

16.4.14

DEGF1415 Pyclet

## **Popular Pyclet Producers Expand Thanks To DEGF Support**

The award-winning Derby Pyclet Company has secured a £29,254 grant from Derby Enterprise Growth Fund to accelerate its ambitious growth plans and create up to six full and part time jobs in the city.

Derby Pyclet Company will retain its café in Derby Market Hall and will now expand its production to Darley Abbey Mills – building a contemporary production ‘pod’ within a 1400 sq ft historic disused warehouse.

Support from the £20 million Derby Enterprise Growth Fund (DEGF), part of the Government’s Regional Growth Fund and run by Derby City Council, has also funded the purchase of a mobile bakery trailer and vintage liveried vehicle. This will enable the company to operate at open air markets in the county and cater for a wide range of events from country fairs to weddings.

Money has also been invested into a new website which will be the platform for a national mail order canapé service.

Martin Reid, who runs the Derby Pyclet Company with business partner Mark Hughes, explained: “The support from Derby Enterprise Growth Fund has enabled us to accelerate our expansion plans and we are very excited about the future.

“As well as giving us the means to take on more staff and extend our reach, a key aspect of our new production site will be to launch our ‘revolution’ to drastically reduce our environmental impact.

“Over the next 18 months, we aim to source 90% of our ingredients from within a ten mile radius. We are aiming to generate zero waste through a number of measures including donating produce daily to food banks and homeless shelters. And, by working with local green energy suppliers, we are committed to reducing our carbon footprint.

“Having become a popular fixture in the Market Hall, where we intend to remain, the increased production capacity will enable us take our pyclets and oatcakes whose origins are in the city to a wider audience both locally and nationally via the internet.”

Derby Pyclet Company won the independent retailer of the year title in last year’s Derby Retail Awards. The company started life in 2011 selling pyclets and oatcakes on the market place and shortly afterwards moved into the Market Hall where production is currently based.

Derby City Council Director of Regeneration Richard Williams said: “Derby Pyclet Company is an entrepreneurial company who saw a niche in the market and have worked hard to develop a successful business.

“The increased production and delivery capacity, supported by DEGF, will create much needed local jobs for local people and their commitment to environmental sustainability is commendable.”

Applications for the Derby Enterprise Growth Fund continue to be accepted by Derby City Council. To find out more visit: [www.derby.gov.uk/degf](http://www.derby.gov.uk/degf) . Alternatively call 01332 641628 or email [degf@derby.gov.uk](mailto:degf@derby.gov.uk) .

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#### **NOTE TO EDITORS:**

The Derby Enterprise Growth Fund is a £20 million holistic finance scheme delivered by Derby City Council offering grants, structured loans and equity investment to Derby businesses and those that operate within the city’s travel to work area.

The Fund focuses on stimulating innovation, expansion and investment in enterprises with the key objective of creating jobs.

The Derby Enterprise Growth Fund can be used for a variety of purposes This could involve innovation, research and development of products, processes and systems which will result in business and supply chain efficiency, resilience, growth and profitability. The Fund also promotes business expansion, providing loans and in some cases grants for enterprises with growth potential across all sectors, including social enterprises. Eligible expenditure includes support with costs of relocation from abroad, investment in both development to enable additional overseas trade and capital equipment, site and building infrastructure, working capital, workforce development as well as help to become investment-ready.

For high growth potential businesses, including early stage businesses, risk capital and convertible loans normally expected to be in the range from £50,000 to £1 million will also be available later in 2013 to support sustainable growth and job creation.

The fund is seeking applications and is available up to March 2015. Companies can download the funds' application form and guidance notes online.

For more details please visit [www.derby.gov.uk/degf](http://www.derby.gov.uk/degf)

**The Regional Growth Fund** is a £3.2 billion fund designed to help companies in England to grow. So far £2.6 billion of funding has been allocated to support projects and programmes committed to deliver sustainable jobs and economic growth. A sixth round is due to launch in the summer. For more information, please go to

[www.bis.gov.uk/rgf](http://www.bis.gov.uk/rgf)