

Innovation and Resilience Fund Round 4 Full Bid Application Form

Introduction

Please be aware you can only submit a Full Bid application form if you have previously submitted an IRF4 Expression of Interest (EOI) which has been approved by the Council.

To submit a Full Bid application, please complete this Full Bid Application Form. Once complete, please attach this application form (in **Word** format) and all additional documentation and evidence in an email and send to irf@eastdevon.gov.uk quoting your FS case number in the email title.

To help you in completing the application, guidance notes have been added in **green text**. We recommend reading through **all** of the questions before you start to answer them. We also recommend you read carefully the IRF4 [Policy](#) document, focussing on sections 3 and 4. **Questions marked with an asterisk *** below are **mandatory** and must not be left unanswered. Failure to provide answers to mandatory questions will result in the application being automatically rejected.

1. Please enter your business name and FS case number below. *

Your FS case/reference number will be visible on the email you received from us when submitting your Expression of Interest application form.

Business name:	Exe -Ample Gizmos
FS-Case:	FS-11111111

2. Please briefly describe your proposed project. In your response, please make sure to include:

- **An overview of project activities**
- **How the project will have a transformational effect on your business**
- **How the project links to the aims of the IRF4* (250 words max)**

This will be the main piece of text decision-makers on the UKSPF Panel will see before choosing to accept or reject your application, so make sure to add in as many of the key details as you can. More information regarding the aims of the IRF4 can be found in the [Policy](#) document.

EX-ample are a small, rural producer of gizmos. We currently manufacture a popular line of gizmos which can be found in a range of shops around the district and online. We would like to buy a new, specialist machine to produce a new range of gizmos with modern features. The key activities are the purchase of the Gizmaker 2 machine, the conversion of an unused storage cupboard to house the Gizmo 2 machine, training existing staff to use the machine, employing a new Head of Gizmo 2 Manufacturing, and launching the product with new and existing stockists.

Producing Gizmo 2 will enable huge growth for our business. Our original Gizmos were popular, but demand and product design has now evolved and Gizmos 2s are a popular emerging market. By producing Gizmo 2s and taking on an additional member of staff to run the new income stream, we can expand into more stockists, increase brand awareness, and increase our yearly turnover. We are forecasting moderate productivity gains and see this as the first step in becoming a key player in the local Gizmo market.

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Timetable

3. Please complete the table below to outline the timeline for project delivery, including key milestones and any deadlines you must meet in the delivery of your project. * (250 words max)

‘Project completion’ refers to the point at which all grant funding has been spent and all items/works have been purchased/completed and the new equipment/space is operational.

Milestone	Target Date
Contact suppliers to order equipment	1 st July 2025
Approach interested stockists to confirm product manufacturing	2 nd July 2025
Begin recruitment for Head of Gizmo 2	July 2025
Begin reflooring of storeroom	July 2025
Build of specialist equipment	15 th July – 15 th August 2025
Receive equipment	August 2025
Complete reflooring of storeroom	August 2025
Head of Gizmo 2 starts	September 2025
Design branding and marketing for Gizmo 2	September 2025
Get contractor in to install equipment	1 st September 2025
Train staff to use new machine	Mid-September 2025
Start production using new machine	Late September 2025
Package new product with branding	Early October 2025
Send out testers to stockists and marketers	Mid-October 2025
New product available for purchase (Completion)	Mid-Nov 2025

4. How will you ensure completion of your project by the 28th February 2026?*

We have confirmed with all our preferred suppliers what the expected delivery timeframes are and confirmed availability to carry out the installation well in advance of the deadline. We have alternative supplier quotes should one supplier cease to be able to supply the goods/services. We have already got significant interest from stockists (see letters of support) and have a list of retailers and marketers to contact. The project delivery team has mapped out all the tasks needed to complete the project and estimated the duration of all activities, including any likely slippage. Even with these generous timelines, completion is forecast for mid-Nov 2025, giving us a buffer should unforeseen events occur.

Funding

5. What is the total cost to deliver your project? (Exclusive of VAT) *

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Applicants can request amounts of between **£3,000 and £30,000** from the IRF4. The amount requested and the match funding provided must equal the total project cost. At least **30%** of the total cost must be match funded by the applicant. For example, if your total project cost is £30,000, the most you could bid for is £21,000, meaning you would need to provide £9,000 of match-funding.

Total Project Cost:	£37,562
Amount Requested from IRF4:	£24,492
Match Funding Provided:	£13,270 (35%)

6. Please explain how your match funding will be sourced and when this funding can be accessed. * (100 words max)

Any funds that have been spent prior to receiving an IRF grant **cannot** be included as match funding. Evidence of match funding spent will be required should your project be successful in securing funding. All match funding must be secured before making an application.

The match funding will come from the reserves within the business. These reserves have been earmarked for business growth and can be seen on our Balance Sheet. It is immediately accessible for us to spend.

Viability

7. Please detail how your project will enable your business to grow, including any new products, services or technologies you will develop (250 words max)*

Please detail any target customer base, geographical area of sales, competition, details of any market research undertaken, projected customer demand and your ability to supply that demand. If your proposed project is the development of a new technology, please also outline any relevant research and evidence to show that the project is viable. Additional documentation and evidence can be appended to this application form where appropriate.

Our company started manufacturing Gizmos six years ago and is now a key player in the regional Gizmo market. We sell our products nationally, but the majority of our customers and stockists are in the SW peninsula, with 50% of our business being in Devon. As technology shifts, there has been an increasing demand for Gizmo 2s, which has impacted our sales in the last year. When speaking to stockists, they ask if we also produce Gizmo 2s and have expressed that customers are increasingly wanting to purchase modern iterations of this product. Due to this, we undertook a market research exercise which showed huge growth in the Gizmo 2 market and a decline in the Gizmo 1 market. This is attached to our application — page 4 shows the graphs forecasting these two trends.

We asked our existing stockists about their interest in stocking our Gizmo 2s. We received some positive responses (see attached letters of support), with numbers of products they

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would be willing to pilot in Year 1. This was below the capacity of the Gizmo 2 machine running full time during working hours, so we feel confident in meeting this demand. There are no other local suppliers (the nearest is Solihull) and our stockists value local procurement, so would rather purchase this product from a Devon-based enterprise. None currently sell Gizmo 2s, so we have an opportunity window to offer them a local option before they start sourcing elsewhere to meet customer demand.

8. How do you foresee this project benefitting your business' finances over the next 24 months? Please detail the assumptions you have used in developing your financial projections. (250 words max) *

We need to be shown that the projections are reasonable and achievable. Additional documentation such as financial forecasts can be appended to this application form where appropriate.

We estimate that the project will create £64,000 of additional revenue over the next two years. In the first year, we are only forecasting a £20,000 increase due to the time needed for the Gizmo 2 to gain a profile and be adopted by more stockists. The year after, we forecast this will jump to £44,000 as the product/service gains traction and we are able to better understand the supply/demand requirements.

The attached Excel doc labelled 'Financial Forecast Exe Ample Gizmos' shows our rationale. We have forecast the Gizmo 2 selling 100 units at a cost of £1,000, giving £200 of profit per unit. We are expecting to sell 220 units on the same profit margins. These have been based off market research and our experience selling the original Gizmos.

Workspace

9. Will your project create new workspace, bring unused space into employment use, or convert existing space to meet a specialist need?

- 'Creation of new employment space' means constructing additional floorspace where it did not previously exist, for example an extension or mezzanine to a workshop
- 'Conversion of unused space for employment use' involves the refurbishment of unused space into workspace, for example converting an old unused agricultural barn into an office
- 'Major upgrade of existing space' involves redeveloping existing workspaces to enable a new business use, for example making premises food safe

Type of Space	Area (in m2)
New workspace	
Conversion of unused space	8.2m2

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Major upgrade of existing space	
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10. Please describe the new/improved workspace and explain how will your business utilise it? (250 words max)

Please include details of the works you will undertake to create or improve the workspace.

We have an old storage room next to our main production space that is filled with rubbish left over from previous tenants. Our landlord has agreed that if we clear and convert the space, we are allowed to use it for the duration of our lease agreement at no extra cost. The small space will not currently accommodate the Gizmo 2 machine as the floor is too weak for the weight of the machine. We will upgrade the space by putting in a concrete floor. Without this, there would be no additional space for the Gizmo 2 machine in our unit and we would not be able to carry out this project unless we moved to a new unit. There is also room for a desk for the Production manager of Gizmo 2 to use for their private office.

Need

11. Please provide a copy of your latest Profit and Loss Statement and Balance Sheet. *

Please attach these documents in PDF format when submitting your full bid application form via email. An Income Statement can be submitted in lieu of a Profit and Loss Statement. These documents are required to ensure there is a genuine need for IRF4 funding.

12. Why is IRF4 funding required to deliver your project? In your response, please include:

- **Evidence from your Profit and Loss Statement and/or Balance Sheet that your business cannot wholly fund the project**
- **Other potential funding sources explored e.g. loans, share issues, crowdfunding**
- **Evidence that alternative funding sources are not accessible/feasible to deliver the project * (250 words max)**

Funding will only be awarded to businesses that can demonstrate that public funding is required to deliver the project and that alternatives have been explored prior to making this application.

As our Profit and Loss sheet shows, we are currently operating at a small net profit of £5,892 a year, with retained reserves (shown on the Balance Sheet) of £19,465. The total project costs would exceed our retained reserves, meaning we cannot implement the project without external funding. We have pledged about 70% of our reserves in match, but it would be excessively risky to use our entire reserves in case other unexpected costs occur.

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We have explored taking on a bank loan, for which we were quoted a 11% interest rate. We are currently still repaying the start-up loan we received to buy our original machine, so it would be a poor business decision to take on another loan at this stage. The business is too small to issue shares, and we tried crowdfunding as a start-up and did not make much traction so we do not see that as a likely option.

Without the grant, we would be unable to proceed with this diversification. It would remain a long term ambition, but it would likely be put on hold for a minimum of 5 years.

Employment

13. Will your project help to create new, full time, high value employment in your business? *

If so, please explain detail the titles and responsibilities and the salary of the jobs created, including when you forecast the recruitment of this role. Please also explain how the items/services you intend to purchase will directly enable you to create new jobs. These forecasts will be included within a legally binding funding agreement if your bid is successful.

Job Title	Salary (£ per year)	Job Description and Timeline for creation
1. Production Manager of Gizmo 2	£ 31,450	Recruitment will commence as soon as the grant has received for employment by September. The postholder will be responsible for overseeing Gizmo 2 production, finalising branding, marketing, and working with stockists.

14. Please explain below how the project and equipment/works funded will lead to the jobs outlined above (250 words max):

The Gizmo 2 machine will open up a whole new product line for us in manufacturing, marketing, and selling Gizmo 2s. This will require a full time member of staff to oversee the production and sales of the Gizmo 2 line. Without the machine, we would not diversify and the member of staff would not be required. The role would require someone with design, production and project management experience to manage the roll out of the new product, monitor ongoing demand, and adjust manufacturing levels accordingly. The works will also

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provide a small office space that can be shut off from the main floor to provide privacy and quiet for calls. Without this, we would struggle to fit another worker in the unit.

Productivity

15. Will your project help to increase your business' productivity? *

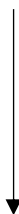
Productivity will be measured by the net income (profit) produced per worker. The table below or our calculator will assist you in calculating productivity increases created by your project by using information on profit and numbers of employees. Type figures into the **blank boxes** in the table below to show these calculations.

Current Productivity		Future Productivity		Productivity Increase %	
Current Yearly Profit	£ 5,892	Forecast Yearly Profit	£ 12,880	Forecast Productivity Increase (difference between future and current productivity)	39%
Current Number of Workers	3	Forecast Number of Workers	4		
Current Productivity (divide Profit by Number of Workers)	1,964	Forecast Productivity	3,220		

16. Please explain how the project and equipment/works funded will lead to the productivity increases outlined above. (250 words max)

In our first year, we are only forecasting a 0.4% productivity increase per worker as we will be taking on a new employee and testing out the market. However, the 2 year figures (used above) show that we are expecting a 39% increase in productivity. This is because we will be able to simultaneously manufacture two lines of products instead of one, with only one more staff member. The Gizmo 2 range is a higher spec product, so turnover will be higher per unit than on the existing Gizmos, allowing for more profit to be realised in the same manufacturing time.

The application form continues on the next page.



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Risk

17. Please outline any risks to the project or business which could cause projected results to vary from those forecasted and how you propose to mitigate them. * (250 words max)

'Risks' are defined as events that are or could be foreseeable. You **must** include the risk that selected suppliers do not deliver the product or service as expected and your mitigation to ensure the project can still be delivered. Assess the chance of the risk occurring and its likely impact should it happen. Explain how you will manage the risk or mitigate against it. If you have identified more than 5 risks, please right-click on the table, select 'Insert' and click on 'Insert Rows Below' to expand the table.

Risk Description	Impact (Low, Medium or High)	Likelihood (Low, Medium or High)	Mitigation
1. Supplier delivers a faulty product/does not deliver a service as contracted	High	Low	We will use the same company for the Gizmo 2 machine as the Gizmo machine. These machines have operated perfectly and customer service has always been top notch. All our proposed contractors are local and well known in the area and certified by organisations such as Check a Trade with only positive reviews.
2. Lack of demand for Gizmo 2	High	Medium	We have conducted market research and are knowledgeable about the Gizmo market and can see that Gizmo 2 products are both popular and non-saturated as a market. However, markets are always evolving and demand could shift in 5-10 years' time.
3. Cannot recruit for Head of Gizmo 2	Medium	Medium	We have looked into similar roles in the area and are able to offer a competitive salary. We have already constructed a job description to advertise as soon as possible. If recruitment takes longer than forecast, we

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			can redeploy Gizmo staff to the Gizmo 2 project in the interim to ensure it progresses in time.
4. Stockists do not come on board	Medium	Low	We have already approached stockists and have several who are interested in Gizmo 2. All our existing stockists of Gizmos have said they would host the Gizmo 2 line and we can also sell direct/online if stockists take less than anticipated. We also have a target list of stockists to approach. By retraining our existing sales staff, we will have the time, resource, and expertise in house to get attention from stockists.
5. Works are delayed	Low	Low	The works themselves are minimal and will not take long to enact. We have left sufficient time in the schedule so if contractors have to delay installation, we will still be able to complete in time. We have sourced quotes only from local, reputable contractors and can approach our second and third choices if the first choice cannot work to our timelines.

18. Please outline any experience you may have in delivering similar projects in the past or any relevant skills/expertise in this area. * (100 words max)

We have been successfully turning a profit on Gizmos for several years, despite being a small and fairly new company. The process for implementing this project is similar to our Gizmo business, so we have experience of taking a product from concept to production to market. Across our

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staff, we have expertise in manufacturing, sales, and project management. Before starting the business, I worked in the private sector in a sales role and have a degree in Business Management.

Value

19. Please provide details of the items (products and services) you wish to purchase using IRF4 funding. *

You **must** be able to evidence each cost with **at least two quotes per item** (product/service) provided within the last six months. You can do this by either inserting a hyperlink to a webpage (where the product/service price is clearly displayed) or attaching images of the quote with this application form.

- If you need to procure more than 10 items, please right-click on the table, select 'Insert' and click on 'Insert Rows Below' to expand the table.
- Please **highlight your preferred supplier for each item**. The total cost of each highlighted item must equal the total funding request figure you entered into Question 4. All item costs in the quote table should be **exclusive of VAT**.
- Only capital costs should be included here. Items already purchased by the applicant (retrospective costs) are not eligible for IRF4 funding and should not be included here.
- Applicants cannot provide quotes from a supplier where they or a close relative are the owners/directors of that supplier.
- All information provided will be subject to detailed verification and due diligence.

An example quote table is posted below for your guidance:

Item	Item Description	Item Cost	Supplier Name	Quote Evidence
1	3D Printer: to produce the new specialist product range	Quote 1: £3,285 Quote 2: £3,199 Quote 3: £3,259	Quote 1: RS Components Quote 2: Exe Ample Printers Quote 3: Dream 3D	Quote 1: 14010 BCN3D Sigmax R19 3D Printer RS Components (rs-online.com) Quote 2: see advert attached titled 'Exe Ample Quote 1'

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				Quote 3: BCN3D Sigmax Dream 3D
2	Soldering tips for 3D Printer	Quote 1: £25 Quote 2: £30	Quote 1: Exe Ample Printers Quote 2: Ruthex	Quote 1: see screenshot attached titled 'Exe Ample Quote 2' Quote 2: Ruthex Website

Please complete the following quote table:

Item	Item Description	Item Cost without VAT	Supplier Name and address/website	Quote Evidence
1	Concrete Floor + Labour	Quote 1 - £ 1,470 Quote 2 - £ 1,678 Quote 3 - £ 1,894	Bob Norris & Daughters Hosie Construction T Paynter Carpenter and Builder	Please see the attached docs: Quote 1 — Exe Ample Quote — Bob Norris Quote 2 — Exe Ample Quote - Hosie Construction Quote 3 - Exe Ample Quote — T Paynter
2	Gizmak 2 machine	Quote 1 — £ 34,870 Quote 2 - £ 35,786	Gizmo Experts Dunkeswell Business Park Elite Machines Sherwood Business Park, Nottingham	Please see the attached docs: Quote 1 — Exe Ample Quote — Gizmo Experts Quote 2 — Exe Ample Quote — Elite Machines (1)
3	Gizmak 2 specialist add ons	Quote 1 - £ 1,222	Elite Machines	Please see the attached docs:

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		Quote 2 — £ 1,357	Sherwood Business Park, Nottingham Gizmo Parts Monmore Park Industrial Estate, Wolverhampton	Quote 1 — Exe Ample Quote — Elite Machines (2) Quote 2 — Exe Ample Quote — Gizmo Parts
4				
5				
6				
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10				

20. Please make clear how these items/services will enable you to deliver the project and create the required outputs.* (100 words max)

The main Gizmak 2 machine will be the key item needed to manufacture the Gizmo 2. The additions are for us to specialise our Gizmo 2s and make a more high tech version which will give us a competitive edge. The concrete floor is materials plus labour to redo the floorspace needed to host the Gizmak 2 machine.

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Green

21. Please describe how your project will impact the carbon emissions of your business and any actions taken to reduce or mitigate its environmental impact. (250 words max) *

Impacts can be positive or negative and could include biodiversity or nature recovery initiatives. If you are forecasting a reduction in emissions, you must outline **how these savings/gains will be achieved** and how you will measure and report on them. Support in measuring your carbon footprint can be found for free through EDDC's [Carbon Action Programme](#). Projects that can evidence CO2e reduction or BNG will be scored more favourably.

Net change in carbon emissions:	0.84 tCO2e (tonnes of carbon equivalent) per annum
Net biodiversity gain:	0 hectares
Details on how these will be achieved:	The Gizmak 2 machine is more energy efficient than our current machines. We are forecasting using 1250 kWh less energy over the course of the year, which equates to 0.84t as we decrease usage of our original machine. We are committed to reducing our carbon footprint so we monitor our emissions annually through the tools available on the SME Climate Hub. We will have this information for the year before and the year after our project to demonstrate how we have reduced our carbon emissions.

Priority

22. Please indicate if your business/project proposal falls into any of the categories below: *

Sector	Yes/No
Clean Growth – including clean energy and sustainable transport	No
Digital and Data – including robotics	No
Sustainable Tourism	No
Food & Drink	No
Farm Diversification	No
Place	
Based in a village, hamlet, or open countryside	Yes
Directors	
18–30-year-olds	Yes

Final Considerations

This question will not affect your score, it is for administration purposes only.

23. Is any of the information held within this application commercially sensitive? If so, please explain which information this applies to. (100 words max)

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We will not share any commercially sensitive information with other parties.

Please do not share our Financial Forecasts

Please scroll to the final page to sign your application.



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Declaration

I declare that:

- The information I give in this form is honest and accurate. I understand that East Devon District Council may take action against me if the information I provide is false or misleading.
- I am legally authorised to act on behalf of the company, partnership or organisation.
- I understand that all applications for grants may be reviewed in the future and I am aware that if I make a statement which I know to be false or do not believe to be true to the best of my knowledge then I may potentially commit a criminal offence. I understand that East Devon District Council is committed to the prevention, detection and investigation of any allegations or indications of fraud and will seek to apply criminal, disciplinary, regulatory and civil sanctions where allegations are proven. This includes the recovery of identified losses to ensure that all Public Purse resources are used for their intended purpose.

Full Name

Samantha Falkner

Position in Business/Organisation

Director

Date

15/04/2025

Signed

