

Appendix A – Application Assessment

Applications recommended for approval

Business name/contact	Location	Business sector	Project(s)	Criteria assessed against	Project(s) score	Total project cost	Amount requested	Amount recommended	Previous Applicant?
Event Childcare Ltd / Sophia Mainwaring	Burgess Hill	Events / 1-2 years established	Hire videographer to shoot social media campaign/website development to improve lead generation	Reach new customers	2/3	£3,863	£1,933	£1,932	No
Costells Crafts Ltd / Aimee Sparkes	Haywards Heath	Retail / new start	Purchase of equipment to launch business, specifically wax melter, sewing machine and shelving unit to produce and display products	Introduce new products or services/improve business productivity	4/6	£773.00	£386.00	£386.00	No
Samantha Pullen Counselling / Samantha Pullen	Haywards Heath	Mental health / new start	Improvements to newly leased premises/2x staff training courses to allow for expansion	Improve business premises/improve business productivity	4/6	£3,410	£1,705	£1,705	No
Certa MPS Ltd / Jack Ranson	Burgess Hill	Retail / established	Developing a CRM system to increase productivity	Improve business productivity	2/3	£6,750	£2,000	£2,000	No
AQUAPAX – Just Drinking Water Ltd / Neil Tomlinson	Haywards Heath	Food & drink / established	Develop a 6 pack of waters to add to their current range in supermarkets	Introduce new products or services	2/3	£2,350	£1,175	£1,175	Yes

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Kitchens Bespoke Ltd / Sarah Loxton	East Grinstead	Kitchen design / 14 years established	Hire sales consultant to provide staff training	Increase business productivity	3/3	£4,260	£2,000	£2,000	Yes
Cuckfield Coffee Co / Paul Seymour	Lindfield	Coffee roastery / new start	Develop e-commerce site and advertising campaign/purchase product on a larger scale to allow economies of scale to be realised	Reach new customers/improve premises/increase business productivity	6/9	£5,500	£2,000	£2,000	No
My Kitchen Fitter / Marcus Tester	Haywards Heath	Construction / 1-2 years	Develop existing website and engage with marketing consultancy to run social media campaign	Reach new customers	2/3	£4,000	£2,000	£2,000	No
Burgess Hill Rugby Football Club / Owain Jenkins	Burgess Hill	Sport and recreation / established	Install solar lighting to business premises	Improve business premises	2/3	£2,400	£1,200	£1,200	No
Bizgen Solutions / Anthony Parkins	Haywards Heath	Office equipment / new start	Engage with a marketing agency to run a digital marketing campaign and develop a website	Reach new customers	3/3	£4,980	£2,000	£2,000	No
Bella June Flowers Ltd / Kelly Harding	Hassocks	Retail / established	Hire a consultant to develop a business plan in order to increase sales	Reach new customers	2/3	£4,000	£2,000	£2,000	No – recipient of retail grant

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Haywards Heath Business Association Ltd / Gary Smith	Haywards Heath	Business Association / established	Video production to improve website and attract new members	Reach new customers	2/3	£4,000	£2,000	£2,000	Yes
Preece Accountancy Ltd t/a The Financial Management Centre / Helen Preece	Burgess Hill	Finance / established	Engage with a work coach to develop a business plan and attract new clients	Reach new customers	2/3	£5,000	£2,000	£2,000	No
1 Middle Row / Nikki Todd	East Grinstead	Café / 1-2 years	Refurbishment of business kitchen, new shelving and marketing (social media) support	Improve business premises/improve business productivity	4/6	£4,500	£2,000	£2,000	No
Simbiotic Tree Care / James Simmons	Burgess Hill	Trade / New start	Fit out and equipment purchase for a recently acquired truck	Introduce new products or services/improve business productivity	3/6	£77,000	£2,000	£2,000	No
Church Road Dental Care / Oliver Trefgarne	Burgess Hill	Dentistry / Established	Purchase of new equipment (Dental Scanner) to allow digital imaging	Introduce new products or services/improve business productivity	4/6	£17,976	£2,000	£2,000	No
Macen Associates Ltd / Ben Elsey	Haywards Heath	Construction / 1-2 years	Development of a new website and content production	Reach new customers / Improve business productivity	4/6	£5,000	£2,000	£2,000	No
Archibal Creative / Alex Green	Burgess Hill	Design (Digital) / Established	Purchase of new equipment (Computer) to improve service	Improve business productivity	2/3	£4,300	£2,000	£2,000	No

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Charlotte Wadley Makeup / Charlotte Wadley	Burgess Hill	Beauty / Established	Improvements to premises (reconfiguration to add 2 new treatment rooms)	Improve business premises	2/3	£4,118	£2,000	£2,000	No
Sussex Tech Support Ltd / Chris Daines	Haywards Heath	IT support & security / 1-2 years	Coding a cyber security quiz for businesses	Reach new customers	2/3	£5,200	£2,000	£2,000	No

Event Childcare Ltd is a Burgess Hill based business offering childcare at private events, such as weddings and corporate events, such as conferences. They are seeking funding to hire a videographer to produce content for a targeted email and social media advertising campaign. They also hope to make improvements to their website by including a blog and FAQ page.

Costells Craft Ltd is a newly established, home-based candle making and sewing business located in Haywards Heath. They are seeking funding to purchase products and equipment needed for storage of stock in order to get the business started.

Samantha Pullen Counselling Ltd offers counselling services from their premises in Burgess Hill. As a newly established business, they are seeking funding to decorate new premises in Haywards Heath, which can accommodate more clients and allow the business to grow. Samantha Pullen is also investing in training courses to increase the service offering.

Certa MPS Ltd is a Burgess Hill based business supplying office equipment to companies in varying sectors. Established in 2015, they have recently had a change of ownership and are seeking funding to develop a new CRM system to increase productivity.

AQUAPAX/Just Drinking Water Ltd are a Haywards Heath based company producing recyclable drinking water cartons, having previously received funding from this scheme and experiencing business growth. They are seeking funding to introduce a brand new 6 pack of waters to increase their product offering in supermarkets and increase revenue. This will involve designing and printing the consumer facing product, allocating a scannable barcode for retailers and create a mock-up to pitch to retail buyers.

Kitchens Bespoke Ltd is a kitchen design company which has been based in East Grinstead since 2008. Being a previous Micro Business Grant recipient, they have taken on a new salesperson and made improvements to the premises. With additional funding, they hope to invest in staff training and development with a focus on sales and marketing to ensure business resilience and embed best practice processes within their team.

Cuckfield Coffee Co is a retailer selling ethically sourced coffee beans. They are a new starter having set up the business in 2021. They are seeking funding to increase awareness of their brand by investing in website improvements and an advertising campaign. They will also purchase the raw coffee beans for roasting on a larger scale to improve cash flow.

My Kitchen Fitter is a construction company based in Horsted Keynes. Established in 2011, they offer complete kitchen installation and project management for both domestic and commercial clients. My Kitchen Fitter are seeking funds to run a digital marketing campaign, including social media and paid for ads

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through Google, with the assistance of a marketing consultancy. They also plan to make improvements to their website by updating the design and including testimonials from previous clients.

Burgess Hill Rugby Football Club is an established sports club within Burgess Hill offering membership for a variety of age groups. In addition to this the club also operates a merchandise store and allows the hire of their facilities for events. The business is seeking grant funding in order to install motion sensor solar lighting in the premises car park, this will allow the business to both promote sustainability and keep operating costs down.

Bizgen Solutions Ltd are a start-up company based in Haywards Heath. Their purpose is to help local businesses navigate the challenges of increasing operational costs, working on their behalf to source solutions from various providers. They are seeking funding to run a three month marketing campaign, utilising Google, Facebook and LinkedIn ads, as well as the development of a website.

Bella June Flowers Ltd is a florist based in Hassocks. As a previous recipient of a Micro Business Grant, they are seeking further funding to develop a business plan by working with a business consultant. They would like to grow new sales channels by engaging with corporate clients and build relationships in the events sector, thus increasing sales by summer 2023.

Haywards Heath Business Association are seeking funding to produce video content for their website. Each video will focus on a different topic, those suggested include encouraging member businesses to communicate with each other and refer to each other's services, highlight the business directory and benefits of it, showcase member businesses by interviewing them to find out more about their services and a video on 'what HHBA can do for you'.

Preece Accountancy Ltd t/a The Financial Management Centre offer accountancy and bookkeeping services from their office in Burgess Hill. They are seeking funding to engage with a business coach for a four month period, to aid with strategies, staff development and lead generation.

1 Middle Row is a café in East Grinstead. They are seeking funding to develop a website and invest in marketing, take on more staff and improve their premises. The marketing will include running a social media campaign and producing/distributing flyers. They are looking to hire more staff as they hope to hold themed evenings at their premises. The improvements to premises will include improvements to the kitchen ventilation system as well as improved storage.

Simbiotic Tree Care is a newly formed tree care provider operating from Burgess Hill. They are seeking funding to make improvements to the truck used to transport equipment and remove waste, by equipping it with a toolbox and bodywork.

Church Road Dental Care Ltd is an established dentist practice based in Burgess Hill. They are seeking funding to purchase a new dental scanner which will enable them to take digital scans of patient's mouths instead of taking a mould impression. Training will be required for their practitioners to operate the scanner which also requires funding. The new scanner will allow them to increase their service offering and attract new clients.

Macen Associates Ltd is a consultancy business based in Haywards Heath. They provide RICS professional services to charities, local builders and private clients and are seeking funding to develop a new website to showcase their projects.

Archibal Creatives Ltd is a design company based in Burgess Hill. They specialise in retail, events and 3D design and are seeking funding to purchase a new computer which will allow them to render 3D visuals more quickly, freeing up time to take on more work.

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Charlotte Wadley Makeup is a beauty business based in Burgess Hill. They are seeking funding to improve their premises by reconfiguring the layout to add 2 new treatment rooms. This will involve relocating the access door, installing a partition wall and re-routing the plumbing and electricity supply.

Sussex Tech Support Ltd is an IT security business based in Haywards Heath. They are seeking funding to develop a cyber security quiz for business which will be used as a marketing and pre-sales tool via social media and digital marketing. This will attract new customers whilst giving uninitiated business owners early warning of the potential threats to their business from Cybercrime.

Applications not recommended for approval

Business name/contact	Location	Business sector	Project(s)	Criteria assessed against	Project(s) score	Total project cost	Amount requested	Amount recommended	Previous Applicant?
Search Engine Expert Near Me / Nathan Davidson	Haywards Heath	Marketing / Established	Self-publishing a reference book about the Premier League	n/a	n/a	£7,000	£2,000	£0	Yes
MFS Store Ltd / Severin Ivanov	Haywards Heath	Vehicle Tuning / Start up	Purchase of new equipment	n/a	n/a	£1,842	Unknown	£0	No
Pera Midtown / Dursun Tunc	Burgess Hill	Restaurant / 1-2 Years	Marketing support	n/a	n/a	£5,000	£2,000	£0	No

Search Engine Expert Near Me based in Haywards Heath helps businesses improve their visibility on search engine results pages. They are seeking funding to self-publish a reference book about the Premier League in order to diversify the business. They are looking to hire a designer and printer, as well as develop a website to retail the book.

- Application not recommended for approval due to lack of justification as to how the project attributes to business growth. Project does not fit with current work of the business.

MFS Store Ltd start up business in Haywards Heath focusing on vehicle tuning seeking to purchase equipment to expand business offer.

- Application not recommended for approval due to lack of information and missing details in the application including details of match-funding. Business was contacted and has not provided this information.

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Pera Midtown is a restaurant located in Burgess Hill that applied for marketing support in the report noted to the Grants Panel in October, ultimately being deferred to the December Panel.

- Application not recommended for approval due to lack of information provided in support of the application. Business was contacted and has not provided this information.