Micro Business Grants Scheme

APPENDIX A

Town: East Grinstead
Project: Apprentice
Applicant: 2 Moons Computing Ltd
Address: The Stables, 58 High Street, East Grinstead, RH19 3DE
Type of business: IT Services
Grant Request to MSDC £1,500
Total project cost: Apprenticeship costs

Summary of project proposal and aims:
To recruit an apprentice.

Background

2 Moons Computing Ltd is an East Grinstead based IT company. They provide a variety of services including general IT management, network solutions and consultancy. They currently support both local businesses and hold larger contracts outside Mid Sussex, particularly in regard to hosting and supporting VOIP and telephone services.

The business is continuously growing and is applying for a grant to support the costs of employing an apprentice. The grant would be specifically used in order to purchase equipment which the apprentice would be using in their role. The business has also indicated that they have an apprentice lined up to soon start their course. This person is a local East Grinstead resident.
How does the project meet the stated criteria?

*Delivering wider outreach* – the addition of an apprentice will enable the business to take on a larger customer base due to the additional employee.

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

*Enabling more employees to be taken on* – the grant funding would directly support the recruitment of an apprentice.

*Delivering community benefit* – not applicable.

**Officer evaluation of the project**

2 Moons Computing Ltd fits the criteria of a micro-business with four 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 an apprenticeship within the business. This meets the overall aim of the grant programme (supporting the growth of microbusinesses and assisting microbusiness to recruit apprentices) and is therefore an appropriate project to receive support.

**Recommendation**

That a grant of £1,500 is awarded to 2 Moons Computing Ltd to support the costs of employing an apprentice.
**Micro Business Grants Scheme**

**Town:** Burgess Hill  
**Project:** Training and New Equipment  
**Applicant:** Building Blocks Therapy  
**Address:** 23 Woodpecker Cresent, Burgess Hill, West Sussex, RH15 9XY  
**Type of business:** Therapy  
**Grant Request to MSDC:** £600  
**Total project cost:** £1,200  

**Previous grants in past 2 years:** In 2018 the applicant was awarded £1,150 to support the costs of purchasing of assessment tools to provide a new service to families in Mid Sussex.

**Summary of project proposal and aims:**

To undertake training which will allow the business to offer a new service as part of its existing range of therapy. This will also include the purchasing of equipment required to conduct this new service.

**Background**

Building Blocks Therapy is located in Burgess Hill and is a registered sole trader. The business operates as a private occupational therapist which specialises in paediatric neuro-rehabilitation and complex neuro disability. The business is looking to expand its services and drive growth by undergoing training which will provide the business with the skills necessary to offer a new therapy service. The business has already attended the first part of this training known as Constraint Induced Movement Therapy (CIMT), however they require Both Hands Assessment (BoHA) training to setup a CIMT service as part of the business. The business is applying for a grant to support the costs of this training and the required equipment needed to offer the therapy to clients.

The business has noted that they have already trialled this form of therapy with one of its clients, and is seeing positive results.
How does the project meet the stated criteria?

*Delivering wider outreach* – offering a new service will generate a wider client base for the business.

*Assisting with delivery of new business lines* – the training course will allow the business to offer a new service to its clients.

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

*Delivering community benefit* – not applicable.

**Officer evaluation of the project**

Building Blocks Therapy fits 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 support of training costs and the purchasing of new equipment which will provide the business with the appropriate qualification and tools to offer the new service. 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 £600 is awarded to Building Blocks Therapy to support the costs of training and purchasing new equipment to offer CIMT as part of its services.
Micro Business Grants Scheme

Town: Hassocks
Project: Website Development and New Equipment
Applicant: CB Trade Support
Address: 5 Leyfield, Albourne, Hassocks, West Sussex, BN6 9DA
Type of business: International Trade Support
Grant Request to MSDC £646.32
Total project cost: £1,292.64

Summary of project proposal and aims:
To develop a website for the business and purchase new equipment.

Background

CB Trade Support was established in December 2018 following the owners 20 year experience in international trade support. She recognised the need to support smaller SME’s with the implementation of international trade plans. The business notes that many SME’s do not have a dedicated team or manager which researches new markets so CB Trade Support was established to provide this support.

The business is applying for a grant to support two projects. One of which involves the development of a new website. Currently the business markets its services through LinkedIn however has expressed its desire to grow and improve its reach by establishing a professional website to market the business. The website will initially provide an overview of the business services, testimonials and contact information in English, but the business would look to offer translation of its activities in the near future. The website will be developed through The Catalyst Team at the Sussex Innovation Centre.

The grant will further support the business in acquiring a new laptop and software equipment which will benefit the business by improving daily administrative tasks.
How does the project meet the stated criteria?

*Delivering wider outreach* – establishing a website will support the business in marketing its services.

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

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

*Delivering community benefit* – the laptop will be purchased through a local company who will also provide service support. This demonstrates a wider economic benefit.

**Officer evaluation of the project**

CB Trade Support fits the criteria of a micro-business with only one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to drive growth by establishing a website which will act as a face to its services and purchase a new laptop to support its 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 £646.32 is awarded to CB Trade Support to support the costs of developing a website and purchasing a laptop.
Micro Business Grants Scheme

Town: East Grinstead
Project: New Equipment
Applicant: DM Grounds Maintenance
Address: 64 Blout Avenue, East Grinstead, West Sussex
Type of business: Grounds Maintenance
Grant Request to MSDC £2,000
Total project cost: £4,003.57

Summary of project proposal and aims:
To purchase equipment to enable the business to sole trader.

Background

DM Grounds Maintenance is a new start up business located in East Grinstead. The business operates as a sole trader, however the business has not started trading as of yet. The business owner currently works for a tree surgeon company and is applying for a grant to support the costs of purchasing the necessary equipment required to trade independently and provide ground maintenance services. Equipment includes a variety of hedge cutters, chainsaws and ladders.

The business currently provides basic grounds maintenance services and has established a client base who have expressed interest in his wider service offerings once he obtains the appropriate equipment.
How does the project meet the stated criteria?

*Delivering wider outreach* – the purchasing of new equipment will support the business in its start-up trade and enable it to provide its services to customers.

*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**

DM Grounds Maintenance fits the criteria of a micro-business with only one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to begin trading through the purchasing of the necessary equipment. 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 DM Grounds Maintenance to support the costs of purchasing new equipment.
**Micro Business Grants Scheme**

**Town:** Haywards Heath  
**Project:** New Laptop  
**Applicant:** Get Marketing Ltd  
**Address:** Kingfisher House, Hurstwood Lane, Hurstwood Grande, Haywards Heath, West Sussex, RH17 7QX  
**Type of business:** Digital Marketing  
**Grant Request to MSDC:** £724.50  
**Total project cost:** £1,449  
**Previous grants in past 2 years:** In 2017 the applicant was awarded £950 to support the costs of purchasing equipment for the business as a new start-up. The business initially applied for a laptop, however following grant panel approval the applicant agreed with the team that she would instead use the grant to purchase a new desktop, printer and iPad for the business.

**Summary of project proposal and aims:**

To support the cost of purchasing a laptop.

**Background**

Get Marketing Ltd is a digital marketing agency based in Haywards Heath which specialises in Pay Per Click, e-mail and social media marketing. The business is looking to grow its services by offering training, mentoring and presentations to prospective clients and demonstrate the web design and marketing services it has to offer. The portability of the laptop will enable the business to offer services directly at prospective client’s offices and will support the business in growing its client base.
How does the project meet the stated criteria?

*Delivering wider outreach* – the portability of a laptop will enable the business to deliver a wider outreach by enabling it to visit prospective clients at their businesses and directly offer training, mentoring and presentations on the services the business can offer.

*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**

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

Get Marketing Ltd is looking to expand its outreach by offering training, mentoring and presentations to prospective clients directly at their offices by purchasing a new laptop which will enable this portability. This will result in the growth of the businesses client base. 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 £724.50 is awarded to Get Marketing Ltd to support the costs of purchasing new equipment.
Micro Business Grants Scheme

Town: Haywards Heath
Project: New IT Equipment
Applicant: Haywards Heath Business Association
Address: C/O 4 Heath Square, Boltro Road, Haywards Heath, West Sussex, RH16 1BL
Type of business: Business Association
Grant Request to MSDC £658.80
Total project cost: £1,317.60

Summary of project proposal and aims:

To purchase new equipment which will support the business in facilitating IT equipment at networking and training events.

Background

Haywards Heath Business Association (HHBA) has recently incorporated as a private limited company. The HHBA have employed a full-time business manager who will be continuing her role in daily administration and management of the business. Currently the business manager depends on personal equipment to administrate daily tasks, however now the use of personal equipment is proving difficult for the business due to the age and wear of the IT. The HHBA are also aware that having all of the associations documentation on a single personal computer means there is no contingency should anything happen to the equipment.

The business is applying for a grant to support the costs of acquiring new equipment; this includes a new laptop and printer which will support the daily administration and functioning of the business. The business would also like to purchase a new projector and screen which will support their wider activities which require presentations.

In addition to personal use by the business, it is likely they will also look to hire out their equipment to members of the association (in particular the projector). The business suggests it is likely that income generated from renting equipment would be donated to chosen charities as selected by the association’s committee.
How does the project meet the stated criteria?

*Delivering wider outreach* – the purchasing of new equipment will support the business association in providing IT at various networking and training events.

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

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

*Delivering community benefit* – the business association will use a local company in order to procure the equipment.

**Officer evaluation of the project**

Haywards Heath Business Association fits the criteria of a micro-business with only one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to drive growth by purchasing IT equipment which will support the business in hosting and facilitating its growing networking events and administration of the association. 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 £658.80 is awarded to the Haywards Heath Business Association to support the costs of purchasing new IT equipment.
Micro Business Grants Scheme

Town: East Grinstead
Project: IT Software and Equipment Upgrades
Applicant: Kitchens Bespoke
Address: 50 London Road, East Grinstead, West Sussex, RH16 1AB
Type of business: Kitchen Retailer
Grant Request to MSDC: £2,000
Total project cost: £21,396.10

Summary of project proposal and aims:
To undertake essential upgrades to the business’ IT including software and equipment.

Background

Kitchens Bespoke are an established kitchen design and installation business in East Grinstead. The business began trading in 2008 and currently employs five individuals, two on a full-time basis and three part-time. The continued growth of the business has identified the need to invest in upgrades to the IT setup. The existing technology does not provide the business with the security, efficiency and flexibility that meet the ongoing growth of the company. The business notes that in 2018 it has delivered over 26 kitchen design and installation projects, with each project averaging the cost of £30-35,000.

The business currently manages IT in-house and until recently any upgrades to systems, fixes and challenges was completed by the team. Currently the business has two specialised software packages which are essential to daily management of the business, one managing the customer database, customer relationship management (CRM) and quoting facilities. The other is far more complex and is used to generate detailed designs and specifications for their kitchen installations. As the business continues to grow and has seen increasing demand for its services and with the inconsistency and unreliability of the existing IT systems, it is essential for the business to upgrade its software to ensure productivity and output of its services remain consistent and continue to grow. In addition to its office software upgrades, the wider project will also include the purchasing of laptops and tablets which will enable designers to work remotely, with the correct tools and software installed to enable the business to operate remotely.
The business is therefore applying for a grant to support the costs of procuring a consultant to audit and assess the businesses entire IT systems and implement software upgrades. The business is looking to procure a local IT management company based in East Grinstead who will audit and upgrade all of the existing IT in the business. The grant will specifically cover the cost of

Following the essential upgrades to the IT of the business, the improved design software and acquisition of new laptops and tablets will enable the business to increase its kitchen design output from 16 per month to an estimated 25. This would require employment of a second kitchen designer and increase the businesses reach in Mid Sussex by providing a faster and more efficient service.

How does the project meet the stated criteria?

*Delivering wider outreach* – the improvements to the businesses IT will enable the business to increase its capacity in taking on design work for its kitchens.

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

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

*Delivering community benefit* – the business will be procuring a local IT management company based in East Grinstead which will deliver economic benefits to the town and revenue for a local business.

**Officer evaluation of the project**

Kitchens Bespoke fits the criteria of a micro-business with only five employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

Kitchen Bespoke is looking to drive growth by upgrading its existing IT systems to meet growing demand 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 £2,000 is awarded to Kitchens Bespoke to support the costs of auditing and upgrading its IT systems and associated software.
Micro Business Grants Scheme

Town: Cuckfield
Project: New Equipment and Marketing
Applicant: Marcomms Consultancy Ltd
Address: 3 Woodbine Close, Cuckfield, RH17 5GL
Type of business: Marketing
Grant Request to MSDC: £2,000
Total project cost: £4,394.14

Previous grants in past 2 years: In 2018 the applicant was awarded £2,000 to support the costs of undertaking a Pay Per Click (PPC) campaign. The PPC campaign involved the business paying a publisher (in their case it was Google) to promote the business through advertisements, every time the advertisement was clicked the business would be appear higher on the search engine. This campaign has proved successful in driving traffic to the business website, however it does not provide in-depth details about who is clicking (such as job title and geographical location).

Summary of project proposal and aims:
To undertake new marketing activities and purchase new equipment to support the delivery of the business services.

Background
Marcomms Consultancy Ltd is a marketing consultancy which focus on PR, business support and advice. The business is applying for two projects this year, one of which is to undertake various marketing activities. The business is looking to procure a local digital marketing consultant to support the development of a LinkedIn marketing campaign. This campaign will enable the business to use its LinkedIn profile to target specific industries and locations through paid advertisements. The business will be using a local digital marketing company to develop and deliver the LinkedIn campaign.
In addition to the LinkedIn marketing campaign, the business is looking to develop video content for its website. The videos will showcase the business services and introduce prospective customers to the business owner. The business will be using a local video marketing company to develop its content.

The final element to this project is the acquisition of a new laptop which will enable the business to deliver its consultancy and training to a growing customer base. The businesses existing laptop is not fit for purpose due to various compatibility issues with technology required by its customers and due to the growing demand for the business services and potential to work with larger organisations, the laptop is preventing the business to grow its customer base due to limitations and issues with its software.

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

*Delivering wider outreach* – the marketing campaign will provide detailed videos on the services the business offers and target audiences which are likely to be interested in the services on offer.

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

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

*Delivering community benefit* – the business will be procuring local digital marketing and video marketing businesses in Mid Sussex to complete its marketing activities.

**Officer evaluation of the project**

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

The project the business wishes to undertake will improve the businesses outreach through targeted marketing and will ensure it can provide its services through the purchasing of essential equipment for 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 £2,000 is awarded to Marcomms Consultancy Ltd to support the costs of undergoing a marketing campaign and acquiring a new laptop.
Micro Business Grants Scheme

Town: East Grinstead
Project: New Website for Product
Applicant: Newtryx Ltd
Address: Twigg House, Cansiron Lane, Ashurst Wood
Type of business: Software Development
Grant Request to MSDC: £2,000
Total project cost: £10,000.00

Summary of project proposal and aims:
To develop a website which will operate alongside new diner application produced by the business.

Background

Newtryx Ltd is a start-up business which operates with three employees who work from home. The business develops and produces hospitality software solutions. In October it will launch a new product under the name of KuulEats Ltd. This product is a unique software solution known as a Restaurant Management System (RMS) and will collate information of local restaurants in one application. The product will act as a fully functional diner app used by both the waiting staff and customers which will provide detailed information on the restaurant, offers available, enable the customer to view photos, menus, reviews and can be used to pay for orders.

The business would like to launch a website alongside this app and is therefore applying for a grant to support the costs of procuring a contractor who to develop this. The contractor they will be using has supported the development of the KuulEats mobile app.

The business is looking to launch the website in August. The product is currently being Beta tested in restaurants in East Grinstead, and is being well received. It is likely that these business will form the products first clients once the product launches.
How does the project meet the stated criteria?

*Delivering wider outreach* – this is the business’ first product therefore will begin to generate their client base.

*Assisting with delivery of new business lines* – a new business line will be supported directly through this project.

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

*Delivering community benefit* – not applicable

**Officer evaluation of the project**

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

The business is looking to create a new website which will market and launch their new product. 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 Newtryx Ltd to support the development of a new website.
Micro Business Grants Scheme

Town: Scaynes Hill
Project: Website Development and Improvements
Applicant: Not Another Bunch of Flowers
Address: Unit 6, Hooklands Farm, Lewes Road, Scaynes Hill, West Sussex, RH17 7NG
Type of business: Retail
Grant Request to MSDC: £2,000
Total project cost: £4,690
Previous grants in past 2 years:
In 2017 the applicant was awarded £2,000 to make improvements to its website.
In 2018 the applicant was awarded £2,000 to support the costs of developing new personalised products through the acquisition of essential equipment. The result of the new product line led to a 15% sales increase and the employment of a new member of staff.

Summary of project proposal and aims:
To upgrade the business’s website by implementing a variety of changes which will enable the business to increase its customer reach and increase international sales.

Background
Not Another Bunch of Flowers is a small business based in Scaynes Hill who develops and markets personalised and bespoke gifts for various occasions. The business is looking to increase its sales both nationally and internationally by undertaking various website upgrades and development activities to improve the site’s functionality.

The business has already commissioned an audit of their website from The Department of International Trade (DIT) and Glow Global who have issued a document of recommendations and improvements the business could make to increase its sales from international customers. The business is looking to implement these changes through the support of grant funding. This entails the following activities: developing an improved mobile website, implementing an interactive online platform to the website which will enable customers to personalise gift boxes produced by the business, implementing Search Engine Optimisation improvements,
updating and improving the exiting websites theme which will also include rebranding of the businesses logo, updating existing photography on the website to showcasing new products and procuring developers who can provide support and recommendations for further optimisation which could be implemented on the website.

The business estimates that should it be able to undertake this project and implement the suggested changes, the online sales of the business could increase by up to 50% within a year and potential international sales could increase by up to 400% as suggested in the report produced by DIT and Glow Global.

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

*Delivering wider outreach* – the improvements to the website and development of an improved mobile website will increase the businesses national and international trade.

*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**

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

The improvements to the businesses website will enable growth in both national and international trade. 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 Not Another Bunch of Flowers to support the costs of developing and improving the businesses desktop and mobile website.
**Micro Business Grants Scheme**

Town: Hurstpierpoint  
Project: Marketing and Website Development  
Applicant: Poponin Ltd  
Address: 94 High Street, Hurstpierpoint, West Sussex, BN6 9PX  
Type of business: Retail  
Grant Request to MSDC: £1,500  
Total project cost: £5,000

**Summary of project proposal and aims:**
To undertake marketing activities to promote a new product and improve website functionality.

**Background**

Poponin is an independent arts and crafts centre on Hurstpierpoint high street. The business offers a range of activities, aimed at customers of all ages, which includes: daily and afterschool clubs, holiday clubs, parties and events. The business promotes the use of recycled materials in all of its services.

Poponin is seeking grant funding in order to assist in the promotion of their new product, subscription boxes. These subscription boxes will be arts and crafts based and delivered to customers. The boxes will contain a number of materials and activities for the customer to undertake, the contents will be aimed at both children and adults in hope they can be used as a bonding and nurturing resource by parents.

The grant funding will be used towards a marketing campaign which will focus on search engine optimisation for the business and the new product. This will be complemented by improvements to the business' current website which will allow for the implementation of e-commerce functionality in order to administer the project.
How does the project meet the stated criteria?

*Delivering wider outreach* – the project will aid in the implementation of a new product which will enable business to reach a wider client base.

*Assisting with delivery of new business lines* – the project will directly influence the success of the business’ new product range.

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

*Delivering community benefit* – the business has stated that they will be contracting a local marketing company in order to deliver this project.

**Officer evaluation of the project**

Poponin Ltd fits the criteria of a micro-business with five employees. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking to undertake a marketing campaign and make necessary improvements to their website in order to deliver a new product. 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 £1,500 is awarded to Poponin Ltd to support the costs of undertaking a marketing campaign and improve their existing website.
Micro Business Grants Scheme

Town: Burgess Hill
Project: New Service – Digital Marketing Workshops
Applicant: Pure Storm Digital Services
Address: 71 Leylands Road, Burgess Hill, West Sussex, RH15 8A8
Type of business: Digital Marketing
Grant Request to MSDC £425
Total project cost: £850

Summary of project proposal and aims:

To purchase equipment that will support the business in offering social media marketing workshops for small businesses.

Background

Pure Storm Digital Services are a digital marketing business located in Burgess Hill. The business primarily focuses on digital marketing, however other services it offers includes graphic design, website design and IT support. To support the businesses growth, it is applying for a grant to support the costs of setting up training workshops focusing on social media marketing. The workshops would target small to medium sized enterprises (SME's) in Sussex. The plan for each workshop will include a developing a professional social media plan for each business with guidance from Pure Storm on how to implement changes which will enable businesses to grow.

The grant will support the setup of these workshops through the purchasing of necessary equipment to offer the training. This will include a laptop for participant use, projector, notebooks and stationary to be used in the workshop and the costs of hiring a venue. In addition to this, the business would also like to undertake some marketing for the workshops.
How does the project meet the stated criteria?

*Delivering wider outreach* – the training workshops will contribute towards business growth by reaching a new customer base.

*Assisting with delivery of new business lines* – the purchased equipment will enable the business to setup training workshops for SMEs on social media marketing.

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

*Delivering community benefit* – not applicable.

**Officer evaluation of the project**

Pure Storm Digital Services fits the criteria of a micro-business with one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

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 £425 is awarded to Pure Storm Digital Services to support the costs of purchasing necessary equipment to set up training workshops.
**Micro Business Grants Scheme**

Town: Scaynes Hill  
Project: Marketing  
Applicant: Smith Home Transformations Ltd  
Address: Clear View, Ham Lane, Scaynes Hill, RH17 7PW  
Type of business: Construction  
Grant Request to MSDC: £2,000  
Total project cost: £4,500  

Previous grants in past 2 years:  
In 2017 the applicant was awarded £1,500 to support the costs of employing an apprentice. The business was unsuccessful in recruiting an apprentice however so the grant was not claimed.  
In 2018 the applicant was awarded £1,500 to support the costs of employing an apprentice once again, the business was successful in employing an apprentice however they left shortly after joining the business. Therefore the business did not claim this grant.

**Summary of project proposal and aims:**

To support the cost of undertaking new marketing activities.

**Background**

Smith Home Transformations Ltd is an established business in Scaynes Hill who deliver a wide range of services within home improvement. The business is applying for a grant to support the costs of undertaking marketing activities to promote the business. The two key marketing activities the business would like to undertake includes the procurement of a local video marketing company to produce video testimonials for the businesses website and social media. These testimonials will include various completed projects with recommendations from existing customers. In addition to this, the business would also procure an additional video marketing company who will establish and manage a YouTube channel for the business and manage this for 12 months after setup.
How does the project meet the stated criteria?

*Delivering wider outreach* – the production of video testimonials will enable the business to showcase completed projects to prospective customers and market its services to 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 be using local marketing companies to support and manage this project. This will provide wider economic benefits to the local economy.

**Officer evaluation of the project**

Smith Home Transformations Ltd fits the criteria of a micro-business with one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

New marketing activities will drive growth to the business by delivering a wider outreach to prospective customers. 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 Smith Home Transformations Ltd to support the costs of undertaking new marketing activities.
**Micro Business Grants Scheme**

Town: Lindfield

Project: New Equipment and Marketing

Applicant: Tom Mackwen Illustration

Address: 215 The Welkin, Lindfield, West Sussex, RH16 2PN

Type of business: Arts

Grant Request to MSDC: £1,790

Total project cost: £3,580

**Summary of project proposal and aims:**

To purchase new equipment and undertake marketing activities.

**Background**

Tom Mackwen Illustration is a start-up business based in Lindfield. The business hopes to produce picture books for 5-7 year olds and both writes and illustrates the books. The business also produces custom art pieces for local residents, particularly directed at children. Tom Mackwen Illustration is looking to grow and widen its outreach by procuring a local marketing consultant to promote the businesses services.

The business is also seeking grant funding in order to develop a range of gift items which would be marketed through use of the consultant but to also support the development of these gifts, the business has also applied for support in purchasing a range of equipment including a printer kit in order to support the production of these gifts and the development of the aforementioned children’s books.
How does the project meet the stated criteria?

*Delivering wider outreach* – the business will undertake new marketing activities which will help the business reach a wider customer base.

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

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

*Delivering community benefit* – using a local marketing consultant will support the local economy and generate revenue for a local business.

**Officer evaluation of the project**

Tom Mackwen Illustration fits the criteria of a micro-business with one employee. The business has provided satisfactory proof that it is a properly constituted company and is located within the District.

The business is looking procure a marketing consultant and purchase equipment to help expand their product range. 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 £1,790 is awarded to Tom Mackwen Illustration to support the costs of procuring a marketing consultant and new equipment.