

Micro-business Grants Scheme

Project:	New staff member
Applicant:	BB Vintage Clothing Ltd
Address:	Northstoke, Holtye Road, East Grinstead, RH19 3PP
Type of business:	eCommerce
Grant Request to MSDC	£2,000
Total project cost:	£4,000

Summary of project proposal and aims:

To assist with the hiring of a new staff member to manage the businesses marketing.

Background

BB Vintage Clothing Ltd is an online clothing retailer which was set up last year by two university students and specialises in the sale of branded vintage clothing from the 80's, 90's and 00's. The business started through selling stock on the online marketplace 'asos' (<https://marketplace.asos.com/boutique/bb-vintage-clothing>). Building on the success that followed this, the business is now in a position where it is able to expand. The business has recently setup their own website through which to sell their stock, however have identified a need for marketing expertise to take the business forward.

BB Vintage Clothing are therefore seeking grant funding in order to assist with hiring a new staff member, a marketing executive, to aid in the promotion of their business. The business hopes that a position with a focus on marketing will help shift sales from ASOS (currently 85% of sales) over to their own website. The business is currently looking to employ this new member of staff on a six month contract, in hope to then make the position full time. This position will be offered to a local resident, much like the businesses other staff members.

How does the project meet the stated criteria?

Delivering wider outreach – a staff member focusing on marketing will allow the business to begin generating a larger client base

Assisting with delivery of new business lines – not applicable

Enabling more employees to be taken on – a new employee will be taken on directly as a result of this grant.

Delivering community benefit – the business hopes that all employees they take on will come from the local community.

Officer evaluation of the project

BB Vintage Clothing fits the criteria of a micro-business with only 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 hiring of a new staff member with a focus on marketing. 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 BB Vintage Clothing to aid in hiring of a new staff member.

Micro-business Grants Scheme

Project:	Installation of cold storage
Applicant:	Buchan Rum Architects Ltd
Address:	9 Savil Road, Lindfield, RH19 2NY
Type of business:	Architect and Interior Designers
Grant Request to MSDC	£2,000
Total project cost:	£2,000 ¹

Summary of project proposal and aims:

To purchase new equipment to develop their IT systems.

Background

Buchan Rum Architects Ltd are a recently formed architects practice in Lindfield. Which currently focus on small scale residential projects. Following an increase in project enquiries the businesses is beginning to expand into commercial scale projects. They have recently won Six Physio Clinics as a new client to carry out refurbishments for their Chelsea, Southwark and Cannon street clinics, but are also hoping to win the contract for their Linfield clinic also.

In order to take on this work, the business requires high quality 3d rendering in order to sell their proposals. Currently this work is done by a consultant at £300 per day. Buchan Rum Architects Ltd are therefore seeking grant funding in order to purchase IT equipment in order to do this in house, to reduce financial outgoings and improve their services.

How does the project meet the stated criteria?

Delivering wider outreach – having the equipment to produce design material will assist the business in generating a larger client base, as they can pitch to more potential clients.

Assisting with delivery of new business lines – the equipment will allow the business to expand their services into commercial projects.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Buchan Rum Architects Ltd fit 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 grant funding will support the purchase of new IT equipment in order to produce design material. 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 Buchan Rum Architects Ltd to aid in the purchase of IT equipment

Notes:

¹ – Subject to due diligence review outcome. – Officers have made the applicant aware of the 50% match funding requirement. The applicant has advised either to reduce the grant funding request or to increase the project cost to meet the requirement.

Micro-business Grants Scheme

Project:	New website and brand
Applicant:	Journey in Essence
Address:	Highway, Cansiron Lane, Ashurst Wood
Type of business:	Health and Wellbeing
Grant Request to MSDC	£914
Total project cost:	£1828

Summary of project proposal and aims:

To purchase a new laptop and standing station for the business.

Background

Journey in essence is a business focusing in aromatherapy and acupuncture. The business uses essential oils and natural healthcare such as diet and nutrition in order to assist clients with a wide range of health related ailments.

The business is run by one individual and there is a large amount of admin work that is undertaken, including preparing slide presentations and online support to clients. The owner currently relies on a desktop computer in their family home to undertake this work. Journey in Essence are seeking grant funding in order to purchase a laptop in order to benefit the business in a variety of ways. The main benefit would be that the owner would be able to locate themselves in their treatment room to work allowing them to undertake teaching live courses through programs such as Facebook Live and Skype. The laptop will also enable the business to begin developing their website.

How does the project meet the stated criteria?

Delivering wider outreach – the ability to provide online, live courses will allow the business to generate a wider client base

Assisting with delivery of new business lines – the laptop will allow the business to begin to provide the aforementioned new service of live sessions.

Enabling more employees to be taken on – not applicable

Delivering community benefit – not applicable

Officer evaluation of the project

Journey in Essence 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 purchase of a new laptop. 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 £914 is awarded to Journey in Essence to aid in the purchase of a new laptop.

Micro-business Grants Scheme

Project:	New service
Applicant:	The Perrymount Ltd
Address:	Hurstwood Grange, Hurstwood Lane Haywards Heath
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.

The service will be free for clients however aim to bring to their attention awareness of the paid services that are offered at The Perrymount Clinic and therefore generating more revenue for the business.

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 client base.

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 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 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 new service.

Micro-business Grants Scheme

Project:	Apprentice
Applicant:	Treehoppers Forest Kindergarten
Address:	5 The Brambles, Cuckfield
Type of business:	childcare/education
Grant Request to MSDC	£1,500
Total project cost:	apprenticeship costs

Summary of project proposal and aims:

To aid in the hiring of an apprentice

Background

Treehoppers Forest Kindergarten (Treehoppers) is a start-up businesses due to open in October. The business is an outdoor nursery based in Woodland in East Grinstead, belonging to East Grinstead Sports Club. Treehoppers will take children on from the age of three, up until they start school. The business aims to build on the success of other similar concepts throughout the UK. Treehoppers have already had a lot of interest from potential customers.

Treehoppers currently have two part time members of staff and are recruiting for more casual staff members currently. The business is seeking grant funding in order to assist in also brining on an apprentice and help them gain an early years qualification, also aiding the development of the business.

How does the project meet the stated criteria?

Delivering wider outreach – hiring an apprentice will assist the business to take on more customers as a result of more staff members.

Assisting with delivery of new business lines – an apprentice will assist the business in delivering services following their formal opening.

Enabling more employees to be taken on – the grant will directly support the hiring of an apprentice.

Delivering community benefit – the business aims to take on an apprentice from the local area.

Officer evaluation of the project

Treehoppers fits the criteria of a micro-business with three 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 business through the hiring of an apprentice. 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 Treehoppers Forest Kindergarten to aid in the hiring of an apprentice.