Better Business Support Package: Employers urged to prepare

20th December 2024

Employers in Jersey are encouraged to start thinking about applications for the upcoming Better Business Support Package (BBSP), ahead of its launch in 2025.

Businesses will be able to apply for up to 50% matched grant funding for staff training and productivity initiatives via Jersey Business in March. Employers are being advised to make the most of the time before then by reviewing the criteria and considering how they can use the grants to invest in their business.

The BBSP is being launched under one of the Council of Ministers' Common Strategic Priorities, to assist employers during the transition to a living wage.

A total of £4.3million in grants will be available to help employers boost productivity and skills, alongside £1m set aside for development of businesses in the visitor economy sector. All three will be accessible via a new Jersey Business portal to ensure an efficient application process, which will open in March 2025.

The Minister for Sustainable Economic Development, Deputy Kirsten Morel, said:

“The Better Business Support Package will enable employers to invest in their people and processes, and I encourage them to think now about what they need.

“There are mounting pressures on employers and I hope they can take time into the new year to consider their business priorities, assess what improved productivity looks like for them and how their staff can become more skilled. I would then urge them to engage with Jersey Business to ensure everyone is ready when the application process opens."

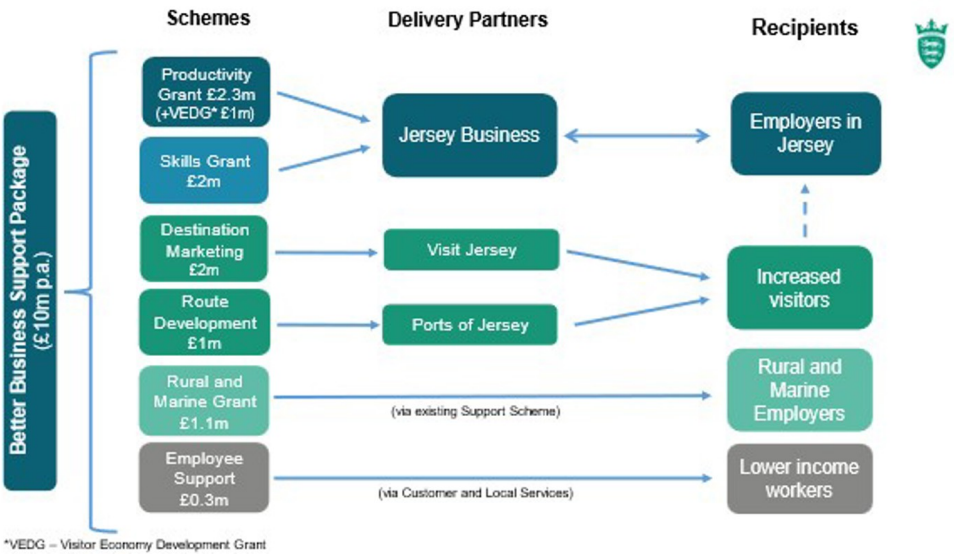
To be eligible to apply, businesses (and charities who employ paid staff) must:

- be registered in Jersey and hold a business licence
- employ at least one person (owner/s + 1) for at least three months who are paid a minimum of £128 per week
- be up to date with tax contributions or on a repayment plan

In addition to the £5.3m available via the Jersey Business portal, the support package also includes:

- £2m via Visit Jersey for marketing initiatives
- £1m through Ports of Jersey for route development
- £300,000 in employee support
- £1.1m assistance for the rural and marine sector

Better Business Support Package



BBSP schemes

Scheme: Productivity, Skills and Visitor Economy Development Grants (£5.3m)

Delivery Partner - Jersey Business

These grants will be launched in March 2025 via a new Jersey Business portal

to ensure an efficient application process. All employers are encouraged to make the most of the time between now and March by reviewing the criteria below and getting ready for the applications portal to launch in March.

Primary eligibility criteria for all applications:

- Business must be registered in Jersey and hold a business licence (includes charities who employ paid staff)
- Business must employ at least one person (owner/s + 1) for at least three months who are paid a minimum of £128 per week
- Business must be up to date with tax contributions or on a repayment plan

Secondary eligibility criteria for grant applications:

- Major Grants: £5,000 to £75,000 - Business must have been operating for 18+ months
- Minor Grants: £1,000 to £5,000 - Business must have been operating for 6+ months
- Apprenticeship Grants: A £2,000 grant per apprentice, per year will be treated as distinct from the Skills Grant package with a separate approval process

Project eligibility:

- Businesses may apply for one grant per calendar year, per grant scheme that they are eligible for
- Grants must be for different projects that cannot have started before grant approval
- Grant projects must show a measurable benefit to one or more factors of productivity: input costs; process efficiency; output and revenue
- Grants are up to 50% of the project costs, the business must cover a minimum of 50%

Visitor Economy Development Grant

This ring-fenced package will be available to businesses that can be defined as part of the Visitor Economy which will be assessed during the application process.

Example I

A construction business operating for over six months but less than 18 months

in 2025, can apply for up to £160,000 in total:

- 1 x £5,000 Productivity Grant with Project A in 2025
- 1 x £5,000 Skills Grant AND Apprenticeship Grants in 2025
- 1 x £75,000 Productivity Grant with Project B in 2026
- 1 x £75,000 Skills Grant AND Apprenticeship Grants in 2026

Example II

A hotel operating in the visitor economy for over 18 months can apply for up to £450,000 in total:

- 1 x £75,000 Productivity Grant with Project C in 2025
- 1 x £75,000 Visitor Economy Development Grant with Project D in 2025
- 1 x £75,000 Skills Grant AND Apprenticeship Grants in 2025
- 1 x £75,000 Productivity Grant with Project F in 2026
- 1 x £75,000 Visitor Economy Development Grant with Project G in 2026
- 1 x £75,000 Skills Grant AND Apprenticeship Grants in 2026

Scheme – Destination Marketing (£2m)

Delivery Partner - Visit Jersey

The Destination Marketing Grant will be strategically invested into consumer-facing activities aimed at increasing Jersey's visibility and appeal internationally. The grant will enable Visit Jersey to increase marketing investment over 2025 and 2026 in core markets, develop joint campaigns with Ports of Jersey and key airline partners, nurture product development, and explore opportunities in potential growth markets.

Scheme – Route Development (£1m)

Delivery Partner - Ports of Jersey

The route development funding highlights the vital role of connectivity for Jersey's visitor economy, as well as its broader economic and social impacts for Islanders. The support package will boost Ports of Jersey's ability to attract new airlines and secure additional new routes in 2025 and 2026. This will be delivered in close partnership with Visit Jersey to promote the Island and develop connectivity.

Schemes - Rural and Marine Grants (£1.1m)

Delivery Partner – Department for the Economy (Rural and Marine Support Schemes)

A top up to the existing credit-based Support Schemes, targeted to businesses impacted most by the minimum wage increase and for productivity improvements.

Eligibility – employers who are part of the Rural and Marine Support schemes

Scheme - Employee Support (£0.3m)

Delivery Partner: Employment, Social Security and Housing (Registered Employee support payment)

The Registered Employee support payment provides financial support to low earners who have lived in Jersey less than five years. The 2025 scheme is likely to be similar to the 2024 scheme, which covered the following workers:

- aged 18 or over
- have been be resident in Jersey for less than five years
- have Control of Housing and Work Law 'Registered' status
- live in a household that meets the residency condition for the Income Support scheme
- have contribution earnings declared in every month for Quarter 3 of 2024
- be resident in Jersey and have a Jersey or other accepted UK bank account in their own name

For more information visit the Better Business Support Package webpage