



# Business Bulletin

*Winter 2021*

*Winter Round-Up*

Welcome to the latest issue of our quarterly newsletter. This issue has a focus on supporting our local High Streets at this important time of year, a reminder of funding and grants available including the launch of our store improvement grants for independent retailers, along with an update on just a few of MSDC's current projects and priorities.

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## Introducing Opportunity Mid Sussex



Since mid-October we have been out and about taking photographs of the district to support the promotion of Mid Sussex as a great place to live, work and do business. Thanks to all those businesses that let us disrupt their working day with our photographer, lighting and assistants!

The results of this hard work and activity will soon be unveiled with a new dedicated website and interactive brochure to showcase all that Mid Sussex has to offer and to attract inward investment. This will have its own brand and logo 'Opportunity Mid Sussex' and we'll be actively promoting on social media, so please follow us and share [Opportunity Mid Sussex](#)

Opportunity Mid Sussex aims to represent the very best of Mid Sussex from partnership working, significant infrastructure investment, including digital connectivity, to its great strategic location and areas of outstanding natural beauty.



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## Shop Local and Support your High Street

We have been working closely with our Town and Parish Councils to deliver a range of activity funded by the government's Welcome Back Fund. This has included events to encourage footfall back to our high streets from light displays and street entertainers to town centre trails and live music. Below are just a few highlights from recent events in Burgess Hill, East Grinstead and Haywards Heath...





We are further supporting local businesses with a pre-Christmas communication campaign encouraging people to visit their local high street for those last-minute gifts and essentials.

And there is still more to come...

We are working on a new campaign and initiatives for the New Year to support and promote our independent retailers to keep our high streets thriving.

Our store improvement grants scheme for independent retailers launches this week, further details and how to apply will be available on our webpages [here](#). Supported by free training and advice available via our West Sussex Retail hub. Sign up for free [here](#).

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## Sustainability a Mid Sussex Priority

One of the Council's current priorities is work on its emerging Sustainable Economy Strategy which aims to balance important economic growth with the need to look after the environment and provide opportunities for all our residents. We look forward to sharing the strategy document with you in the Spring.

In the meantime, hot on the heels of COP26, our communications team have been sharing important messages with residents about the action they can take to become more environmentally friendly.

In Economic Development, we are working with our neighbouring local authorities on a project to support SMEs across the county to help them become more sustainable. This will include providing examples and case studies from businesses. We are looking to hear from businesses for this project and to feature in future news stories and awareness campaigns. If you have examples of what your business is doing to become more sustainable, please get in touch at [economic.development@midsussex.gov.uk](mailto:economic.development@midsussex.gov.uk). Your experiences can inspire others to act too!

We'll share more information about the SME project as soon as it launches. Until then, we wanted to remind businesses that there is grant funding available via the LoCASE grants and support from the clean growth hub <https://www.clean-growth.uk/locase>



If your business offers low carbon (or “green”) products or services you can apply for a LoCASE Business Development Grant and for other types of business there are LoCASE Energy Efficiency grants, for projects such as LED lighting.

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## Place and Connectivity Programme – active travel improvements

As we approach the end of 2021, over six miles of safe, direct and attractive walking and cycling routes have been created or improved as part of the Burgess Hill Place and Connectivity Programme. This includes providing traffic free links between key employment areas and with public transport hubs (as well as providing more options for lunch time / post work walks).

Linked to our active travel and sustainability goals, the Programme is improving public spaces and walking and cycling infrastructure to encourage people to choose to walk, cycle and use public transport, and support the growth of the town.

The programme is being jointly delivered by MSDC and West Sussex County Council, with the next phase of improvements linking the Victoria Business Park directly to Burgess Hill station and the town centre via Queen Elizabeth Avenue and the Station Road corridor, with further improvements around Wivelsfield Station.

The programme is also helping to support the local economy using local labour and providing supply chain opportunities for local businesses, particularly SMEs. So far, 33 local people are working on the Programme, with 3 local businesses being used and 81% of all spend in the local economy.

Further information and news on the ongoing Place and Connectivity Programme [here](#).

Pictures below of our park rangers on the Green Circle pathways and Edith on the new pathways at Fairfield Recreation Ground. You might recognise Edith as our cover girl from the latest issue of Mid Sussex Matters.



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## Hothouse Invest4Grant funding still available

A reminder that there is still grant funding available for businesses as part of the Business Hothouse Programme. The Invest4Grant Fund can award funding of between £2,000 and £170,000 to start-ups and established businesses in the coast-to-capital area that meet the eligibility criteria. The best way to check eligibility and apply is via the [Coast to Capital Growth Hub](#)



*“With the help of The Business Hothouse’s Invest4 Grant Application workshops and 1-2-1 mentoring sessions, I completed the application form and the other required documentation and submitted these to the Invest4 Grant Fund Manager. I was delighted when he responded to say that I had been successful in gaining the funding, which would cover 40% of the cost of my new commercial-grade machine, making it a far more affordable prospect”. Jon Ollerenshaw, Owner, Juice Up*

Read the full case study from Juice Up [here](#), a Mid Sussex based business that has benefited from an Invest4Grant.

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## FREE Digital Champion support in West Sussex

As a follow up to the [West Sussex Recover & Rise Digital Accelerator online workshops](#), the Coast to Capital Growth Hub provides fully funded access to specialist digital business consultants.

Attendees at any of the online workshops receive up to 8 hours of FREE specialist support, fully funded by the Coast to Capital Growth Hub. Businesses can benefit from the support of digital and business experts to help them implement the knowledge and ideas learnt from the webinars. More information about the workshops [here](#).

This support is just one strand of the free business support and advice the Growth Hub provides across the Coast to Capital region.

In 2020-21 the growth hub responded to over 3,000 direct enquires providing support on topics such as Covid-19 response, Start Ups following redundancy, funding to recover and grow, general advice regarding pivoting and making business more resilient. As well as making over 2,000 referrals to other support programmes and / or organisations to aid with recovery and growth including Innovate UK, Department for International Trade, The Business Hothouse.

To speak with a member of the Growth Hub, either:

- Visit the [website](#) and complete the Contact Form online
  - Leave a message on the office number on 01293 305965
  - Send an email to [growth.hub@coast2capital.org.uk](mailto:growth.hub@coast2capital.org.uk) with name, contact details, postcode and request.
  - **Karen Tyrrell** is the local Growth Relationship Associate for the Mid Sussex area.
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## **Stop Press: Additional government grant funding announced to support businesses impacted by the Omicron variant**

Businesses in the hospitality and leisure sectors in England will soon be eligible for one-off grants payments of up to £6,000 per premises. Additional discretionary funding to support other businesses is also to be made available for local authorities. We are currently awaiting government guidance but will endeavour to administer and provide grant payments to eligible businesses as soon as possible, early in the New Year. Further details, including how to apply, will be posted on our webpages [here](#), as soon as confirmation is received.

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### **Stay in Touch**

Please circulate this bulletin to others in your network. Anyone interested in receiving this Business Bulletin can sign up to receive them [here](#) and they will be added to the mailing list and contact database.

If you have any suggestions for future issues, business support or other ways we can support the local economy please contact the [Economic Development team](#).

[Contact the Economic Development Team](#)