

7 August 2018.

PLEASE NOTE TIME OF MEETING

Dear Councillor,

A meeting of **THE CABINET GRANTS PANEL** will be held in the **COUNCIL CHAMBER** at these offices on **THURSDAY 16 AUGUST 2018 at 4.00 p.m.** when your attendance is requested.

Yours sincerely,

KATHRYN HALL

Chief Executive.

A G E N D A

Pages

- | | | |
|----|---|----------------|
| 1. | To note Substitutes in Accordance with Council Procedure Rule 4 - Substitutes at Meetings of Committees etc. | |
| 2. | To receive apologies for absence. | |
| 3. | To receive Declaration of Interests from Members in respect of any matter on the Agenda. | |
| 4. | To consider any items that the Chairman agrees to take as urgent business. | |
| 5. | To receive representations from Members of the Council on the applications. | |
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To: **Members of the Cabinet Grants Panel** – Councillors Ash-Edwards, Marsh and Webster.

6. UTILISATION OF NEW RIVER RETAIL FUNDS FOR THE RELOCATION OF GROUPS AFFECTED BY THE TOWN CENTRE DEVELOPMENT PROGRAMME

REPORT OF Divisional Leader for Commercial Services and Contracts
Contact Officer Glen Wilkinson Leisure Contract Monitoring Officer
Email: glen.wilkinson@midsussex.gov.uk Tel: 01444 477207

Wards affected Burgess Hill Meads

Key decision Yes

Purpose of Report

1. To request the release of money from the Martlets Relocation Specific Reserve relating to the closure of Martlets Hall and to support the town centre revitalisation project.

Recommendation

2. It is recommended that the Cabinet Grants Panel consider a request from Burgess Hill Local History Society and determine the financial support to be awarded.
-

Background

3. Martlets Hall in Burgess Hill closed on June 30th 2018 to allow for the redevelopment of Burgess Hill Town Centre by New River Retail.
4. To support this process a sum of £250k was agreed by New River Retail to meet any reasonable costs for affected groups.
5. To date the Council has received £125,000, being the first of two agreed payments; the balance being due upon handover of the vacant hall to New River Retail.
6. At the June meeting of this Panel four groups affected by the closure of the Hall were awarded a total of £71,746
7. In addition, £35,000 has been allocated from the fund to enable Places for People Limited to carry out a number of improvements to Clair Hall to benefit Martlets Hall users to facilitate their move to the Haywards Heath location. These works saw an upgrade of the sound and lighting system and replacement windows.
8. This leaves a current balance of £18,254 in the Specific Reserve, with a further £125,000 to be received in the near future.

Burgess Hill Local History Society

9. Burgess Hill Local History Society (consisting of 100 members) wish to take responsibility for preserving a mosaic and plaque which are presently affixed to walls within Martlets Hall.
10. Burgess Hill Town Council is aiming to build a new facility which could house the artefacts in time; alternatively Cyprus Hall may be able to accommodate both.

11. Burgess Hill Local History Society are requesting a grant of **£1,892** to reimburse them for the cost of removing, transporting and storing the mosaic and plaque with the intention of redisplaying the items at a future location yet to be determined.

Summary of Grant Requested

| Organisation | Summary of bid | Amount requested |
|------------------------------------|--|------------------|
| Burgess Hill Local History Society | Purchasing new, and transporting the existing gymnastics equipment from Martlets Hall to The Triangle. | £1,892 |
| Total Requested | | £1,892 |

Financial Implications

12. In July 2017, the Council received the sum of £125,000 from New River Retail Ltd as a contribution to any associated costs relating to the closure of Martlets Hall and to support the town revitalisation project.
13. This was the first of two amounts due of a total £250,000 contribution. The Martlets Relocation Specific Reserve was created to hold these sums, as reported in the Budget Management Report to Cabinet 5th September 2017.
14. At the June meeting of this Panel four groups were awarded a total of £71,746
15. A further £35,000 has been allocated to enable Places for People Limited to carry out a number of improvements to Clair Hall to benefit Martlets Hall users who have since moved to the Haywards Heath location leaving a current balance of £18,254 in the Specific Reserve.
16. Members are now requested to release the sum of £1,892 as detailed in the table above, leaving a balance in Specific reserve of £16,362.
17. A further £125,000 will be received on vacant possession of Martlets Hall.

Risk Management Implications

18. The costs involved are affordable within the Reserve Fund. There are no further risks identified with this project.

7. MICROBUSINESS GRANT SCHEME

REPORT OF: Economic Development Officer
Contact Officer: William Hawkins
Email william.hawkins@midsussex.gov.uk Tel: 01444 477322

Wards Affected: All

Purpose of the report

1. The purpose of this report is to present 14 microbusiness grant applications for consideration by the Cabinet Grants Panel.

Summary

2. A summary of the applications to be considered and the recommendations from the Economic Development Team on the level of financial assistance to be awarded to each organisation are detailed as follows:

| Organisation | Purpose for which award is sought | Award Requested | Award Suggested |
|------------------------------|-------------------------------------|-----------------|-----------------|
| Creative Reach Ltd | New product | £2,000 | £2,000 |
| Cullen Scholefield Ltd | Website and marketing strategy | £2,000 | £2,000 |
| Flinders Coffee Ltd | New facilities | £2,000 | £2,000 |
| Marvolio's Nostrums | Business expansion | £2,000 | £2,000 |
| NetworkU | Marketing campaign | £2,000 | £2,000 |
| Not Another Bunch of Flowers | New equipment | £2,000 | £2,000 |
| The Perrymount Ltd | New service | £2,000 | £2,000 |
| Potential Personal Training | Building improvements | £1,500 | £1,500 |
| Reab Physical Health Ltd | New website | £2,000 | £2,000 |
| See Me Go | Marketing and equipment | £1,500 | £1,500 |
| Spiral Flooring | Advertising and marketing materials | £1,500 | £1,500 |
| Strategic Marcomms | Marketing campaign | £2,000 | £2,000 |
| Sussex Mother | Event equipment | £1,000 | £1,000 |
| Tremletts Carpentry | New equipment | £1,650 | £1,650 |
| Total | | £25,150 | £25,150 |

3. The panel is asked to note that, following the last meeting of the panel, the application of Cullen Scholefield Ltd has been deferred to this meeting so that the specific costings of the project can be reviewed before a decision is made.

Recommendations

Members of the Panel are requested to

- a) Consider and decide upon the recommendations for each of the above applications, summaries of which are attached in Appendix A of this report.***
- b) Consider and decide upon the recommendation for the Cullen Scholefield Ltd application, once the project costings have been obtained and circulated ahead of the meeting on 16 August.***

Background

4. This is the third meeting of the Cabinet Grants Panel to consider the 2018/19 Micro Business Grant Scheme. The scheme has now had all of its funding allocated, and is fully subscribed, subject to the Panel's decisions on the applications. There are a total of 41 applications for the scheme. Following this meeting, 33 of these applications will have been reviewed by the Panel.

Assessment and Policy Context

5. The applications received have been considered by the Council's Economic Development Officers, William Hawkins and Kim Christmas and the Council's Regeneration and Economy Programme Manager, Mark Healy. A summary of the assessment of each application is included within the individual project reports in Appendix A
6. All organisations have met the basic criteria and specific grant criteria, i.e. are properly constituted micro-businesses and have provided the relevant information to support their application. All applicants have been subject to a due diligence review including a site visit with just two exceptions: Spiral Flooring and the Perrymount Ltd. These due diligence reviews are scheduled to take place before the Cabinet Grants Panel meets, and a verbal update on the outcome of the reviews for these two businesses will be provided at the Cabinet Grants Panel meeting.

Financial Implications

7. The microbusiness grants are funded through an allocation from the WSCC business rates pool, with £500,000 to be divided proportionally between districts. A total of £72,000 is allocated to Mid Sussex District.
8. The current fund stands at:

| Scheme | Original fund | Funds approved so far | Funds requested in this paper | Balance (if all bids in this paper are approved) |
|-----------------------------|----------------------|------------------------------|--------------------------------------|---|
| Micro Business Grant Scheme | £72,000.00 | £32,933.50 | £25,150.00 | £13,916.50 |

9. As some of the applicants listed have noted they are not VAT registered, it is requested that the grant awarded includes the VAT on items/services purchased. Written confirmation of each applicant's VAT status will be requested before this is confirmed. Applicants in question are: See Me Go, NetworkU and Marvolio's Nostrums. Due diligence reviews will confirm if this is the case for The Perrymount Ltd and Spiral Flooring.

Risk Management Implications

10. The main risk associated with the successful implementation of the decisions arising from this report is the inability of the funded organisations to carry out the services, activities or equipment purchase for which funding had been awarded.

11. To minimise this risk, the decision has been taken to only pay out the grants following proof, from the applicant, that the project in question has begun, or equipment has been purchased. This could be in the form of receipts, invoices and other related documents

Equality implications

12. As part of the due diligence process, all of the businesses whose bids are included in this report have been assessed to be in compliance with the requisite policies/legislation.

Legal Implications

13. The Council is not obliged to provide grant funding, but by virtue of section 1 of the Localism Act 2011, it is able to do anything which it considers is likely to achieve the promotion of the economic, social or environmental wellbeing of its area. This includes incurring expenditure, giving financial assistance to any person (or organisation) and entering into arrangements or agreements with any person.

Background Papers

14. Grant applications and associated documentation for the Microbusiness Grant Scheme are held in the Economic Development Team.

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.

8. CORPORATE GRANT SCHEMES

REPORT OF: HEAD OF CORPORATE RESOURCES
Contact Officer: Regina Choudhury, Community Development Officer Email: regina.choudhury@midsussex.gov.uk Tel:01444 477495
Wards Affected: All
Key Decision: No

Purpose of the report

1. The purpose of this report is to present five Community & Economic Development applications for the Beacons of Light scheme for consideration by the Cabinet Grants Panel.

Summary

2. A summary of the applications to be considered and the recommendations from the Grants Assessment Group on the level of financial assistance to be awarded is as follows:

Community and Economic Development Grants

| Organisation | Purpose for which award is sought | Award Requested | Award Suggested |
|-----------------------------|--|-----------------|-----------------|
| Ardingly Parish Council | Build a Remembrance Beacon on the South of England Showground | £250 | £250 |
| Burgess Hill Town Council | Contribution towards 'A Nation's Tribute' event | £250 | £250 |
| Hassocks Parish Council | Contribution towards materials for a hand built bonfire on the South Downs and a bugler player | £250 | £250 |
| Lindfield Parish Council | Contribution towards purchasing a Remembrance Beacon | £250 | £250 |
| West Hoathly Parish Council | Remembrance event in partnership with The Royal British Legion | £250 | £250 |

Recommendations

Members of the Panel are requested to;

- a) *consider and decide upon the recommendations for each of the above applications, summaries of which are attached in Appendix A*

Background

WWI Beacons of Light

1. In commemoration and remembrance of the end of World War 1 and the many millions who were killed or came home dreadfully wounded, 1000 Beacons of Light will be lit at 7pm on 11th November 2018 throughout the United Kingdom, Channel

Islands, Isle of Man and UK Overseas Territories. The Beacons will symbolise the 'light of hope' that emerged from the darkness of war.

2. The Chairman of the Cabinet Grants Panel has agreed to offer grants of £250 to each of the twenty-four Town and Parish Councils in the District to support them to take part in this national initiative. The sum of £6,000 has been ring-fenced from the community & Economic Development to fund this scheme.
3. Parish and Town councils were invited to bid for up to £250 towards lighting a beacon on Remembrance. The scheme encourages Parish and Town Councils to either purchase a beacon, light an existing one or light a manmade bonfire.

Assessment Process

4. All applications have met the basic criteria of the corporate grants scheme and the standard assessment process has been applied. The grant application form was simplified to reflect the small one-off grant offer and to recognise that organisations have been invited by the Council to bid for a specified project.

Financial Implications

5. Community & Economic Development Grants are funded through a dedicated budget. The current fund stands at:

| Scheme | Fund as at 6 April 2018 | Additional funds approved | Ringfenced funds for Beacons of Light | Spend to date | Balance |
|----------------------------------|-------------------------|---------------------------|---------------------------------------|---------------|---------|
| Community & Economic Development | £96,830 | £0 | £6,000 | £49,281 | £41,549 |

6. The spend to date includes the amount approved for CED grants at the Grants Panel meetings of 19 June and 31 July, including the Silver Sunday grants as well as grants awarded to the Sheddingdean Community Association and Windmills Opportunity Playgroup agreed through a Cabinet Member report (MIS bulletin No. 16).
7. If Members agree to the recommendations, the remaining amount of funding set aside for the Beacons of Light scheme (of £4,750) will move into the total balance. This will leave a remainder of £46,299 in the Community & Economic Development Fund reserve.

Risk Management Implications

8. The main associated risks that may impact upon the successful implementation of the decisions arising from this report would be the inability of the funded organisation to carry out the services, activities or equipment purchase for which funding had been awarded.
9. Additionally, the sharing of information with West Sussex County Council will ensure that organisations are not being double-funded for the same purpose.
10. A Contract is signed at the application stage by organisations seeking funding that details the terms and conditions under which the grant is given, including the return of all monies to the Council should the purpose for which the grant is awarded not materialise

11. All successful applicants are requested to complete an End of Grant Report at the end of the funding period and required to submit information relating to the grant including purchase invoices, details of the number of residents benefiting from the grant, annual accounts, how the grant was used etc. Grants of over £1,000 are released on evidence of expenditure.
12. It is considered that these measures would mitigate the main risks from materialising and indicate a low-risk to the successful outcomes arising from this report.

Equality and customer service implications

13. As part of the assessment process funding applicants will have complied with the required conditions of funding and have the requisite policies and procedures in place including any other relevant legislation.

Legal Implications

14. The Council is not obliged to provide grant funding, but by virtue of section 1 of the Localism Act 2011, it is able to do anything which it considers is likely to achieve the promotion of the economic, social or environmental wellbeing of its area. This includes the incurring of expenditure, giving financial assistance to any person (or organisation) and entering into arrangements or agreements with any person.

Background Papers

15. Grant applications and associated documentation for the Community & Economic Development and Facility Grants are held in the Community Services, Policy and Performance Section.

Community and Economic Development Grants Scheme * new application

| | | |
|--|---|---|
| Name of Organisation | : | Ardingly Parish Council |
| Purpose for which Grant is Sought | : | Remembrance Beacon – 11th November 2018 |
| Total Project Cost | : | £250 |
| Amount of Grant Sought | : | £250 |
| Previous Grants | : | 2017: £250 2018: £250 |

Background information

The Parish Council plans to build a beacon at the South of England Showground on the evening of 11 November and invite residents from all ages to participate. Refreshments will be made available. The Parish Council will be match funding with a further £200.

Head of Finance Comments

Ardingly Parish Council is a statutory body and therefore it is not normal practice to comment on the organisations financial accounts.

Corporate Grant Assessment Group's evaluation of the project

The event will enable local residents to share in the commemorations and fits the ethos of the 'Beacons of Light' scheme.

Recommendation

That the sum of £250 from the Community and Economic Development Fund is awarded to Ardingly Parish Council towards the cost of holding a 'Beacons of Light' ceremony.

Community and Economic Development Grants Scheme * new application

| | | |
|--|---|--|
| Name of Organisation | : | Burgess Hill Town Council |
| Purpose for which Grant is Sought | : | Contribution towards 'A Nation's Tribute' event |
| Total Project Cost | : | £3,250 |
| Amount of Grant Sought | : | £250 |
| Previous Grants | : | 2017 £250 2018 £4,500 |

Background information

As part of 'A Nation's Tribute' a lone piper will play at the War Memorial on Remembrance Day and beacon lighting, lantern procession and commemoration event will take place in St John's Park. The beacon will be lit by the Bonfire Society followed by a peal of church bells by St John's bell ringers. Descendants of some of those named on the war memorial will be taking part in the event.

Head of Finance Comments

Burgess Hill Town Council is a statutory body and therefore it is not normal practice to comment on the organisations financial accounts.

Corporate Grant Assessment Group's evaluation of the project

The funds will go towards a larger event which will involve members of the community of all ages and fulfils all the criteria set by the 'Beacons of Light' scheme. The Town Council has also secured the remaining projects costs.

Recommendation

That the sum of £250 from the Community and Economic Development Fund is awarded to Burgess Hill Town Council as a contribution towards events to mark WW1 Centenary.

Community and Economic Development Grants Scheme * new application

| | | |
|--|---|--|
| Name of Organisation | : | Hassocks Parish Council |
| Purpose for which Grant is Sought | : | Hand built bonfire on the South Downs |
| Total Project Cost | : | £250 |
| Amount of Grant Sought | : | £250 |
| Previous Grants | : | None |

Background information

Hassocks Parish Council are planning a beacon lighting on the top of the South Downs which will involve local Scouting and Guiding groups alongside other Community groups. A bugler or trumpeter will be hired to play the Last Post.

Head of Finance Comments

Hassocks Parish Council is a statutory body and therefore it is not normal practice to comment on the organisations financial accounts.

Corporate Grant Assessment Group's evaluation of the project

The event sits well with the 'Beacons of Light' scheme and encourages all the community to come together in Remembrance.

Recommendation

That the sum of £250 from the Community and Economic Development Fund is awarded to Hassocks Parish Council towards the cost of holding Beacons of Light ceremony on the South Downs.

Community and Economic Development Grants Scheme * new application

| | | |
|--|---|---|
| Name of Organisation | : | Lindfield Parish Council |
| Purpose for which Grant is Sought | : | Contribution towards purchasing a Remembrance Beacon |
| Total Project Cost | : | £360 |
| Amount of Grant Sought | : | £250 |
| Previous Grants | : | None |

Background information

Lindfield Parish are seeking funds to purchase a Remembrance Beacon. The Parish will be working in partnership with Mid Sussex Red; a local community group who organise military history events to light the beacon on 11 November in Lindfield. The Parish will match fund the remaining project costs (£110).

Head of Finance Comments

Lindfield Parish Council is a statutory body and therefore it is not normal practice to comment on the organisations financial accounts.

Corporate Grant Assessment Group's evaluation of the project

The 'Beacons of Light' scheme aims to bring communities together by encouraging statutory bodies and community groups to work together to commemorate the Centenary of WW1. The project meets this need and will be a positive addition to the beacon lighting ceremonies that will take place across the country.

Recommendation

That the sum of £250 from the Community and Economic Development Fund is awarded to Lindfield Parish Council towards the cost of purchasing a Remembrance Beacon.

Community and Economic Development Grants Scheme * new application

| | | |
|--|---|---|
| Name of Organisation | : | West Hoathly Parish Council |
| Purpose for which Grant is Sought | : | Remembrance event in partnership with The Royal British Legion |
| Total Project Cost | : | £250 |
| Amount of Grant Sought | : | £250 |
| Previous Grants | : | 2012 £250 |

Background information

West Hoathly Parish will be supporting the Royal British Legion in commemorating the Remembrance Beacon event. The Beacon will be lit in Finche Field, West Hoathly. Funds will be used to the post for the beacon basket, fencing barriers and insurance.

Head of Finance Comments

West Hoathly Parish Council is a statutory body and therefore it is not normal practice to comment on the organisations financial accounts.

Corporate Grant Assessment Group's evaluation of the project

The 'Beacons of Light' scheme encourages statutory bodies and community groups to work together to commemorate the Centenary of WW1. The project meets this need and will be a positive addition to the beacon lighting ceremonies that will take place across the country.

Recommendation

That the sum of £250 from the Community and Economic Development Fund is awarded to West Hoathly Parish Council towards the cost of a Remembrance event in partnership with the Royal British Legion.