

Micro-business Grants Scheme

Town:	Ardingly
Project:	New Products
Applicant:	Creative Reach Ltd
Type of business:	Business support
Grant Request to MSDC	£2,000
Total project cost:	£4,200

Summary of project proposal and aims:

To aid in the development of new project to be run by the business.

Background

Creative Reach Ltd is a company which works with businesses to enhance their services through, for example, increasing their appeal to their target audience and creating marketing opportunities. The business is hoping to launch a new service named 'Promoting Sussex Schools Talent!' (PSST!).

The PSST! service will be aimed at identifying, promoting and creating platforms for emerging local talent in all creative genres in East and West Sussex, including visual arts, music, digital, theatre, dance, photography, film, fashion, and literature.

In Haywards Heath, the company has been facilitating art exhibitions for local young artists at The Dolphin Leisure Centre, named Gallery 16. Creative Reach Ltd is seeking grant funding to relaunch Gallery 16 and set up a new website to develop and promote the project. The funding will go towards repainting and decorating the gallery, installing new hanging rails, and the production of promotional literature and marketing advice.

How does the project meet the stated criteria?

Delivering wider outreach – A new product will allow the business to reach a wider customer base.

Assisting with delivery of new business lines – A new product will be created and distributed as a direct result of grant funding

Enabling more employees to be taken on – not applicable

Delivering community benefit – The events will take place in a local community centre.

Officer evaluation of the project

Creative Reach Ltd fits the criteria of a micro-business with one full time employee and five part time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The project will allow the company to deliver new business lines and develop a wider outreach. 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 Creative Reach Ltd to support the launch of a new product.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Website and marketing strategy
Applicant:	Cullen Scholefield Ltd
Type of business:	HR & Management Consultancy
Grant Request to MSDC	£2,000
Total project cost:	£TBC

Summary of project proposal and aims:

To develop their website, marketing strategy and social media plan in order to better grow the business.

Background

Cullen Schofield Ltd is a consultancy which specialises in management, HR, and organisational development. The company also focuses on the provision of training services and qualifications to assist businesses. The managing director of the company is an ex-chair of the Haywards Heath Business Association. The company has recognised that they are beginning to be known more for the provision of qualifications over their main work of consultancy.

Due to this they wish to undertake new marketing activity to better promote their core consultancy services. Cullen Scholefield Ltd is therefore looking for grant funding in order aid the development their website and the creation of a marketing and social media strategy. Both projects will require outside support. The business's intention is to buy in this support and then once the company know how best to promote themselves, they will look to hire a part-time member of staff to implement those promotional strategies.

How does the project meet the stated criteria?

Delivering wider outreach – the promotion of their available products will lead to more work being taken on and a website will help manage this.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – the project will lead to the creation of one new, part-time, position within the company.

Delivering community benefit – not applicable

Officer evaluation of the project

Cullen Scholefield Ltd fit the criteria of a micro-business with four full-time and two part-time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company through the development of their website and marketing strategy. 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 Cullen Scholefield Ltd to aid in the development of a new website and the development of a new marketing strategy.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Event Equipment
Applicant:	Flinders Coffee Ltd
Type of business:	Café
Grant Request to MSDC	£2,000
Total project cost:	£4,250

Summary of project proposal and aims:

To purchase equipment which will enable the café to host and deliver a new range of events and classes for new and existing customers.

Background

Flinders Coffee Ltd is an independent coffee shop in Haywards Heath which also serve locally sourced, fresh breakfasts and lunches. Flinders Coffee are looking to expand through hosting events and classes within their premises and are seeking grant funding to support this. The events they wish to offer include examples such as cooking classes, and cocktail making classes.

The business ran a survey in the local media asking people what events/classes they would like to see hosted. The positive results of the survey have informed their decision to go ahead with the new business line and has shaped the style and content of the events. The grant funding would support the business in purchasing the equipment needed for these events, including fold-out tables, portable stoves and storage for when the equipment is not in use. The grant will also aid in marketing the events to the local area.

How does the project meet the stated criteria?

Delivering wider outreach – the additional services offered by the café will bring in a larger customer base.

Assisting with delivery of new business lines – a new business line will be created directly through the implementation of this project

Enabling more employees to be taken on – not applicable

Delivering community benefit – the classes/events will benefit local people in the area.

Officer evaluation of the project

Flinders Coffee fit the criteria of a micro-business with three full-time employees and five part-time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the purchase of equipment to implement a new range of classes and events within the café. 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 Flinders Coffee to aid in the development of new business lines through events and classes.

Micro-business Grants Scheme

Town:	East Grinstead
Project:	Business expansion including new website
Applicant:	Marvolio's Nostrums
Type of business:	Production of spirits and liqueur.
Grant Request to MSDC	£2,000
Total project cost:	£11,000

Summary of project proposal and aims:

To aid in the process of expanding the business to its own dedicated premises.

Background

Marvolio's Nostrums is a small business which produces and sells spirit drinks and liqueurs. They have had a good response from retailers, both online and in stores who are stocking their products. The products themselves recently won awards at the International Spirits and Wine Competition. Currently sales and supply efforts of the business are constrained by a small marketing budget and the fact that the business is run, and the products are made, entirely from home.

Building on the success of their products so far, Mavolio's Nostrums are seeking grant funding to aid in the expansion of their business and relocation to dedicated premises. The expansion will entail the relocation, development of the website to include an on-line sales function, development of new products, booking stands at promotional events, and improved marketing materials. The business hopes to then take on an additional full-time member of staff. The grant funding will be directed at the development of their website and purchase of marketing equipment to be used at events.

How does the project meet the stated criteria?

Delivering wider outreach – this project will allow the business to generate a larger client base through improved marketing.

Assisting with delivery of new business lines – the project entails the development of a new product to be sold by the business.

Enabling more employees to be taken on – once the expansion is successful the business plans to hire an additional member of staff.

Delivering community benefit – not applicable

Officer evaluation of the project

Marvolio's Nostrums fits the criteria of a micro-business with one full-time employee and one part-time employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the business through improved marketing as part of a larger expansion project. 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 Marvolio's Nostrums to aid in the development of a website and marketing material to allow the business to expand.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Marketing strategy
Applicant:	NetworkU
Type of business:	Business development
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

To develop a marketing strategy in order to better promote the business.

Background

NetworkU is a recently set up business operating as a partnership. One member of the partnership is also a member of the Haywards Heath Business Association Board. The business provides networking and telemarketing opportunities to local businesses. This service includes, for example, attending networking events on behalf of the business and organising telemarketing campaigns. These activities are all focussed on expanding the client base and customer network for their clients. NetworkU hope to soon begin organising their own networking events.

NetworkU feel that to expand the business further they will need a professionally developed marketing strategy, for which they are seeking grant funding. The strategy will be created with the support of a marketing consultancy. The marketing strategy will include a focus on making improvements to the business's social media presence and more effective digital marketing, such as a Pay Per Click campaign.

How does the project meet the stated criteria?

Delivering wider outreach – the development of a marketing strategy will allow the business to generate a larger client base

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – not applicable

Delivering community benefit – benefits could arise for local businesses, should the business expand how they propose and are able to create local networking events.

Officer evaluation of the project

NetworkU fits the criteria of a micro-business with two full-time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company through the development of a website and the growth of their portfolio. 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 NetworkU support the development of a new marketing strategy.

Micro-business Grants Scheme

Town:	Scaynes Hill
Project:	New equipment
Applicant:	Not Another Bunch of Flowers
Type of business:	Gifting
Grant Request to MSDC	£2,000
Total project cost:	£5,000

Summary of project proposal and aims:

To purchase new equipment in order to reliably create and sell new products.

Background

Not Another Bunch of Flowers is a business which creates and sells gifts for many occasions through their website, with a focus primarily on “get well” gifts for hospital patients. The business is looking to expand by offering a range of personalised gifts. The business has already trialled this through the creation of personalised mugs which have proven to be popular.

Up to know, the production of the mugs has been done through borrowing equipment from another local business. Not Another Bunch of Flowers are seeking grant funding in order the aid the purchase their own equipment to begin producing these products on a larger, more reliable, scale for themselves. Specifically this will include a mug press and associated equipment, a shelving unit and workbench.

How does the project meet the stated criteria?

Delivering wider outreach – the equipment will allow the business to develop products and diversify into new markets.

Assisting with delivery of new business lines – a new business line will be created directly 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

Not Another Bunch of Flowers fits the criteria of a micro-business with four full-time employees and four part-time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company the ability to develop a new product line on a larger scale. 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 Ltd to pay for a mug press and associated equipment, a shelving unit and workbench.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New service
Applicant:	The Perrymount Ltd
Type of business:	Osteopathy
Grant Request to MSDC	£2,000
Total project cost:	£5,000

Summary of project proposal and aims:

To develop a new drop-in mother and baby service.

Background

The Perrymount Ltd is an osteopathy and natural health clinic which offers a range of services. One branch of the business helps to support babies, children and new mothers. This is done through a range of services including advice on health, nutrition and breastfeeding.

The business has noted that current demands on NHS services mean that the NHS is at the moment unable to offer the same level of home visit to mothers as in the past. As a result of this, The Perrymount Ltd is seeking grant funding to expand their mother and baby facilities through the creation of a drop in service, through which they can respond to this unmet demand.

The aim of this service will be to provide consistent and knowledgeable advice to local mothers from the start of their pregnancy through to toddler advice.

How does the project meet the stated criteria?

Delivering wider outreach – the growth of The Perrymount Ltd's mother and baby service will allow the clinic to reach a larger clientbase.

Assisting with delivery of new business lines – a new business line will be developed through the creation of the drop in clinic.

Enabling more employees to be taken on – the clinic will have two private midwives working at the drop in centre, with the hope of a health advisor also.

Delivering community benefit – the drop in centre will provide advice and support to local mothers in community.

Officer evaluation of the project

The Perrymount Ltd fit the criteria of a micro-business with only one full-time employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company through the development of mother and baby services. 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 Perrymount Ltd to aid in the development of a new website and the development of a service.¹

Notes:

- ¹ Subject to due diligence review outcome.

Micro-business Grants Scheme

Town:	Lindfield
Project:	Building improvements
Applicant:	Potential Personal Training Ltd
Type of business:	Health and fitness
Grant Request to MSDC	£1,500
Total project cost:	£3,000

Summary of project proposal and aims:

To renovate premises following a failure to do so by a previous builder.

Background

Potential Personal Fitness Ltd is a company which offers a range of fitness services including personal and group training services which traditional gyms do not offer. While the business currently has a good client base, they have encountered some recent financial difficulties. The key driver of these difficulties is that many areas of their premises have been left unsafe and unusable by a builder with whom they had previously contracted to renovate their premises. The builder left with the work incomplete and not up to building control standards.

As a result Potential Personal Fitness Ltd are having to undertake more renovation works in order to fix the problems that remain, and are seeking grant funding in order to support this. Work that needs to be done includes replacing glass panes, fixing the gym flooring and installing smoke seals on doors. Once this work is complete, the company will be able to undertake more activities and projects, which have had to be postponed, enabling them to grow. The builder which is lined up for the renovation works is local to Mid Sussex, and another applicant of this scheme.

How does the project meet the stated criteria?

Delivering wider outreach – the much needed renovation works will enable the business to begin to re-focus on the acquisition of clients.

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – not applicable

Delivering community benefit – the work on the site will enable business for another local business in the area.

Officer evaluation of the project

Potential Personal Fitness fit the criteria of a micro-business with four full-time and four part-time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company through much needed renovation works to their premises. 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 Potential Personal Training Ltd to aid in the renovation works on their premises.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Website development
Applicant:	Reab Physical Health Ltd
Type of business:	Health and fitness
Grant Request to MSDC	£2,000
Total project cost:	£5,600

Summary of project proposal and aims:

To aid in the development of a new website which includes a more intuitive booking system for clients.

Background

Reab Physical Health specialises in four main areas of health and fitness: physiotherapy, pilates, massage and sports rehabilitation. The business has recently taken advice from a local digital marketing company which has advised them that the most effective way to expand their business would be through developing a new website.

Reab Physical Health are seeking grant funding to aid in this development. The current website is outdated and does not meet current customer expectations or meet the digital functionality standards common amongst competitors, such as mobile responsiveness and social media integration. The company hopes to also include a more intuitive booking system for potential and existing clients. The clinicians and pilates teachers that work at the centre are sole traders and are contracted to the business on a per client or class basis. With that in mind any improvement to the business' client base is likely to also directly benefit their businesses.

How does the project meet the stated criteria?

Delivering wider outreach – a new and improved website will allow the business to develop a new and wider client base, while improving functionality for existing clients.

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

Reab Physical Health Ltd fit the criteria of a micro-business with one full-time employee and two part-time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company through the improved functionality of their website and marketing it serves. 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 Reab Physical Health Ltd to support website development.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	Marketing strategy and new equipment
Applicant:	See Me Go
Type of business:	Retailer
Grant Request to MSDC	£1,500
Total project cost:	£3,000

Summary of project proposal and aims:

To develop a marketing strategy to promote the business and purchase new equipment which will enable the business to develop new products.

Background

See Me Go is a sole trader which up until recently had been selling products through the website Etsy (<https://www.etsy.com/uk/>). The business creates and sells reflective clothing and accessories which are designed to be both practical and stylish. The design and creation of the products is done at home and sold online via a website. The business also markets and sells products at events and hopes to soon work with retail partners.

See Me Go is seeking grant funding in order to develop a marketing strategy with the aid of an outside company. The marketing strategy will help the business develop new ways to promote and grow the business through social media and other channels. The business also plans to purchase a badge press and materials in order to develop and create new products.

How does the project meet the stated criteria?

Delivering wider outreach – a new product line and marketing strategy will allow the business to target a wider potential customer base.

Assisting with delivery of new business lines – the project will directly support the delivery of a new business line.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

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

The grant funding will allow the business to develop a marketing plan and purchase equipment necessary for the creation of new products. 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 See Me Go to support the development of a marketing strategy and the purchase of new equipment.

Micro-business Grants Scheme

Town:	Burgess Hill
Project:	Advertising and marketing materials
Applicant:	Spiral Flooring
Type of business:	Flooring
Grant Request to MSDC	£1,500
Total project cost:	£3,000

Summary of project proposal and aims:

To purchase advertising and marketing materials, along with a new computer.

Background

Spiral Flooring is a company which specialises in the fitting and supplying of flooring coverings in both domestic and commercial properties. They are seeking grant funding in order to purchase advertising and marketing materials in order to better promote themselves to the local community. This material will come in the form of items such as flyers and pull-up advertising screens. The business also wishes to purchase a new computer to aid in their website design and use of social media to promote the company.

How does the project meet the stated criteria?

Delivering wider outreach – the marketing materials and work that will be completed via a new computer will aid the business in generating a larger client 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

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

The grant funding will support the purchase of advertising and marketing materials along with a new computer in order to develop the customer base 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 £1,500 is awarded to Spiral Flooring to support new advertising and marketing materials¹.

Notes:

¹ Subject to due diligence review outcome.

Micro-business Grants Scheme

Town:	Cuckfield
Project:	Marketing campaign
Applicant:	Strategic Marcomms Consultancy
Type of business:	Marketing
Grant Request to MSDC:	£2,000
Total project cost:	£5,500

Summary of project proposal and aims:

To undertake a Pay Per Click campaign in order to better promote their services.

Background

Strategic Marcomms Consultancy is a marketing consultancy which focuses on PR, business support and advice. The company's core service is website creation. Following the implementation of the new General Data Protection Regulations (GDPR), the platform that Strategic Marcomms Consultancy has been using to develop these sites is no longer available for use by third parties such as themselves.

As a result the company needs to begin to develop its other products and services. The business also needs new ways to create sales leads and new business. One product line they wish to develop is their media training for large companies. For this product line Strategic Marcomms currently relies on a single contract with one corporate client

The business is therefore seeking grant funding in order to undertake a Pay Per Click (PPC) campaign to drive and promote their services. PPC is a service whereby a company pays a publisher (in this case Google) each time a link is clicked directing a potential client to their website. By using this service Strategic Marcomms Consultancy would have more prominent positioning amongst the results returned from a Google search.

How does the project meet the stated criteria?

Delivering wider outreach – a PPC campaign would allow Strategic Marcomms to better promote their services to a wider clientbase.

Assisting with delivery of new business lines – new business lines would be supported through this advertisement.

Enabling more employees to be taken on – not applicable.

Delivering community benefit – not applicable.

Officer evaluation of the project

Strategic Marcomms Consultancy fits the criteria of a micro-business with one full time employee and one part time employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The grant funding will support the growth of the company through the adoption of a PPC campaign to grow 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 £2,000 is awarded to Strategic Marcomms Consultancy to support the adoption of a PPC campaign.

Micro-business Grants Scheme

Town:	Hassocks
Project:	Event equipment
Applicant:	Sussex Mother
Type of business:	Café and retail
Grant Request to MSDC	£1,000
Total project cost:	£2,000

Summary of project proposal and aims:

To renovate a site and purchase equipment in order to create a community and event space on site.

Background

Sussex Mother is a new business which runs both a café and a local produce shop. They have aspirations to turn part of their premises into a community space to offer a range of classes and workshops and to host a farmers' market. Sussex Mother is therefore seeking grant funding in order to purchase equipment to make this possible. The equipment they wish to purchase includes: trestle tables, chairs, and advertising materials for the planned events. In addition to this, the cement floor on the site needs to be repaired before it can be used.

How does the project meet the stated criteria?

Delivering wider outreach – a new space and service will allow Sussex Mother to generate a larger client base.

Assisting with delivery of new business lines – a new business line will be created directly through the project.

Enabling more employees to be taken on – not applicable

Delivering community benefit – a community space will be created, and community events will be delivered.

Officer evaluation of the project

Sussex Mother fits the criteria of a micro-business with two part time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The project will allow the business to expand through the introduction of an event 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 £1,000 is awarded to Sussex Mother to assist in the purchase of event equipment.

Micro-business Grants Scheme

Town:	Haywards Heath
Project:	New equipment
Applicant:	Tremletts Carpentry
Type of business:	Joinery and manufacturing
Grant Request to MSDC	£1,650
Total project cost:	£3,300

Summary of project proposal and aims:

To purchase a new chisel morticer for the manufacture of a new product line, and to purchase a new workbench and vice for a new apprentice to work with.

Background

Tremletts Carpentry is a small independent joinery company which has been working as a sole trader for 25 years. The company is a member of the British Woodworking Federation. The company focuses on all aspects of woodwork but specialises in bespoke furniture.

Tremletts Carpentry has recently committed to providing an opportunity for an apprentice. However, the business does not currently have sufficient tools and equipment to train the apprentice while continuing to deliver the same timely and efficient service to customers.

The business is therefore seeking grant funding in order to purchase a new workbench and vice for use by the apprentice. The grant funding will also aid in the purchase of a new chisel morticer in order to aid in the development and manufacture of a new line of small table products.

How does the project meet the stated criteria?

Delivering wider outreach – a new product line being made available will allow the company to generate a larger client base.

Assisting with delivery of new business lines – the purchased equipment will aid in the creation of a new product.

Enabling more employees to be taken on – the grant will allow an apprentice to be better supported by the company.

Delivering community benefit – not applicable

Officer evaluation of the project

Tremletts Carpentry fits the criteria of a micro-business with three full time employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The project will allow the company to purchase new equipment to help the recruitment of an apprentice and to assist in the manufacture of products. 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 £1,650 is awarded to Tremletts Carpentry to support the purchase of new equipment.