

# Guidance Document for Better Business Visitor Economy Development Grant

This document is designed to assist you with completing an application for a Better Business Visitor Economy Development Grant. It provides a complete list of the questions as they appear on the Grant Portal, along with the requirements for each. It is essential that you review this information thoroughly. If your application does not address all the requirements for each question, it may not be successful.

Please note that the application portal only accepts plain-text responses. If you are preparing your answers in advance (which is a great idea), please avoid using tables, bullet points, or bold formatting.

This guidance document does not include instructions on how to create a Company Profile. If your business has never applied for a Better Business Grant, you will need to set up a Company Profile before you can submit a grant application. This [link](#) contains all the questions required for setting up the Company Profile, allowing you to gather all the necessary information required to fill it out. Your business can only create one Company Profile, which will be used to manage all your Better Business Grants.

**Please Note:** If you already have a Company Profile from 2025, you do not need to create a new one in 2026. On revisiting the portal, you will be prompted to verify your Company Profile information before making a new application in 2026.

## Visitor Economy Development Grant application form questions and guidance

Question	Guidance
<b>Project name</b> Name your grant application project	Enter the name of your project.
<b>Provide a detailed description of your project, and why it is a priority for your business.</b> Your answer must cover each of the areas listed in the Application Guidance. If these areas are missing or only partially covered, your application may not meet the assessment criteria and could be rejected. If you haven't already reviewed the guidance, you can find it in the HELP section of this application portal. We recommend writing approximately 250 words,	Provide a detailed description of your project, this <b>must include</b> the following.  <b>Clear outline of what the project's goal/objective is;</b> - i.e., The project aims to implement a new software system to streamline operations and reduce manual tasks.  <b>Clear outline of why this is needed and the benefit to your business;</b> - i.e., " Employee costs are rising, this means we need faster processing times and improved accuracy in our basic systems, enabling the re-deployment of employee hours into sales "  <b>Topline data to show how the project will improve business productivity;</b> - The current manual processes take approximately 8 hours per week. The new system will reduce this to 2 hours a week. This saves us a total of 312 hours a year.  We recommend writing approximately 250 words for this question, maximum word count is 500.

<p>maximum word count is 500.</p>	
<p><b>Estimated project start date</b>  <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 you might not start your project within 3 months of approval, please indicate why in your project description.</i></p>	<p>Please input your estimated project start date.</p> <p>Projects must not begin before your grant application is approved. Since processing takes about 2 months, you cannot apply for projects starting within two months of your application date.</p> <p>Projects should commence within three months of approval.</p> <p>If you anticipate any reason you might not start your project within a three-month timeframe, then please explain the reason in your project description above. For instance, delays might occur due to the seasonal nature of your business.</p>
<p><b>Estimated project end date</b></p>	<p>Please enter your estimated project end date.</p> <p>A project should be completed within one year from the start date. If there is a reason your project might take longer than twelve months from the start date, please explain the reason in your project description above, as exceptions may be considered.</p>
<p><b>Select how this project will improve your business productivity by selecting one or more of the following:</b>  - Will your project help  1. Reduce costs?  2. Increase your sales?  3. Streamline your processes?</p>	<p>Please select one or more of the following productivity improvement areas that will apply to your project.</p> <p>Only select areas where your project will have clear measurable impact.</p> <p>You will be asked an additional question about each of the areas you select.</p>

## Productivity

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

Question	Guidance
<p><b>Which specific costs will your project aim to reduce or eliminate and what are the expected financial benefits?</b></p> <p><i>Your answer must cover each of the areas listed in the Application Guidance. If these areas are missing or only partially covered, your application may not meet the assessment criteria and could be rejected. If you haven't already reviewed the guidance, you can find it in the HELP section of this application portal. We recommend writing approximately 250 words, maximum word count is 500.</i></p>	<p>Please provide a detailed breakdown of your project's cost savings so that the review team can evaluate its return on investment.</p> <p>Include a step-by-step breakdown of <b>costs before and after</b> the project and clearly specify the timeframe in which savings will be realised. <b>Answers that do not contain clear data will not meet the minimum criteria for this question</b></p> <p>Example answer:</p> <p>Activity Currently our full-time employee must return to the office each week to enter data resulting in unbillable time spent traveling and inputting data. With the new system, employees can input data while on-site allowing those previously billable hours to be converted into billable work.</p> <p>Current cost Technology used: £300 per year Employee cost: £20/hr × 5 hours per week = £100/week × 52 weeks = £5,200 per year Total current cost: £5,500 per year</p> <p>New cost Technology used: £1,000 per year Employee cost: £20/hr × 0.5 hours per week = £10/week × 52 weeks = £520 per year</p> <p>Total new cost: £1,520 per year Annual saving: £3,980</p> <p>The review team will assess your submission considering the project's expected return on investment, so be sure to list all areas where you expect to see a cost saving. These areas will differ for each applicant, so we cannot provide a full list of all examples. However, common areas might include, lower energy use, lower external support fees or fewer employee hours needed for the task (this is a "cost" saving as the saved hours can be allocated elsewhere)</p> <p>We recommend writing approximately 250 words for this question, maximum word count is 500.</p>
Question	Guidance

<p><b>Estimate company savings from project.</b></p> <p><i>In the previous section, you outlined the anticipated cost savings from this initiative. Specify here the total estimated savings for year one, as this figure will demonstrate the immediate impact of the project.</i></p>	<p>Enter your estimated total saving here for year one, (there is no need to enter the £ symbol)</p>
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## Increase Sales (you will only see this question if you answer yes to your project to increase sales)

Question	Guidance
<p><b>What are the projected increases in sales from your project, and how will this be achieved?</b></p> <p><i>Your answer must cover each of the areas listed in the Application Guidance. If these areas are missing or only partially covered, your application may not meet the assessment criteria and could be rejected.</i></p> <p><i>If you haven't already reviewed the guidance, you can find it in the HELP section of this application portal.</i></p> <p><i>We recommend writing approximately 250 words, maximum word count is 500.</i></p>	<p>In this question, you are required to provide a detailed outline of the sales increases generated by your project to support the review team in evaluating your project's return on investment. Please present a clear, step-by-step breakdown of the <b>sales figures before and after</b> project implementation and specify the <b>timeframe</b> within which these gains will be achieved. <b>Answers that do not contain clear data will not meet the minimum criteria for this question.</b></p> <p>Example answers</p> <p>Activity</p> <p>Our project will create a saving of 5 employee hours a week that will be reallocated to front line sales activities. We estimate this change will increase our sales by 15% a week. Due to the new equipment, we will be purchasing as part of this project we will allow us to introduce new product which we estimate will increase our sales by a further 10%</p> <p>Current sales</p> <p>£300,000 a year</p> <p>New sales</p> <p>£400,000 a year</p> <p>Total estimated sales increase</p> <p>£100,000 a year</p> <p>The review team will assess your submission based on the project's expected return on investment, so be sure to list all areas where you expect to see a sales increase. These areas will vary for each applicant, so we cannot provide a full list of all examples. However, typical areas might include increased pricing, launching new products/services, or gaining higher</p>

	<p>revenue created through additional employee hours in important business functions because of time saved by the project.</p> <p>We recommend writing approximately 250 words for this question, maximum word count is 500.</p>
Question	Guidance
<p><b>Total estimated sales increase.</b> In the previous section, you outlined the anticipated sales increase from this initiative. Here specify the total estimated sales increase for year one, as this figure will demonstrate the immediate impact of the project.</p>	<p>Enter your estimated total sales increase here for year one, (there is no need to enter the £ symbol)</p>

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

Question	Guidance
<p><b>What specific improvements do you expect to achieve by streamlining your processes, and how will these changes deliver clear, measurable benefits for your business?</b></p> <p>Your answer must cover each of the areas listed in the Application Guidance. If these areas are missing or only partially covered, your application may not meet the assessment criteria and could be rejected.</p> <p>If you haven't already reviewed the guidance, you can find it in the HELP section of this application portal.</p> <p>We recommend writing approximately 250 words, maximum word count is 500.</p>	<p>Please provide a clear outline of the processes that will improve due to your project and describe the measurable business impact. This will enable the review team to assess your projects' return on investment. Provide a step-by-step breakdown of those impacts, explain the benefits, and specify the <b>timeframe</b> in which these impacts will be realised.</p> <p><b>Answers that do not contain clear data will not meet the minimum criteria for this question.</b></p> <p>Example answers</p> <p>Activity</p> <p>Employees currently spend five hours a week driving to the office to input data, resulting in unbillable hours and extra petrol costs. This is frustrating to employees who find the activity repetitive and time-consuming.</p> <p>Measures</p> <p>The weekly time taken now is (5 hours). We expect this to be reduced to one hour a week when the project is completed.</p> <p>Expected saving</p> <p>4 hours a week x 52 weeks a year = 208 hours a year saved</p> <p>Petrol bill reduction of 8% that equates to £83.00 a year</p> <p>The review team will assess your submission based on the project's expected return on investment, so please be sure to list all areas where you</p>

	<p>expect to see measurable changes. These areas will differ for each applicant. However, common areas might include reduced costs, increased sales, or employee hours saved.</p> <p>We recommend writing approximately 250 words for this question, maximum word count is 500.</p>
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## Assessment

Question	Guidance
<p><b>How do you plan to assess the project and collect the information you need to monitor it?</b></p> <p><i>We recommend you write approximately 250 words for this question.</i></p>	<p>For this question, please provide details of how you will measure the <b>productivity</b> increase of this project in comparison to the expected forecasts in your application. This information is critical as successful applicants will be required to report how effectively their projects have met those forecasts in a post-grant survey.</p> <p>Your response will be assessed on the clarity and accuracy with which you can provide relevant data in a post grant survey. Your answer should address the following:</p> <p>How have you collected “starting point data”  How will you be collecting post project data  Who will compare that data and when</p> <p>Your answer must show you have a dependable, easily accessible, “starting point” information before making any changes or improvements. Establishing this starting point allows you to measure progress and compare results later. Examples include sales or cost reports, employee engagement scores/surveys, focus groups, case studies or tally sheets that track how long the current process takes now, that can be gathered again after the project.</p> <p>Specify who (or what software) will be responsible for accessing, collating, and reviewing this information, as well as the timing of these actions. Other data that does not relate to productivity outcomes but shows valuable additional impacts from the project, such as lowering environmental impact or benefits to the community, can also be added here if relevant.</p> <p>We recommend writing approximately 250 words for this question, maximum word count is 500.</p>

## Project Cost

Question	Guidance
<p><b>Total project cost</b></p> <p><i>The total cost of the project.</i></p>	<p>Enter the total cost of the project as a number. When calculating the total cost of the project, <b>please exclude all the items listed below as they are not eligible for costs within the grant criteria.</b></p> <p>Normal operating expenses, for example</p>



	<ul style="list-style-type: none"> <li>• Salaries and wages</li> <li>• Rent for office or retail space</li> <li>• Utilities – electricity, water, internet</li> <li>• Office supplies</li> <li>• Insurance premiums</li> <li>• Maintenance and repairs</li> <li>• Legal and accounting fees</li> <li>• Travel, accommodation and entertainment</li> <li>• Depreciation of non-production assets (e.g., office computers)</li> <li>• <b>VAT is not an eligible cost and must be removed for all calculations</b></li> <li>• <b>Marketing costs</b> are limited to a maximum of 20% of the total project cost (before marketing costs), capped at £30,000, or whichever is lower. <ul style="list-style-type: none"> <li>○ Example: Total project cost (excluding marketing costs) £100,000 Maximum allowable marketing cost is £20,000 (20%)</li> </ul> </li> <li>• <b>Contingency budget</b> lines may be included up to a maximum of 10% of the total project cost (before contingency cost) capped at £15,000 or whichever is lower <ul style="list-style-type: none"> <li>○ Example: Total project cost (excluding contingency costs) £100,000 Maximum allowable contingency cost is £10,000 (10%)</li> </ul> </li> </ul>
Question	Guidance
<b>Enter the % of your total project costs that will be spent on island</b>	This question is for the purpose of data collection only and will not affect the outcome of your grant application

## Project Items

This section appears on the portal as a table, to input your project items and relating costs, click “add” this will open an input box which will allow you to add the information. Note do not add a £ key when entering the costs.

Question	Guidance
<p><b>Please provide a detailed breakdown of all project items and their estimated costs.</b></p> <p><i>Ensure that none of the costs listed are ineligible under the Application Guidance, which you can find in the HELP section of this application portal. If your grant application is approved, you will later be required to upload receipts for each cost in line. Supplying accurate and complete information at this stage will help ensure you request the correct grant amount and will</i></p>	<p>Enter the name of the project item you wish to purchase and its total cost including any shipping and GST. Add each item until all project costs are listed.</p> <p><b>Do not include the following as they are ineligible under the grant criteria:</b></p> <p>Normal operating expenses, for example</p> <ul style="list-style-type: none"> <li>• Salaries and wages</li> <li>• Rent for office or retail space</li> <li>• Utilities – electricity, water, internet</li> <li>• Office supplies</li> <li>• Insurance premiums</li> <li>• Maintenance and repairs</li> <li>• Legal and accounting fees</li> <li>• Travel, accommodation and entertainment</li> <li>• Depreciation of non-production assets (e.g., office computers)</li> </ul>

make the later receipt upload process as straightforward as possible.	<ul style="list-style-type: none"> <li>• <b>VAT is not an eligible cost and must be removed for all calculations</b></li> <li>• <b>Marketing costs</b> are limited to a maximum of 20% of the total project cost (before marketing costs), capped at £30,000, or whichever is lower. <ul style="list-style-type: none"> <li>○ Example: Total project cost (excluding marketing costs) £100,000 Maximum allowable marketing cost is £20,000 (20%)</li> </ul> </li> <li>• <b>Contingency budget</b> lines may be included up to a maximum of 10% of the total project cost (before contingency cost) capped at £15,000 or whichever is lower <ul style="list-style-type: none"> <li>○ Example: Total project cost (excluding contingency costs) £100,000 Maximum allowable contingency cost is £10,000 (10%)</li> </ul> </li> </ul>
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## Quotes for project costs

This section appears on the portal as a table. To input your quotes, click “add”. This will open an input box which will allow you to add your quotes to each Project item you have listed.

Question	Guidance
<p><b>To ensure your project budget is accurate and transparent, please provide supporting quotes for all significant cost items listed on your project costs table.</b></p> <p><i>Ideally, every item listed in your project cost table should have a quote, however, applications can still be accepted if some small expenses are missing supporting quotes.</i></p> <p><i>Uploads should clearly show the supplier for each quoted item. Please ensure that the documentation aligns with the corresponding entries in your project items table.</i></p>	<p>This question is formatted as a pre-populated table, created from the project items you listed in the last step of the application.</p> <p>Each project item has space for three quotes, but you only need to provide one quote per item make sure it matches the cost you have entered. If you need to add additional quotes for an item’s cost, then please do so.</p> <p>You can upload, emails, PDF’s, invoices, or screen shots in this section. The quote must match the costs that you have already provided. If your quote includes VAT, we will deduct it, so it matches your stated cost line.</p>

## Project Plan (only major grant applications, over £5.000)

This section appears on the portal as a table to input your project steps, click “add”. This will open an input box which will allow you to add your project steps. The system will automatically order the steps by estimated completion date.

Question	Guidance
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<p><b>Can you describe how you plan to carry out your project,</b> Please include the main steps and timelines For more complex projects, if you prefer to upload a document that clearly outlines your project steps and their dates, you may do so here. Please note, if choosing to upload a document, you must add one step into the Project Plan that says, "see uploaded document."</p>	<p>For this question, please outline the steps of your project so that we can clearly see your implementation plan. A <b>minimum of three steps is required; however, most projects include additional stages.</b></p> <p>For example,</p> <ol style="list-style-type: none"> <li>1. Start project – set starting point data and order items</li> <li>2. Install software</li> <li>3. Connect to existing systems</li> <li>4. Employee Training; list here numbers being trained and when</li> <li>5. Go live; Step</li> <li>6. Post implementation review list here who is doing that and when</li> </ol> <p>If your project is more complex and you have already prepared a project timeline, Gant Chart, or similar document, you may prefer to upload it instead of completing the table.</p> <p><b>Please note</b>, if you decide to upload a document, you must <b>add one step</b> into the Project Plan that says "see uploaded document"</p>
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## Risk Assessment (only major grant applications, over £5.000)

This section appears on the portal as a table, to input your Risks click "add". This will open an input box which will allow you to add your answers.

Question	Guidance
<p><b>Risk assessment</b> <b>Tell us about the risk assessment you have performed for this project.</b> To ensure the success of your project, it's important to identify and manage potential risks. Use this form to document a minimum of your top 3 risks, their mitigation strategies, and assess their likelihood and impact.</p> <p>Risk</p> <p>Mitigation</p> <p>Likelihood</p> <p>Impact</p>	<p>To help your project succeed, it is important that you identify and manage potential risks. In this section list at least three risks, outline how to mitigate each and rate their likelihood of happening and if they did what impact that would have. You must add at least three risks to the table.</p> <p>If you have not conducted a risk assessment before, here is some guidance:</p> <p><b>A risk is</b> – Anything that might go wrong and impact your plans. Common risks to a project could be tech not being utilised by your team, financial loss, delivery delays, safety concerns, or rising costs.</p> <p><b>A risk mitigation is</b> – Any sensible steps you could put in place to reduce the risks your project could face. Examples could be purchasing insurance, creating training schedules or logs, and supplier quotes.</p> <p>We would also expect you to consider risks to the expected outcomes of this skills development, for example you may have completed the skills development, but customer demand does not increase as expected.</p> <p>You will be asked to rate the <b>likelihood and impacts</b>, from a choice of Low, Medium, and High.</p>

## Financials

Question	Guidance
<b>Annual turnover</b> <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.
<b>Financial year end date</b>	<b>This question only applies to Major Grant applications (applications over £5,000).</b> Please input your financial year-end date. This information can be found in your previous annual accounts.
<b>Accounts</b> <i>To complete your application, you must upload two years of full annual accounts and your most recent management accounts. If these documents are not included, the application will not be processed. For additional details, please refer to the full application guidance in the Grants Portal Help section.</i>  Year 1  Year 2  <i>Management accounts Upload your current year-to-date management accounts, which must include at least a Profit and Loss statement and a Balance Sheet covering the period from your last annual accounts to as recent as possible</i>	<b>This question only applies to Major Grant applications (applications over £5,000).</b>  In this section, you must submit your business's two most recent sets of annual accounts, along with the latest set of management accounts. Applications will not be approved unless these accounts have been uploaded.  Management Accounts are different from year-end accounts. For the management accounts, please provide details covering the time period from your last complete set of annual accounts, up to the date you apply for the grant.  Management Accounts may vary in format, as they are an internal document used to track monthly profit, loss, and cash flow. In some cases, a business will need to attach more than one document to the management account section to meet the criteria. Your management accounts must include your revenue, costs, and cash at bank balance, covering the period from your last annual accounts up to the grant application.  Please upload up-to-date company documents to provide this information. A summary document with only three lines of data will not be accepted.  We review these accounts to confirm that your business is financially stable, profitable, and capable of funding its share of the project without undue risk.  Applications presenting accounts that show an elevated risk of financial difficulty, or situations where funding 50% of the grant project could threaten business stability, may be rejected.

## Conflict of interest

Question	Guidance
<p><b>Conflict of interest</b>  <i>If you or your business has 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><b>Do you confirm all of the following about you and your business:</b></p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> <li>- I have read the full terms and conditions in the HELP section of the portal that outlines the information that will be shared from my application, and I understand that by marking yes to this declaration I am agreeing to those terms</li> <li>- You understand the payment process (full details in the HELP section of this portal).</li> </ul>	<p>Choose 'yes' to confirm all declarations.</p> <p>This eligibility confirmation process checks your submitted company data to confirm the business meets the eligibility criteria for grant application. If the government cannot verify your information, your application will be declined.</p> <p>Before you apply, please make sure you have read the grants payment process document. Click <a href="#">here</a>.</p> <p>By confirming all the declarations, you are confirming that the company is not in significant debt, or at risk of insolvency. If you are applying for a grant over £5000, your accounts will be reviewed to establish this. Applications from companies showing signs of significant financial difficulty may be rejected.</p>

<ul style="list-style-type: none"> <li>- You are aware this application goes through a review process before being approved, and the project must not commence before receiving an approval as this will invalidate your application.</li> <li>- The business has financial capacity to fulfil its operational obligations for a minimum of the next 12 months.</li> <li>- If you have any conflicts of interest with Jersey Business, its team or Board then you have disclosed this above.</li> </ul>	
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## Confirmation

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

Once you are happy that you have completed your application fully, you should click submit. Once you submit, you will not be able to amend your application. If you need more time to review your application, do not click submit; your application will be saved, allowing you to come back and edit it before final submission.