

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:	Lindfield
Project:	Marketing campaign
Applicant:	Number78
Type of business:	Business support
Grant Request to MSDC	£2,000
Total project cost:	£4,179

Summary of project proposal and aims:

A comprehensive marketing campaign, including website development and social media to support a new product launch.

Background

Number78 was established 18 months ago to deliver support to small business seeking to make a step change in growth and have helped 15 local businesses in that time. Number78 assist the businesses in developing strategies for growth and putting in place the necessary corporate frameworks required to support that growth. They are now seeking help with a marketing campaign across several media channels that will help launch a new product (a training programme for businesses) and therefore extend the reach of the company, as well as identifying new clients.

How does the project meet the stated criteria

Delivering wider outreach – the marketing campaign and associated website development and social media will significantly increase the outreach of Number78.

Assisting with delivery of new business lines – the campaign will support the launch of a new product in the shape of a dedicated training programme

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Number78 fits the criteria of a micro-business with just 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 a marketing campaign that will extend the reach of Number78 and raise their profile amongst their target audience, as well as supporting the sale of their current business support service the campaign will also support the launch of a new training programme. 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 Number 78 for website development, marketing materials and assistance with social media (subject to funding availability).

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Re-branding and promotional materials
Applicant:	South East Business Systems Ltd
Type of business:	IT Support & Supplies
Grant Request to MSDC	£1500
Total project cost:	£3000

Summary of project proposal and aims:

Re-branding and production of marketing materials to capitalise on new management.

Background

South East Business Systems has been in existence for 36 years but was bought by its current owners in February 2017. The company provides IT services and support (both software and hardware) to businesses. They are seeking assistance with a re-branding exercise to modernise the company's image following the management take-over. This exercise and accompanying promotional materials will allow the company to raise its profile and increase custom.

How does the project meet the stated criteria

Delivering wider outreach – the re-branding and promotional materials will attract greater custom by raising the profile of the company and allowing the company to maximise its presence at networking events, trade conferences, etc.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – if re-branding exercise achieves its aims, the business aims to take on a further 2 employees

Delivering community benefit – not applicable

Officer evaluation of the project

South East Business Systems fits the criteria of a micro-business with 7 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 of a comprehensive re-branding of the company along with the production of promotional materials, which will help the business significantly raise its profile and attract new custom. 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 £1500 (subject to availability of funds) is awarded to South East Business Systems for re-branding and the production of promotional materials.