

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:	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.

They have already held 3 yoga brunches and have 4 more organised (2 in July, 1 in September and 1 in October). These events were held in a barn on the Chiddinglye estate in West Hoathly. The overarching aim of the business is to develop a brand that covers a monthly “self-care” activity combining activity and nutrition advice – Ottilie are not aware of another organisation in the Mid Sussex area with this niche offering (most offerings are simple yoga/pilates classes rather than combining with nutrition).

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:	Hurstpierpoint
Project:	New filing storage and a replacement floor
Applicant:	Sussex Osteopath & Complementary Health Clinic
Type of business:	Healthcare
Grant Request to MSDC	£2000
Total project cost:	£4000

Summary of project proposal and aims:

Assist with the creation of additional storage for filing and also the installation of a replacement floor.

Background

Sussex Osteopath and Complementary Clinic has been in their current location in Hurstpierpoint for 10 years. The business has seen steady growth and they are now running out of room to store their patient records, the business is therefore seeking assistance with the installation of lockable filing cupboards in treatment rooms. The business is also seeking assistance with the replacement of a floor in one of their treatment rooms in order to conform to acupuncture council guidelines and also be washable.

How does the project meet the stated criteria

Delivering wider outreach – by providing the additional filing storage the business will be able to take on more customers and the replacement floor will improve accessibility for disabled patients easier.

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

The Clinic fits the criteria of a micro-business with just 2 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 purchase and installation of filing cupboards and the installation of a treatment room floor – both of which will improve the efficiency and professionalism of the business, allowing them to take on more clients and assisting with disabled access. 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 the Sussex Osteopath and Complementary Health Clinic for the purchase and installation of filing cupboards, and the installation of a replacement treatment room floor.

Micro-business Grants Scheme

Town:	Lindfield
Project:	Purchase of specialist equipment
Applicant:	Heather Martin Garden Design
Type of business:	Garden design
Grant Request to MSDC	£406
Total project cost:	£813

Summary of project proposal and aims:

Purchase of a specific piece of equipment to measure changes in height levels.

Background

Heather Martin Garden design has been operational for 5 years and is now seeking assistance with the purchase of a specialist piece of equipment that will enable her to measure height levels in gardens. The equipment will allow her to undertake surveys more quickly and offer a survey service to other garden design companies.

How does the project meet the stated criteria

Delivering wider outreach – the equipment will allow surveys to be undertaken more quickly, allowing the business to service more clients.

Assisting with delivery of new business lines – the new equipment will allow the business to offer a survey service to other garden design companies

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

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

The grant funding will support the purchase of a key piece of equipment that will allow the business to diversify into other offerings (surveying as well as garden design) and allow projects to be undertaken more quickly. 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 £406 is awarded to Heather Martin Garden Design for the purchase of a ZipLevel Pro2000.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Purchase of equipment
Applicant:	Winslow Skincare
Type of business:	Skincare
Grant Request to MSDC	£2000
Total project cost:	£6,500

Summary of project proposal and aims:

Purchase of equipment to fit-out a new treatment room.

Background

Winslow Skincare was founded over 4 years ago and provides non-invasive skin treatments for conditions such as acne, sensitivity and ageing skin. They currently share a room in another clinic but have now found a premises where they can have their own treatment room and are seeking assistance with the purchase of equipment needed to fit-out the new room.

How does the project meet the stated criteria

Delivering wider outreach – a dedicated treatment room will allow the clinic to offer treatments 6 days a week and with greater availability for clients

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the expansion of the number of appointments that can be offered will allow the business to expand and they plan to take on 3 more members of staff to cope.

Delivering community benefit – the business currently holds educational talks free of charge at various venues and plan to continue to host such talks bi-monthly at their new premises.

Officer evaluation of the project

Winslow Skincare 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 support their move to their own premises which will allow them to offer an increased number of appointments to for their clients. 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 Winslow Skincare to assist with the purchase of equipment to fit out a treatment room.

Micro-business Grants Scheme

Town:	Lindfield
Project:	Training on specialist software
Applicant:	HomeSmiths Ltd
Type of business:	Interior design
Grant Request to MSDC	£596.50
Total project cost:	£1,193

Summary of project proposal and aims:

Training on specialist software to produce 3D drawings and renderings.

Background

HomeSmiths Ltd is an interior design firm that offers a range of interior design services to private residential clients, care home owners, providers of social housing and property developers. They are seeking assistance with the costs of training their full time employee in a specialist piece of software that will allow them to produce 3D drawings and renderings.

How does the project meet the stated criteria

Delivering wider outreach – the ability to provide these additional drawings will allow the business to market their services more widely.

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

HomeSmiths Ltd fits the criteria of a micro-business with 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 training of an employee on specialist software that will allow the business to offer enhanced service to its clients and therefore help expand its 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 £596.50 is awarded to HomeSmiths Ltd to provide training on specialist software.

Micro-business Grants Scheme

Town:	Hurstpierpoint
Project:	Relocation of wine store
Applicant:	South Downs Cellars
Type of business:	Wine Merchant
Grant Request to MSDC	£2000
Total project cost:	£11,158

Summary of project proposal and aims:

Fitting out of new larger wine storage facility with office.

Background

South Downs cellars was started in 2003 with one shop in Hurstpierpoint and it now has a second shop in Lindfield and an online store. In 2016 they won “Independent Drinks Retailer of the Year” at the Drinks Retailer Awards and turnover has increased by 40% over the last two years. In order to cater for this growth, the business are seeking assistance with the costs of moving their wine storage operation to a larger unit that will also incorporate an office to facilitate better stock management.

How does the project meet the stated criteria

Delivering wider outreach – the new storage facility will allow the business to purchase stock at a larger volume and therefore reduce costs, it will also provide the space for dedicated administrative staff which allow the remaining staff to focus on expanding the business further

Assisting with delivery of new business lines – the larger storage facility will allow the business to expand their range

Enabling more employees to be taken on – the new storage facility will allow South Downs to convert a part-time post into a full time post and create a new part time post.

Delivering community benefit – not applicable

Officer evaluation of the project

Sussex Downs fits the criteria of a micro-business with 4 full time employees and 3 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 delivery of a new storage facility which will allow the business to expand its range, reduce costs and hire additional administrative staff. 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 South Downs Cellars for the fitting out of a new storage facility.