More than £6.4 million projected to be invested in improving productivity

9th July 2025

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UPDATE SEP 2025: The Productivity element of the Better Business Grant has reopened.

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Following the **press release** announcing the success of the Better Business Productivity Grant, there's still time for Jersey businesses to benefit from the Better Business Grant in 2025. **Funding remains open for Skills Development, Visitor Economy, and Apprenticeship Grants**—each designed to help businesses upskill their workforce, enhance the visitor experience, and invest in future talent. While the Productivity element of the grant has now been completed for this year following overwhelming demand, all four grant streams—including Productivity—are expected to return in 2026, offering even more opportunities to support business growth and innovation.

More than £6.4 million is expected to be invested in improving productivity in Jersey businesses as a result of Better Business Productivity Grants

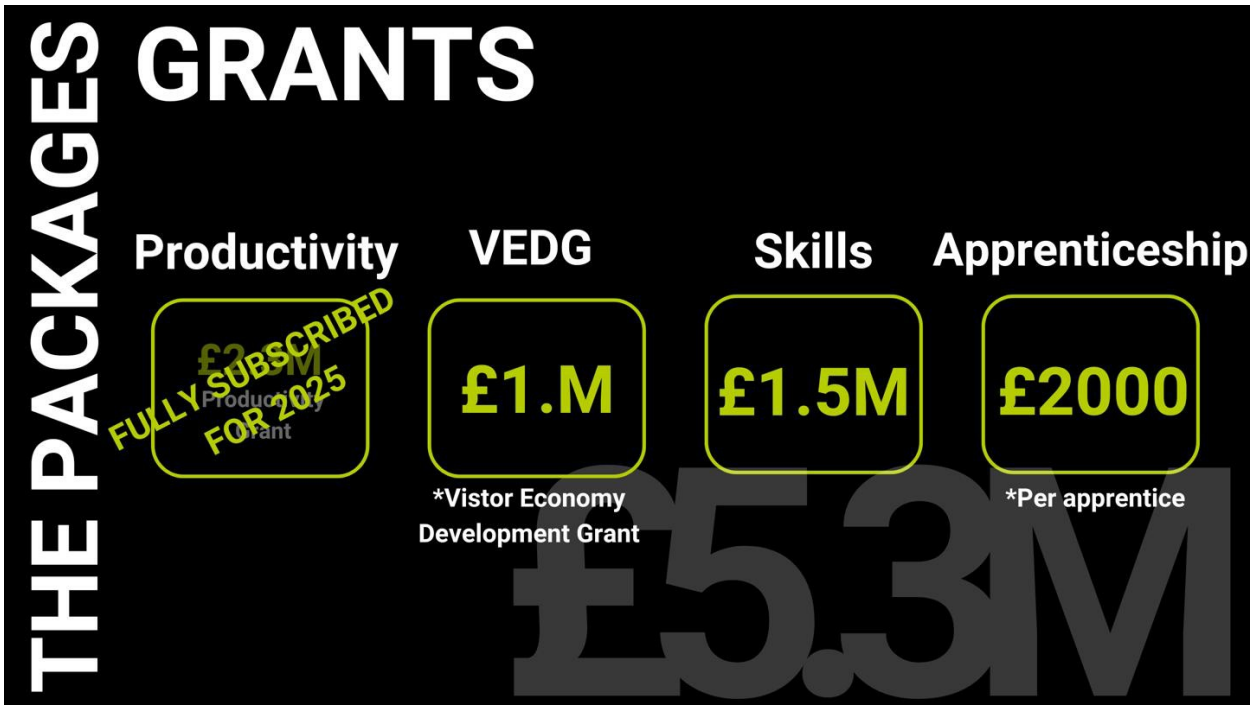
More than 80 employers have applied for Productivity Grants since the scheme opened in March 2025 and, collectively, £2.8m will be granted to help their businesses reduce costs, improve technology, foster innovation and increase productivity. A condition of the scheme has been that applicants would match their grants, but employers are, in fact, investing more: for every £100 of productivity grant, businesses are investing £130. This means that overall, the 2025 Productivity Grants could see a total investment of c.£6.4m in local businesses.

As a result of this exceptional response, the Productivity element of the Better Business Grant has completed for this year and is expected to reopen in 2026. However, businesses are

encouraged to explore the remaining 2025 funding opportunities under the Better Business Grant, including:

- **Skills Development Grants**
- **Visitor Economy Development Grants**
- **Apprenticeship Grants**

These grants provide vital support for businesses aiming to upskill their workforce, enhance the visitor experience, and invest in future talent.



The Minister for Sustainable Economic Development, Kirsten Morel said:

“We launched the scheme not knowing what demand would be, and I am absolutely delighted that it has been so popular.

For the last 20 years, Jersey businesses have predominantly grown by increasing their workforce, rather than investing to improve their productivity, and we need to change that in order to address the demographic issues that Jersey faces. The Better Business Productivity Grant has given businesses an incentive to invest, and I am delighted that they have done so – I would urge all businesses to contact Jersey Business to find out how they could develop, because by doing so they will be supporting Jersey’s sustainable economic growth.”

Jennie Smith, Head of Business Support at Jersey Business, commented,

“The enthusiastic response to the Productivity Grants has shown how this funding can truly drive investment and positive change. Additionally, we are seeing more than half of all project costs being spent through on island suppliers, further benefiting Jersey’s economy. With additional

opportunities available through the other three grant programs still open in 2025, and more to come in 2026, it's exciting to see the tangible improvements these grants are making."

Jersey Business continues to be available to provide expert guidance and support throughout the application process and in preparation for 2026 projects, ensuring businesses make the most of these opportunities.

The success of the Productivity element of the Better Business Grant marks a significant step forward in Jersey's economic development strategy. The Government remains committed to fostering innovation, building business resilience, and ensuring that growth benefits all sectors of the economy.