

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:	Apprentice
Applicant:	Premier Marketing
Type of business:	Providing corporate merchandise
Grant Request to MSDC	£1,500
Total project cost:	£Costs associated with the apprentice

Summary of project proposal and aims:

Employment of an apprentice to assist with various office-based administration and marketing tasks.

Background

Premier Marketing was established in 1999 to provide corporate merchandise to order and now provides its services in seven countries. The current owners bought out the company 3 years ago and are looking for an apprentice to improve sales capacity as the business starts to see more growth.

How does the project meet the stated criteria

Delivering wider outreach – additional support for the sales force will allow the team to reach more prospects (as well as better serve existing clients)

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the grant will allow an apprentice to be taken on

Delivering community benefit – the company supports a number of charities and also has established a payroll giving system. The growth of the company will facilitate further charitable activity.

Officer evaluation of the project

Premier Marketing fit the criteria of a micro-business with 2 full time employees, 4 part-time employees and an apprentice. They have provided satisfactory proof that their company is properly constituted and are located within the District. The business is one of three owned by a parent company – the applicant has stated that the total number of employees across all three businesses is 9 and therefore the parent company is also a micro-business.

The project will allow the company to employ an apprentice to assist with office-based administrative and marketing tasks. On the surface, it would appear that this application meets the overall aim of the grant programme (supporting microbusinesses) and is therefore an appropriate project to receive support. There is, however, some doubt that the apprenticeship being created is truly additional and a legitimate apprenticeship despite several attempts to gain clarification.

Recommendation

That a grant is **not** awarded to Premier Marketing to support the employment of an apprentice as they have not provided sufficient evidence that the post will be truly additional.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Trade mission to South Korea
Applicant:	Ozlana Australia Ltd
Type of business:	Wholesale retail
Grant Request to MSDC	£2,000
Total project cost:	£4,920

Summary of project proposal and aims:

The project will support a trade mission to South Korea in order to unlock another potential export market.

Background

Ozlana Australia is a Haywards Heath-based shoe supplier of UGG type sheepskin boots. They design, make samples and approach retailers and wholesalers world-wide and have recently taken on order from on-line retailed ASOS. They are seeking assistance with the costs of a Trade Mission to South Korea. In order for such a mission to be successful it is usual to employ a locally based organisation to perform introductions and set up meetings. The Mission will allow them to unlock a potentially large export market (their estimate is that it could add \$350,000 to their turnover).

How does the project meet the stated criteria

Delivering wider outreach – will allow the company to access a new export market

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – if the project achieves its objective in terms of increasing turnover, the company will seek to open a showroom/office and employ support staff

Delivering community benefit – not applicable

Officer evaluation of the project

Ozlana Australia fits the criteria of a micro-business with just 1 full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support a trade mission to South Korea – officers have secured supporting information that demonstrates the costs involved are legitimate with arrangements being made through the British Chamber of Commerce in South Korea. The grant will help unlock a new export market and therefore meets the overall aim of the grant programme (supporting the growth of microbusinesses), making it an appropriate project to receive support.

Further investigation into the business model has established that this initial phase is a standard “triangle” model – the business has a contract with a manufacturer in China and is seeking sales channels in South Korea, with all the transactions managed from the UK. In time, the business aims to establish a physical presence in Haywards Heath (they have already secured two contracts with an online retailer).

Recommendation

That a grant of £2000 is awarded to Ozlana Australia to support a Trade Mission to South Korea.

Micro-business Grants Scheme

Town:	Ardingly
Project:	Recruit an apprentice and deliver a website upgrade
Applicant:	ER Longley Hydroworks LLP
Type of business:	Water Treatment
Grant Request to MSDC	£3,500
Total project cost:	£18,000

Summary of project proposal and aims:

Delivery of a new website and recruitment of an apprentice to either assist in the office or with fieldwork.

Background

ER Longley Hydroworks LLP was founded in 1926 and was purchased as a bankrupt business by the current owners in August 2016. It provides water softening products and services to its customers. They are seeking assistance with the recruitment of an apprentice and the creation of a new website. The apprentice will either assist with office work or will work as part of the field team, depending on the apprentice. The creation of a new website is required as the existing one was that created by the previous owner and is outdated.

How does the project meet the stated criteria

Delivering wider outreach – both the apprentice and a revamped website will allow the company to reach more customers

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the project will allow the recruitment of an apprentice and should the overall project achieves its growth aims (they have a database of over 15,000 customers but can only look after 500 at the moment) then further staff will be needed.

Delivering community benefit – not applicable

Officer evaluation of the project

ER Longley Hydroworks LLP fits the criteria of a micro-business with 3 full time employees and 2 part-time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the recruitment of an apprentice and the creation of a new website, this will allow the company to reach, and provide a service to, more customers. This meets both overall aims of the grant programme (supporting the growth of microbusinesses and assisting microbusinesses to recruit apprentices) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £3500 is awarded to ER Longley Hydroworks LLP to support the recruitment of an apprentice and creation of a website.

Micro-business Grants Scheme

Town:	Albourne
Project:	Website upgrade and apprentice
Applicant:	Med Secretary Ltd
Type of business:	Secretarial services in the healthcare sector
Grant Request to MSDC	£3,500
Total project cost:	£4,300 plus apprentice costs

Summary of project proposal and aims:

Improved website along with a six month search-engine optimisation campaign to increase traffic to the website; recruitment of an apprentice to manage their digital platform.

Background

Med Secretary started-up in April 2016 and provides Practice Assistants for the healthcare sector - managing appointment bookings, relaying messages, undertaking billing activities and managing day to day activities for medical consultants. The business is seeking assistance with improving their website and delivering a search-engine optimisation campaign in order to increase their profile on the internet and receive more traffic. They have also applied for a grant to support the recruitment of an apprentice to work on their digital platforms.

How does the project meet the stated criteria

Delivering wider outreach – an improved website will allow the business to attract more customers and a search-engine optimisation campaign will raise their profile on internet searches.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the project will allow the recruitment of an apprentice who will undertake a digital business apprenticeship.

Delivering community benefit – not applicable

Officer evaluation of the project

Med Secretary fits the criteria of a micro-business with 4 full time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support an improved website which, combined with search engine optimisation, will help the business reach more customers. It will also support the recruitment of an apprentice to undertake a digital business apprenticeship. This meets the overall aim of the grant programme (supporting the growth of microbusinesses and assisting microbusinesses to recruit apprentices) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £3,500 is awarded to Med Secretary to support improvements to their website, a search-engine optimisation campaign and recruitment of an apprentice.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Website upgrade
Applicant:	Not Another Bunch of Flowers
Type of business:	Online retail
Grant Request to MSDC	£5,000
Total project cost:	£2,000

Summary of project proposal and aims:

Support a website upgrade that will deliver an enhanced customer experience and accurate marketing reports.

Background

Not Another Bunch of Flowers was set up 3 years ago when the owner identified a gap in the market for sites selling gifts specifically for people going through serious illnesses. The business now sells a wide range of gifts and cards online designed to provide comfort to those with a serious illness or as a treat to people who are hospitalised. The website was initially created with a standard (free) e-commerce template and the owner now wishes to improve the usability of the website from the customer perspective and allow her to undertake more marketing analysis to help target campaigns more effectively.

How does the project meet the stated criteria

Delivering wider outreach – a more user-friendly website will allow greater attraction and retention of customers and the ability to analyse marketing campaigns will enable more successful targeting.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the improvements would, if successful, lead to increased sales, expansion and more jobs

Delivering community benefit – the owner of the business has a policy of employing those who have been through serious illness themselves or who have seen close family members suffer. In addition they have raised over £16,000 for various charities.

Officer evaluation of the project

Not Another Bunch of Flowers fits the criteria of a micro-business with 3 full time employees and 2 part-time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support website improvements that will improve the customer experience and allow for more effective marketing analysis; both of which will help the business generate higher levels of sales. 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 Not Another Bunch of Flowers to support a website upgrade.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Website/events launch along with marketing materials
Applicant:	Ottilie
Type of business:	Health and wellbeing
Grant Request to MSDC	£1788.75
Total project cost:	£3577.50

Summary of project proposal and aims:

Support the development of a website, production of marketing materials and social media training.

Background

Ottilie is a new start-up focusing on health and well-being. The focus of the business will be Yoga workshops but the aim is to establish a substantial online community through social media and, eventually, an online shop selling natural products. The business is seeking assistance with the development of a website, production of marketing materials and assistance with social media. This will help the brand become established and provide a platform to build the business.

How does the project meet the stated criteria

Delivering wider outreach – a professional website, backed up with marketing materials and appropriate social media support will help the business reach more customers.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – not applicable (although the applicant has expressed a wish to take on apprentice in 6 months time)

Delivering community benefit – not applicable

Officer evaluation of the project

Otilie fits the criteria of a micro-business with just 1 full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the creation of a new website, delivery of marketing materials and support for social media use, which will help the business establish its brand. 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 £1788.55 is awarded to Otilie for website development, marketing materials and assistance with social media.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Purchase of laptop and projector; recruitment of an apprentice
Applicant:	Ops Angel
Type of business:	Business support
Grant Request to MSDC	£2000
Total project cost:	£1000 plus apprentice costs

Summary of project proposal and aims:

Assist with the purchase of a laptop and projector along with the recruitment of an apprentice.

Background

Ops Angel provides operational support to start-up and small businesses, helping them to establish appropriate internal systems and processes. They are seeking assistance with the recruitment of an apprentice to be located onsite in client premises and the purchase of a laptop and projector to allow the apprentice to deliver independently on-site without having to rely on client's equipment.

How does the project meet the stated criteria

Delivering wider outreach – by enabling direct on-site support through an embedded apprentice this project will help the business reach more customers.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the project will support the recruitment of an apprentice

Delivering community benefit – not applicable

Officer evaluation of the project

Ops Angel fits the criteria of a micro-business with just 1 full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the purchase of a laptop and projector along with the recruitment of an apprentice, which will allow the business to deliver services directly from their clients' premises. It will also enable the business to provide support to other small businesses in the area and help them to grow. This meets the overall aim of the grant programme (supporting the growth of microbusinesses and assisting micro-businesses with the recruitment of apprentices) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to Ops Angel for the purchase of a laptop and projector along with the recruitment of an apprentice.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Development of website and marketing materials
Applicant:	The Alternative Healthcare Ltd
Type of business:	Alternative healthcare provision
Grant Request to MSDC	£2000
Total project cost:	£4,405

Summary of project proposal and aims:

Development of a website and appropriate marketing materials that will support the set-up of a Chronic Pain Clinic.

Background

The Alternative Healthcare Ltd provides alternative medicine, treatments and therapies. The business is aiming to expand their operations by setting up a Chronic Pain Clinic and they are seeking assistance with the development of a website and marketing materials to promote the new service

How does the project meet the stated criteria

Delivering wider outreach – the establishment of a Chronic Pain Clinic will allow the business to reach a new customer base.

Assisting with delivery of new business lines – establishment of the new clinic will add an additional service to those already provided by Alternative Healthcare Ltd

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

The Alternative Healthcare fits the criteria of a micro-business with 3 full time employees and 7 part-time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the development of a website and marketing materials required to support the establishment of a new Chronic Pain Clinic. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to The Alternative Healthcare Ltd for the development of a website along with appropriate marketing materials.

Micro-business Grants Scheme

Town:	East Grinstead
Project:	Website upgrade
Applicant:	Coles Estate Agents
Type of business:	Estate Agent
Grant Request to MSDC	£2000
Total project cost:	£4,500

Summary of project proposal and aims:

Upgrade of existing website.

Background

Coles Estate Agents started up in 2010 and are seeking assistance to upgrade their website (which has not been changed since they first opened)

How does the project meet the stated criteria

Delivering wider outreach – an improved website will allow the business to attract more customers.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the business views the website upgrade as being able to promote sufficient growth to allow them to take on 1 additional full time employee and one part-time employee

Delivering community benefit – the business would use the website to promote local community events (which they are already involved with)

Officer evaluation of the project

Coles Estate Agent fits the criteria of a micro-business with 2 full time employees and 2 part-time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the upgrade of their website which will help them attract more 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 Coles Estate Agents for the upgrade of their website.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Reconfiguration of new premises
Applicant:	The Perrymount Clinic
Type of business:	Osteopath
Grant Request to MSDC	£2000
Total project cost:	£15,000

Summary of project proposal and aims:

Reconfiguration of new premises (required as the current premises have been sold by the landlord).

Background

The Perrymount Clinic offers osteopathy along with other natural healthcare treatments. It is owned by one person but offers premises to other self-employed healthcare professionals. The sale of the existing premises by the landlord has required the Clinic to relocate – the new premises identified do not have the most suitable layout and the business is seeking assistance with reconfiguring the internal layout to make it more suitable.

How does the project meet the stated criteria

Delivering wider outreach – the reconfiguration of new premises will ensure that the treatments currently on offer can continue to be provided within the local area.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – not applicable (although the project will ensure that those currently working at the Clinic, both the owner and the self-employed staff, will continue to have jobs).

Delivering community benefit – not applicable

Officer evaluation of the project

The Perrymount Clinic fits the criteria of a micro-business with just 1 full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the reconfiguration of new premises to a more optimal layout. Whilst this is not directly supporting the growth of a microbusiness, it is helping prevent the loss of such a business due to circumstances outside the owner's control and is therefore an appropriate project to receive support.

Recommendation

That a grant of £2000 is awarded to The Perrymount Clinic to assist with the reconfiguration of new premises.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New fitness rig
Applicant:	Sussex Zest
Type of business:	Fitness Studio
Grant Request to MSDC	£2000
Total project cost:	£4,500

Summary of project proposal and aims:

Purchase of a new fitness rig

Background

Sussex Zest is a small fitness studio in Haywards Heath. The business is seeking assistance with the purchase of a fitness rig that will allow the instruction of greater number of clients at any one time and also allow them to offer a greater variety of fitness classes

How does the project meet the stated criteria

Delivering wider outreach – the new fitness rig will allow for a greater number of clients to attend fitness classes, therefore increasing the overall outreach of the business

Assisting with delivery of new business lines – the rig will allow a wider variety of fitness classes to be taught

Enabling more employees to be taken on – not applicable.

Delivering community benefit – not applicable

Officer evaluation of the project

Sussex Zest fits the criteria of a micro-business with just 1 full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the purchase of a new fitness rig which will allow them attract a greater number of customers and offer a wider variety of classes. 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 Sussex Zest for the purchase of a new fitness rig.

Micro-business Grants Scheme

Town:	Horsted Keynes
Project:	Development of website and marketing materials
Applicant:	MDHUB Limited
Type of business:	Business networking and training
Grant Request to MSDC	£2000
Total project cost:	£5,500

Summary of project proposal and aims:

Improved website along with a cloud based Customer Records Management (CRM) system and new marketing materials.

Background

MDHUB provides development and training for Managing Directors with a focus on the use of peer to peer work groups along with networking opportunities. They have over 90 Senior Executives attending regular groups. The business wishes to expand membership and improve the training products offered. In order to do this they are seeking assistance to upgrade their website, implement a cloud-based CRM system (to manage existing and new members more effectively) and improve their marketing materials.

How does the project meet the stated criteria

Delivering wider outreach – the improved website, marketing materials and CRM system will enable the business to reach a wider target audience and increase their 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

MDHUB fits the criteria of a micro-business with 7 full time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the improvement of both website and marketing materials along with the implementation of an enhanced CRM system, all of which will enable the business to grow its membership base. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support

Recommendation

That a grant of £2000 is awarded to MDHUB for the delivery of an upgraded website, improved marketing materials and a cloud-based CRM system.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Purchase of a van
Applicant:	Critter Sitter
Type of business:	Pet-sitting
Grant Request to MSDC	£2,000
Total project cost:	£5,000

Summary of project proposal and aims:

Purchase of a van to help with the transport of pets.

Background

Critter Sitter was established in 2015 and provides a dog-walking and pet-sitting service (including short-notice emergency care). They are seeking assistance with the purchase of a van to provide a more tailored means of transporting pets (as well as a means of mobile advertising).

How does the project meet the stated criteria

Delivering wider outreach – the van will allow the business to transport a greater number of pets at any one time and all in a more controlled and tailored environment (rather than a car), this will help reach a wider customer base by providing a more professional approach.

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

Critter Sitter fits the criteria of a micro-business with just 1 full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the purchase of a van which will enable the business to present a more professional approach and thereby increase their client base. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support

Recommendation

That a grant of £2000 is awarded to Critter Sitter for the purchase of a van.

Micro-business Grants Scheme

Town:	Ashurst Wood
Project:	Purchase of laptops and software
Applicant:	Silver Bullet business training
Type of business:	Business training
Grant Request to MSDC	£4,000
Total project cost:	£2,000

Summary of project proposal and aims:

Purchase of ten laptops with appropriate software, along with a projector and screen.

Background

Silver Bullet business training has evolved from providing longer term consultancy services to small business to providing short-term provision of training in basic office software and business/management skills. The business is seeking assistance with the purchase of a number of laptops (along with appropriate software) and a projector, this will enable the business to provide computer-based training without relying on clients to provide equipment.

How does the project meet the stated criteria

Delivering wider outreach – the purchase of a number of laptops will allow the business to reach a wider number of clients and also deliver more flexible training which will meet a wider range of needs

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – if the project delivers the expected level of growth, they expect to be able to take-on an additional 1-2 members of staff within 6-12 months.

Delivering community benefit – not applicable

Officer evaluation of the project

Silver Bullet Business Training fits the criteria of a micro-business with just 1 full time employee and 1 part time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the purchase of ten laptops with appropriate software along with a projector, this will allow the business to deliver training to a wider range of customers. 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 Silver Bullet Business Training for the purchase of ten laptops, software and a projector.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Kitchen improvements and shop face lift
Applicant:	The Fresh Fish Shop
Type of business:	Fishmongers
Grant Request to MSDC	£10,000
Total project cost:	£2,000

Summary of project proposal and aims:

Expansion of kitchen area in order to increase production and a shop facelift to help compete with the newly opened Waitrose.

Background

The Fresh Fish Shop is located near Haywards Heath Station and provides seafood cooking demonstrations as well as selling a wide range of seafood. They have a well-established apprentice programme and have even developed a specialist fishmonger apprenticeship. They are seeking assistance with a range of kitchen improvements and a facelift. The kitchen improvements will help the shop produce more seafood products, create additional lines and improve efficiency. The shop face-lift will help them compete with the newly opened Waitrose, which is a direct competitor.

How does the project meet the stated criteria

Delivering wider outreach – the kitchen improvements will allow the shop to produce more seafood and a wider range of products, which will allow them to reach a wider target audience. The shop facelift will help attract more passer-by traffic.

Assisting with delivery of new business lines – some of the kitchen improvements will allow the business to create new products

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

The Fresh Fish Shop fits the criteria of a micro-business with 4 full time employees, 4 part time employees and an apprentice. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the delivery of kitchen improvements along with a shop face-lift, both of which will help attract and cater for a wider range of customers. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support

Recommendation

That a grant of £2000 is awarded to the Fresh Fish Shop for kitchen improvements and a shop face-lift.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New website including online ordering
Applicant:	Fine Baps
Type of business:	Catering and take-away food
Grant Request to MSDC	£4,000
Total project cost:	£2,000

Summary of project proposal and aims:

Upgrade of website to include an on-line ordering platform, along with the delivery of marketing materials including local advertising.

Background

Fine Baps provides a range of lunch foods as well as catering services. They are seeking assistance with improvements to their website to enable online ordering that will allow customers to order for delivery or collection, they are also seeking assistance with the development of marketing materials and local advertising in order to promote this new service.

How does the project meet the stated criteria

Delivering wider outreach – online ordering for delivery or collection will allow Fine Baps to reach a much wider customer base.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – if the new approach generates the anticipated uplift in orders, the business anticipates taking on at least one more member of staff

Delivering community benefit – not applicable

Officer evaluation of the project

Fine Baps fits the criteria of a micro-business with 2 full time employees and 1 part time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the delivery and marketing of an online ordering system which will allow the business to reach a wider customer base. This meets the overall aim of the grant programme (supporting the growth of microbusinesses) and is therefore an appropriate project to receive support

Recommendation

That a grant of £2000 is awarded to Fine Baps for the creation of an online ordering system along with associated marketing materials and advertising.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Purchase of stall equipment and membership of e-commerce site
Applicant:	Katie Puppies 2014
Type of business:	Clothes sales
Grant Request to MSDC	£4,000
Total project cost:	£2,000

Summary of project proposal and aims:

Purchase of stall equipment, booking stall-space and membership of an e-commerce site in order to develop a business selling clothing.

Background

Katie Puppies 2014 is the name of an existing dog-breeding business that now wishes to expand into clothes selling through market stalls and car-boot sales. They are seeking assistance to cover start-up costs including the purchase of stall equipment, stall bookings and membership of an e-commerce site

How does the project meet the stated criteria

Delivering wider outreach – the purchase of stall equipment and an e-commerce website will enable the business to start selling clothes online and locally.

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

Katie Puppies fits the criteria of a micro-business with just 1 full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The application states that the grant funding will be used to purchase stall equipment, cover the costs of stall-bookings, pay for membership of an e-commerce site. Although initially recommended for approval, the due diligence checks undertaken by officers have raised doubts about the robustness of the business model and whether there is a sustainable business to be supported.

Recommendation

That Katie Puppies 2014 are **not** awarded a grant on the grounds that there is no evidence to support the claim that this grant would create a sustainable business model.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Website upgrade
Applicant:	Ou La La Limited
Type of business:	Clothes retailer
Grant Request to MSDC	£5,500
Total project cost:	£2,000

Summary of project proposal and aims:

Upgrade of website to improve transactional capacity, facilitate Google analytics and enable the launch of a Google Adwords campaign.

Background

Ouh La La has traded in Haywards Heath for 10 years, delivering a range of lingerie and beach wear, and are now looking to expand their online offer. They are therefore seeking assistance to upgrade their website in order to improve its transactional capability and facilitate a marketing campaign (thorough Google Adwords)

How does the project meet the stated criteria

Delivering wider outreach – adding an online capability to their business will mean that Ouh La La can expand their offering nationally rather than relying on local custom.

Assisting with delivery of new business lines – the business anticipates delivering a wider range of clothing online

Enabling more employees to be taken on – if the website delivers the anticipated growth in customer base then the applicant intends to take on more staff.

Delivering community benefit – not applicable

Officer evaluation of the project

Ouh La La fits the criteria of a micro-business with 1 full time employees and 2 part time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the upgrading of their website in order to develop on online retailing element to their business, thus enabling them to reach customers nationally. 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 Ouh La La for the upgrading of their website in order to improve transactional capability, facilitate Google analytics and deliver a Google adwords campaign.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Extension of indoor cycling facility
Applicant:	Linear Health and Fitness Ltd
Type of business:	Health and Fitness
Grant Request to MSDC	£4,200
Total project cost:	£2,000

Summary of project proposal and aims:

Extending an indoor cycling facility through the provision of four new static bikes, new sound and lighting systems and redecoration to create a dedicated cycling studio.

Background

Linear Health and Fitness are a small health and fitness club located on the Borde Hill estate. They currently have six static bikes to cater for an indoor cycling class which is often fully booked. The business is seeking assistance with the costs of expanding this facility to meet demand and have identified a need for an additional four static bikes along with works to create a dedicated cycling studio (sound and lighting systems and redecorating).

How does the project meet the stated criteria

Delivering wider outreach – the additional bikes along with the creation of a more attractive facility will allow the club to cater for a larger customer base.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – if the anticipated level of growth is achieved, the business aims to recruit a further member of staff.

Delivering community benefit – not applicable

Officer evaluation of the project

Linear Health and Fitness fits the criteria of a micro-business with 4 part time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will provide additional indoor cycling capacity in a dedicated studio which will allow the business to cater for more customers seeking to undertake indoor cycling as a part of a fitness regime. 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 Linear Health and Fitness Ltd towards the purchase of four static bikes and accompanying works required to create a dedicated indoor cycling studio.