

Luxury Flapjacks Boost Local Economy thanks to GD LEAF Funding!

Two women from South Devon have received funding to help them further develop their booming luxury flapjack business, which they began just two years ago in their own home kitchens in Tavistock. The DR Company, based in Okehampton, helped Sally Jenkin and Carol Myott to successfully apply for money from the Greater Dartmoor Local Enterprise Action Fund 2015-2020 (GD LEAF) which has enabled them to buy kitchen equipment to continue to expand their business. From humble beginnings in 2015 baking flapjacks at home for sale at festivals, Carol and Sally have grown Flapjackery into a thriving wholesale and retail business. They now employ two full time and one part time staff, and are looking to employ a further salesperson and an apprentice, thanks to improvements in kitchen equipment using the GD LEAF funding.

Flapjackery only produce flapjacks. The flapjacks are made with British butter, British oats and the finest luxury ingredients. The flapjacks are sold at events and festivals which Sally and Carol attend personally, and are also available by post and as wholesale. “The key to our success, I think, has been concentrating on one product and doing it really well”, says Sally, “We use British, local and luxury ingredients at every opportunity and we personally oversee every recipe, we can’t seem to make enough!”

“Flapjackery are a fabulous example of the thriving small businesses that exist in South Devon,” explains DR Project Adviser Sophie Price. “The money Sally and Carol received from GD LEAF has ultimately created new jobs and helped to grow the local rural economy and that is exactly the type of applicant we are looking for to apply for GD LEAF funding”.

The DR Company have around £1.5 million to allocate to projects in the Dartmoor area through the Greater Dartmoor Local Enterprise Action Fund 2015-20. The focus of the programme is to support job creation and help the rural economy to grow in the areas of farming, forestry, enterprise, tourism, rural services and cultural heritage activity. Flapjackery is just one of several projects who have successfully applied for funding through the DR Company, and applications are still open.

“We had never applied for funding before and the DR Company helped us with our application for the funding from the Greater Dartmoor LEAF programme. It was a real help to have a friendly and knowledgeable team to guide us in our application, and the funding which helped us to improve our kitchen equipment now means we will be employing further staff from the local area”, explains Carol. “We are anticipating that this will boost the business enormously and we are very proud to be flying the flag for local, Dartmoor businesses.”

