The 2025 Jersey Business Plan: Driving Growth and Resilience

13th January 2025

We're proud to present its 2025 Business Plan — a comprehensive strategy designed to empower local businesses, enhance productivity, and build a more resilient and sustainable economy. With over 8,400 business undertakings on the Island — 89% of which are small enterprises — this plan is tailored to meet the diverse needs of Jersey's dynamic business community.

The 2025 plan focuses on three key outcomes: developing resilient leaders, improving business productivity, and sharing data-driven insights to inform decision-making. Backed by a £30 million investment over two years, initiatives include the Better Business Support Package, Agricultural Loans Fund, and targeted support for key sectors such as retail, hospitality, and the rural economy.

Jersey Business will deliver over 3,000 tailored engagements, facilitate productivity improvements, and support strategic growth through leadership development and innovation. With a strong emphasis on collaboration, data, and long-term impact, the plan aligns with the Government of Jersey's broader economic and wellbeing goals.

Our business plan is a commitment to helping Jersey's entrepreneurs and industries thrive in a changing world.

Explore the full plan and discover how we're supporting your success.

The Jersey Business 2025 Plan