

Resilience, adaptation and innovation fund for East Devon businesses

Updated 13 January 2021



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Foreword



It is difficult to overstate the impact of the Coronavirus (Covid-19) pandemic on the economy of East Devon. I have personally been contacted by numerous residents and business people each with their own very individual account of what it has meant for them, their employees and their livelihoods. I have also



Councillor Paul Hayward
Deputy Leader of the Council and
Portfolio Holder Economy and
Assets

been struck by the willingness to adapt and pivot towards new ways of working, for example through setting up a new delivery service or launching an online presence.

As a council we want to play a leading role in helping to support and sustain recovery. The Adaptation, Innovation and Resilience Fund will be the principle means through which we can offer support. Utilising funds made available by the government and by the council itself, this prospectus sets out how this support can be accessed. This is open to both individual business and organisations as well as collaborative proposals focused on specific sectors or places.

I won't pretend that we have all the answers as to how we can best support recovery. But I am confident in the fresh thinking and entrepreneurial spirit of our communities and businesses. I would encourage you to consider applying so that together we can develop a more resilient, sustainable and inclusive economy.



Honiton's Gate to Plate event showcasing local producers and suppliers

Introduction

From farming and food and drink to IT security and supercomputers, East Devon has a diverse economy. But there is no aspect of this that has not been impacted by the Coronavirus pandemic. From the largest business to the self-employed, everyone has felt the implications of the multiple periods of restrictions.

Evidence shows that particular sectors, places and people groups have been disproportionately impacted. This includes key sectors in the district such as tourism and hospitality. Trends such as towards online retailing have accelerated rapidly with implications for our retailers and high streets. The unemployment rate tripled during 2020 with above average rises for 16- to 24-

year-olds and the over 50s.



Our stunning Jurassic coastline

The council has been responsible for deploying a range of government grant schemes to businesses over the course of last year and the first part of 2021. These have related to defined periods of restrictions, both locally and national, and have been designed to compensate for reductions in trade.

Now as we start to emerge from the worst effects of the pandemic we need to transition from short term support to promoting long term recovery whilst also addressing long standing challenges in terms of supporting the development of a low carbon economy and ensuring that all our residents can access a decent, well paid job.



East Devon has many local food and drinks producers

The Resilience, Adaptation and Innovation Fund is the first step towards achieving this objective and supporting a more resilient economy. We recognise that there is no single or simple answer to how best to achieve this. The council has worked as part of the 'Team Devon' approach and has endorsed the Business and Economic Recovery Prospectus. This sets out specific themes around people, place and business.

This document sets out how funds (initial value TBA) that have been made available by both the government and the council can be accessed. It does not seek to set out a prescriptive set of rules, rather to create a framework through proposals and applications can come forward. This includes from both

through proposals and applications can come forward. This includes from both individual businesses and organisations and wider collaborations.



Tourism and hospitality are important sectors in East Devon

Objectives

The objectives of the fund are to:

- Support economic recovery across all sectors, places and communities in the district with a particular emphasis on specific priorities
- Ensure that residents can access employment opportunities, both through promoting new and safeguarding existing employment opportunities
- Enable businesses to adapt to changing operating conditions and working practices including through bringing forward innovative solutions
- Support a green economic recovery
- Promote the achievement of a resilient, sustainable and inclusive economy

Priority areas

The following are priorities for support:

Business

- Retail
- Hospitality and leisure and associated supply chain
- Tourism
- Events industry
- Cultural venues and services including independent cinemas, theatres, concert venues, museums and heritage centres, galleries, performance-led venues, performance production/exhibition and festival production
- Aviation/aerospace
- International visitor services – for example, language schools
- Social enterprises

Place

- High streets
- Places that have scored highly on Devon County Council's vulnerability index: Axminster, Exmouth and Honiton

People

- 16- to 24-year-olds
- Over 50s

Structure

The fund is in two parts:

- Grants of up to £50,000 to individual business and organisation
- Grants of up to £150,000 towards collaborative proposals – for example, to support specific sectors, places or communities

Awards level table content TBA

Eligibility

The Fund is open to any business, charity or social enterprise which is located in East Devon.

This prospectus has been informed by the outcome of business surveys – for example, relating to the high street. But we accept that do not have all the answers as to how best to support economic recovery and we do not want to set out a prescriptive set of requirements that stop good ideas or stifle innovation. Rather we want to create a framework through which proposals and applications can come forward and be considered for funding.

In this spirit the following are some examples of the types of projects that could be supported:

- Adaptions to business premises to ensure that they can operate safely – for example, by utilising outdoor space
- Establishing an online/digital presence
- Initiatives to promote and market specific sectors (for example, tourism) or to access new markets
- Events to show case the cultural offer of the district
- Business diversification – for example, to bring forward a new product or offer
- Promotion of local sourcing
- Initiatives to support high streets
- Training initiatives to help people in to work or to develop new skills
- Investments that support energy efficiency and carbon savings



Digital innovation and clean growth in the Exeter and East Devon Enterprise Zone

A call for applications will run from TBA to TBA through an online form.

There will be an opportunity to learn more about the application process and the fund itself through on line events scheduled as follows:

Dates TBA

Assessment criteria

Applications will be considered against the following criteria:

- Safeguarding of existing employment
- New employment opportunities created
- Evidence of impact on trading from the pandemic
- Value for money
- Options considered
- Training opportunities created
- Risk management
- Sustainability
- Carbon savings

Decision making

Applications will be considered by a panel of councillors.

Exclusions

The following exclusions apply:

- Businesses and organisations based outside of East Devon
- Businesses that were not trading as of 1 March and were in administration, insolvent or subject to striking-off notice
- Businesses that have already received the maximum level of support available

Policy

A full policy is available at [link TBA](#).



Get the latest with our business newsletter

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