

13 September 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, 23RD SEPTEMBER, 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 27 August 2019	3 - 12
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. Micro Business Grant Scheme	13 - 34

To: **Members of Cabinet Grants Panel:** Councillors N Webster (Chair), S Hillier (Vice-Chair) and J Belsey

**Minutes of a Meeting of the Mid Sussex District Council
Cabinet Grants Panel held on Tuesday 27 August 2019
From 4.30 p.m. to 5.45 p.m.**

Present: Councillors: Norman Webster (Chairman)
S Hillier (Vice-Chairman)

J Belsey

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

None as all Members were present.

2. TO RECEIVE APOLOGIES FOR ABSENCE.

None as all Members were present.

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

The Vice-Chairman declared a personal interest in the Micro Business Grants application from Cullen Scolefield as he knows the owner, Maureen Scolefield, through business dealings. He declared a pecuniary interest in Corporate Grant application from Bentswood Community Partnership as he the Chair of the Partnership; he confirmed that he would remove himself from the meeting for the duration of discussion and voting on the item. He also declared a personal, non-pecuniary interest in the Corporate Grant application from the Haywards Heath Town Team as he knows the members of the team on a personal level.

The Chairman declared a personal interest in the Micro Business Grants application from Cullen Scolefield as he knows the owner, Maureen Scolefield, on a personal level. He also declared a personal interest in the Corporate Grant application from Trinity Methodist Church as he is a member of the Church however he played no part in the submission of the application.

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

The Chairman had no urgent business.

**5. TO CONFIRM THE MINUTES OF THE MEETING OF THE PANEL HELD ON 22
JULY 2019**

The Vice-Chairman noted a minor error in the previous Minutes in which his declaration of interest should be stated as a non-pecuniary interest rather than a pecuniary interest. Once the amendment was made, the Minutes of the meeting of the Panel held on 22 July 2019 were approved as a correct record and signed by the Chairman.

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

No representations were received.

7. MIRCO BUSINESS GRANTS SCHEME

Mark Healy, Regeneration and Economy Programme Manager, introduced the 10 Micro Business Grant applications. He noted that the scheme has seen a great deal of interest and is already nearly fully subscribed. Following this meeting, the panel would have reviewed 33 of the 41 applications that have been submitted.

All the applications were assessed against the criteria of delivering wider outreach, assisting with the delivery of new business lines, enabling more employees to be taken on, and delivering benefits to the community. Each business has also passed Officers due diligence checks.

The applications which were recommended for consideration and approval by the Panel are set out below:

Organisation	Purpose for which award is sought	Award Requested	Award Suggested
Artifex Design	New Van	£2,000	£2,000
Define Hospitality	Marketing	£1,998	£1,998
Cullen Scolefield	Recruitment and Marketing	£2,000	£2,000
Leeli Cycles	Business Space Improvements, New Equipment, Promotional Material and Software Upgrades	£500	£500
Louise Sullivan Photography	Marketing	£870	£870
Rana Risk Management	New Equipment	£988.20	£988.20
Sussex Osteopath and Complementary Health Clinic Ltd	Business Space Improvements	£563.75	£563.75
Sussex Solutions Ltd	New Equipment to offer New Service	£720.95	£720.95
The Network Exposure Group	New Service	£2,000	£2,000
Tremletts Carpentry and Joinery	Facility Improvements and Apprentice	£3,500	£3,500
Total		£15,140.90	£15,140.90

Holly-Jade Ryder, Business Development Officer, presented the application from Define Hospitality which sought a grant of £1,998 to undertake a four month telemarketing campaign.

A Member stated that the application doesn't seem to have a tangible end result and as there aren't many businesses in Mid Sussex how would the Panel differentiate it from other businesses. He also queried whether the intern would be undertaking the telemarketing campaign, an idea he thought ill advised.

The Business Development Officer explained that the intern will follow up with the results from the marketing campaign, but not run it themselves, which would allow the intern to develop their skills and gives them the opportunity to get industry experience – something of which the team highly promote in the Economic Development Strategy.

The Chairman enquired whether the intern is currently in training.

The Business Development Officer confirmed that they are not.

A Member asked whether the intern will be paid by the company.

The Business Development Officer explained that the business is considering paying the intern however she highlighted that the intern would only work for a few days in the week.

The Vice-Chairman noted that the business is located within Radnor House, a residential building. He sought clarification on whether the environment of the building is suitable for the business to be carried out there.

The Business Development Officer clarified that universities are encouraging more small businesses to take on interns to support students in gaining work experience. She noted that the business will be using co-working space in the District when working with the intern.

Members were supportive of the application.

The Business Development Officer introduced the application from Leeli Cycles which sought a grant of £500 to improve their business space, purchase new equipment, develop promotional material and improve the software of the business. She added that the business has seen an increase of cycle events travelling through the village and as such would like to increase the capacity for them to repair and sell bikes.

The Vice-Chairman questioned whether the outdoor flags would run foul of advertising consent.

The Business Development Officer confirmed that the flag masts and flags are already in place so would expect the consent to already be in place.

Members were supportive of the application.

The Business Development Officer presented the application from Sussex Osteopath and Complementary Health Clinic Ltd which sought a grant of £563.75 to fund the refurbishment of the existing business space by replacing flooring which has fallen into disrepair. The replacement of the flooring would not enable the business to run its Pilates class but also allow the business use the space more frequently, and to run sessions for longer.

The Chairman asked whether the application is policy compliant.

The Business Development Officer clarified that certain sections of the flooring has fallen into such disrepair that the business is no longer able to use the workspace and that the application does fit in with the policy.

The Vice-Chairman enquired how long the business had been running for.

The Business Development Officer confirmed that the business had been running for 4 years.

Members were supportive of the application.

The Business Development Officer introduced the application from The Network Exposure Group which sought a grant of £2,000 to fund the development of and offer a range of business seminars which focus on various educational topics such as marketing and growth.

The Vice-Chairman believed that only part of the full amount should be awarded to the business as the Vice-Chairman felt the business' name was misleading, commenting that a 'group' generally comprises of more than two employees.

A member noted the £5,000 total project cost in the report and asked whether it was the cost of (the) just the hiring of the marketing consultant.

The Business Development Officer explained that the £5,000 is the cost of the whole package, including the audio-visual equipment.

The Chairman started that if the Panel were minded to award 75% of the grant, then it would detract from the benefit of the grant. He suggested that it be accepted on the basis that further applications of this nature be reviewed to ensure that a wide pool of businesses in Mid Sussex benefit from the scheme.

Members were supportive of the application.

William Hawkins, Economic Development Officer, presented the application from Tremletts Carpentry and Joinery which sought a grant of £3,500 to fund the development of a new service through premises improvements, development of a new website and employment of an apprentice.

The Vice-Chairman asked the Panel whether it is happy about the potential impact on neighbours of the business.

The Economic Development Officer clarified that whilst the business is based in a residential property, the main workshop is located elsewhere.

The Chairman sought clarification on the number of employees and apprentices at the business.

The Economic Development Officer explained that the Business currently has 1 apprentice who forms part of the 4-person team. The additional apprentice would make the team 5.

Members were supportive of the application.

The Chairman left the chamber for consideration of the Cullen Scholefield application

Members were supportive of the remaining 5 applications.

RESOLVED

The Cabinet Grant Panel agreed:

- i. that a Microbusiness Grant of £2,000 be granted to Artifex Design to purchase a new van.
- ii. that a Microbusiness Grant of £1,998 be granted to Define Hospitality to undertake a four-month telemarketing campaign.
- iii. that a Microbusiness Grant of £2,000 be granted to Cullen Scolefield to fund the recruitment of two new members of staff to support the growth of the business and to fund marketing activities which includes attending an event and procuring PR services.
- iv. that a Microbusiness Grant of £500 be granted to Leeli Cycles to fund the improvement to their business space, purchase of new equipment, development of promotional material and the improvement of the business' software.
- v. that a Microbusiness Grant of £870 be granted to Louise Sullivan Photography to fund the development and implementation of a new marketing strategy through the support of a local marketing consultant.
- vi. that a Microbusiness Grant of £988.20 be granted to Rana Risk Management to fund the purchase of new equipment that will enable the business to offer a new service on fire safety training.
- vii. that a Microbusiness Grant of £563.75 be granted to Sussex Osteopath and Complementary Health Clinic Ltd to fund the refurbishment of the existing business space by replacing flooring.
- viii. that a Microbusiness Grant of £720.95 be granted to Sussex Solutions Ltd to fund the purchase of new equipment which will enable the development of a new service.

- ix. that a Microbusiness Grant of £2,000 be granted to The Network Exposure Group to fund the development of business seminars.
- x. that a Microbusiness Grant of £3,500 be granted to Tremletts Carpentry and Joinery to fund the development of a new service through premises improvements and the employment of an apprentice.

8. CORPORATE GRANT SCHEMES

Regina Choudhury, Community Development Officer, introduced the report which presented 15 Community and Economic Development Grants, 14 of which are intended to be used to provide Silver Sunday events.

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	Purpose for which award is sought	Award Requested	Award Suggested
Age UK West Sussex	Silver Sunday Free afternoon tea at Lamb House, Haywards Heath	250	250
Befriended	Silver Sunday Full Roast Lunch for 200 people at St Paul's College, Burgess Hill	500	250
Befriended	Silver Sunday Big Lunch at Court Bushes Community Hub	250	250
Bentswood Community Partnership	Silver Sunday Intergenerational Tea Party at Warden Park Primary Academy	250	250
Brendoncare Stildon	Silver Sunday Afternoon tea and entertainment, East Grinstead	250	250
Bridging Ages Community Interest Company	Silver Sunday Intergenerational Life Stories event with afternoon tea, East Grinstead	250	250
Cuckfield Parish Council	Silver Sunday Afternoon tea party in Cuckfield	250	250
Haywards Heath U3A	Silver Sunday Tea dance, raffle and refreshments at King Edward Hall, Lindfield	250	250
Mid Sussex Older People's Council	Silver Sunday Information stalls and entertainment. Transport available to those who can't travel	250	250
Newtimber Parish	Silver Sunday Village meal and film show in Newtimber	100	100
Pyecombe Social	Silver Sunday visit to Sussex	250	250

Committee	Prairie Gardens and afternoon tea from Pyecombe		
The Koorana Foundation	Silver Sunday Tai Chi movement class with afternoon tea in Ardingly & Lindfield	175	0
East Grinstead Musuem	Silver Sunday tours of the 'Rebuilding Bodies and Souls' exhibition and refreshments, East Grinstead	250	250
Trinity Methodist Church	Silver Sunday Hot meal and entertainment at the Trinity Welcome Café, East Grinstead	250	250
Haywards Heath Town Team	STEM Challenge 2019/20	4250	4250
Total		£8,025	£7,600

A Member sought reassurances that the two Befriended applications are not a duplication.

The Community Development Officer confirmed that they are two separate events.

The Chairman enquired whether the Bridging Ages Community Interest Company is an established event.

The Community Development Officer explained that it is an established business which seeks to come into the area and is hoping to bring different generations together; the overall ethos of the organisation is charitable.

The Chairman noted that the Bridging Ages Community Interest Company is running their event at Imberhorne School, East Grinstead and highlighted the spread of events across the District, with more seemingly in the north of the District. He suggested that the grant for the Befriended event in Burgess Hill be increased as it is the only event taking place in the town.

Tom Clark, Head of Regulatory Services, confirmed that the grant can be increased.

Members were supportive of the application.

The Community Development Officer presented the Community and Economic Development Grant application from Haywards Heath Town Team which sought a grant of £4250 to fund the STEM Challenge 2019/20. She noted that the event was very successful last year and that the Team are looking at holding it again with increased attendance from more schools. The Assessment Team felt that whilst it is a great project, the event should consider seeking sponsorships from other businesses as the grant is offered to only grass-roots projects.

The Chairman noted that it is not the Council's role to support such events on a continuous basis and he believed an argument could be made that the event is no longer a grass-roots project.

The Vice-Chairman believed that the event falls in-line with the Council's priorities. He noted that the applicant seeks to hold the event next year and therefore suggested sending a letter to the organisers saying they should seek further sponsorship elsewhere in future.

Members were supportive of the suggestion to write a letter and the application.

The Vice-Chairman left the chamber for the consideration of the Bentswood Community Partnership application.

Members were supportive of the remaining 13 applications.

RESOLVED

The Cabinet Grant Panel agreed:

- i. that a Community & Economic Development of £250 be granted to Age UK West Sussex to fund a Silver Sunday free afternoon tea at Lamb House, Haywards Heath.
- ii. that a Community & Economic Development of £500 be granted to Befriended to fund a Silver Sunday Full Roast Lunch for 200 people at St Paul's College, Burgess Hill.
- iii. that a Community & Economic Development of £250 be granted to Befriended to fund a Silver Sunday Big Lunch at Court Bushes Community Hub.
- iv. that a Community & Economic Development of £250 be granted to Bentswood Community Partnership to fund a Silver Sunday Intergenerational Tea Party at Warden Park Primary Academy.
- v. that a Community & Economic Development of £250 be granted to Brendoncare Sildon to fund a Silver Sunday Afternoon tea and entertainment in East Grinstead.
- vi. that a Community & Economic Development of £250 be granted to Bridging Ages Community Interest Company to fund a Silver Sunday Intergenerational Life Stories event with afternoon tea in East Grinstead.
- vii. that a Community & Economic Development of £250 be granted to Cuckfield Parish Council to fund a Silver Sunday Afternoon tea party in Cuckfield.

- viii. that a Community & Economic Development of £250 be granted to Haywards Heath U3A to fund a Silver Sunday Tea dance, raffle and refreshments at King Edward Hall, Lindfield.
- ix. that a Community & Economic Development of £250 be granted to Mid Sussex Older People's Council to fund a Silver Sunday Information stalls and entertainment.
- x. that a Community & Economic Development of £250 be granted to Newtimber Parish to fund a Silver Sunday Village meal and film show in Newtimber.
- xi. that a Community & Economic Development of £250 be granted to Pyecombe Social Committee to fund a Silver Sunday visit to Sussex Prairie Gardens and afternoon tea from Pyecombe.
- xii. that a Community & Economic Development of £250 is not granted to The Koorana Foundation the Assessment Team feels that although the project idea is good, Silver Sunday falls outside the scope of their remit.
- xiii. that a Community & Economic Development of £250 be granted to East Grinstead Museum to fund a Silver Sunday tours of the 'Rebuilding Bodies and Souls' exhibition and refreshments in East Grinstead.
- xiv. that a Community & Economic Development of £250 be granted to Trinity Methodist Church to fund a Silver Sunday Hot meal and entertainment at the Trinity Welcome Café, East Grinstead.
- xv. that a Community & Economic Development of £4250 be granted to Haywards Heath Town Team to fund the 2019/20 STEM Challenge.

The meeting closed at 5:45pm

Chairman.

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MICRO BUSINESS 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 8 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
Fine Baps	New Service	£1,800	£1,800
Fun Pots	Marketing, New Service and Apprentice	£2,090	£2,090
Just Drinking Water Ltd	Marketing	£2,000	£2,000
Paul Johnson Photography	Apprentice	£1,500	£1,500
RAW (Resilience and Wellbeing)	New Service	£1,873	£1,873
Sell4Profit Ltd	Marketing	£2,000	£2,000
The Jonathan Lea Network	Marketing	£2,000	£2,000
The workABLE	New Service	£2,000	£2,000
Total		£15,263.00	£15,263.00

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

3. This is the fourth meeting of the Cabinet Grants Panel to consider the 2019/20 Micro Business Grant Scheme. The scheme has seen a great deal of interest. Following this meeting, the panel will have reviewed all of the 40 applications that have been submitted so far. This figure has changed since the last panel meeting due to the withdrawal of three Micro Business applications. Officers will be working with the remaining fund to ensure the panel is presented the final applicants in October.

Assessment and Policy Context

- 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.
- 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

- The micro business grants are funded through an allocation from the WSCC LEAP business rates pool, with £500,000 to be allocated between districts.
- The current fund stands at:

Scheme	Fund as at 23 09 2019	Funds approved so far	Funds requested in this paper	Balance(if all bids in this paper are approved)
Micro Business Grant Scheme	£23,622.80	£47,805.77	£15,263.00	£8359.80*

* Officers note that the remaining balance may change due to underspends on granted projects.

- 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: RAW (Resilience and Wellbeing) and The workABLE.

Risk Management Implications

- 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.
- 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.
- 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

12. 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

13. 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

14. 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:	Haywards Heath
Project:	New Service
Applicant:	Fine Baps
Address:	55 The Broadway, Haywards Heath, RH16 3AS
Type of business:	Food Services
Grant Request to MSDC	£1,800
Total project cost:	£3,600
Previous grants in past 2 years:	In 2017 the applicant was awarded £2,000 to support the costs of developing a website. This grant was only half claimed due to the applicant taking maternity leave.

Summary of project proposal and aims:

To introduce a delivery service which requires kitting out the business van, equipment and marketing for the new service.

Background

Fine Baps are a local sandwich bar and café located in Haywards Heath. The business is looking to expand its services by adding a delivery service. To support the development of this service, the business is applying for a grant to aid in a variety of activities required before launching the service.

Examples of what the grant will support includes: the kitting out of the business van interior to ensure food can remain temperature controlled with the appropriate storage equipment, external décor to brand the business when out on delivery, a new printer which will be used specifically to process online orders for the business and various marketing activities such as leaflet printing and online marketing campaigns.

The business has received a large volume of interest in being able to cater at both corporate and celebratory events and expect the delivery service to drive a large amount of growth to the business. The business notes that with the expected

success from offering their sandwich delivery, they will likely look to recruit a new member of staff.

How does the project meet the stated criteria?

Delivering wider outreach – the introduction of a new delivery service will reach a wider customer base.

Assisting with delivery of new business lines – the business will offer a new service as a result of the grant.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – not applicable.

Officer evaluation of the project

Fine Baps fits the criteria of a micro-business with only 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 drive growth through the introduction of a new delivery service which will expand its offer. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1,800 is awarded to Fine Baps to support the development and launch of their new delivery service.

Micro Business Grants Scheme

Town:	Haywards Heath
Project:	Marketing, New Service and Apprentice
Applicant:	Fun Pots
Address:	16 Sussex Road, Haywards Heath, West Sussex, RH16 4EA
Type of business:	Pottery
Grant Request to MSDC	£2090 (£1,500 is an apprenticeship grant)
Total project cost:	£1180 (+ apprenticeship costs)
Previous grants in past 2 years:	In 2018 the applicant was awarded £2,000 to support the costs of improving IT throughout the business. This grant greatly supported the business by enabling more control over stock and customer relationships through the use of management systems.

Summary of project proposal and aims:

To undertake market research, offer a new service, increase staff hours and employ an apprentice.

Background

Fun Pots is a pottery painting studio located on Sussex Road in Haywards Heath. The business offers a range of services including pottery painting, personalising gifts and ornaments or decorating wider crockery such as mugs and bowls. The business is applying for both the apprenticeship grant and project grant this year.

The project grant will support the costs of promoting a market research project being undertaken in collaboration with the University of Brighton Business School students. The project will involve research in understanding the demographic of customers who currently access the services of the business and develop a plan to attract the smallest demographic which has been identified as over 65's. The results of the project will inform a plan to attract these customers with proposals to develop new services such as offering new packages with enables pottery paintings in-house at care homes etc. To promote the research underway and the proposed new service, the business is applying for a grant to support the costs of producing marketing material to promote both the research, new service and the costs of increasing staff hours to support the project.

In addition to this project, the business is looking to recruit an apprentice to support the growth of the business and the marketing project. The individual is likely to be employed locally and will be offered an opportunity to qualify with a level 2 or 3 in Customer Service.

How does the project meet the stated criteria?

Delivering wider outreach – the marketing of the project will not only support the promotion of the business, but also support the promotion of a project which will drive growth in wider demographics.

Assisting with delivery of new business lines – the research project will lead to the direct development of a new service.

Enabling more employees to be taken on – the grant will directly support the costs of employing an apprentice.

Delivering community benefit – the business will not only be supporting the development of an individual through an apprenticeship, but it will also support the work experience of students at University.

Officer evaluation of the project

Fun pots fit the criteria of a micro-business with only six employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking for opportunities to grow through market research and will be expanding their team through the employment of an apprentice. 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 £2090 is awarded to Fun Pots to support the costs of undertaking marketing, developing a new service, increasing staff hours and employing an apprentice.

Micro Business Grants Scheme

Town:	Haywards Heath
Project:	Marketing
Applicant:	Just Drinking Water Ltd
Address:	8 Pondsides, Haywards Heath, West Sussex, RH16 4TH
Type of business:	Beverage
Grant Request to MSDC	£2,000
Total project cost:	£4,000
Previous grants in past 2 years:	In 2017 the applicant was awarded £2,000 to develop a website for the business. In 2018 the applicant was awarded £2,000 to support the launch of a new product. This included the costs of producing the product line, including product design, print and fill.

Summary of project proposal and aims:

To undertake marketing activities for a new product line.

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. The business is applying for a grant to support the launch of a new product, the UK's first carton water made from biodegradable materials. The caps of the new cartons will be made from plant-based biopolymer which will enable the product to remain both recyclable but also biodegradable.

The grant will support the costs of marketing this new product and re-branding the business. The grant will support the re-wrapping of the business delivery van, production of flyers and banners and other exhibition materials such as flags and promotional clothing to enable the business to market at wider networking events. The business is looking to use local businesses to complete this project.

How does the project meet the stated criteria?

Delivering wider outreach – the production of marketing materials will enable the business to reach wider audiences to promote their new product.

Assisting with delivery of new business lines – the grant directly supports the promotional delivery of a new business line.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – the product line is environmentally friendly and will be marketed through use of local businesses which will support the economy.

Officer evaluation of the project

Just Drinking Water Ltd fits the criteria of a micro-business with only 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 drive growth through the promotion of a new and sustainable product 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 Just Drinking Water Ltd to support the costs of producing marketing materials for their new product line.

Micro Business Grants Scheme

Town:	East Grinstead
Project:	Apprentice
Applicant:	Paul Johnson Photography
Address:	25 Dorset Avenue, East Grinstead, RH19 2AB
Type of business:	Photography
Grant Request to MSDC	£1,500
Total project cost:	£8,281

Summary of project proposal and aims:

To employ an apprentice.

Background

Paul Johnson Photography is a local photography business based in East Grinstead. The business currently employs two apprentices and is applying for a grant to support the costs of employing a third apprentice.

How does the project meet the stated criteria?

Delivering wider outreach - not applicable

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the grant will directly support the costs of employing an apprentice.

Delivering community benefit – not applicable.

Officer evaluation of the project

Paul Johnson Photography fits the criteria of a micro-business with only four 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 employ a new apprentice and continue driving growth. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1,500 is awarded to Paul Johnson Photography to support the costs of employing an apprentice.

Micro Business Grants Scheme

Town:	Haywards Heath
Project:	New Service
Applicant:	RAW (Resilience and Wellbeing)
Address:	25 Lincoln Wood, Haywards Heath, RH16 1LH
Type of business:	Health and Wellbeing
Grant Request to MSDC	£1,873
Total project cost:	£3,746

Summary of project proposal and aims:

To launch a new resilience and well-being service in the District.

Background

RAW (Resilience and Wellbeing) is a new start business formed in partnership with local business, the workABLE. The business provides advice and mentoring in enhancing workplace wellbeing and productivity. The business is applying for a grant to support the research and development of resilience and wellbeing workshops which will be offered in partnership with the workABLE.

The distribution of skills within both partnered business will see RAW provide mentoring on how the mind and body can support peoples physical and mental well-being while the workABLE will provide professional mentoring in skills and confidence, including advise for managers and those responsible for people on how to manage wellbeing in the workplace. The grant will support a range of costs including the launch event and first workshop venue hire, equipment for the workshops, the production of a website to act as a face for the business and training materials for both instructors.

How does the project meet the stated criteria?

Delivering wider outreach – the development of these tailored workshops will support the businesses wider outreach.

Assisting with delivery of new business lines – the business will offer a new service as a result of the grant.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – the business will be using a local marketing consultant to support the development of the workshops which will demonstrate a wider economic benefit.

Officer evaluation of the project

RAW 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 through the introduction of wellbeing workshops. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £1,873 is awarded to RAW to support the costs of developing wellbeing workshops.

Micro Business Grants Scheme

Town:	Hassocks
Project:	Marketing
Applicant:	Sell4Profit Ltd
Address:	21 Semley Road, Hassocks, BN6 8PD
Type of business:	Retail
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

To undertake a Search Engine Optimisation (SEO) project to promote the business.

Background

Sell4Profit (trading as Bling King) are a Hassocks based business which retails a variety of jewellery. The business is applying for a grant to support the costs of undertaking a marketing project which involves procuring a marketing consultant to carry out a 6 month SEO campaign. SEO will select 30 key words from the businesses website and use these as drivers to divert traffic to the website and create new business. The key words will be used to promote the website higher up any internet browsers search engine and will aim to divert traffic to the business.

The grant will cover the start-up costs of the campaign, including the initial deposit required to analyse and launch the SEO and will follow with supporting 6 months of maintenance for the project.

The business is looking to attract more retailers via the campaign and increase its sales with not only local businesses, but also national businesses.

How does the project meet the stated criteria?

Delivering wider outreach – the SEO will promote the business to a wider audience and potential customer 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

Sell4Profit fits the criteria of a micro-business with only two 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 drive growth through exposure to new potential customers by undertaking an SEO marketing campaign. 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 Sell4Profit to support the costs of undertaking SEO activities.

Micro Business Grants Scheme

Town:	Haywards Heath
Project:	Marketing
Applicant:	The Jonathan Lea Network
Address:	Basepoint Business Centre, John De Mierre House, Bridge Road, Haywards Heath, West Sussex, RH16 1UA
Type of business:	Legal Services
Grant Request to MSDC	£2,000
Total project cost:	£4,568
Previous grants in past 2 years:	In 2018 the applicant was awarded £2,000 to support the cost of website improvements.

Summary of project proposal and aims:

To undertake a series of marketing and promotional activities to increase awareness of the business

Background

The Jonathan Lea Network is a Haywards Heath based legal firm, consisting of a varied team of lawyers that allow the business to offer a wide range of legal services, including corporate and commercial services. The business has had a lot of success in drawing in and retaining clients, allowing the business to move to a larger office in April 2019.

The business is seeking grant funding in order to undertake a series of local marketing initiatives which will allow the business to better advertise their services and increase their business' local image.

These activities include: advertisements in local news publications, creating their own business networking event in Brighton, running a local charity cricket tournament for local businesses, and joining the Brighton & Hove Business Network.

How does the project meet the stated criteria?

Delivering wider outreach – these marketing projects will allow the business to advertise to a wider audience and increase brand awareness.

Assisting with delivery of new business lines – not applicable.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – the proposed tournament will be locally based and create a networking opportunity for local businesses.

Officer evaluation of the project

The Jonathan Lea Network fits the criteria of a micro-business with four full time 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 drive growth through wider marketing activities. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to The Jonathan Lea Network to support their marketing initiatives.

Micro Business Grants Scheme

Town:	Haywards Heath
Project:	New Service
Applicant:	The WorkABLE
Address:	6 Turners Mill Road, Haywards Heath, RH16 1NN
Type of business:	Health and Wellbeing
Grant Request to MSDC	£2,000
Total project cost:	£4,230

Summary of project proposal and aims:

To undertake training to become a qualified Mental Health First Aid Instructor and offer workshops to raise awareness and train individuals in understanding mental health.

Background

The WorkABLE is a Haywards Heath based business specialising in providing support in coaching and mentoring businesses in understanding and managing health conditions within their organisation. The business is applying for a grant to support the costs of training and becoming a licensed Mental Health First Aid Instructor with MHFA England. Following the completion of this training the business plans to offer mental health workshops following the completion of their training which they have requested the grant to support the costs of marketing these workshops.

How does the project meet the stated criteria?

Delivering wider outreach – the business will be delivering a wider outreach through the introduction of wellbeing workshops.

Assisting with delivery of new business lines – the business will offer a new service as a result of the grant.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – the business will be using local marketing consultants to promote the workshops.

Officer evaluation of the project

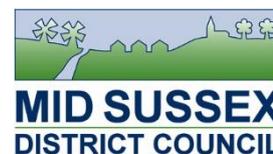
The WorkABLE fits the criteria of a micro-business with only one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to drive growth through training and offering wellbeing workshops which focus on mental health. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2,000 is awarded to The WorkABLE to support the costs of training as a Mental Health First Aid Instructor and developing mental health workshops.

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	
Fine Baps	3	3	0	0	4	3	3	16
Fun Pots	3	3	4	3	4	3	4	24
Just Drinking Water Ltd	3	3	0	3	3	4	3	19
Paul Johnson Photography	0	0	4	0	3	3	4	14
RAW (Resilience and Wellbeing)	3	3	0	3	3	3	4	19
Sell4Profit	3	0	0	0	3	3	3	12
The Jonathan Lea Network	3	0	0	4	3	3	3	16
The WorkABLE	3	3	0	3	3	4	4	20