



Economy

# Better Business Support Package

## Q1-2 2025 Delivery Report

**BETTER  
BUSINESS  
SUPPORT  
PACKAGE**

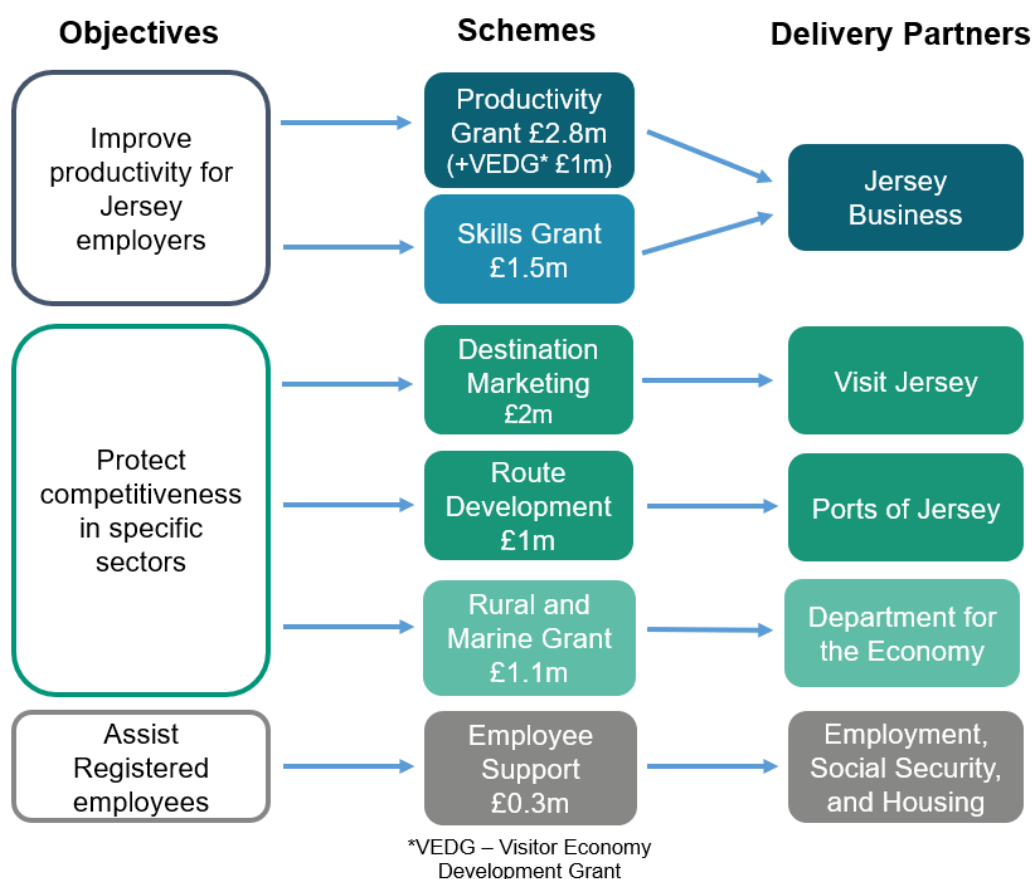
September 2025

## Better Business Support Package Overview

This is the first Better Business Support Package Delivery Report published since the £20m initiative was launched in January 2025. It provides a summary of the progress made in the first six months to 30 June 2025. Delivery reports will be routinely published until the BBSP closes in December 2026, providing transparency on the progress of all the schemes within the package.

The BBSP was launched as part the Government's commitment to supporting Islanders and businesses during the transition towards a living wage. But its wider objectives are to help business sectors remain competitive and individual employers improve their productivity. These objectives align with the Future Economy Programme which is designed to tackle the economic challenges associated with Jersey's low productivity and ageing population.

The £10m-per-year package is split into schemes. The Delivery Partners are:



A summary of the results below 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 13,000 extra inbound airplane seats have been secured
- Additional direct support was given to Jersey's Marine and Rural industries

# BETTER BUSINESS SUPPORT PACKAGE

2025 BUDGET - £10 MILLION

## Better Business Grants

Improve productivity for Jersey employers.



JERSEY BUSINESS



**100+ organisations** already applied for over

**£2.7m**



**58 local employers** approved for over

**£1.4m**



of project investments spent locally

## Visitor Economy

Protect competitiveness with marketing and development funding.



VISIT JERSEY

### BERGERAC TV SERIES

**+64% increase** in organic online searches for Jersey following launch

**Series 1** resulted in £751k production spend on-island

**Series 2** confirmed to film in Jersey - Sept '25

### The Telegraph

Partnership with The Telegraph to reach over **20+ million people**



**Jersey Tidal Trail**

Jersey Tidal Trail launched to attract year-round tourism



## Rural & Marine

Protect competitiveness with additional sector support.

Support Schemes **£1.1m**



DEPARTMENT FOR THE ECONOMY



Rural



Marine

**49**

Payments made to local **businesses** by the **Rural Support Scheme**

**50**

Payments made to local **businesses** by the **Marine Support Scheme**

## Employee Support

Support for low-income workers who have been in Jersey less than 5 years.

Registered Employees **£0.3m**



EMPLOYMENT, SOCIAL SECURITY & HOUSING



Scheduled for launch in **Q3/4 2025**



PORTS OF JERSEY



**+13,000**

extra inbound seats committed so far for 2025 and 2026 via **Blue Islands and Jet2**

For every £100 in grants, Jersey employers spend £190 of private investment

**£100 : £190**

\* This report sets out delivery updates and data as on 30 June 2025

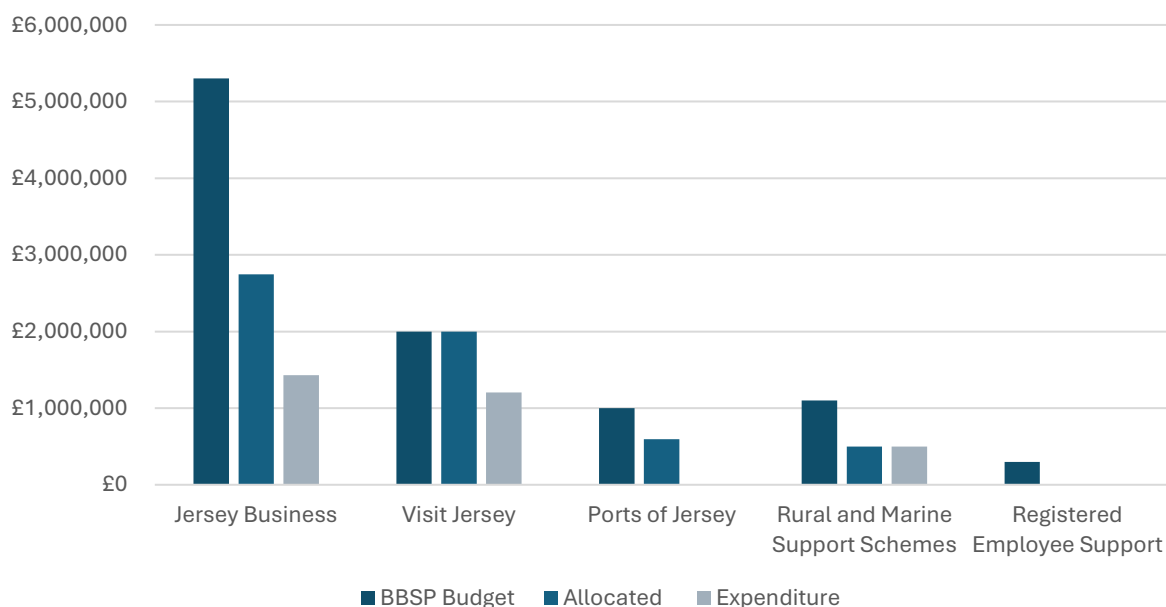
## BBSP Finances

This financial snapshot is accurate as at 30 June 2025. Information on what is being spent is in the detailed delivery report below.

Delivery Partner	Budget	Allocated <sup>a</sup>	Expenditure <sup>b</sup>
Jersey Business	£5,300,000	£2,744,972	£1,432,000
Visit Jersey	£2,000,000	£2,000,000	£1,204,000
Ports of Jersey	£1,000,000	£594,786	£0 <sup>c</sup>
Rural and Marine Support Schemes	£1,100,000	£498,060	£498,060
Registered Employee Support Payment	£300,000	£0	£0
<b>Total</b>	<b>£9,700,000</b>	<b>£5,737,818</b>	<b>£3,134,060</b>

A budget of £300,000 has been paid to Jersey Business for the administration of, and marketing costs associated with, delivering their grant schemes collectively referred to as the Better Business Grants.

### Financial status by Delivery Partner at 30 June 2025



<sup>a</sup> Allocated includes expenditure and confirmed or planned activity yet to be paid for. For Jersey Business, allocated means total grants applied, awaiting further information or a decision, and approved grants.

<sup>b</sup> For Jersey Business, expenditure means total grants approved.

<sup>c</sup> Ports of Jersey allocated funds are committed to airlines subject to additional flights being operated and will be paid at set dates.

# Better Business Grants

## JERSEY BUSINESS

The Better Business Grants include a total of £5.3m of grant schemes for match-funding up to £75,000 for productivity and skills, alongside a ring-fenced visitor economy development pot.

In addition, eligible employers with apprentices can apply for £2,000 per year, per apprentice for skills development.

All grants are available through Jersey Businesses' application portal which was launched in March 2025.

### Grant financial approvals and payments by grant type at 30 June 2025

Grant Type	Funds available	Approved <sup>d</sup>	Paid
Productivity	£2,800,000	£1,129,011	£292,920
Visitor Economy	£1,000,000	£216,000	£37,500
Skills	£584,000	£36,988	£15,785
Apprentice	£916,000	£50,000	£0

### Total number of applications and approvals by grant type at 30 June 2025

Grant	Applications <sup>e</sup>	Approvals
Productivity	66	30
Visitor Economy	5	3
Skills	22	12
Apprenticeships <sup>f</sup>	22	13

### Note on actions since the end of Q2

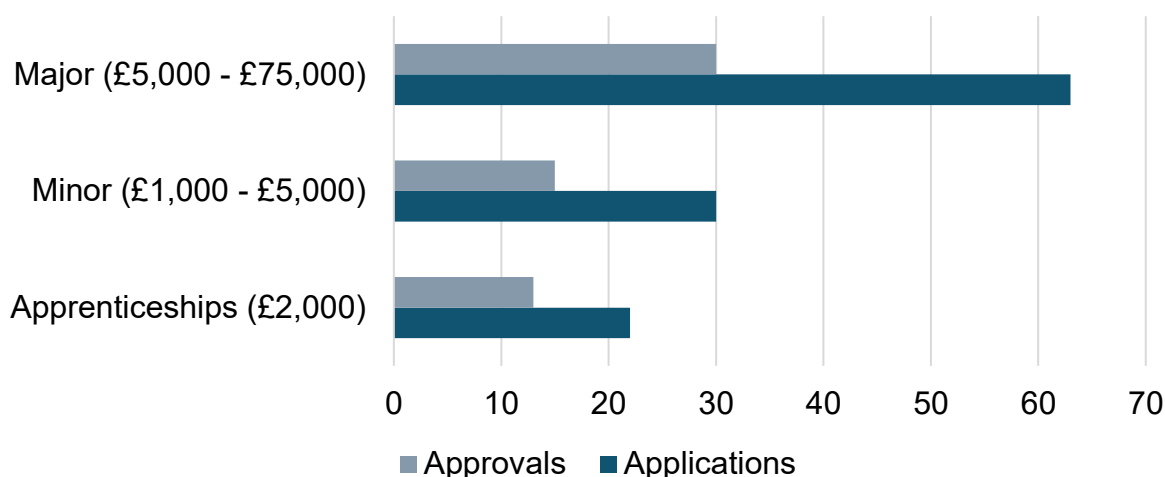
In July, the Productivity Grant became fully subscribed, meaning total applications reached the grant budget, and was therefore closed to new applicants. It will reopen in 2025 if there are significant numbers of ineligible or unsuccessful applications otherwise it will open in 2026. The 2025 Productivity Grant was originally allocated £2.3m. An additional £500,000 was reallocated from the Skills Grant, a scheme which had a much lower application rate. Jersey Business has since launched a campaign to increase engagement for the remaining Skills Grant.

<sup>d</sup> Approved does not include those applied for and awaiting further information or a decision.

<sup>e</sup> Applications means the number of applications received and includes those not yet reviewed, those rejected or did not meet the eligibility criteria, and approved applications.

<sup>f</sup> Employers' apprenticeship grant applications can be for multiple apprentices.

### Total number of applications and approvals by grant size at 30 June 2025

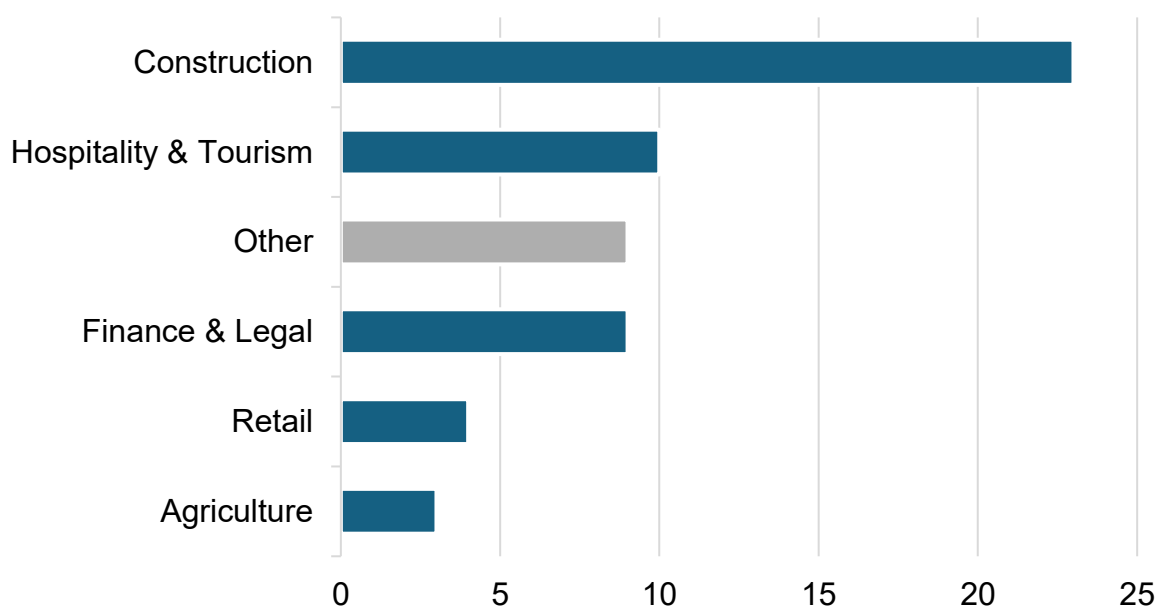


**On-island spend** – 62% of approved grant applications have some spend on-island, delivering value to the wider local economy as well as the applicant business.

**Application process** – The average time taken from final submission date to a decision was 10 days. Around 95% of applicants were “satisfied” or “very satisfied” with the process, aided by a simple online platform.

**Sectoral split** – Of the approved number of applications, four business sectors projected to be most impacted by the increase in minimum wage are featured in the top sectors to be awarded grants. These are construction, retail, hospitality & tourism, and agriculture.

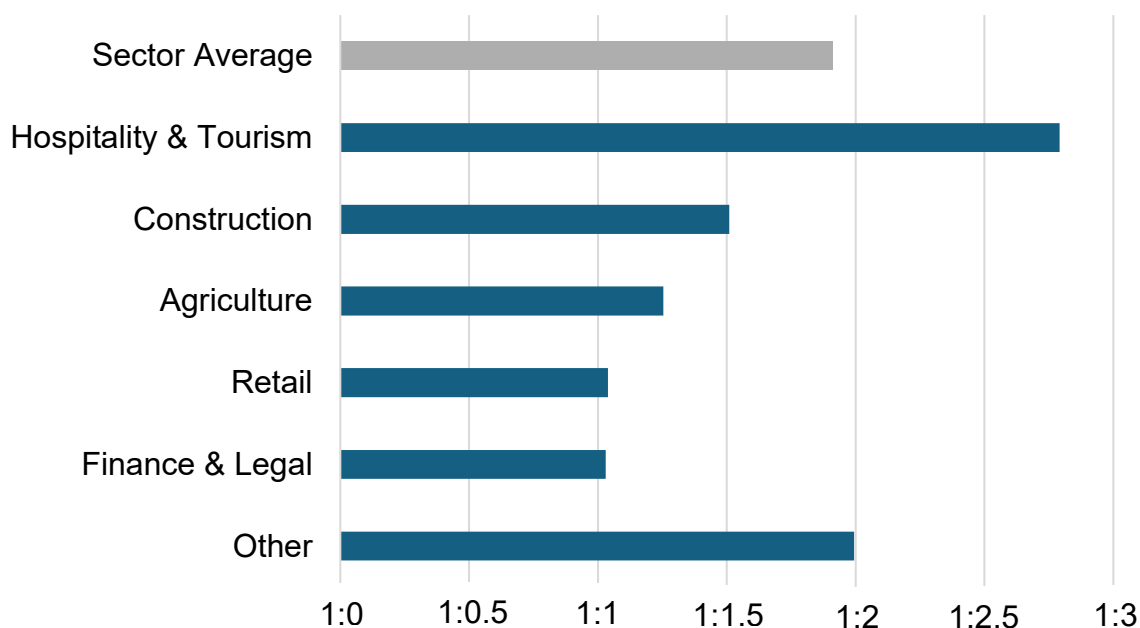
### Approved applications by sector at 30 June 2025





**Investment Ratio** – The grant eligibility criteria require a minimum of 50% of the project total cost to be paid by the applicant, meaning for every £1 of grant the applicant must spend at least £1. This minimum is often exceeded with greater private sector investment as seen by sector below. This calculation excludes Apprenticeship Grants which do not have the match funding requirement.

**Ratio of Government to private investment by total sector approved applications at 30 June 2025**



The first months of the year featured key areas of focus. The first area was ensuring a successful build and launch. Starting with a digital process enabling online applications, this was launched on time and on budget in March, ahead of the increase in minimum wage in April.

The second area of focus was to promote and publicise the grant opportunities to local businesses across all sectors, facilitated by partners, suppliers and groups throughout the Jersey ecosystem.

Around 670 potential applicants attended one of 14 events promoting the investment opportunities and grants, with a further 2,600 receiving digital communication as well as local media coverage.

The second quarter of 2025 was dedicated to supporting businesses pre- and post-application, to identify valuable investment projects that will reduce their costs, increase their sales, and streamline their processes. Uptake of Skills Grants was slower than the Productivity and Visitor Economy Development Grants, although this was anticipated due to the nature of the academic calendar. A greater number of applications are expected from Q3 2025, when the new academic year begins.

More information at [Better Business Grant | Jersey Business](#)

# Destination Marketing

## VISIT JERSEY

This is an additional £2m grant for Visit Jersey, above their core grant, for specific campaigns and activities that aim to increase tourism demand and spending. Again, the intention of this grant is to improve sector revenues, productivity and competitiveness.

The Destination Marketing Grant is being strategically invested in high-impact, consumer-facing activity to raise Jersey's international visibility and appeal. The Destination Marketing Grant is split between three priorities areas:

1. **Support the development and promotion** of the *Bergerac* TV series (Series 1 and 2) to inspire visitors from overseas to visit and explore Jersey.
2. **Deliver route marketing** for new connectivity to mainland Europe, including activity delivered via Ports of Jersey's Route Development Grant.
3. **Support additional campaigns and partnerships** aligned with Visit Jersey's Annual Grant priorities, including but not limited to:
  - Conversion campaigns with key travel partners.
  - High-impact media and content creator collaborations.
  - New product launches designed to create compelling reasons to visit Jersey.

The BBSP grant has enabled Visit Jersey to deliver bold, visibility-driving initiatives that would not have been possible otherwise – strengthening demand, enhancing connectivity, and elevating Jersey's visitor appeal.

### ***Bergerac* Series 1 & 2**

- £751,000 production spend on-island for Series 1
- A 64% increase in organic online searches for Jersey following the launch
- Delivered a high-impact marketing & PR campaign with UKTV, featuring across Piccadilly, London Underground and key UK cities. Targeted video on demand; digital and social ads.
- Secured over 3,000 earned media articles, including Jersey-led travel features and coverage in *The Times*, *BBC*, *ITV*, *The Telegraph* and *Daily Mail*.
- Hosted a press trip alongside the Jersey premiere with attendees from *The Times*, *Metro* and *The I Paper*.
- Showcased Jersey at the London premiere with prominent Visit Jersey branding and video content for 200+ high-profile guests.



- Worked with Banijay UK on international distribution, including confirmed sales to major TV networks in 11 countries thus far.
- Secured and advanced plans for *Bergerac* Series 2, with filming in Jersey commencing in September.

### **Route marketing and connectivity**

- Supported the launch of Blue Islands' new direct Paris service, with targeted marketing in France.
- Orchestrated group media and content creator visitors for the inaugural Blue Islands flights from Paris, resulting in national media coverage in *Lonely Planet France*, *GEO*.
- Delivered a joint DFDS launch campaign targeting the UK and France
- Led a sales mission to Germany and Switzerland and attended ITB Berlin to strengthen trade partnerships and future connectivity opportunities.

### **Additional activity**

- Launched a major multimedia partnership with *The Telegraph*, to highlight Jersey's food, heritage, and year-round appeal to over 15 million people in the UK and 5 million in the US.
- Launched the Jersey Tidal Trail – a 48-mile coastal route promoted across owned channels, offering a compelling new reason to visit by encouraging exploration, active travel, and longer stays. Secured upcoming editorial feature in *The Times*.

More information at [Trade & Media | Visit jersey](#)

# Route Development

## PORTS OF JERSEY

Jersey continues to be promoted as a popular and sought-after destination, with BBSP initiatives geared to support long-term growth in connectivity.

This £1m per annum grant is for Ports of Jersey to develop new travel routes and additional capacity for Jersey, directly contributing to the demand within the Island's Visitor Economy.

Since launch, Ports of Jersey has made progress to improve the airport connectivity network, through:

- Twice weekly flights to Paris Charles de Gaulle with Blue Islands, commencing in May 2025 throughout summer – over 3,000 inbound seats annually
- 46% growth in capacity in 2026 from Jet2, delivering 7,300 inbound seats annually to the Island from 2026
- Further growth committed by Jet2 in 2027
- Jet2 partnership includes additional capacity in “shoulder” months, supporting growth outside of peak season

Ports of Jersey is actively engaged with airlines across Europe, seeking to add new routes and increasing capacity alongside its role to maintain current routes.

More information at [News | Ports of Jersey](#)

# Rural & Marine Support

## DEPARTMENT FOR THE ECONOMY

BBSP funding of £1.1m has been added to existing support measures for the Rural Support Scheme (RSS) and Marine Support Scheme (MSS) for 2025, specifically to assist businesses with productivity as they adjust to the transition to a living wage.

The additional funding falls within both the RSS and MSS credit matrices – providing additional ‘credits’ for staff engaged by businesses in the sectors. The credit matrix results in payments for staff and enhanced grant funding for projects, which enable investment to support productivity improvements.

The RSS and MSS both opened for applications during Q1 2025 and will remain open for applications until September 2025. All businesses currently registered with the schemes have received application guidelines. New businesses are still able to access the scheme before the deadline.

To date, 108 businesses are registered on the RSS (an increase on the 81 registered in 2024). Of these, 49 have completed the application process and since had funding agreed and paid. This represents 45% of eligible registered businesses, and they are now in receipt of funding relating to 399 employees.

To date, 57 businesses are registered on the MSS and 50 have received their grant. This represents 87% of eligible businesses, with funding related to 108 employees.

The additional £1.1m in funding brings the total allocation for direct enterprise payments to £6.95m in 2025.

More information at [Rural and Marine | Economy](#)

## Registered Employee Support Payment – Employment, Social Security and Housing

This £300,000 grant is to support lower-income workers who have lived in Jersey for less than five years. Through this support, financial pressures can be mitigated and greater long-term retention of a skilled workforce across sectors can be achieved.

The scheme is scheduled for launch in Q3-4 2025, following the precedent set in 2024, and will be communicated to potential recipients in due course.

More information at [Employment, Social Security and Housing](#)

## Key Performance Indicators

The overall ambition of the BBSP is to increase productivity and protect competitiveness during Jersey's transition towards a living wage.

Key performance indicators will be used to track progress within each funding stream over the year. Data for every measure is not expected until the 2025 annual report (planned for publication in early 2026).

Performance Indicators	Target	Current	Data Input (time)	Status
Increased investment in Jersey employers <sup>g</sup>	£8.6m	£3,945,845	JBL scheme (live)	Forecasted to exceed
Maintain at least 400 apprentices but aim for 2024 level	400-458	Awaiting data	CYPES (Q1 2026)	Under review <sup>h</sup>
Total visitor spend	£303m+	Awaiting data	VJ Report (Q1 2026)	Under review
Increase the number of new air routes	>1	1 <sup>i</sup>	PoJ (live)	On track
Increased investment in Agriculture and Marine	£1.1m	£498,060	Dept. for the Economy (live)	On track
Support the lowest earning individuals in Jersey without 5 years residency	Up to £300,000	Not started	ESSH (Q1 2026)	Not started

<sup>g</sup> This is the combined benefit of the Productivity Grant (£2.8m) and the Visitor Economy Development Grant (£1m) including the minimum 50% investment by employers per grant. Just under £1m of the £1.5m Skills Grant is ring-fenced for apprenticeship grants with the remaining Skills Grant to be allocated on the same basis as the other two grants.

<sup>h</sup> The current limited uptake of the BBSP Apprentice Grant is in line with expectations, as the majority of applications for new and continuing apprentices for the upcoming academic year typically take place in August and early September. It is still too early to determine how many of these applicants will also apply for the grant. Jersey Business and Highlands College are working closely together to ensure that all eligible applicants are made aware of the grant and how to access it.

<sup>i</sup> Additional capacity (more seats and increased frequency of services) has also been added by Jet2.com for 2026.

## Better Business Support Package Background

Jersey suffers from low levels of business investment – less than half of the UK level as a percentage of Gross Domestic Product, which itself is the lowest level of any G7 nation. We need to increase investment to achieve our ambition of becoming a high-performing, environmentally sustainable and technologically advanced small island economy by 2040.

From 1 April 2025, the minimum wage was raised to £13 an hour in the first step towards a Jersey living wage, ahead of April 2026 when it will be set at two-thirds of the 2024 median wage.

Details of the grants available in the Better Business Support Package were announced on Monday 11 November 2024 and were approved by States Assembly in December 2024. The impact of each scheme will be kept under review and improvements may be made for 2026.

The package includes targeted support for specific sectors, such as the Visitor Economy, Agriculture, and Marine sectors as well as grants open to all employers.

These grants focus on improving productivity by encouraging employers to invest in their people and processes. The grants are up to £75,000 per project on a 50% match-funded basis. These grants are not direct subsidies and are available to all business and charity employers, not just those currently paying below the living wage.

## Timeline

Date	Milestone
<b>November 2024</b>	States Assembly sitting approved Government Budget 2025-2028
<b>March 2025</b>	Launch of the Jersey Business grant application portal
<b>April 2025</b>	First minimum wage increase towards a living wage
<b>Q3 2025</b>	Q1-2 2025 BBSP Delivery Report
<b>Q1 2026</b>	2025 BBSP Delivery Report
<b>April 2026</b>	Second minimum wage increase towards a living wage
<b>December 2026</b>	BBSP complete
<b>Q1-2 2027</b>	Final BBSP Delivery Report

Further information can be requested via [Economy@gov.je](mailto:Economy@gov.je)