

Guidance Document for Productivity and Visitor Economy Better Business Grant

This document is to assist you with completing the Better Business Grant application process. It should hand hold you through the process as every question in the Grant Portal is explained here.

To ensure clarity and completeness in your responses, it's important to highlight that all questions are evaluated solely based on the answers provided for the question you are answering. Therefore, make sure your answers are as comprehensive and detailed as possible for each question. Following this guidance will help you to answer the question as fully as possible.

1. Help with completing the company profile

Your Details

Question	Guidance
Position in company	Input your position in company e.g. Managing Director.
Telephone	Input the best phone number for Jersey Business to contact you to discuss your application for the grant.
How did you hear about the grants?	Select from the drop-down menu that best describes how you found out about the grants.

Company Details

Question	Guidance
Company name	Input the registered name of the company, this can be found on official documents like the business license document.
Company address	Input the registered address of the company.
Business license number	Input the business license number, this number can be found on your combined employer return.
TIN (Taxpayer Identification Number)	Input the TIN (Taxpayer Identification Number) This number is issued by Revenue Jersey and can be found on tax documents. The number should be 10 digits in length.
Authorised Signatory	Input the full name of the person who has been given the legal authority to sign documents and make any final decisions on behalf of the company or organisation for this grant application
Are you part of a Jersey – based parent company?	Select yes if the company is a subsidiary of another Jersey company.
What type of entity is your business?	Select from the drop-down menu the legal structure of the company. The options are; LTD, LLP, LLC or foundation, Sole Trader or Partnership. This information can be found on the company's registration documents.

Business Sector	Select from the drop down list the sector in which the company operates. Choose the sector that best fits your company.
How long have you been trading?	Select from the drop down the length of time the company has been actively trading, this may be different from the company set up date. This will inform us which grants you are eligible for. (6 months to 18 months are eligible for minor grant and 18+ months are eligible for major grants).
When did you start trading?	Input the date when the company started actively trading from, this information can be found in the company's registration documents.
Are you a not for profit or charity?	Select yes if you are a not-for-profit or registered charity organisation. If you select yes to this question, you will then be prompted to provide your registered charity number.
Have you received or are you in the process of applying for other government grants this year?	Select yes if the company has been in receipt of other grants from the government of Jersey for this year. If you select yes to this question, later in the application you will be asked to provide further details of these grants.
Do you operate as part of the visitor economy?	Select yes if your business is related to tourism or hospitality (including visitor accommodation, visitor experiences, and hospitality businesses). There is an additional grant for Visitor Economy businesses; by answering yes and providing evidence you will be able to apply for this grant in addition to the other grants available
Are you on an agreed time to pay payment plan? <i>This applies to businesses who have an agreed tax payment plan with the Government of Jersey.</i>	Select yes if you are on an agreed time to pay payment plan with the Government of Jersey. This means that at some point in the past your business has fallen behind on its tax, social security, or other government payment obligations and you have agreed a repayment plan with the Government of Jersey. If you select yes to this question later in the application you will be asked to provide the Time to Pay (TTP) reference number, if known

Visitor Economy Details (you will only see this section if you answered yes earlier in the application to being part of the visitor economy)

Question	Guidance
Visitor Economy Details <i>Businesses in the Visitor Economy are eligible to apply for an additional grant aimed at building resilience in this sector. We are currently accepting Visitor Economy Development Grant applications from the Hospitality and Tourism sectors, including visitor accommodation, visitor</i>	Please share how you contribute to the visitor economy. We are currently accepting applications from the hospitality and tourism sectors, including visitor accommodation, visitor experiences, and hospitality businesses. If you believe that your business operates within the Visitor Economy but is not part of the above sectors, please provide details explaining why you feel your business is eligible to apply for a Visitor Economy Development Grant. You may want to share how your business engages with visitors to the island and how visitors contribute to your sales. Where possible please share data that may support your case.

<p>experiences, and hospitality businesses. Please share which of these sectors you fit into below. If you believe that your business operates within the Visitor Economy but is not part of the above sectors, please provide details explaining why you feel your business is eligible to apply for a Visitor Economy Development Grant.</p>	
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Jersey-based Parent Company (you will only see this question if you answered yes earlier in the application to having a parent company)

Question	Guidance
Parent company name	Input the registered name of the Jersey parent company, this can be found on official documents like the business license document.
Are the people working in your business contracted by the parent company or an employing company?	Select yes if employees are contracted by the parent company or an employing company under the parent company. Businesses may be eligible for the grants if employees are contracted by either the parent company, an employing company under the same parent company or the company
Employing company TIN (Tax identification number)	Input the TIN (Taxpayer Identification Number) number of the employing company, this number is issued by Revenue Jersey and can be found on tax documents. The number should be 10 digits in length.
Employing company business license number	Input the business license number of the employing company, this number can be found on your combined employer return.

TTP Number (you will only see this question if you answered yes earlier in the application to having a TTP)

Question	Guidance
Time to Pay (TTP) arrangement reference number, if known	Earlier in the application you said yes to having a time to pay arrangement in place due to arrears on tax, social security and/or other obligations. Please input the time to pay arrangement reference number if you know it. Not all companies on a tax payment plan will have a reference number, however it would be helpful if you are able to provide it for us to efficiently verify your eligibility.

Charity Number (you will only see this question if you answered yes earlier in the application to being a registered charity)

Question	Guidance
Charity registration number	Earlier in the application you said yes to being a registered charity. Please input the registration number for the charity. If you need further assistance, you can contact the Jersey Charity Commissioner https://charitycommissioner.je/ They should be able to provide you with the necessary information regarding your charity registration number.

Government Grants (you will only see this question if you answered yes earlier in the application to receiving other government grants)

Question	Guidance
Please provide details of the government grant you have received or are in the process of applying for this year	<p>Earlier in the application you said that you are receiving other grants from the Government of Jersey this year. Please input details of the government grants you have received in the past or are in the process of applying for. Select the 'add' button and add in the name, value, reason for the grant / type of project and awarding Government department. Then press submit.</p> <p>To edit or delete the details you have input press the downward arrow on the right-hand side of the table and a drop-down menu will appear to allow this.</p> <p>Here are links to some different Government of Jersey Grants that if you have received this year or are applying for you would need to state:</p> <ul style="list-style-type: none"> • https://www.gov.je/Benefits/Grants/Pages/default.aspx • Arts grants and how to apply • Connect Me: connecting our communities grant scheme • Rural and Marine Economy (Support Schemes) <p>If your grant isn't covered above, you will still need to tell us about it.</p> <p>Please note that having other grants from Government of Jersey does not make you ineligible to apply however grants must be for different projects.</p>

Tell us about your employees

Question	Guidance
How many zero-hour employees do you have?	Input the number of employees on a zero-hour contract. This should be a whole number.
How many part-time employees do you have? <i>Under 25 hours per week</i>	Input the number of employees on part-time contracts (under 25 hours per week). This should be a whole number.
How many full-time employees do you have?	Input the number of employees on full-time contracts (over 25 hours per week). This should be a whole number.

<p>What's the lowest hourly wage that you pay to any of your employees? <i>What was the lowest hourly wage you paid in January of this year? Please note that this is for data collection purposes only.</i></p>	<p>What was the lowest hourly wage you paid in January of this year? Please note that this is for data collection purposes only and will not impact your eligibility.</p> <p>To calculate an hourly wage from an annual salary, follow these steps: Determine the annual salary you want to convert. For example, let's use £50,000. Identify the number of hours worked in a week. For a full-time job, this is usually 40 hours per week. Multiply your weekly hours by the number of work weeks per year. Typically, there are 52 weeks in a year.</p> <p>Example: 40 hours per week X 52 weeks per year = 2,080 hours per year. Divide Salary by Total Hours: Divide the annual salary by the total hours worked in a year to get the hourly wage.</p> <p>Example: £50,000 / 2,080 hours = £24.04 per hour.</p>
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2. Help with completing the Productivity and Visitor Economy Development Grant application form

Productivity and Visitor Economy Development Grant Application

Question	Guidance
<p>Project name <i>Name your grant application project</i></p>	<p>Enter the name of your project.</p>
<p>Project description <i>Can you provide a detailed description or summary of your project explaining why this project is a priority?</i></p>	<p>Provide a detailed description of your project. Including the following details will be beneficial for your application:</p> <ul style="list-style-type: none"> • State the project's goal/objective, e.g., "The project aims to implement a new software system to streamline operations and reduce manual tasks." • Provide data to show the project's importance, e.g., "Currently, manual processes take up 8 hours per week. The new system will reduce this by 20%." • Highlight the benefits, e.g., "The project will lead to faster processing times and improved accuracy." • Show how the project aligns with the grant's goals of productivity e.g., "This project supports the grant's objective of enhancing productivity through technology." <p>We recommend you write approximately 250 words for this question but no more than 500.</p>

<p>Estimated project start date</p> <p><i>Projects must not have started before applications are approved and once approved, they must commence within 3 months. Approval could take up to 2 months so please ensure that the start date is a minimum of 2 months from the submission date. If there is a reason why you might not start your project within 3 months of approval, please indicate why in your project description.</i></p>	<p>Input your estimated project start date.</p> <p>Please note projects must not have started before applications are approved. Once approved, they should commence within 3 months. Approval could take up to 2 months so please ensure that the start date is a minimum of 2 months from the submission date. If there is a reason why you might not start your project within 3 months of approval, please indicate the reason in your project description above. For example, this might be due to the seasonal nature of your business.</p>
<p>Estimated project end date</p>	<p>Input your estimated project end date.</p> <p>Please note a project should not finish more than 1 year after the estimated project start date. If there is a reason why you might not end your project within 12 months of the start date, please indicate the reason in your project description above.</p>
<p>Select how this project will improve your business productivity by selecting one or more of the following:</p> <ul style="list-style-type: none"> - Will your project help 1 reduce costs? 2.increase your sales? 3.streamline your processes? 	<p>Please select 1 or more of the following productivity improvement areas that apply to your project. Choose all that apply to your project selecting only the areas you expect to see an improvement in as a direct result of your project. You will be asked a further question for each of the areas you have selected</p>

Productivity

Please provide a detailed breakdown (step-by step) of how your figures are calculated. Showing the methodology of calculating the productivity figures is as important as the result. This will help us accurately assess your application and maintain consistency in our marking process.

Reducing costs (you will only see this question if you answered yes to your project reducing costs)

Question	Guidance
<p>Reducing costs: Which specific costs will your project aim to reduce or eliminate and what are the expected financial benefits? <i>We recommend you write approximately 250 words for this question.</i></p>	<p>Including the following details will be beneficial for your application:</p> <ul style="list-style-type: none"> Clearly say which costs will be reduced. For example, "The project will lower energy bills and maintenance costs." Give a percentage or equivalent for the expected savings. For example, "We expect to cut costs by 5-10%." If you have the information, share how much the costs currently are now, and then the expected costs after the completion of the project. State the expected savings in simple terms. For example, "The project will save £20,000 to £40,000 each year." Including metrics and numbers in your answer is beneficial. <p>We recommend you write approximately 250 words for this question but no more than 500.</p>

Increase Sales (you will only see this question if you answered yes to your project increasing sales)

Question	Guidance
<p>What are the projected increases in sales from your project, and how will this be achieved? <i>We recommend you write approximately 250 words for this question.</i></p>	<p>Including the following details will be beneficial for your application:</p> <ul style="list-style-type: none"> Projected Increases: Clearly state the projected increases in sales, with a specific percentage range or equivalent. Your project may provide a new income stream or allow your prices to increase because you are offering an improved product or service. You may want to share any pre-and-post numbers or market research to demonstrate this uplift. Provide an actionable plan for achieving these increases. <p>We recommend you write approximately 250 words for this question but no more than 500.</p>

Streamlining processes (you will only see this question if you answered yes to your project streamlining processes)

Question	Guidance
<p>What specific improvements do you expect from making your processes more</p>	<p>Including the following details will be beneficial for your application:</p> <ul style="list-style-type: none"> Clearly state the expected improvements from streamlining processes. For example, "We expect to spend less time on manual data entry and make our records more accurate." Consider the time

<p>streamlined, and how will these improvements result in clear, measurable benefits for your business?</p> <p><i>We recommend you write approximately 250 words for this question.</i></p>	<p>taken in your current way of working vs the expected time taken after the completion of the project.</p> <ul style="list-style-type: none"> • Use data to show that the improvements in metrics for instance, "We expect to save 5-10% of time in our daily operations. Or demonstrate this as "hours saved" i.e. "This will save 2 hours a day for 3 staff members, over a year (48 working weeks) that equates to 288 hours." • Reasonable Plan: Outline a practical plan for achieving these improvements. For example, "We will set up an automated data entry system and train staff on how to use it." <p>We recommend you write approximately 250 words for this question but no more than 500.</p>
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Assessment

Question	Guidance
<p>How do you plan to assess the project and collect the information you need to monitor it?</p> <p><i>We recommend you write approximately 250 words for this question.</i></p>	<p>Including the following details will be beneficial for your application:</p> <ul style="list-style-type: none"> • Measurement Methods: Clearly state how the project will be assessed using quantitative data, this is key data measurements like sales or cost reduction measures. Also demonstrate any qualitative data, for instance happier employees, reduced environmental footprint or benefits to the community. Example methods to collect those include surveys, interviews, focus groups, and case studies. • Accuracy and ease of monitoring: Ensure the methods provide accurate and reliable results. Make sure the monitoring methods are easy and not too time-consuming as you will have to provide the results when the project concludes • Data Collection Plan (including baseline): Outline how and when data will be collected. It would be sensible to include in your plan when you are going to baseline your data (setting a starting point). Make sure you identify how you baseline the data. "Baseline data" can be simply explained as "starting point information." It's the initial set of data collected before any changes or improvements are made, which helps to measure progress and compare results later. <p>We recommend you write approximately 250 words for this question but no more than 500.</p>

Project Cost

Question	Guidance
<p>Total project cost</p> <p><i>The total cost of the</i></p>	<p>Input the total cost of the project in numerical value. The total cost of the project is 100% of the costs.</p>

project, including any appropriate taxes	<p>There should be minimal operating expenses included in costs. Examples of these are:</p> <ul style="list-style-type: none"> • Salaries and wages • Rent for office or retail space • Utilities – electricity, water, internet • Office supplies • Insurance premiums • Marketing and advertising costs • Maintenance and repairs • Legal and accounting fees • Travel, accommodation and entertainment • Depreciation of non-production assets (e.g., office computers)
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Project Items

Question	Guidance
<p>Project items</p> <p><i>To ensure accurate matching please provide a detailed breakdown of all project items and their estimated costs. This will help us identify and verify receipts when they're submitted.</i></p>	<p>Select add item button. This will open a pop out box named create a project item. Input the name of the project item you wish to purchase and the cost of it. The cost should be full cost of the item including any taxes. Continue to add items until you have recorded all your project costs. Make sure this is as accurate as possible as if your grant is approved, you will have to upload receipts to match your project items later in the grant process</p>

Supporting Quotes

Question	Guidance
<p>Provide supporting quotes for the largest cost lines from your project items table.</p> <p><i>While not mandatory, providing a quote for your largest cost item will support your application. Providing a quote will evidence the supplier you have chosen and will improve the accuracy of the cost forecast of your project.</i></p>	<p>Providing a quote for your largest cost item will support your application. Quotes should be provided for the majority of the costs for the project. It is also best practice to provide two or more quotes for large cost items as this demonstrates you have thought about value for money, and this may increase the scoring of your application during the review process.</p> <p>1) To upload supporting quotes, click the down arrow on the right side of the table for the particular item, then click add quotes. 2) In the item field input the item you have a quote for, please ensure this item is named the same as in the cost table.</p>

Project Plan (only major applications – these are grants over £5000)

Question	Guidance
Can you describe how you plan to carry out your project? <i>Please include the main steps and timelines.</i>	<p>1) To input your project plan, click "add step" this will open a box which will allow you to submit details of one of the steps in your plan. These can be added in any order and will be ordered by the completion date.</p> <p>We suggest when thinking about your plan you follow these steps:</p> <ul style="list-style-type: none"> • Firstly, think about what you want to achieve with your project and then break down the project into the main steps. For example, Step 1) Start project – set starting point /baseline project, Step 2) Install software; Step 3) Connect to existing systems; Step 4) Employee Training; Step 5) Go live; Step 6) Post implementation review. Clearly list the main steps of the project with some further detail. Include at least 3 steps, if possible, for your project. • Give each step a deadline for example. Install software June 2025. Input this into the estimated completion date field for each main step. • Estimate and include the cost of each step if there is one, note you cannot claim for employee payroll, but a key step may be "employee training" add any costs here occurred where an external trainer is used. We anticipate that the total cost of your project will equal the total costs in this plan. • Finally make sure the plan is realistic in terms of time and flow of activities.

Risk Assessment (only major applications – these are grants over £5000)

Question	Guidance
Tell us about the risk assessment you have performed for this project. <i>Add all the risks from your assessment here.</i>	<p>To ensure the success of your project, it's important to identify and manage potential risks. Use this form to document risks, their mitigation strategies (the thing you do, to reduce that risk), and assess their likelihood and impact. We recommend that you include at least 3 risks.</p> <p>To input your risk assessment, click "add risk". This will open an input box which will allow you to submit details of the largest risks for your project.</p> <p>We suggest when thinking about your risk assessment you follow these steps:</p> <p>1) Identify Risks: A risk is the possibility of something bad happening that could affect your goals or objectives. It involves uncertainty and can come from various sources, such as financial loss, safety hazards, or project delays. In simple terms, a risk is anything that might go wrong and impact your plans. Firstly, find out what could go wrong. We suggest you discuss potential risks with key people who would be involved in the project.</p> <p>2) Document Risks: Write down the risks in the risk table. Describe each risk and what would happen if it occurred.</p> <p>3) Assess Risks: Determine how likely each risk is to happen (likelihood) and what the impact would be. Use the terms "low", "medium" and "high" to</p>

	<p>indicate the size of impact and likelihood.</p> <p>4) Plan Actions / Mitigations: Identify steps to reduce the chance or impact of each risk. This could include preventive measures or contingency plans.</p> <p>A couple of examples of risks could be:</p> <ul style="list-style-type: none"> • Delivery times for key items need to change: If the delivery times for essential items are delayed, it could affect the project's timeline. Mitigation could include having backup suppliers or ordering items well in advance. • Employees don't want to use the new technology you're adopting: If employees resist using new technology, it could hinder the project's progress. Mitigation could include providing training sessions and demonstrating the benefits of the new technology.
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Financials

Question	Guidance
Annual turnover <i>Annual turnover is defined as: Total amount receivable in respect of invoices raised during the period of the return, for the sale of goods and services (including progress payments on work in progress)</i>	Please input your annual turnover for your company for the last full year of trading. If you have been operating for less than a year, you should input your turnover to date.
Financial year end date (only major grants over £5000)	Input the financial year end date- this information can be found in your previous annual accounts.
Annual accounts (only major grants over £5000) - Please upload the previous 2 years of annual accounts.	<p>Please upload your annual accounts.</p> <p>To upload a document:</p> <ol style="list-style-type: none"> 1) Prepare your document - ensure your document is properly formatted and saved in the correct file type (e.g., PDF, DOCX, Excel). 2) Select the document - Click on the "Choose File" in the portal and browse your computer to select the document you want up upload. 3) Once you have selected the document, click on the "open" button to confirm the upload. 4) You will need to do the same for second set of annual accounts.
Management accounts (only major) <i>Please upload your management accounts. We expect this to be a minimum of a Profit and Loss statement and Balance Sheet that cover the period since your most recent annual accounts.</i>	<p>The management accounts are different from the year-end accounts. The management accounts are internal documents for decision making, monthly or quarterly, more detailed than the annual accounts which measure past performance. If possible, share a monthly view with us that covers the period since your most recent annual account to now.</p> <p>We would like to ensure that your business is a going concern.</p>

Conflict of interest

Question	Guidance
<p>Conflict of interest</p> <p><i>If you or your business have any personal or direct business connection with the Jersey Business team or Board, you must disclose the details here. Please also give details of any personal connections you may have with suppliers that will be used in the course of your project.</i></p>	<p>If you disclose any connections, it should not affect your application. Any named individuals at Jersey Business will not be involved in processing your grant application</p>

Confirm self-declarations

Question	Guidance
<p>Do you confirm all of the following about you and your business:</p> <ul style="list-style-type: none"> - None of the directors have been convicted of fraud, bribery, or any other crimes that would prevent them from being directors according to Jersey law. - You consent to Jersey Business, Government of Jersey, and Revenue Jersey sharing data for verifying business data confirming eligibility for Grant funding, and in the event of instigating clawback or sanction action. <p>The applicant organisation will remain confidential to the data sharing process and not made public unless specifically consented to by the applicant.</p> <ul style="list-style-type: none"> - You understand the payment process. - You are aware this application goes through an approval process before being approved. 	<p>Select yes if you confirm to all the declarations</p> <p>This eligibility confirmation process involves a check of the company data you have submitted to ensure that the business meets the eligibility criteria to be able to apply for a grant. If the information you have submitted is not verified by the government your application will not be approved. Apprenticeship applications will also be verified by the course providers to confirm that apprentices listed in the application have completed the attendance requirements of the apprenticeship applied for.</p> <p>Please make sure you have read the grants payment process document before submitting an application. Click here.</p>

<ul style="list-style-type: none"> - The business has financial capacity to fulfill its operational obligations for a minimum of the next 12 months. - If you have any conflicts of interest with Jersey Business, it's team or Board then you have disclosed this above. 	<p>The company is not in significant debt, or danger of insolvency.</p>
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Confirmation

Question	Guidance
<p>Agree to responsibilities</p> <p>By submitting this application, you agree to:</p> <ul style="list-style-type: none"> - Complete a post-grant evaluation (survey) - Demonstrate the project outcomes based on your estimated project measurables (captured via the above survey) - Provide any additional information or documentation as reasonably requested - Upload all receipts and related bank statements - Sign the Grant Terms and Conditions to confirm acceptance of the requirements therein. - A small selection of successful applicants may be contacted after project completion for a more in-depth review 	<p>Select yes if you agree to all the responsibilities outlined</p>

Once you are happy that you have completed your application to give it the best chance of success, you should click submit. If you want time to review your application – do not click submit and your application will be saved for you to return to and amend before submission.