

**Micro Business Grants Scheme**

Town:	East Grinstead
Project:	Business Premises Upgrades and Apprentice
Applicant:	Active 1 <sup>st</sup>
Address:	Fen Place Farm, East Street, Turners Hill RH10 4QA
Type of business:	Sports and recreation
Grant Request to MSDC	£3,500
Total project cost:	£4,000 + apprenticeship costs

**Summary of project proposal and aims:**

To upgrade the business premises which will provide improved facilities for the gymnasium area, family and outside area. In addition to this, the business would like to employ an apprentice.

**Background**

Active 1<sup>st</sup> are an established business which operates a variety of after school clubs and gymnastic classes in East Grinstead. The business also provides summer camps for children aged between 4 and 12 during the holidays (£25 per day) all of which promote health and well-being activities to parents and children.

In January 2019, the business leased a new unit and has established a gymnastics academy to support the community and businesses growth. The new academy is located in Turners Hill and provides a purpose designed facility for gymnastics and other sports. The academy currently provides over 500 children with the facilities to practice gymnastics and offers wider health and well-being programmes for children who are home-schooled by providing a space for families to connect with others (this is priced at £5 per class). The business currently uses the gym facility two/three times per week and would like to increase its operation and customer capacity through improvements to the units which will result in new employment.

Examples of upgrades the business would like to make to the facility include purchasing new purpose-fit flooring to increase the safety of children undertaking physical activities. In addition to this, the business would like to redecorate the facility by painting and decorating the unit. To support its plans to increase operational days, the business would like to purchase a new heating system and upgrade the existing outside area to support operation during all seasons.

Further to premises upgrades, the business intends to purchase new British Gymnastic Standard equipment to support increasing customer numbers. The project will conclude with the business rebranding and producing new signage and undertaking new marketing and promotional activities.

The business estimates that should it be able to undertake this project, it would increase its customer base to over 1,000 throughout the District and increase the opening times for the gym to five days a week.

In addition to this project, the business wishes to also employ a new apprentice following the success of an apprenticeship scheme previously. The businesses previous apprentice recently qualified and is now working for the company as a gymnastics instructor. The business would like to train the apprentice as a gymnastics instructor with the aim to also employ the individual upon qualification.

### **How does the project meet the stated criteria?**

*Delivering wider outreach* – improving the facilities will benefit a wider audience by extending the businesses opening hours and increasing the businesses days in operation.

*Assisting with delivery of new business lines* – not applicable

*Enabling more employees to be taken on* – increasing its operational days will result in the need to take on more employees. The business has promoted job opportunities to young people and school leavers in the District through a variety of careers events and is seeking to employ new staff and new apprentices.

*Delivering community benefit* – the upgrades to the business space will increase the businesses reach and will enable new health and fitness classes to be established alongside a community area for families of the academy.

### **Officer evaluation of the project**

Active 1st fit the criteria of a micro business with only six employees, one of which is an apprentice. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the growth of the company through the development of its business space and will provide new sustainable employment. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

### **Recommendation**

That a grant of £3,500 (£1,500 of which an apprenticeship grant) is awarded to Active 1st to aid in the refurbishment to its business space, acquisition of new equipment and employment of an apprentice.

## **Micro Business Grants Scheme**

Town:	Hurstpierpoint
Project:	Business Premises Upgrades and Training
Applicant:	Beautiful
Address:	82 Highstreet, Hurstpierpoint, West Sussex, BN6 9PX
Type of business:	Health and Beauty
Grant Request to MSDC	£2,000
Total project cost:	£5,203.55

### **Summary of project proposal and aims:**

To develop the business as a training school of beauty therapy and improve existing premises that will increase service growth and provide new job opportunities for local residents.

### **Background**

Beautiful are an established beauty salon on the high street in Hurstpierpoint. The business has been in operation for 14 years and has two full-time employees and two part-time employees. The business converted its salon in 2018 to offer hair services and increased its growth and customer outreach. The business is applying for a grant to continue its development by training its staff as trainers and assessors in Beauty Therapy. This will result in the business acquiring a training school status and will provide local job opportunities for residents and young people interested in becoming beauty therapists. Once the business obtains the training school status, it will be able to offer intensive courses in a variety of beauty therapy services.

In order to facilitate the growth of the business as a training salon, there will be a need to convert existing business space. The space will facilitate additional nail treatment stations and will enable the business to increase the amount of customers it can provide nail services two in one sitting. The converted space will also provide a new training station for students who wish to train in beauty therapy.

The refurbishments to the salon will see procurement of local flooring and electrician companies that will convert the space with safe and hygienic flooring and required electrical to facilitate the additional working stations. The business will then purchase appropriate specialist equipment required. Equipment they are looking to purchase includes space dividers for the room, manicure station, pedicure bowls, client and therapist chairs, product trolleys and lamps.

### **How does the project meet the stated criteria?**

*Delivering wider outreach* – the business will be able to offer its services to multiple clients at once as opposed to limiting its scheduling due to lack of space.

*Assisting with delivery of new business lines* – not applicable

*Enabling more employees to be taken on* – increasing the businesses capacity to provide services to multiple customers in one sitting will require additional employees. Further to this, the business will actively look to employ individuals who have trained with the salon.

*Delivering community benefit* – upon qualification as a school of beauty therapy, the business will be able to provide formal training to Hurstpierpoint and the wider District. In addition to this benefit, the use of local flooring and electrician companies will result in wider economic benefits to Mid Sussex.

### **Officer evaluation of the project**

Beautiful fit the criteria of a micro business with only four employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the growth of the company through the development of its business space and will provide new sustainable employment and training to local residents. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

### **Recommendation**

That a grant of £2,000 is awarded to Beautiful to aid in the refurbishment to its business space, acquisition of new equipment and training status as a school of beauty therapy.

## Micro Business Grants Scheme

Town:	Haywards Heath
Project:	Marketing Support
Applicant:	Bright Light Film Ltd
Address:	51 Gordon Road, Haywards Heath, West Sussex, RH16 1EL
Type of business:	Marketing
Grant Request to MSDC	£975
Total project cost:	£1,950

### Summary of project proposal and aims:

To procure a marketing consultant who will support the business by advising and implementing changes to the way in which the business markets its services.

### Background

Bright Light Film is a business based in Haywards Heath that specialises in the production of video testimonials. The business works with its clients to create testimonials for use on websites or promotional campaigns. As a previous applicant of the scheme, Bright Light Film Ltd has been successful in two previous bids for laptop equipment and pay per click advertising. This year the business would like to undertake a one year's strategic marketing support project which will work to expand the businesses outreach and increase repeat business for the company through analysing and improving its marketing activity. The business would procure a marketing consultant within the District to support this project and the grant funding would support the costs of this service.

## **How does the project meet the stated criteria?**

*Delivering wider outreach* – the use of marketing support will result in changes and improvements made to the way in which the business markets itself through social media and offline. This will improve the businesses outreach.

*Assisting with delivery of new business lines* – not applicable.

*Enabling more employees to be taken on* – not applicable.

*Delivering community benefit* – the business will procure a local marketing consultant who will support the planning and implementation of a new marketing strategy. This will provide a wider economic benefit to Mid Sussex by generating revenue for a local business.

## **Officer evaluation of the project**

Bright Light Film Ltd fit the criteria of a micro business with one full-time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the growth of the company through the improvements to marketing activities and promotion of the business. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

## **Recommendation**

That a grant of £975 is awarded to Bright Light Film Ltd to support the costs of procuring a marketing consultant and marketing activities.

## Micro Business Grants Scheme

Town:	Haywards Heath
Project:	Marketing
Applicant:	Everest Events
Address:	20 Overton Shaw, East Grinstead, West Sussex, RH16 2HN
Type of business:	Training and event management
Grant Request to MSDC	£1,000
Total project cost:	£2,000

### Summary of project proposal and aims:

To procure a marketing consultant which will provide support and guidance on how to improve marketing and promotional activities.

### Background

Everest Events are an established business who organise specialist aviation training seminars and conferences both nationally and internationally. The business is located in East Grinstead and has been in operation for 17 years. To support the businesses growth, Everest Events would like to undertake new marketing activities over the next six months to increase its customer reach. The business will be procuring a local marketing consultant who will produce a marketing strategy and support the business in improving its promotional activity on social media and through general PR.

## **How does the project meet the stated criteria?**

*Delivering wider outreach* – undertaking new marketing activities will improve the businesses promotional activity and reach a wider audience.

*Assisting with delivery of new business lines* – not applicable.

*Enabling more employees to be taken on* – not applicable.

*Delivering community benefit* – the business will procure a local marketing consultant who will support the planning and implementation of a new marketing strategy. This will provide a wider economic benefit to Mid Sussex by generating revenue for a local business.

## **Officer evaluation of the project**

Everest Events fit the criteria of a micro business with only one full-time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the growth of the company through the improvements to the marketing and promotion of the business and its services. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

## **Recommendation**

That a grant of £1,000 is awarded to Everest Events to support the costs of procuring a marketing consultant and undertaking new marketing and promotional activity.



## **Micro Business Grants Scheme**

Town:	Lindfield
Project:	New Equipment
Applicant:	Miall's
Address:	3 Beckworth Lane, Lindfield, West Sussex, RH16 2EH
Type of business:	Food and Drink
Grant Request to MSDC	£550.75
Total project cost:	£1,101.50

### **Summary of project proposal and aims:**

To purchase new equipment which will increase the businesses operation by offering a portable sorbet stand.

### **Background**

Miall's is a local business in Lindfield which develops artisan-made alcoholic sorbets. The business operates with one full-time employee and has been established for almost 2 years. The business is looking to improve its services by offering a portable sorbet stand and supplying her products at celebration events such as weddings. In order to achieve this, the business is looking to acquire a portable freezer and battery pack which will safely store products to attend these events. The additional storage would also support increasing production of the sorbets and will provide the business an opportunity to approach local retailers and pubs as potential resellers of the sorbets.

The business has noted that they have already received a high volume of interest from customers inquiring about catering for wedding events. This grant will enable the business to increase its outreach and meet growing demand for its products.

### **How does the project meet the stated criteria?**

*Delivering wider outreach* – the equipment will enable the business to reach a wider audience by catering at celebratory events. This will increase the customer engagement and result in business growth.

*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**

Miall's fit the criteria of a micro business with only one full-time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the growth of the company through the purchasing of new equipment which will enable the business to expand its services by catering at events. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

### **Recommendation**

That a grant of £550.75 is awarded to Miall's to support the purchasing of new equipment which will enable the business to transport its services to a wider customer base.

## **Micro Business Grants Scheme**

Town:	Burgess Hill
Project:	New Equipment
Applicant:	Mystove Ltd
Address:	Unit F2, Broadhill Craft Workshops, Ockley Lane, Burgess Hill, RH15 0BS
Type of business:	Fireplace/ Wood Stove Sales and Installation
Grant Request to MSDC	£2,000
Total project cost:	£4,509

### **Summary of project proposal and aims:**

To aid in the development of a new service which will offer chimney surveys to the District.

### **Background**

Mystove Ltd is a local business in Burgess Hill which specialises in installing wood burning stoves and fireplaces to the public and relevant trades. The business operates with one full time employee and works with contractors on a self-employed basis. The business would like to expand the services it offers to include chimney maintenance through the provision of chimney surveys. The grant funding would aid in the development of this service by allowing the business to purchase appropriate equipment which includes a specialist camera and drone which will survey a customer's chimney and identify where maintenance is required. Most of the equipment will be bought from local providers in the District with the exception of specialist camera equipment which will be purchased in the wider County.

By introducing this service, the business can provide a full package installation and maintenance of both fireplaces and stoves without the need for their customers to secure a third-party service to conduct surveys on their chimney structure. The business plans to offer the surveys at a reduced cost compared to competitors (typically £150-£200) and is likely to bundle the internal and external chimney surveys under one price ( it is suggested this will be £120).

In addition to the service benefits to customers, the business will also be pursuing the employment of a new full-time member of staff and the business will also seek to employ an apprentice who will be trained to deliver the installation package.

### **How does the project meet the stated criteria?**

*Delivering wider outreach* – a new service will allow the business to reach a wider customer base.

*Assisting with delivery of new business lines* – a new service will be provided as a result of the new equipment.

*Enabling more employees to be taken on* – the introduction of this service will see the employment of another full-time individual. In addition to this, the business is seeking to employ an apprentice who will be trained to deliver the full package of stove and fireplace installation.

*Delivering community benefit* – purchasing equipment from local providers will deliver wider economic benefits to local businesses in Mid Sussex.

### **Officer evaluation of the project**

Mystove Ltd fit the criteria of a micro business with one full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The project will allow the company to develop and deliver a new service which will reach new customers and enable new employment. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

### **Recommendation**

That a grant of £2,000 is awarded to Mystove Ltd to support the launch of the new service through the purchase of new specialist equipment.

## **Micro Business Grants Scheme**

Town:	Burgess Hill
Project:	Product Development, Equipment and Marketing
Applicant:	Strawberry Moon Skincare
Address:	94A London Road, Burgess Hill, RH15 8NB
Type of business:	Skincare Products
Grant Request to MSDC	£1,748
Total project cost:	£3,497.50

### **Summary of project proposal and aims:**

To aid in the development of new product lines and increased production of existing lines.

### **Background**

Strawberry Moon Skincare is a start-up business in Burgess Hill established in 2018. The business produces handmade skincare products which are environmentally friendly and are packaged with zero plastic waste. The business would like to expand their product line and purchase new equipment which would enable faster production to meet increasing demand. Enabling faster production will support the business in meeting growing interests from retailers who are looking to stock their products. In addition to this, the business would like to attend the South of England winter fair to market and sell their products.

The grant funding would support the businesses growth and outreach by supporting the costs of conducting safety assessments required for new skincare products as subject to strict regulations, the purchasing costs of equipment and display boxes required to expand the businesses outreach and the fees to attend the South of England winter fair which will support the businesses marketing and growth. In addition to this, the business will undertake some marketing activities which will include developing promotional posts for its social media.

### **How does the project meet the stated criteria?**

*Delivering wider outreach* – the development of a new product line will allow the business to reach a wider customer base by offering more variety in products. The increased production will also enable the business to reach a wider customer base by attending larger markets.

*Assisting with delivery of new business lines* – a new product line will be developed as a direct result of grant funding.

*Enabling more employees to be taken on* – not applicable

*Delivering community benefit* – not applicable

### **Officer evaluation of the project**

Strawberry Moon Skincare fit the criteria of a micro business with one full time employee. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The project will allow the company to develop new product lines and reach a wider customer base by attending large market events and increasing supply of products to achieve business growth. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

### **Recommendation**

That a grant of £1,748 is awarded to Strawberry Moon Skincare to support the launch of a new product line.

## **Micro Business Grants Scheme**

Town:	Burgess Hill
Project:	Video Marketing
Applicant:	Sussex Facilities Management Ltd
Type of business:	Facilities Management
Grant Request to MSDC	£960
Total project cost:	£1,920

### **Summary of project proposal and aims:**

To produce video testimonials which will be utilised with the existing website and marketing collateral.

### **Background**

Sussex Facilities Management Ltd (SFM) is a new start-up business developed through the partnership of two local companies, Sussex and Surrey partitioning (SSP) and MPAT. The two companies independently provide partitioning, construction and cabling services and continue to operate their individual services alongside their newly established company, SFM. Both SSP and MPAT saw increasing demand from customers to provide a service which covers all their construction and maintenance needs, of which both businesses have provided for the past 3 years in partnership. However, with the increasing demand and opportunity to take on larger projects, SSP and MPAT saw the need to develop one business (SFM) that provides all services and contractor information required to complete larger projects.

MPAT have been a previous applicant for the micro business grant scheme and successfully was awarded a grant to employ an apprentice in 2017. The apprentice completed their qualification and was employed by the company. SFM operates with two full-time employees and despite its status as a start-up business, they have a well-established customer base from the operation of their independent businesses.

The business is applying for a grant to develop marketing material through the creation of video testimonials which will complement their new website that is due to go live on the week commencing 10<sup>th</sup> June. The grant will support the costs of procuring a local videographer to produce both video testimonials for prospective customers and educational videos of how the business operates.

## **How does the project meet the stated criteria?**

*Delivering wider outreach* – the production of video testimonials will enable the business to market to a wider audience and support the promotion of its services..

*Assisting with delivery of new business lines* – not applicable

*Enabling more employees to be taken on* – as a result of the businesses growth, Sussex Facilities Management Ltd will look to employ new staff.

*Delivering community benefit* – the business will be using a local marketing company to produce the video testimonials. This will provide a wider economic benefit to Mid Sussex by generating revenue for a local business.

## **Officer evaluation of the project**

Sussex Facilities Management fit the criteria of a micro business with only two full-time employees. They have provided satisfactory proof that their company is properly constituted and are located within the District.

The grant funding will support the growth of the company through production of video testimonials which will market the company to prospective customers and provide reassurance of the credibility of the service the business provides. This meets the overall aim of the grant programme (supporting the growth of micro businesses) and is therefore an appropriate project to receive support.

## **Recommendation**

That a grant of £960 is awarded to Sussex Facilities Management Ltd to support the production of video testimonials which will be utilised in the businesses marketing campaign.