2024 Jersey Business: Our year in numbers

28th November 2024



As we approach the end of the year, it's a perfect moment to reflect on the busy and productive year we've had, and to see how we've supported businesses across Jersey in becoming stronger, more productive, and more resilient.

Earlier this year, we completely overhauled our data system, allowing us to better monitor our activities and gain deeper insights into our engagement with the business community. Here's a snapshot of what our numbers reveal about our efforts in 2024:

- **Events and Engagement:** This year, Jersey Business hosted a total of 73 event sessions, reaching 657 individuals from 238 different Jersey organizations. Our most popular event was the all-day Productivity Conference in June, which attracted 141 attendees who came to hear keynote speaker Jim Lawless and participate in six interactive workshops.

Additionally, we conducted 13 Leadership Workshops (including four on Financial Resilience), two Wellbeing Workshops, and numerous other information sessions and leadership events.

- **Ongoing Programmes:** In 2024, we ran three programmes - Leading Growth, the Business Improvement Programme, and our new addition 'The Productive Leader', which focuses on building and developing high performing teams. Collectively these three programmes reached 118 people across the year from 58 different businesses. Leading Growth saw a record number of participants this year, with 52 attendees developing far-reaching leadership skills that will enable their businesses to become more resilient and more productive. The Business Improvement Programme also broke new records this year, with a projected £1.4 million pounds being saved from the process improvement projects undertaken on the programme in 2024 alone.
- **Enquiries and Appointments:** Throughout the year, we received over 600 in-depth enquiries, with 49% related to starting a business, 13% concerning trading issues, and 10% focused on finance and business planning. We held 865 face-to-face appointments, where popular topics included business planning, export, finance, and planning application support.
- **Online Presence:** Since the beginning of 2024, the Jersey Business website has welcomed over 28,000 visitors. Our guides on topics such as writing a business plan, starting up, and incorporating a company have been downloaded 2,932 times.
- **Feedback and Customer Satisfaction:** Being a data-driven organization is crucial to us, and receiving and acting on feedback is a significant part of this. Out of the 186 people who responded to our feedback requests, we are proud to report a Net Promoter Score of 82, surpassing global organizations like Apple, Amazon, and Netflix, and a Customer Satisfaction score of 100%.

Thank you for being part of our journey. We look forward to helping many more businesses grow and develop in 2025!

If you are keen to learn how Jersey Business can help you and your organisation thrive please **contact us here**.