

NB – all recommendations in this are dependent on the completion of appropriate due diligence checks. These will be completed in time for a verbal report at the meeting.

Micro-business Grants Scheme

| | |
|-----------------------|--------------------------------------------------|
| Town: | Burgess Hill |
| Project: | Website design, social media and local marketing |
| Applicant: | Aprimatic Automation |
| Type of business: | Installation and maintenance of automatic gates |
| Grant Request to MSDC | £2,000 |
| Total project cost: | £4,000 |

Summary of project proposal and aims:

Recruitment of an employee dedicated to improving the website, increasing social media presence and undertaking local advertising campaigns.

Background

Aprimatic Automation has been in operation for 5 years and provides a service covering the design, installation and maintenance of automatic gates to business and residential customers. The company wishes to raise its profile through improving the existing website, developing a social media presence and making greater use of local advertising. They are seeking assistance with the recruitment of an employee to undertake this work.

How does the project meet the stated criteria

Delivering wider outreach – improved marketing will enable the company to reach and attract more customers.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the initial project will deliver the recruitment of one part-time employee and if the work is successful this will be turned into a full-time post and potentially more employees will be required to handle the additional business.

Delivering community benefit – not applicable

Officer evaluation of the project

Aprimatic Automation fit the criteria of a micro-business with 2 full time employees, 1 part-time employee and an apprentice. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The project will help the company to promote its services and grow their business. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to Aprimatic Automation to help with the recruitment of a part-time employee to improve their website, increase their social media presence and make better use of local advertising.

Micro-business Grants Scheme

| | |
|-----------------------|--------------------------|
| Town: | Burgess Hill |
| Project: | Purchase of IT equipment |
| Applicant: | Sahara Tanning Salons |
| Type of business: | Tanning |
| Grant Request to MSDC | £2,000 |
| Total project cost: | £5000 |

Summary of project proposal and aims:

The purchase of IT equipment to manage the business and facilitate social media activity.

Background

Sahara Tanning Salons offers a range of salon tanning solutions. The paperwork associated with their business, including the maintenance of client records, is currently carried out manually. The company is requesting grant funding to support the purchase of a server and a computer to allow them manage the business electronically, and two laptops to facilitate greater use of social media to market the business.

How does the project meet the stated criteria

Delivering wider outreach – greater use of social media will enable the company to reach a wider market

Assisting with delivery of new business lines – a more efficient administration system will help the company include a spray tan booth as one of their offerings

Enabling more employees to be taken on – the move from a paperwork system to an IT-based system will require the recruitment of another member of staff

Delivering community benefit – not applicable

Officer evaluation of the project

Sahara Tanning Salons fit the criteria of a micro-business with 3 full time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The project will allow the company to move from a paperwork-based administration system to an IT-based system which will improve efficiency and facilitate targeted marketing, it will also enable the company to increase its social media presence and market its services to a wider audience. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to Sahara Tanning Salons to support the purchase of a server, computer and two laptops.

Micro-business Grants Scheme

| | |
|-----------------------|----------------------------------------------|
| Town: | Haywards Heath |
| Project: | Construction of an external storage unit |
| Applicant: | Adams Garden Machinery |
| Type of business: | Garden Machinery repairs and accessory sales |
| Grant Request to MSDC | £2000 |
| Total project cost: | £5000 |

Summary of project proposal and aims:

The construction of an external storage unit to hold machinery and other goods.

Background

Adams Garden Machinery is located in Haywards Heath and provides a garden machinery repair service along with the sale of garden machine accessories (e.g. oils, safety wear, lawnmower blades). The business was only established in April 2016 but the owners have been running similar businesses since 1993. Adams Garden Machinery would like assistance with the costs of building an external storage facility to allow them to hold a greater selection of machinery and other goods on site and therefore allow them to be more responsive to their customers' needs.

Adams Garden Machinery applied for, and were awarded, funding for an apprentice in the last round of bids. Whilst the criteria of the scheme only allow one proposal per company, proposals for an apprentice are considered as separate from proposals for other projects and therefore this application still meets the criterion.

How does the project meet the stated criteria

Delivering wider outreach – the storage unit will allow a greater range of goods to be held onsite and therefore meet a wider range of customer needs

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the project will not directly result in more employees being taken on, but by allowing more customer needs to be met the business will grow and may eventually lead to more employees

Delivering community benefit – not applicable

Officer evaluation of the project

Adams Garden Machinery fit the criteria of a micro-business with 3 full time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The external storage facility will allow Adams Garden Machinery to hold a wider range of machinery and other goods and therefore meet a greater range of customer needs which will support the growth of the business. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to Adams Garden Machinery to assist with the construction of an external storage facility.

Micro-business Grants Scheme

| | |
|-----------------------|-----------------------------|
| Town: | Sharpthorne |
| Project: | New website and jobs boards |
| Applicant: | PAs of Excellence |
| Type of business: | Recruitment |
| Grant Request to MSDC | £2,000 |
| Total project cost: | £4,000 |

Summary of project proposal and aims:

Establishment of a recruitment website and jobs boards to manage the recruitment of office professionals.

Background

PAs of Excellence is a newly established business that aims to provide recruitment services for organisations looking to employ various office professionals (secretaries, PAs, receptionists, office managers, etc). The owner has a sister business which has been operating for ten years and delivers training for PAs. The new company will market vacancies for organisations looking to recruit office workers and is seeking assistance with the costs of a new website and the jobs boards that the vacancies will appear on.

How does the project meet the stated criteria

Delivering wider outreach – the dedicated website and jobs boards are required to allow the company to reach out to potential customers

Assisting with delivery of new business lines – the project is facilitating the establishment of a new company

Enabling more employees to be taken on – once the company establishes its presence they aim to open staffed offices in Haywards Heath.

Delivering community benefit – not applicable

Officer evaluation of the project

PAs of Excellence fits the criteria of a micro-business with just 1 full time employee along with two self-employed freelance workers. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the launch of the dedicated website and job boards for marketing vacancies that are essential for this newly established organisation to grow its presence. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to PAs of Excellence to support the delivery of a new website and jobs boards.