 for a screen to project scenes onto and also to allow for banners to be located outside the venue informing visitors where to park near to the venue. Similarly, Clair Hall now provides a venue for Burgess Hill Musical Society performances which require fly bars and associated winches, pulleys, clamps and steel wire rope for their scenery and lighting. The total cost of the supply and installation of this equipment is £12,500.

Organisation	Summary of bid	Amount requested
Burgess Hill Theatre Club	Costs associated with staging their annual pantomime at Burgess Hill Girls School	£ 520
Clair Hall	Provision and installation of fly bars, winches, pulleys, clamps and steel wire rope for scenery and lighting.	£12,500
Total Requested		£13,020

The Chairman sought clarification that this fund had been negotiated between NewRiver and Mid Sussex District Council to cover a Mid Sussex District Council owned asset. This was confirmed.

The Vice-Chairman sought further information on applications similar to the applications provided in the report.

The Divisional Leader for Commercial Services & Contracts confirmed that- among other bids- the fund has been used to support Sussex Gymnastics Club to move to the Triangle, University of the Third Age to move to St Andrews Church and the Burgess Hill History Society to save the mosaic wall in the hall.

A Member noted that Clair Hall is a recipient of the grant. He sought clarification on whether the grant is for Clair Hall or the Burgess Hill Musical Society.

The Divisional Leader for Commercial Services & Contracts explained that the request for funding came from Places Leisure, who manage Claire Hall on behalf of the Council; however it was specifically for the facilitation of the Burgess Hill Musical Society who needed to move.

The Chairman expressed the importance of supporting organisations that have been required to move due to the Burgess Hill Town Centre Redevelopment.

Members were supportive of the application.

RESOLVED

The Cabinet Grants Panel agreed that:

1. £520 be released from Martlets Relocation Specific Reserve and granted to Burgess Hill Theatre Club to cover the costs associated with staging their annual pantomime at Burgess Hill Girls School.
2. £12,500 be released from Martlets Relocation Specific Reserve and granted to Clair Hall, on behalf of Burgess Hill Musical Society, for the provision and installation of fly bars, winches, pulleys, clamps and steel wire rope for scenery and lighting.

10. RELEASE OF S106 DEVELOPER CONTRIBUTIONS FOR THE BURGESS HILL PLACE AND CONNECTIVITY PROGRAMME.

[Councillor Hillier removed himself from the meeting at 4:40]

Nathan Spilsted, Strategic Development Project Manager, introduced the report which sought approval for Mid Sussex District Council to transfer earmarked Section 106 developer contributions to West Sussex County Council (WSSCC) to facilitate the delivery of the agreed projects within the Burgess Hill Place and Connectivity Programme. He drew Member's attention to Paragraph 4 of the report which outlined the sources of funding for the project. He explained that the approach to transfer the sums to WSSCC was proposed as it would aid the scheme's delivery by negating the need for individual requests for the release of required S106 funds whilst the multi-stage projects progress and by simplifying Programme governance.

A Member felt it very sensible that the Council supports an important aspect of the scheme which feeds in to the Burgess Hill Growth Plan.

The Chairman felt reassured by the governance structure in place to deliver the Plan and the £10.92m funding already secured from Local Growth Funding.

Members were supportive of the application.

RESOLVED

The Cabinet Grants Panel agreed that:

1. £84,376.69 Total Access Demand and £401,391.61 Local Community Infrastructure S106 contributions for Burgess Hill totalling £485,768.30 be transferred to WSCC to facilitate delivery of projects within the Place and Connectivity Programme; and that £134,322 of S106 contributions held at WSCC originally transferred for improvements to St. Wilfred's Bridge is now approved to facilitate delivery of projects within the Place and Connectivity Programme on the signing of the Place and Connectivity Partnership Agreement between MSDC and WSCC.

[Councillor Hillier returned to the discussion at 4:50]

11. STORE FRONT GRANT SCHEME

William Hawkins, Economic Development Officer, introduced the report which presented the first applications for the Storefront Improvement Grant Scheme. The purpose of the scheme was to support independent retailers through the provision of grants in order to improve the physical appearance of their high street stores. These projects can range from redecoration to new or replacement physical features such as signage and awnings

The Storefront Improvement Grants which was recommended for consideration and approval by the Panel is set out below:-

Organisation	Purpose for which award is sought	Award requested	Award suggested
David Foreman Carpets Ltd	Redecoration and new signage	£1,950	£1,950
Decorus London Ltd	Redecoration and repairs	£2,000	£2,000
Total			£3,950

The Economic Development Officer presented the application from Decorus London Ltd who sought the grant to complete a redecoration and repair of the existing storefront.

A Member sought clarification on a differences contained in the report, specifically whether the grant is sought for a complete redecoration of the storefront or whether if it will be used to add a layer of paint to the existing storefront.

The Economic Development Officer explained that some sections of the storefront have become dilapidated and require new wooden panelling however there are some sections of the storefront that only require a new coat of paint.

Members were supportive of both Storefront Grant applications.

The Chairman noted Paragraph 6 of the report and sought the opinions of Members on how to approach the matter of the scheme's unallocated funding.

The Vice-Chairman believed that it would be best to continue to offer the scheme to the businesses in the area and then, if unallocated after 6 months, promote the scheme to other areas in the District.

A Member enquired whether the East Grinstead Business Association has been contacted.

Mark Healy, Regeneration and Economy Programme Manager, explained that there was concerns raised before the scheme started that open-bidding would dilute the impact of the scheme; the view that was arrived at was a focus on one area. He confirmed that the team did seek to engage with the Town Council and the Business Association however those who were spoken to were not engaged with businesses in the retail sector.

The Member expressed that he was happy to see the unallocated funding rolled over until everyone sees the benefit of the scheme.

The Vice-Chairman questioned whether there would be the possibility of match-funding grants.

The Regeneration and Economy Programme Manager clarified that West Sussex County Council would have to agree any measure of flexibility to the scheme.

The Chairman expressed support for rolling over the unallocated funding to the next round of funding for the scheme.

The Panel agreed to the rolling over of the unallocated funding to the next round of funding for the scheme.

RESOLVED

The Cabinet Grants Panel agreed that:

1. A Storefront Improvement Grant of £1,950 be granted to David Foreman Carpets Ltd to install new signage and redecorate the existing storefront.
2. A Storefront Improvement Grant of £2,000 be granted to Decorus London Ltd to complete a redecoration and repair of the existing storefront.
3. The remaining unallocated Storefront Improvement Grant funding be rolled over to the next round of funding for the scheme.

12. CORPORATE GRANT SCHEMES

Kate Wilson, Business Unit Leader for Community Services, Policy & Performance, introduced the four Facility Grants (Release of S.106 contributions). She introduced the Facility Grant application from East Grinstead Rugby Football Club which was deferred at a previous meeting of the Panel as concerns were raised over the building safety and compliance. At the previous Panel it was suggested that the organisation employ a building surveyor to assess the building and provide proposals

to address the issues. The organisation has since employed a building surveyor whom is content with the proposal put forward

The Chairman explained that he is content with the proposal which had addressed the concerns that he had initially raised during the Panel that reviewed the grant. Members were supportive of the application.

The Business Unit Leader for Community, Performance and Partnerships then presented the remaining three Facility Grants. The Facility Grants which were recommended for consideration and approval by the Panel are set out below:-

Organisation	Purpose for which award is sought	Total Project Cost	Award Suggested
Crawley Down Community Centre Association	Improvements to the Café Bar, outdoor paving and meeting rooms at the Haven Centre	26,167	25,172
Hassocks Community Association	Improved disabled access at Adastra Hall	8,650	8,650
Haywards Heath Rugby Club	New clubhouse at Whitemans Green	1,500,000	100,000
		£ 1,534,817	£ 133,822

The Business Unit Leader for Community Services, Policy & Performance presented the grant for Crawley Down Community Centre Association whom sought a grant to refurbish the café bar, meeting room and outdoor paving at the Haven Centre to modernise the facilities and improve the visitor experience.

A Member enquired whether the organisation is sustainable and well-run, enough so that they can sustain the maintenance of the building going forward.

The Business Unit Leader for Community Services, Policy & Performance confirmed that officers did consider it, and they feel that they are in a good position, working towards achieving a sustainable position.

The Member sought clarification on the figures recommended for approval

The Business Unit Leader for Community Services, Policy & Performance confirmed that the figure outlined in the report was indeed correct. She had, in error, verbalised the total project cost rather than the recommended sum during the introduction.

Members were supportive of the application.

The Business Unit Leader for Community Services, Policy & Performance presented the application from Hassocks Community Association whom sought a grant to fund the installation of automated doors, as part of a wider project to replace the existing windows and doors, to improve access to Adastra Hall.

Members were supportive of the application.

The Business Unit Leader for Community Services, Policy & Performance presented the application from Haywards Heath Rugby Football Club which sought to contribute to the funding of the development of a replacement clubhouse with additional parking at Haywards Heath Rugby Football Club, Whitemans Green.

The Vice-Chairman believed that Haywards Heath Rugby Football Club is an excellent organisation that runs an excellent facility.

A Member enquired whether there is any additional funding available to support the organisation further.

The Business Unit Leader for Community Services, Policy & Performance confirmed that there are additional funds available. She also explained that there were other priorities outlined in the draft playing pitch strategy and parks & amenity space strategy that would require investment from that same pot of funding and that the panel may wish to take this into consideration.

The Chairman felt that it was a strong application and expressed that he would like to support it as much as possible. He suggested increasing the grant by a further £50,000 to £150,000

The Panel were supportive of the Chairman's proposals.

The Panel were supportive of granting £150,000 to Haywards Heath Rugby Football Club.

Regina Choudhury, Community Development Officer, introduced the ten Community & Economic Development Grants.

Each application had been assessed against a standard check-list and considered by a 'Grants Assessment Group' to ensure a consistent approach to the awarding of grants.

The Community & Economic Development Grants which are recommended for consideration and approval by the Panel are set out below:-

Organisation	Area of Benefit	Purpose for which award is sought	Total Project Cost	Award Suggested
Brighton Science	Mid Sussex	Summer holiday workshops for children	7,000	2,500
Burgess Hill Town Council	Burgess Hill	Cinema screening in St Johns Park	2,355	1,300
Crawley Town Community Foundation	Hurstpierpoint	Sports activity programme for young people at Court Bushes	5,000	5,000
Downlands School Association	Hassocks	Building Survival Skills for the Teenage Years – parenting courses.	2,538	2,538
Haywards Heath Baptist Church	Haywards Heath	Astroturf for children's play area	5,000	3,150
Hurstpierpoint Gymnastics Club	Hurstpierpoint	Gymnastic activities and equipment	5,225	2,025
Jubilee Hub	East Grinstead	Drop-in social group for isolated adults	4,070	2,620

Mid Sussex Community Support Organisation	Haywards Heath	Subsidised meals, games, Christmas and annual trip for people with mental health issues.	2,600	1,300
Relate North & South West Sussex	East Grinstead	Local counselling service	10,860	2,000
St John's, Felbridge	East Grinstead	Holiday activity project for teenagers	714	714
Total			£45,362	£23,147

The Community Development Officer presented the application from Crawley Town Community Foundation that seeks to provide programmes and services based on the belief that engagement through sport can result in far more than developing sports skills. She confirmed that she is happy to fund the organisation but under the agreement that the organisation works with the other organisations who use the facility.

A Member enquired whether the sessions are open for everyone or whether it is for targeted people.

The Community Development Officer confirmed that the sessions are open to everyone.

The Vice-Chairman questioned whether there is there any scope for encouraging the parents to become volunteers.

The Community Development Officer highlighted the organisations work in Stone Quarry, East Grinstead in which some of the parents of the attendees to those sessions became volunteers.

A Member queried what age groups are the sessions designed for.

The Community Development Officer explained that the sessions are designed for the ages of eight and eighteen however the sessions are open for anyone of any age to join.

Members were supportive of the application.

The Community Development Officer introduced the application from Haywards Heath Baptist Church which sought funding to provide an astro turf area to the south of the building that is designated as a children's play area for ball games and general exercise not always compatible to being held inside the building.

The Vice-Chairman expressed difficulty in understanding the general wider community use of the facility.

The Community Development Officer explained that she had recommended to the organisation that they open the area to non-congregation and congregation members. She added that she would monitor the use of the area over 3 months and report it back to the Panel.

The Chairman commented that the Panel would like to see that the area is being used for the wider community benefit.

Members were supportive of the application.

The Community Development Officer presented the application from Mid Sussex Community Support Association which sought funding to provide a drop-in club with a subsidised two course meal and refreshment bar.

The Chairman raised his concerns over their payment of the £10,000 Changing Places adapted bathroom. He also questioned their reach to the community.

The Vice-Chairman recommended to defer the application seeking further clarification on their reach to the community and their bathroom facility.

A Member expressed that he would like a better understanding of the project.

Members were not supportive of the application and recommended to defer the application pending further information on their community outreach and the viability of the scheme.

Members were supportive of the remaining eight applications.

The Community Development Officer outlined the proposal for £7,500 to be set aside from the Community and Economic Development budget to provide a ring-fenced fund for groups to apply for small one-off grants of up to £250 to run Silver Sunday events.

The Chairman expressed that he was pleased to hear Silver Sunday activities are being held all over October.

Members were supportive of the proposal.

RESOLVED

The Cabinet Grants Panel agreed that:

1. A Facility Grant (Release of S.106 contributions) of £150,000 be granted to East Grinstead Rugby Football Club to make improvements to the junior clubhouse.
2. A Facility Grant (Release of S.106 contributions) of £26,167 be granted to Crawley Down Community Centre Association (CDCCA) to fund the refurbishment of the café bar, meeting room and outdoor paving at the Haven Centre to modernise the facilities and improve the visitor experience.
3. A Facility Grant (Release of S.106 contributions) of £8,650 be granted to Hassocks Community Association to fund the installation of automated doors, as part of a wider project to replace the existing windows and doors, to improve access at Adastra Hall.
4. A Facility Grant (Release of S.106 contributions) of £150,000 be granted to Haywards Heath Rugby Club to fund the development of a replacement clubhouse with additional parking, at Whitemans Green, which will enable wider participation in rugby and provide facilities for other sports and community use.

5. A Community and Economic Development Grant of £2,500 be granted to Brighton Science to fund the Explainer's fees, equipment and a contribution towards administration and venue hire to deliver the Pocket Science Festival 2019 in Mid Sussex.
6. A Community and Economic Development Grant of £1,300 be granted to Burgess Hill Town Council to contribute towards the cost as a contribution towards the cinema screen hire and licence fee for the free outdoor film showing of The Greatest Showman in St John's Park.
7. A Community and Economic Development Grant of £5,000 be granted to Crawley Town Community Foundation to cover the costs of sports activities for young people in Court Bushes with the proviso that Crawley Town Community Foundation participates in the Hurstpierpoint Strategic Partnership and works in close partnership with Hurst Festival and Sussex Clubs for Young People.
8. A Community and Economic Development Grant of £2,538 be granted to Downlands School to deliver the 'Building Survival Skills for the Teenage Years' parenting classes for families.
9. A Community and Economic Development Grant of £3,150 be granted to Haywards Heath Baptist Church as a contribution towards the installation of an Astro Turfed play area.
10. A Community and Economic Development Grant of £2,025 be granted to Hurstpierpoint Gymnastics Club to purchase new gymnastics mats and the cost towards the training for volunteer coaches.
11. That a Community and Economic Development Grant of £2,620 be granted to Jubilee Hub to purchase football goal posts, recover pool table, dartboard and darts, community transport costs and training costs for volunteers.
12. That a Community and Economic Development Grant of £1,300 requested by Mid Sussex Community Support Association be **deferred** pending further information on their community outreach and the viability of the scheme.
13. That a Community and Economic Development Grant of £2,000 be granted to Relate North & South West Sussex for room hire in order to continue to provide counselling services in East Grinstead.
14. A Community and Economic Development Grant of £714 be granted to St John's, Felbridge to purchase equipment to deliver a youth engagement project over the summer holiday to repaint and modify a Toyota Celica.

13. MICROBUSINESS GRANT SCHEME

Mark Healy, Regeneration & Economy Programme Manager, introduced the report and outlined that it would be the first meeting of the Cabinet Grants Panel to consider the 2019/20 Micro Business Grant Scheme.

Will Hawkins, Economic Development Officer, and Holly-Jade Ryder, Business Development Officer presented eight Micro Business Grant applications.

Organisation	Purpose for which award is sought	Award Requested	Award Suggested
Active 1 st	Business Premises Upgrades and Apprentice	£3,500	£3,500
Beautiful	Business Premises Upgrades and Training	£2,000	£2,000
Bright Light Film Ltd	Marketing	£975	£975
Everest Events	Marketing	£1,000	£1,000
Miall's	New Equipment	£550.75	£550.75
Mystove Ltd	New Equipment	£2,000	£2,000
Strawberry Moon Skincare	Product Development, Equipment and Marketing	£1,748.25	£1,748.25
Sussex Facilities Management Ltd	Video Marketing	£960	£960
Total		£12,734.00	£12,734.00

The Business Development Officer introduced the application from Miall's which sought funding for the purchase new equipment which will increase the businesses operation by offering a portable sorbet stand.

The Vice-Chairman raised concerns that supporting such a business selling alcohol may impede on other Council priorities such as the Council's Wellbeing Policy.

A Member expressed support for the business and benefit it would bring to the economy of Mid Sussex.

The Chairman echoed the Member's view and was glad that the business supplies only registered establishments.

Members were supportive of the application.

The Business Development Officer introduced the application from Mystove Ltd which sought funding to aid in the development of a new service which will offer chimney surveys to the District.

The Vice-Chairman outlined his support for the application. He enquired whether the business could offer and research the impacts of Wood Stoves on the environment.

The Chairman noted concerns at West Sussex County Council that Wood Stoves which are not installed properly cause air quality issues.

The Business Development Officer highlighted the business' intentions to become more environmentally friendly and even currently they suggest to customers the more environmentally friendly stoves over other stoves.

Members were supportive of the application.

Members were supportive of the remaining six applications.

RESOLVED

The Cabinet Grants Panel agreed that:

1. A Microbusiness Grant of £3,500 be granted to Active 1st to fund their upgrade to the business premises which will provide improved facilities for the gymnasium area, family and outside area and the hiring of a new apprentice.
2. A Microbusiness Grant of £2,000 be granted to Beautiful to fund the development of the business as a training school of beauty therapy and improve existing premises that will increase service growth and provide new job opportunities for local residents.
3. A Microbusiness Grant of £975 be granted to Bright Light Film Ltd to support the costs of procuring a marketing consultant and marketing activities.
4. A Microbusiness Grant of £1,000 be granted to Everest Events to fund the procurement of a marketing consultant which will provide support in improving marketing and promotional activities.
5. A Microbusiness Grant of £550.75 be granted to Miall's to fund the purchase of new equipment which will increase the businesses operation by offering a portable sorbet stand.
6. A Microbusiness Grant of £2,000 be granted to Mystove Ltd to aid in the development of a new service which will offer chimney surveys to the District.
7. A Microbusiness Grant of £1,748.25 be granted to Strawberry Moon Skincare to support the costs of developing new product lines and increased production of existing lines.
8. A Microbusiness Grant of £960 be granted to Sussex Facilities Management Ltd to fund the production of video testimonials which will be utilised with the existing website and marketing collateral.

The meeting finished at 6.19 pm

Chairman

MICROBUSINESS GRANT SCHEME

REPORT OF: Business Development Officer
Contact Officer: Holly-Jade Ryder
 Email holly-jade.ryder@midsussex.gov.uk
 Tel: 01444 477284
Wards Affected: All

Purpose of the report

1. The purpose of this report is to present 14 micro business grant applications for consideration by the Cabinet Grants Panel.

Summary

2. A summary of the applications to be considered and the recommendations from the Economic Development Team on the level of financial assistance to be awarded to each organisation are detailed as follows:

Organisation	Purpose for which award is sought	Award Requested	Award Suggested
2 Moons Computing Ltd	Apprentice	£1,500	£1,500
Building Blocks Therapy	Training and New Equipment	£600	£600
CB Trade Support	Website Development and New Equipment	£646.32	£646.32
DM Grounds Maintenance	New Equipment	£2,000	£2,000
Get Marketing Ltd	New Laptop	£724.50	£724.50
Haywards Heath Business Association	New IT Equipment	£658.80	£658.80
Kitchens Bespoke	IT Software and Equipment Upgrades	£2,000	£2,000
Marcomms Consultancy Ltd	New Equipment and Marketing	£2,000	£2,000
Newtryx Ltd	New Website for Product	£2,000	£2,000
Not Another Bunch of Flowers	Website Development and Improvements	£2,000	£2,000
Poponin Ltd	Marketing and Website Development	£1,500	£1,500
Pure Storm Digital Services	New Service – Digital Marketing Workshops	£425	£425
Smith Home Transformations Ltd	Marketing	£2,000	£2,000
Tom Mackewn Illustration	New Equipment and Marketing	£1,790	£1,790
Total		£19,905.87	£19,905.87

3. Following the Cabinet Grants Panel on the 18 June, Officers noted an error in the calculations of one applicant's project. Miall's did not include VAT in their project costs. Businesses that are not VAT registered are entitled to include VAT in their grant applications, as noted in paragraph 10. Therefore, the panel is asked to confirm if the award to this applicant can be increased by 20%.

Recommendations

Members of the Panel are requested to

- a) Consider and decide upon the recommendations for each of the above applications, summaries of which are attached in Appendix A of this report.*

Background

4. This is the second meeting of the Cabinet Grants Panel to consider the 2019/20 Micro Business Grant Scheme. The scheme has seen a great deal of interest, and is already nearly fully subscribed. Following this meeting, the panel will have reviewed 22 of the 42 applications that have been submitted so far.

Assessment and Policy Context

5. The applications received have been considered by officers within the Council's Economic Development Team. A summary of the assessment of each application is included within the individual project reports in Appendix A.
6. All of the businesses whose bids are included in the paper have met the basic eligibility criteria for the grant scheme. All are properly constituted businesses with fewer than 10 employees and are located in the District. All have provided any additional information requested by officers to support their applications.

Financial Implications

7. The micro business grants are funded through an allocation from the West Sussex County Council's Local Enterprise and Apprenticeship Platform (LEAP) business rates pool, with £500,000 to be allocated between districts.
8. Officers have received confirmation of the actual funding amount following a delay with processing the LEAP bid. The confirmed figure of funds allocated to Mid Sussex District Council is £71,428.57, details on the status of current funds remaining can be seen in the point below.
9. The current fund stands at:

Scheme	Fund as at 22 07 2019	Funds approved so far	Funds requested in this paper*	Balance(if all bids in this paper are approved)*
Micro Business Grant Scheme	£58,694.57	£12,734.00	£19,930.87	£38,763.70

* Figure also includes the 20% increase in grant for Miall's following an error with their VAT inclusion.

10. Some of the applicants have noted they are not VAT registered and have requested that the grant awarded includes the VAT on items/services purchased. A written confirmation from the applicant is requested during the application process and this is further checked during the due diligence review. Applicants in question are: Building Blocks Therapy, CB Trade Support, DM Grounds Maintenance, Get Marketing Ltd, Haywards Heath Business Association, Poponin, Pure Storm Digital Services and Tom Mackwen Illustration.

Risk Management Implications

11. The main associated risk to the successful implementation of the decisions arising from this report is the inability of the funded organisations to carry out the services, activities or equipment purchase for which funding had been awarded.
12. To minimise risk to the fund the decision was taken in 2017/18 to pay grants in arrears on receipt of invoices or other evidence. This approach differs from practice in some other parts of the County where payments are made to businesses as soon as the bid is approved. The payment-on-invoice approach is one key means on reducing risk to the fund and ensuring that grant payments do support the delivery of genuine growth or the recruitment of an apprentice.
13. The approach to due diligence adopted for Mid Sussex also differs from approaches used elsewhere in the County. The desk research part of the due diligence work is complemented by site visits to all businesses whose bids meet the eligibility criteria. We believe this is a proportionate approach that protects the Micro Business Grant Fund whilst ensuring that no undue administrative burden is presented to businesses in accessing grants that they have successfully secured. The due diligence process also ensures that businesses understand the application process and the approach the Council takes in paying the grants.

Equality implications

14. As part of the due diligence process all of the businesses whose bids are included in this report Council have been assessed to be in compliance with the requisite policies/legislation, in particular the 2010 Equality Act.

Legal Implications

15. The Council is not obliged to provide grant funding, but by virtue of section 1 of the Localism Act 2011, it is able to do anything which it considers is likely to achieve the promotion of the economic, social or environmental wellbeing of its area. This includes the incurring of expenditure, giving financial assistance to any person (or organisation) and entering into arrangements or agreements with any person.

Background Papers

16. Grant applications and associated documentation for the Micro Business Grant Scheme are held in the Economic Development Team.

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Micro Business Grants Scheme

Town:	East Grinstead
Project:	Apprentice
Applicant:	2 Moons Computing Ltd
Address:	The Stables, 58 High Street, East Grinstead, RH19 3DE
Type of business:	IT Services
Grant Request to MSDC	£1,500
Total project cost:	Apprenticeship costs

Summary of project proposal and aims:

To recruit an apprentice.

Background

2 Moons Computing Ltd is an East Grinstead based IT company. They provide a variety of services including general IT management, network solutions and consultancy. They currently support both local businesses and hold larger contracts outside Mid Sussex, particularly in regard to hosting and supporting VOIP and telephone services.

The business is continuously growing and is applying for a grant to support the costs of employing an apprentice. The grant would be specifically used in order to purchase equipment which the apprentice would be using in their role. The business has also indicated that they have an apprentice lined up to soon start their course. This person is a local East Grinstead resident.

How does the project meet the stated criteria?

Delivering wider outreach – the addition of an apprentice will enable the business to take on a larger customer base due to the additional employee.

Assisting with delivery of new business lines – not applicable.

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

Delivering community benefit – not applicable.

Officer evaluation of the project

2 Moons Computing Ltd fits the criteria of a micro-business with four employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company through the development of an apprenticeship within the business. 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 £1,500 is awarded to 2 Moons Computing Ltd to support the costs of employing an apprentice.

Micro Business Grants Scheme

Town:	Burgess Hill
Project:	Training and New Equipment
Applicant:	Building Blocks Therapy
Address:	23 Woodpecker Crescent, Burgess Hill, West Sussex, RH15 9XY
Type of business:	Therapy
Grant Request to MSDC	£600
Total project cost:	£1,200
Previous grants in past 2 years:	In 2018 the applicant was awarded £1,150 to support the costs of purchasing of assessment tools to provide a new service to families in Mid Sussex.

Summary of project proposal and aims:

To undertake training which will allow the business to offer a new service as part of its existing range of therapy. This will also include the purchasing of equipment required to conduct this new service.

Background

Building Blocks Therapy is located in Burgess Hill and is a registered sole trader. The business operates as a private occupational therapist which specialises in paediatric neuro-rehabilitation and complex neuro disability. The business is looking to expand its services and drive growth by undergoing training which will provide the business with the skills necessary to offer a new therapy service. The business has already attended the first part of this training known as Constraint Induced Movement Therapy (CIMT), however they require Both Hands Assessment (BoHA) training to setup a CIMT service as part of the business. The business is applying for a grant to support the costs of this training and the required equipment needed to offer the therapy to clients.

The business has noted that they have already trialled this form of therapy with one of its clients, and is seeing positive results.

How does the project meet the stated criteria?

Delivering wider outreach – offering a new service will generate a wider client base for the business.

Assisting with delivery of new business lines – the training course will allow the business to offer a new service to its clients.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – not applicable.

Officer evaluation of the project

Building Blocks Therapy fits the criteria of a micro-business with only one full-time employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company through the support of training costs and the purchasing of new equipment which will provide the business with the appropriate qualification and tools to offer the new 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 £600 is awarded to Building Blocks Therapy to support the costs of training and purchasing new equipment to offer CIMT as part of its services.

Micro Business Grants Scheme

Town:	Hassocks
Project:	Website Development and New Equipment
Applicant:	CB Trade Support
Address:	5 Leyfield, Albourne, Hassocks, West Sussex, BN6 9DA
Type of business:	International Trade Support
Grant Request to MSDC	£646.32
Total project cost:	£1,292.64

Summary of project proposal and aims:

To develop a website for the business and purchase new equipment.

Background

CB Trade Support was established in December 2018 following the owners 20 year experience in international trade support. She recognised the need to support smaller SME's with the implementation of international trade plans. The business notes that many SME's do not have a dedicated team or manager which researches new markets so CB Trade Support was established to provide this support.

The business is applying for a grant to support two projects. One of which involves the development of a new website. Currently the business markets its services through LinkedIn however has expressed its desire to grow and improve its reach by establishing a professional website to market the business. The website will initially provide an overview of the business services, testimonials and contact information in English, but the business would look to offer translation of its activities in the near future. The website will be developed through The Catalyst Team at the Sussex Innovation Centre.

The grant will further support the business in acquiring a new laptop and software equipment which will benefit the business by improving daily administrative tasks.

How does the project meet the stated criteria?

Delivering wider outreach – establishing a website will support the business in marketing its services.

Assisting with delivery of new business lines – not applicable.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – the laptop will be purchased through a local company who will also provide service support. This demonstrates a wider economic benefit.

Officer evaluation of the project

CB Trade Support fits the criteria of a micro-business with only one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to drive growth by establishing a website which will act as a face to its services and purchase a new laptop to support its growth. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant £646.32 is awarded to CB Trade Support to support the costs of developing a website and purchasing a laptop.

Micro Business Grants Scheme

Town:	East Grinstead
Project:	New Equipment
Applicant:	DM Grounds Maintenance
Address:	64 Blout Avenue, East Grinstead, West Sussex
Type of business:	Grounds Maintenance
Grant Request to MSDC	£2,000
Total project cost:	£4,003.57

Summary of project proposal and aims:

To purchase equipment to enable the business to sole trader.

Background

DM Grounds Maintenance is a new start up business located in East Grinstead. The business operates as a sole trader, however the business has not started trading as of yet. The business owner currently works for a tree surgeon company and is applying for a grant to support the costs of purchasing the necessary equipment required to trade independently and provide ground maintenance services. Equipment includes a variety of hedge cutters, chainsaws and ladders.

The business currently provides basic grounds maintenance services and has established a client base who have expressed interest in his wider service offerings once he obtains the appropriate equipment.

How does the project meet the stated criteria?

Delivering wider outreach – the purchasing of new equipment will support the business in its start-up trade and enable it to provide its services to customers.
customers

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

DM Grounds Maintenance fits the criteria of a micro-business with only one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to begin trading through the purchasing of the necessary equipment. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to DM Grounds Maintenance to support the costs of purchasing new equipment.

Micro Business Grants Scheme

Town:	Haywards Heath
Project:	New Laptop
Applicant:	Get Marketing Ltd
Address:	Kingfisher House, Hurstwood Lane, Hurstwood Grande, Haywards Heath, West Sussex, RH17 7QX
Type of business:	Digital Marketing
Grant Request to MSDC	£724.50
Total project cost:	£1,449
Previous grants in past 2 years:	In 2017 the applicant was awarded £950 to support the costs of purchasing equipment for the business as a new start-up. The business initially applied for a laptop, however following grant panel approval the applicant agreed with the team that she would instead use the grant to purchase a new desktop, printer and iPad for the business.

Summary of project proposal and aims:

To support the cost of purchasing a laptop.

Background

Get Marketing Ltd is a digital marketing agency based in Haywards Heath which specialises in Pay Per Click, e-mail and social media marketing. The business is looking to grow its services by offering training, mentoring and presentations to prospective clients and demonstrate the web design and marketing services it has to offer. The portability of the laptop will enable the business to offer services directly at prospective client's offices and will support the business in growing its client base.

How does the project meet the stated criteria?

Delivering wider outreach – the portability of a laptop will enable the business to deliver a wider outreach by enabling it to visit prospective clients at their businesses and directly offer training, mentoring and presentations on the services the business can offer.

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

Get Marketing Ltd fits the criteria of a micro-business with only one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

Get Marketing Ltd is looking to expand its outreach by offering training, mentoring and presentations to prospective clients directly at their offices by purchasing a new laptop which will enable this portability. This will result in the growth of the businesses client base. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £724.50 is awarded to Get Marketing Ltd to support the costs of purchasing new equipment.

Micro Business Grants Scheme

Town:	Haywards Heath
Project:	New IT Equipment
Applicant:	Haywards Heath Business Association
Address:	C/O 4 Heath Square, Boltro Road, Haywards Heath, West Sussex, RH16 1BL
Type of business:	Business Association
Grant Request to MSDC	£658.80
Total project cost:	£1,317.60

Summary of project proposal and aims:

To purchase new equipment which will support the business in facilitating IT equipment at networking and training events.

Background

Haywards Heath Business Association (HHBA) has recently incorporated as a private limited company. The HHBA have employed a full-time business manager who will be continuing her role in daily administration and management of the business. Currently the business manager depends on personal equipment to administrate daily tasks, however now the use of personal equipment is proving difficult for the business due to the age and wear of the IT. The HHBA are also aware that having all of the associations documentation on a single personal computer means there is no contingency should anything happen to the equipment.

The business is applying for a grant to support the costs of acquiring new equipment; this includes a new laptop and printer which will support the daily administration and functioning of the business. The business would also like to purchase a new projector and screen which will support their wider activities which require presentations.

In addition to personal use by the business, it is likely they will also look to hire out their equipment to members of the association (in particular the projector). The business suggests it is likely that income generated from renting equipment would be donated to chosen charities as selected by the association's committee.

How does the project meet the stated criteria?

Delivering wider outreach – the purchasing of new equipment will support the business association in providing IT at various networking and training events.

Assisting with delivery of new business lines – not applicable.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – the business association will use a local company in order to procure the equipment.

Officer evaluation of the project

Haywards Heath Business Association fits the criteria of a micro-business with only one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to drive growth by purchasing IT equipment which will support the business in hosting and facilitating its growing networking events and administration of the association. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £658.80 is awarded to the Haywards Heath Business Association to support the costs of purchasing new IT equipment.

Micro Business Grants Scheme

Town:	East Grinstead
Project:	IT Software and Equipment Upgrades
Applicant:	Kitchens Bespoke
Address:	50 London Road, East Grinstead, West Sussex, RH16 1AB
Type of business:	Kitchen Retailer
Grant Request to MSDC	£2,000
Total project cost:	£21,396.10

Summary of project proposal and aims:

To undertake essential upgrades to the business' IT including software and equipment.

Background

Kitchens Bespoke are an established kitchen design and installation business in East Grinstead. The business began trading in 2008 and currently employs five individuals, two on a full-time basis and three part-time. The continued growth of the business has identified the need to invest in upgrades to the IT setup. The existing technology does not provide the business with the security, efficiency and flexibility that meet the on-going growth of the company. The business notes that in 2018 it has delivered over 26 kitchen design and installation projects, with each project averaging the cost of £30-35,000.

The business currently manages IT in-house and until recently any upgrades to systems, fixes and challenges was completed by the team. Currently the business has two specialised software packages which are essential to daily management of the business, one managing the customer database, customer relationship management (CRM) and quoting facilities. The other is far more complex and is used to generate detailed designs and specifications for their kitchen installations. As the business continues to grow and has seen increasing demand for its services and with the inconsistency and unreliability of the existing IT systems, it is essential for the business to upgrade its software to ensure productivity and output of its services remain consistent and continue to grow. In addition to its office software upgrades, the wider project will also include the purchasing of laptops and tablets which will enable designers to work remotely, with the correct tools and software installed to enable the business to operate remotely.

The business is therefore applying for a grant to support the costs of procuring a consultant to audit and assess the businesses entire IT systems and implement software upgrades. The business is looking to procure a local IT management company based in East Grinstead who will audit and upgrade all of the existing IT in the business. The grant will specifically cover the cost of

Following the essential upgrades to the IT of the business, the improved design software and acquisition of new laptops and tablets will enable the business to increase its kitchen design output from 16 per month to an estimated 25. This would require employment of a second kitchen designer and increase the businesses reach in Mid Sussex by providing a faster and more efficient service.

How does the project meet the stated criteria?

Delivering wider outreach – the improvements to the businesses IT will enable the business to increase its capacity in taking on design work for its kitchens.

Assisting with delivery of new business lines – not applicable.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – the business will be procuring a local IT management company based in East Grinstead which will deliver economic benefits to the town and revenue for a local business.

Officer evaluation of the project

Kitchens Bespoke fits the criteria of a micro-business with only five employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

Kitchen Bespoke is looking to drive growth by upgrading its existing IT systems to meet growing demand of the business. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to Kitchens Bespoke to support the costs of auditing and upgrading its IT systems and associated software.

Micro Business Grants Scheme

Town:	Cuckfield
Project:	New Equipment and Marketing
Applicant:	Marcomms Consultancy Ltd
Address:	3 Woodbine Close, Cuckfield, RH17 5GL
Type of business:	Marketing
Grant Request to MSDC	£2,000
Total project cost:	£4,394.14
Previous grants in past 2 years:	In 2018 the applicant was awarded £2,000 to support the costs of undertaking a Pay Per Click (PPC) campaign. The PPC campaign involved the business paying a publisher (in their case it was Google) to promote the business through advertisements, every time the advertisement was clicked the business would be appear higher on the search engine. This campaign has proved successful in driving traffic to the business website, however it does not provide in-depth details about who is clicking (such as job title and geographical location).

Summary of project proposal and aims:

To undertake new marketing activities and purchase new equipment to support the delivery of the business services.

Background

Marcomms Consultancy Ltd is a marketing consultancy which focus on PR, business support and advice. The business is applying for two projects this year, one of which is to undertake various marketing activities. The business is looking to procure a local digital marketing consultant to support the development of a LinkedIn marketing campaign. This campaign will enable the business to use its LinkedIn profile to target specific industries and locations through paid advertisements. The business will be using a local digital marketing company to develop and deliver the LinkedIn campaign.

In addition to the LinkedIn marketing campaign, the business is looking to develop video content for its website. The videos will showcase the business services and introduce prospective customers to the business owner. The business will be using a local video marketing company to develop its content.

The final element to this project is the acquisition of a new laptop which will enable the business to deliver its consultancy and training to a growing customer base. The businesses existing laptop is not fit for purpose due to various compatibility issues with technology required by its customers and due to the growing demand for the business services and potential to work with larger organisations, the laptop is preventing the business to grow its customer base due to limitations and issues with its software.

How does the project meet the stated criteria?

Delivering wider outreach – the marketing campaign will provide detailed videos on the services the business offers and target audiences which are likely to be interested in the services on offer.

Assisting with delivery of new business lines – not applicable.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – the business will be procuring local digital marketing and video marketing businesses in Mid Sussex to complete its marketing activities.

Officer evaluation of the project

Marcomms Consultancy Ltd fits the criteria of a micro-business with two employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The project the business wishes to undertake will improve the businesses outreach through targeted marketing and will ensure it can provide its services through the purchasing of essential equipment for the business. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to Marcomms Consultancy Ltd to support the costs of undergoing a marketing campaign and acquiring a new laptop.

Micro Business Grants Scheme

Town:	East Grinstead
Project:	New Website for Product
Applicant:	Newtryx Ltd
Address:	Twigg House, Cansiron Lane, Ashurst Wood
Type of business:	Software Development
Grant Request to MSDC	£2,000
Total project cost:	£10,000.00

Summary of project proposal and aims:

To develop a website which will operate alongside new diner application produced by the business.

Background

Newtryx Ltd is a start-up business which operates with three employees who work from home. The business develops and produces hospitality software solutions. In October it will launch a new product under the name of KuulEats Ltd. This product is a unique software solution known as a Restaurant Management System (RMS) and will collate information of local restaurants in one application. The product will act as a fully functional diner app used by both the waiting staff and customers which will provide detailed information on the restaurant, offers available, enable the customer to view photos, menus, reviews and can be used to pay for orders.

The business would like to launch a website alongside this app and is therefore applying for a grant to support the costs of procuring a contractor who to develop this. The contractor they will be using has supported the development of the KuulEats mobile app.

The business is looking to launch the website in August. The product is currently being Beta tested in restaurants in East Grinstead, and is being well received. It is likely that these business will form the products first clients once the product launches.

How does the project meet the stated criteria?

Delivering wider outreach – this is the business' first product therefore will begin to generate their client base.

Assisting with delivery of new business lines – a new business line will be supported directly through this project.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – not applicable

Officer evaluation of the project

Newtryx fits the criteria of a micro-business with three employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to create a new website which will market and launch their new product. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to Newtryx Ltd to support the development of a new website.

Micro Business Grants Scheme

Town:	Scaynes Hill
Project:	Website Development and Improvements
Applicant:	Not Another Bunch of Flowers
Address:	Unit 6, Hooklands Farm, Lewes Road, Scaynes Hill, West Sussex, RH17 7NG
Type of business:	Retail
Grant Request to MSDC	£2,000
Total project cost:	£4,690
Previous grants in past 2 years:	In 2017 the applicant was awarded £2,000 to make improvements to its website. In 2018 the applicant was awarded £2,000 to support the costs of developing new personalised products through the acquisition of essential equipment. The result of the new product line led to a 15% sales increase and the employment of a new member of staff.

Summary of project proposal and aims:

To upgrade the businesses website by implementing a variety of changes which will enable the business to increase its customer reach and increase international sales.

Background

Not Another Bunch of Flowers is a small business based in Scaynes Hill who develops and markets personalised and bespoke gifts for various occasions. The business is looking to increase its sales both nationally and internationally by undertaking various website upgrades and development activities to improve the sites functionality.

The business has already commissioned an audit of their website from The Department of International Trade (DIT) and Glow Global who have issued a document of recommendations and improvements the business could make to increase its sales from international customers. The business is looking to implement these changes through the support of grant funding. This entails the following activities: developing an improved mobile website, implementing an interactive online platform to the website which will enable customers to personalise gift boxes produced by the business, implementing Search Engine Optimisation improvements,

updating and improving the existing websites theme which will also include rebranding of the businesses logo, updating existing photography on the website to showcasing new products and procuring developers who can provide support and recommendations for further optimisation which could be implemented on the website.

The business estimates that should it be able to undertake this project and implement the suggested changes, the online sales of the business could increase by up to 50% within a year and potential international sales could increase by up to 400% as suggested in the report produced by DIT and Glow Global.

How does the project meet the stated criteria?

Delivering wider outreach – the improvements to the website and development of an improved mobile website will increase the businesses national and international trade.

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

Not Another Bunch of Flowers fits the criteria of a micro-business with nine employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The improvements to the businesses website will enable growth in both national and international trade. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to Not Another Bunch of Flowers to support the costs of developing and improving the businesses desktop and mobile website.

Micro Business Grants Scheme

Town:	Hurstpierpoint
Project:	Marketing and Website Development
Applicant:	Poportun Ltd
Address:	94 High Street, Hurstpierpoint, West Sussex, BN6 9PX
Type of business:	Retail
Grant Request to MSDC	£1,500
Total project cost:	£5,000

Summary of project proposal and aims:

To undertake marketing activities to promote a new product and improve website functionality.

Background

Poportun is an independent arts and crafts centre on Hurstpierpoint high street. The business offers a range of activities, aimed at customers of all ages, which includes: daily and afterschool clubs, holiday clubs, parties and events. The business promotes the use of recycled materials in all of its services.

Poportun is seeking grant funding in order to assist in the promotion of their new product, subscription boxes. These subscription boxes will be arts and crafts based and delivered to customers. The boxes will contain a number of materials and activities for the customer to undertake, the contents will be aimed at both children and adults in hope they can be used as a bonding and nurturing resource by parents.

The grant funding will be used towards a marketing campaign which will focus on search engine optimisation for the business and the new product. This will be complemented by improvements to the business' current website which will allow for the implementation of e-commerce functionality in order to administer the project.

How does the project meet the stated criteria?

Delivering wider outreach – the project will aid in the implementation of a new product which will enable the business to reach a wider client base.

Assisting with delivery of new business lines – the project will directly influence the success of the business' new product range.

Enabling more employees to be taken on – not applicable

Delivering community benefit – the business has stated that they will be contracting a local marketing company in order to deliver this project.

Officer evaluation of the project

Poportun Ltd fits the criteria of a micro-business with five employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to undertake a marketing campaign and make necessary improvements to their website in order to deliver a new product. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1,500 is awarded to Poportun Ltd to support the costs of undertaking a marketing campaign and improve their existing website.

Micro Business Grants Scheme

Town:	Burgess Hill
Project:	New Service – Digital Marketing Workshops
Applicant:	Pure Storm Digital Services
Address:	71 Leylands Road, Burgess Hill, West Sussex, RH15 8A8
Type of business:	Digital Marketing
Grant Request to MSDC	£425
Total project cost:	£850

Summary of project proposal and aims:

To purchase equipment that will support the business in offering social media marketing workshops for small businesses.

Background

Pure Storm Digital Services are a digital marketing business located in Burgess Hill. The business primarily focuses on digital marketing, however other services it offers includes graphic design, website design and IT support. To support the businesses growth, it is applying for a grant to support the costs of setting up training workshops focusing on social media marketing. The workshops would target small to medium sized enterprises (SME's) in Sussex. The plan for each workshop will include a developing a professional social media plan for each business with guidance from Pure Storm on how to implement changes which will enable businesses to grow.

The grant will support the setup of these workshops through the purchasing of necessary equipment to offer the training. This will include a laptop for participant use, projector, notebooks and stationary to be used in the workshop and the costs of hiring a venue. In addition to this, the business would also like to undertake some marketing for the workshops.

How does the project meet the stated criteria?

Delivering wider outreach – the training workshops will contribute towards business growth by reaching a new customer base.

Assisting with delivery of new business lines – the purchased equipment will enable the business to setup training workshops for SMEs on social media marketing.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – not applicable.

Officer evaluation of the project

Pure Storm Digital Services fits the criteria of a micro-business with one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £425 is awarded to Pure Storm Digital Services to support the costs of purchasing necessary equipment to set up training workshops.

Micro Business Grants Scheme

Town:	Scaynes Hill
Project:	Marketing
Applicant:	Smith Home Transformations Ltd
Address:	Clear View, Ham Lane, Scaynes Hill, RH17 7PW
Type of business:	Construction
Grant Request to MSDC	£2,000
Total project cost:	£4,500
Previous grants in past 2 years:	<p>In 2017 the applicant was awarded £1,500 to support the costs of employing an apprentice. The business was unsuccessful in recruiting an apprentice however so the grant was not claimed.</p> <p>In 2018 the applicant was awarded £1,500 to support the costs of employing an apprentice once again, the business was successful in employing an apprentice however they left shortly after joining the business. Therefore the business did not claim this grant.</p>

Summary of project proposal and aims:

To support the cost of undertaking new marketing activities.

Background

Smith Home Transformations Ltd is an established business in Scaynes Hill who deliver a wide range of services within home improvement. The business is applying for a grant to support the costs of undertaking marketing activities to promote the business. The two key marketing activities the business would like to undertake includes the procurement of a local video marketing company to produce video testimonials for the businesses website and social medial. These testimonials will include various completed projects with recommendations from existing customers. In addition to this, the business would also procure an additional video marketing company who will establish and manage a YouTube channel for the business and manage this for 12 months after setup.

How does the project meet the stated criteria?

Delivering wider outreach – the production of video testimonials will enable the business to showcase completed projects to prospective customers and market its services 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 business will be using local marketing companies to support and manage this project. This will provide wider economic benefits to the local economy.

Officer evaluation of the project

Smith Home Transformations Ltd fits the criteria of a micro-business with one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

New marketing activities will drive growth to the business by delivering a wider outreach to prospective customers. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to Smith Home Transformations Ltd to support the costs of undertaking new marketing activities.

Micro Business Grants Scheme

Town:	Lindfield
Project:	New Equipment and Marketing
Applicant:	Tom Mackwen Illustration
Address:	215 The Welkin, Lindfield, West Sussex, RH16 2PN
Type of business:	Arts
Grant Request to MSDC	£1,790
Total project cost:	£3,580

Summary of project proposal and aims:

To purchase new equipment and undertake marketing activities.

Background

Tom Mackwen Illustration is a start-up business based in Lindfield. The business hopes to produce picture books for 5-7 year olds and both writes and illustrates the books. The business also produces custom art pieces for local residents, particularly directed at children. Tom Mackwen Illustration is looking to grow and widen its outreach by procuring a local marketing consultant to promote the businesses services.

The business is also seeking grant funding in order to develop a range of gift items which would be marketed through use of the consultant but to also support the development of these gifts, the business has also applied for support in purchasing a range of equipment including a printer kit in order to support the production of these gifts and the development of the aforementioned children's books.

How does the project meet the stated criteria?

Delivering wider outreach – the business will undertake new marketing activities which will help the business reach a wider customer base.

Assisting with delivery of new business lines – not applicable.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – using a local marketing consultant will support the local economy and generate revenue for a local business.

Officer evaluation of the project

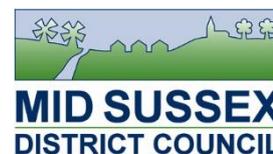
Tom Mackwen Illustration fits the criteria of a micro-business with one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking procure a marketing consultant and purchase equipment to help expand their product range. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1,790 is awarded to Tom Mackwen Illustration to support the costs of procuring a marketing consultant and new equipment.

Micro Business Grant Scheme – Scoring for applications



In order to better quantify the strength of the applications received, each application and proposed project has been reviewed and scored on the below criteria:

- 1) Delivery of wider outreach
- 2) Assisting with the delivery of new business lines
- 3) Enabling more employees to be taken on
- 4) Delivering a community benefit

In addition to the four stated criteria, outlined in the application process, the following additional criteria have also been considered:

- 5) Impact on overall growth – the extent to which the project will have on the overall growth of the business.
- 6) Business sustainability – the strength and sustainability of the business presently and going forward.
- 7) Alignment to Economic Development Strategy (EDS) Aims and Objectives – the extent to which the project aligns with and supports the aims and objectives of Mid Sussex District Council’s EDS.

During the review of each application a score has been given based on the level at which the application meets the requirement.

SCORE	CLASSIFICATION	DEFINITION
0	Not applicable / Unacceptable	Not applicable, or does not meet the requirements in any way.
1	Inadequate	Substantially unacceptable and does not meet the Council’s requirements in some significant areas.
2	Weak	The application shows some merit to support the requirement
3	Satisfactory	Application meets the requirements
4	Good	The requirements are met and exceeded in some areas. Evidence may be provided to support the answers demonstrating sufficiency.

5	Excellent	Exceptional application that inspires confidence, requirements are fully met and are robustly and clearly demonstrated. Full evidence as to how the requirements will be met is provided.
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Business	Criteria							Total
	1	2	3	4	5	6	7	
2 Moons Computing	3	0	4	0	3	3	4	17
Building Blocks Therapy	3	3	0	0	3	3	3	15
CB Trade Support	3	0	0	3	3	3	3	15
DM Grounds Maintenance	3	0	0	0	3	3	3	12
Get Marketing Ltd	3	0	0	0	3	3	3	12
Haywards Heath Business Association	3	0	0	3	3	3	3	15
Kitchens Bespoke	3	0	0	3	3	3	3	15
Marcomms Consultancy Ltd	3	0	0	3	3	3	3	15
Newtryx Ltd	3	3	0	0	3	3	3	15
Not Another Bunch of Flowers	3	0	0	0	3	3	3	12
Poponin Ltd	3	0	3	3	3	3	3	18
Pure Storm Digital Services	3	3	0	0	3	3	3	15
Smith Home Transformations Ltd	3	0	0	3	3	3	3	15
Tom Mackwen Illustration	3	0	0	3	3	3	3	15

STOREFRONT GRANT SCHEME

REPORT OF: Economic Development Officer
Contact Officer: William Hawkins
Email william.hawkins@midsussex.gov.uk
Tel: 01444 477322
Wards Affected: East Grinstead

Purpose of the report

1. The purpose of this report is to present one application for the Storefront Improvement Grant Scheme

Summary

2. A summary of the applications to be considered, together with officer recommendations for the level of financial assistance to be awarded is set out in the table below:

Organisation	Purpose for which award is sought	Award requested	Award suggested
Market Square Food and Wine	Painting and Redecoration	£1,340	£1,340
Total		£1,380	£1,380

Recommendation

Members of the Panel are requested to:

- ***Consider and decide upon the recommendations for each of the above grants. Summaries grant applications are attached in Appendix A of this report***

Background

3. This is the second meeting of the Cabinet Grants Panel to consider the 2019 Storefront Grant Scheme. This paper will present one further application of the five interested stores within East Grinstead. The Economic Development Team have been working with stores to support their application submission.

Assessment and Policy Context

4. The grants in this report have been considered by the Council's Economic Development Officer, William Hawkins and the Council's Regeneration and Economy Programme Manager, Mark Healy. The proposal to focus the grants in East Grinstead was agreed with the Portfolio Holder for Economic Growth, at the time, Councillor Jonathan Ash-Edwards. A summary of each application is included within the individual project reports in Appendix A.
5. All the businesses included in this paper have met the basic criteria and specific grant criteria; that is they are properly constituted independent retail businesses within the town of East Grinstead and provided the relevant information to support their application.

Financial Implications

- The Storefront Grants are funded through an allocation from the WSCC Strategic Infrastructure Fund, with £204,000 to be divided proportionally between districts. A total of £21,000 was allocated to Mid Sussex District.
- The current fund stands at:

Scheme	Original fund	Funds approved so far	Funds requested in this paper	Balance (if all bids in this paper are approved)
Storefront Grant Scheme	£21,000	£ 3,950	£1,340	£15,630

Risk Management Implications

- The main risk associated with the successful implementation of the decisions arising from this report is the inability of the funded organisations to carry out the services, activities or equipment purchase for which funding had been awarded.
- To minimise this risk, the decision has been taken to only pay out the grants following proof, from the applicant, that the project in question has begun, or equipment has been purchased. This could be in the form of receipts, invoices and other related documents

Equality implications

- All of the businesses whose bids are included in this report were assessed to be in compliance with the requisite policies/legislation.

Legal Implications

- The Council is not obliged to provide grant funding, but by virtue of section 1 of the Localism Act 2011, it is able to do anything which it considers is likely to achieve the promotion of the economic, social or environmental wellbeing of its area. This includes incurring expenditure, giving financial assistance to any person (or organisation) and entering into arrangements or agreements with any person.

Background Papers

- Grant applications and associated documentation for the Storefront Grant Scheme are held in the Economic Development Team.

Storefront Grant Scheme

Project:	Painting and Redecoration
Applicant:	The Market Square Food & Wine Company
Address:	30-32 High Street, East Grinstead
Type of goods sold:	Retail Convenience
Grant Request to MSDC	£1,340
Total project cost:	£1,840

Summary of project proposal and aims:

To redecorate and repair the existing store frontage.

Background

The Market Square Food & Wine Company is a prominent convenience store situated within the East Grinstead Town Centre high street. The business offers a traditional approach to the offer of a convenience store and stocks a wide range of products sourced from local producers.

The grant funding will enable the store to undertake a full painting and decoration of the existing store frontage

The contractors quoted for the work is also based within East Grinstead.

Officer evaluation of the project

The Market Square Food & Wine Company fits the criteria of being an independent retailer situated within East Grinstead town centre.

The grant funding will support the improvement of their retail offer through refreshing the storefront. The improvements will also have a secondary benefit of helping to enhance the street scene more generally. This meets the overall aim of the grant programme (improving physical presence of independent retailers) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1,340 is awarded to The Market Square Food & Wine Company to aid in the redecoration of their storefront.

GREATER BRIGHTON ECONOMIC BOARD GRANT REQUEST

REPORT OF: Regeneration and Economy Programme Manager
Contact Officer: Mark Healy
 Email mark.healy@midsussex.gov.uk
 Tel: 01444 477284
Wards Affected: All

Purpose of the report

1. The purpose of this paper is to seek the Cabinet Grants Panel's approval to fund the Council's membership of the Greater Brighton Economic Board (GBEB) for the 2019/20 financial year.

Summary

2. The application to be considered and the recommendations from the Grants Assessment Group on the level of financial assistance to be awarded to each organisation are detailed as follows:

Organisation	Purpose for which award is sought	Award Requested	Award Suggested
Greater Brighton Economic Board	Annual contribution	£23,121.00	£23,121.00
Total		£23,121.00	£23,121.00

Recommendations

Members of the Panel are requested to

- a) Consider and decide upon the recommendation for the above application, which is described in more detail in the following paragraphs.***

Background

3. The Greater Brighton City Deal agreement was signed by Government and the Deal's partners, including Mid Sussex District Council, on 11 March 2014. The City Region has some 12 partner organisations of which six are local authorities: Brighton & Hove City Council, Lewes District Council, Mid Sussex District Council, Adur District Council, Worthing Borough Council, Crawley Borough Council.
4. The remaining (non-local authority) members comprise: Coast to Capital Local Enterprise Partnership (LEP), South Downs National Park Authority, University of Sussex, University of Brighton, Greater Brighton Metropolitan College, and Gatwick Airport Ltd.
5. For 2018/19 the Board was chaired by Councillor Gary Wall, Leader of Mid Sussex District Council. For the current financial year (2019/20) it will be chaired by Councillor Daniel Humphreys, Leader of Worthing Borough Council.
6. The City Region represents more than 689,000 residents and over 32,000 businesses. The Economic Board is focused on creating jobs and increasing productivity, by working in partnership to unlock sites and space and to set the right

conditions for the area's businesses to grow. Greater Brighton is also actively working towards a devolution package with the Government. The Economic Board meetings take place quarterly and are attended by the Leader of the District Council and the Chief Executive.

Benefits of membership for Mid Sussex District Council

7. Membership of GBEB delivers economic benefits along with other wider benefits for the Council. In particular, the City Deal will help to deliver the proposed Science and Technology Park which is identified as a Growth Location in the agreement.
8. The City Deal was a key factor in securing the £16.9 million Local Growth Fund (LGF) contribution towards the A2300 corridor improvements. It was also a factor in helping secure a further £14.9m LGF funding to support the delivery of infrastructure improvements that are part of the wider Burgess Hill Strategic Growth Programme.
9. The Council's recent successful bid to secure £90,000 One Public Estate (OPE) funding to support a feasibility study and masterplanning work to develop the Council's land adjacent to Burgess Hill Railway station was submitted as collaborative bid with Greater Brighton Economic Board.
10. The Council has a central role in driving forward the work of the City Region. As noted above, the Board was chaired for last year by Councillor Gary Wall, Leader of Mid Sussex District Council. The Chair's role last year was central in leading the work to develop and agree the GBEB's strategic priorities for the next five years. The Council will continue to take a lead role in influencing GBEB and contributing to the delivery of those priorities throughout this year and beyond.

Funding arrangements

11. Funding arrangements for 2019/20 were considered by the Greater Brighton Economic Board at its meeting on 26 March 2019. Total costs for 2018/19 are planned to be £241,039.00.
12. This includes the salaries of a full time Business Manager, a part-time Business Manager and a part-time Project Support Officer, together with other legal, financial and administrative costs. It also includes £67,976 to deliver the City Region's work plan. The suggested work-plan for 2019/20 is currently being drafted and will comprise projects based on the priorities outlined in the Five Year Strategic Priorities document shared at the Board's meeting on 29 January 2019.
13. The business partnership members of GBEB together contribute a total of £45,600 towards the 2019/20 running costs. A further £58,139.00 is carried over from 2018/19. The remaining £137,300.00 is contributed by the local authority members. The contributions sought from each of the unitary, district and borough councils have been calculated based on the size of their respective working age populations. Mid Sussex accounts for 16.84 per cent of the City Region's working age population, which using the methodology described above gives a contribution of £23,121.00 for the Council.

How does the project meet the Council's aims?

14. Supporting economic vitality is a key objective of the Mid Sussex Sustainable Communities Strategy. This was taken forward in the Council's Economic Development Strategy, which was refreshed last year and formally adopted by Council at its meeting on 25 April 2018.

15. The Strategy sets out the vision for how Mid Sussex should develop between now and 2031 in order to ensure a thriving and sustainable economy. The Strategy features a detailed Action Plan to be updated every five years which sets out the specific activities that we will undertake and the outcomes those actions will deliver. The delivery of the Strategy is a highly collaborative enterprise with extensive involvement of partners at local, county, and regional level.
16. In particular, the actions and outcomes to promote Mid Sussex as a place for national and international investment feature the Greater Brighton Economic Board as a key delivery partner.
17. Sustainable Economic Growth is a corporate priority for the Council. That was reflected in the Council's decision to invest in a new Regeneration and Economy team at the start of 2018. Since then that team has provided dedicated staffing resource to drive forward the delivery of the Economic Development Strategy and Action Plan. That team has also provided the resource for deeper and closer engagement with the Greater Brighton Economic Board, ensuring that the Council's priorities are strongly influence the City Region's priorities.
18. The District Plan, which was adopted by the Council in March 2018, contains policies to support the District's economic growth generally and also specific proposals for the Science and Technology Park and other employment spaces that form part of the Burgess Hill Strategic Growth Programme.

Financial Implications

19. For 2018/19, the GBEB membership was funded from the Community and Economic Development Grants fund. Funding from that source is not available for 2019/20, as that grant fund has been reduced for the current year. However, the Economic Development budget has been increased for 2019/20, and so it is therefore proposed to fund the GBEB subscription from that budget. The activities of GBEB are more directly linked to economic development, and so the Economic Development budget represents a more appropriately aligned source of funding.

Risk Management Implications

20. None.

Equality implications

21. None.

Legal Implications

22. None.

Further information and contact details

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