Jersey Businesses Step Up: Better Business Support Package Delivers Strong Results in First Half of 2025

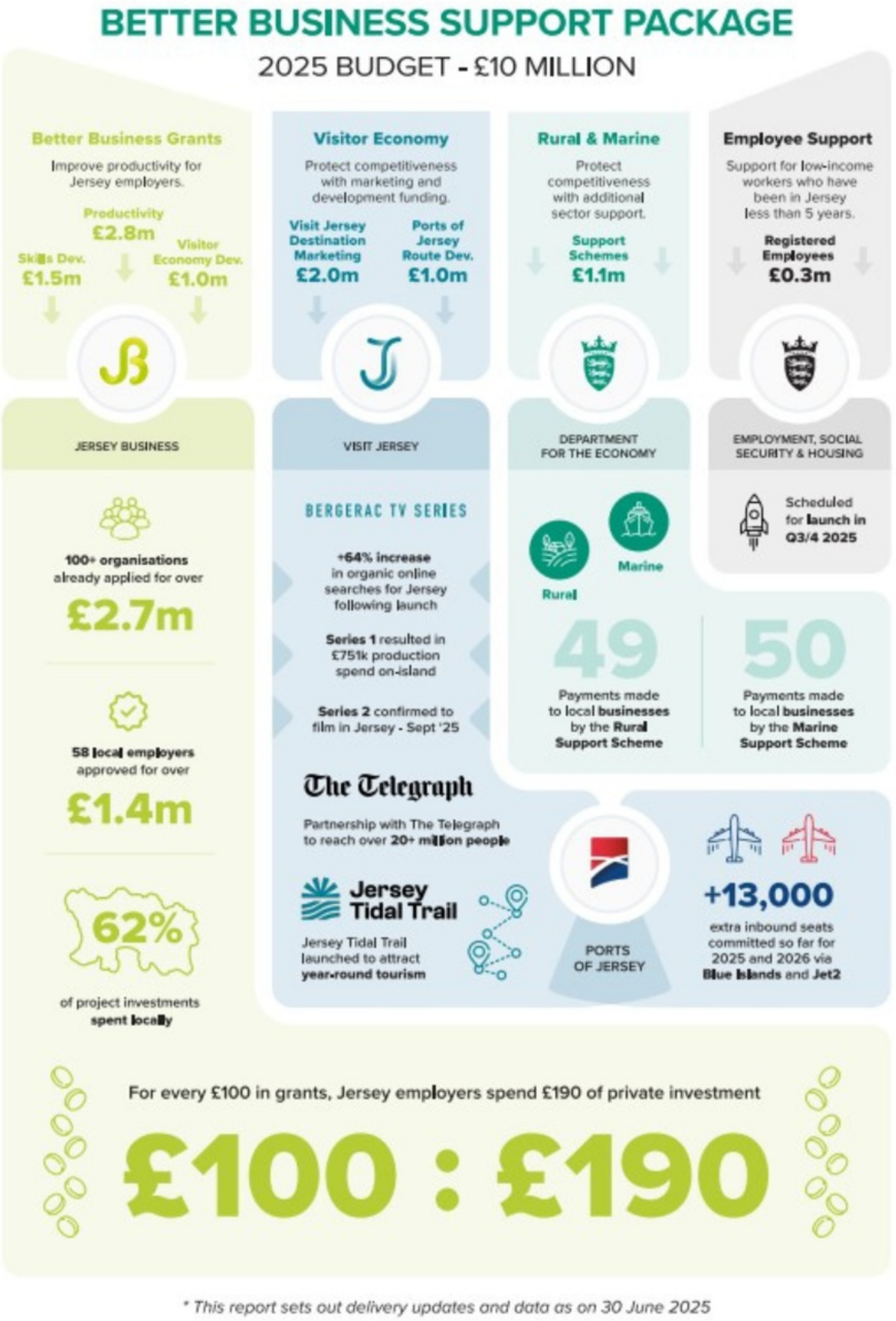
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Head of Business Support

Jersey's business community continues to show resilience and ambition, as revealed in the latest Better Business Support Package (BBSP) Q1-2 2025 Delivery Report. The report shows that in the first half of 2025:

- Jersey businesses privately invested £190 in improvement projects for every £100 granted by Government, exceeding the 1:1 ratio requirement
- Additional investment in marketing led to a 64% increase in online searches for Jersey and over 3,000 extra inbound airplane seats have been secured
- Additional direct support was given to Jersey's Marine and Rural industries



At the heart of BBSP is the **Better Business Grant**, delivered by Jersey Business, which has already helped many local employers invest in productivity and skills. Since its launch in March 2025, Over **£2.7 million** in grant applications received, with **£1.4 million** already approved and delivered to Jersey employers.

Great news for local employers: The Productivity element of the Better

Business Grant, which was fully subscribed and temporarily closed, has now been **reopened for new applications from today**. This means more businesses can access up to £75,000 in match-funded support to boost efficiency, reduce costs, and drive sales.

Other Better Business Grants are also making a difference:

- The **Skills Grant** supports workforce development, including apprenticeships.
- The **Visitor Economy** Grant powers destination marketing and connectivity, helping Jersey shine on the international stage.
- The **Apprenticeship Grant** enables employers to apply for funding that goes directly to their business, helping towards the cost of releasing their apprentices to attend apprenticeship training.

With 62% of approved grants delivering direct on-island spend, and 95% of applicants satisfied with the simple online process, the BBSP is building a stronger, more competitive future for Jersey.

Ready to take your business further?
Find out more and read the full Better Business Support Package Q1-2 2025 Delivery Report here.