



Better Business Support Package

2025 Delivery Report

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1. Introduction

1.1 Better Business Support Package Overview

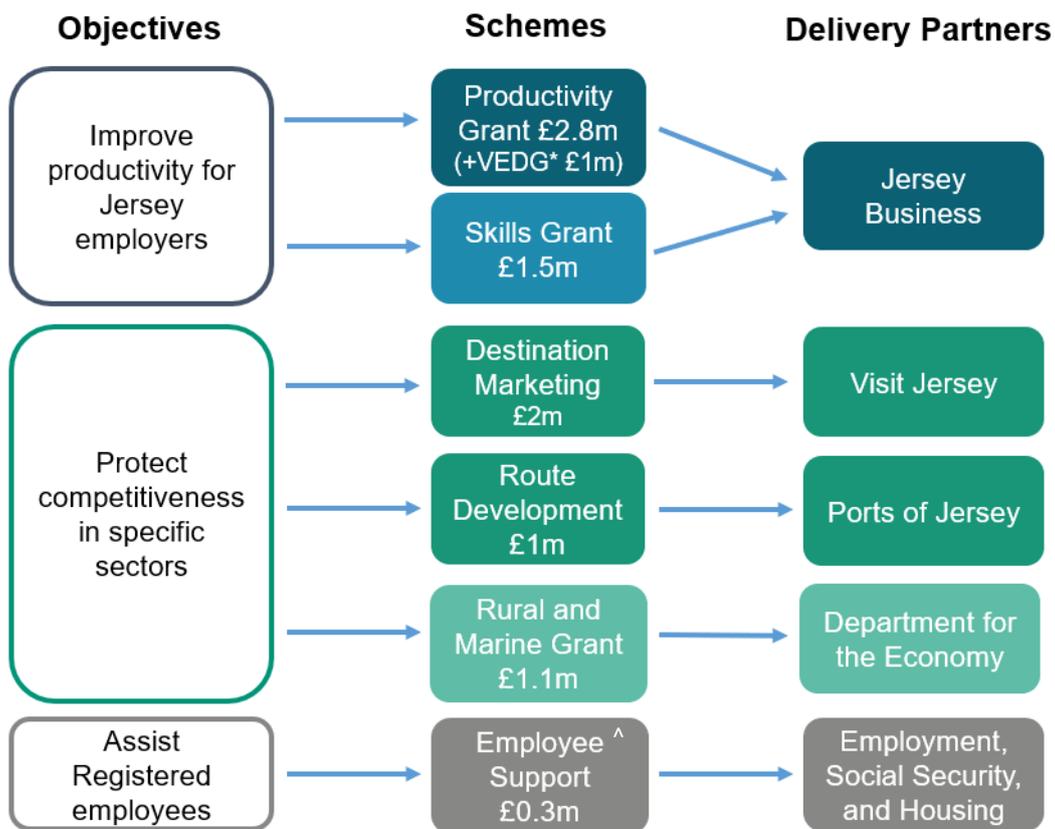
This is the second delivery report for the Better Business Support Package (BBSP) providing an overview of progress made in the first year of programme delivery. It follows publication of the mid-year report in September 2025.

Launched in January 2025, the BBSP is a £20 million two-year initiative designed to help businesses boost productivity and help sectors stay competitive as Jersey transitions to the living wage. It forms part of the Government’s wider commitment to supporting Islanders and businesses through this change.

Beyond its immediate programme outcomes, the BBSP also aligns closely with the objectives of the Future Economy Programme, which focuses on addressing Jersey’s long-term economic challenges, including low productivity and an ageing population.

The £10 million-per-year support package is delivered through 6 schemes, each contributing to the programme’s three core objectives. These schemes, their aims and delivery partners are set out below.

Figure 1 BBSP Schemes by Delivery Partner (each year)



**Visitor Economy Development Grant*

^Registered Employee Support Funding for 2025 only

The programme has seen strong uptake across all schemes and although the full benefits are unknown at this stage, early results show the BBSP is already having a positive impact.

2. Delivery Progress

What the Programme Aims to Achieve

The BBSP has several funding streams which all work towards three main objectives:

- **Boosting productivity** by helping businesses invest in new equipment, technology, skills and innovation
- **Protecting competitiveness in key sectors** such as visitor economy, agriculture and marine.
- **Supporting lower-income workers** who may be most affected ahead of the move to the living wage.

Programme Uptake – Financial Position by Grant Scheme

This table shows how BBSP funding was allocated and spent as of 31 December 2025. Allocated refers to confirmed or planned activity while expenditure reflects funding that has already been paid out.

Table 1

Delivery Partner	Budget	Allocated ¹	Expenditure ²	Carry Over to 2026
Jersey Business*	£5,300,000	£4,985,237	£4,985,237	£314,763
Visit Jersey	£2,000,000	£2,000,000	£1,840,000	£150,000
Ports of Jersey	£1,000,000	£1,000,000	£403,000 ³	£597,000
Rural and Marine Support Schemes	£1,100,000	£1,100,000	£1,100,000	£0
Registered Employee Support Payment	£300,000	£72,000	£72,000	£0 ⁴
Total	£9,700,000	£9,157,237	£8,400,237	£1,061,763

*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.

¹ 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.

² For Jersey Business, expenditure means total grants approved.

³ Ports of Jersey allocated funds has contracts in place with airlines but payments are made in arrears.

⁴ No carry over to 2026 as grant funding for 2025 only.

Progress Against Programme Outcomes

The benefits delivered in the first year of the BBSP are set out in Table 2, highlighting the strong early progress across all three programme objectives. Funding awarded for productivity and skills are based on a government grant match-funded approach, to encourage private investment alongside grant payments.

Table 2

Boosting Productivity for Jersey Employers			
Performance Indicators	Target (each year)	Total 2025 Benefit	Status
Encourage investment in productivity initiatives by Jersey employers	£4.3 million investment by Jersey employers (£8.6m total*)	£6.6 million investment by Jersey employers (£11.4m total*)	Exceeded
Maintain at least 400 apprentices registered on courses in Jersey	400-458 apprentices registered on courses in Jersey	431 apprentices registered on courses in Jersey	Met
Total visitor spend	£303 million +	£266 million	88% of target met**
Protecting Competitiveness in Key Sectors			
Performance Indicators	Target (each year)	Total 2025 Benefit	Status
Increase the number of air routes	At least one new air route	2 new air routes supported in 2025	Exceeded
Increased investment in agriculture and marine sectors	£1.1 million	£1.1 million	Met
Support lower-income workers			
Performance Indicators	Target (each year)	Total 2025 Benefit	Status
Support the lowest earning individuals in Jersey without 5 years residency through one off support payments	Up to £0.3 million	247 lower-income workers supported	Met

**total = grant + private investment, 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.*

*** Visitor spending was affected by low levels of UK consumer confidence and a delay to ferry tickets going on sale. This was due to a legal challenge made against the government's award to a new ferry operator contract.*

Although it will take time to see the full impact of the programme, the early indicators show that good progress is already being made. The next section explains this in more detail, looking at how the programme is performing against each of the outcomes.



Strengthening Productivity

The Challenge

Jersey is facing two major challenges¹; an ageing population and falling productivity. Since 1998, overall productivity has dropped by around 30%.

Investment is a key driver of productivity gains allowing businesses to modernise, innovate, and grow. Unlocking investment is therefore fundamental to ensure Jersey remains competitive, resilient and capable of sustaining living standards.

Promoting investment is essential when business costs are rising. Increasing investment into technology, digital, processes, training and skills helps improve the productivity of workers, allowing them to produce higher outputs at a lower cost. Businesses that can produce higher outputs at lower costs can limit price increases, which raises their competitiveness and benefits the consumer.

Intended Outcomes

Encourage greater investment by Jersey employers to enhance productivity and long-term resilience.

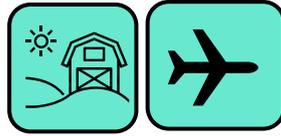
- Boost productivity by increasing investment in people, skills, technology, innovation and efficiency improvements.
- Support businesses to build capabilities needed to adopt new technologies, and grow through improved products, services and processes.
- Increase investment in workforce skills, ensuring businesses have the talent and expertise required.
- Protect and maintain investment in skills by supporting apprentices as a core part of Jersey's workforce development.

2025 Delivery Update

- **£11.4 million invested in productivity (£6.6m of which was invested by Jersey employers)**
- **183 individual local businesses** received grants
- **For every £100 grant funding (Productivity and Visitor Economy) = £140 of private investment**
- **52 employers** received funding to support 92 employees on apprenticeships
- **431 apprentices registered on-island** - target of 400-450 apprentices met

2025 Delivery Update (cont.)

- Evidence provided by businesses shows clear early operational benefits, though full impact will not be apparent until after the 2 year scheme closes.
- Businesses in receipt of productivity grants are reporting lower maintenance costs, increased output capacity and stronger staff productivity, with several already planning to expand operations based on these improvements.
- The Visitor Economy Grant was fully utilised, providing support to a sector more exposed to the costs of the transition to the living wage.
- 431 apprentices registered on apprenticeship programmes in Jersey in 2025, with 52 of their employers receiving Better Business Support Package Grant support. This funding enables businesses to train new talent, ensuring that Jersey continues to build a skilled workforce aligned with its long-term economic needs.



Protecting Competitiveness in Key Sectors

The Challenge

Competitiveness is demonstrated by a business or sector's ability to sustain or grow demand for their goods or services, by limiting prices or offering improved products. Improving productivity through increased investment is central to protecting competitiveness: it enables firms to absorb higher wage costs, maintain service levels and remain viable without passing costs onto consumers.

Intended Outcomes

Strengthen the competitiveness and resilience of Jersey's key sectors

- Protect competitiveness in a higher wage environment.
- Provide targeted support to vulnerable labour-intensive sectors which are more exposed to high cost pressures and competitive risks
- Ensure that businesses can maintain service levels, attract visitors and retain their workforces.

2025 Delivery Highlights

- **2 new air routes** secured – to Paris (May 2025) and to Amsterdam (July 2026) providing access to new connectivity hubs.
- **Investment in Bergerac** is already influencing **42,000 visitors (9% of Visitors)** to visit Jersey (70% first time visitors)
- **Average Length of Stay increased to 4.6 nights** (12% above target)
- **£1.6m on-island production spend** from Bergerac
- **50% increase in Jet2 Capacity** for 2026 due to Route Marketing
- **166 businesses supported** in agriculture and marine sectors
- **Top 3 sectors, construction, retail and visitor economy,** receiving the highest number of grants from the Better Business Grant.

2025 Delivery Update (cont.)

- Island connectivity has been strengthened through route marketing, supporting tourism, business travel and resilient supply chains.
- All targeted agriculture and marine sector funding has been utilised.
- Marketing campaigns have increased the island's visibility and help to increase travel bookings.
- Flight capacity has been increased (e.g. Jet 2) and new air routes secured (e.g. Paris May 2025, Amsterdam July 2026)
- Funding has been invested in Bergerac, a long-term media branding platform (60% of funding) is already influencing visitors
- Visitor spending was £266m in 2025 (9% lower compared to 2024) £37m below target due to connectivity disruption* Despite lower volumes, several indicators remained strong – average length of stay increased and Jersey's excellent Net Promoter Score was maintained (71).
- Funding enabled the launch of the Jersey Tidal Trail, a new visitor experience.
- Ports of Jersey and Visit Jersey are working closely together on new route development (including stakeholder engagement and co-funded marketing)

* Visitor spending was affected by low levels of UK consumer confidence and a delay to ferry tickets going on sale due to a legal challenge made against the government's award to a new ferry operator contract.



Assisting Registered Employees

The Challenge

In August 2024, it was announced that the transition to the living wage would take years. To ensure that the lowest earning households were provided with support immediately, the BBSP allocated funding to ease some current cost of living pressures.

Intended Outcomes (2025 Only)

- **Support the lowest earners in Jersey** in advance of the increase to the living wage through one-off payment of £250

2025 Delivery Update

247 lower-income workers supported

Funding helped to ease cost of living pressures and improve short-term financial stability, while supporting retention of newer members of Jersey's workforce.

Better Business Grants

JERSEY BUSINESS

3. Better Business Grants, Jersey Business

3.1 Grant Overview

The Better Business Grants (BBG) include a total of £5.3 million for match-funding up to £75,000 for productivity and skills, alongside a ring-fenced visitor economy development grant funding allocation. In addition, eligible employers with apprentices can apply for £2,000 per year, per apprentice for skills development. All grants are available through Jersey Business' application portal which was launched in March 2025.

3.2 2025 Delivery Summary

Of the £5.3 million allocated to Jersey Business, £5.0 million (94%) of grant funding has been approved. All Visitor Economy funding was utilised. Demand for productivity support was particularly high, and this funding was increased by £500,000 (reallocated from the skills funding).

Uptake from the skills funding was lower than expected and apprenticeship allocation was underspent. A total of £315,000 will be carried forward to 2026.

To respond to variations in demand, flexibility across all grant funding provisions was approved in December 2025. This enabled Jersey Business to reallocate underspends from some funding allocations to meet pressures in others, while still maintaining the £5.3 million budget. As a result, some of the funding pots, most notably Productivity, show positive variations against their original budgets due to these agreed reallocations.

Table 3 provides a summary of the original budgets, amounts approved, payments made to businesses and resulting year-end variations in funding compared to the original budget for each funding stream.

Table 3 Grant financial approvals and payments by grant type at 31 December 2025

Grant Type	Budget	Grant approved	Grant paid out*	Variation
Productivity	£2,800,000	£3,464,457	£1,386,004	£664,457
Visitor Economy	£1,000,000	£1,025,570	£417,608	£25,570
Apprenticeship	£916,000	£184,000	£134,000	(£732,000)
Skills	£584,000	£311,210	£131,382	(£272,790)
Totals	£5,300,000	£4,985,237 (94%)	£2,068,993	(£314,763)

**Grant monies are paid out to businesses in a staged process based on project timelines. This figure will continue to increase over time as grants are paid.*

3.3 The Impact of Better Business Grants

Insights from 2025 Delivery

The 2025 uptake of BBG funding demonstrated a strong desire to increase investment, with emergent signs of positive impacts across Jersey’s business community

This section summarises the outcomes and benefits achieved through the BBG in 2025, highlighting how funding has been deployed, where demand has been strongest and some of the operational improvements reported by businesses. While many projects are still underway and the full impact of the programme cannot be quantified at this early stage, the data, case studies and feedback collected to date provides evidence that the programme is helping firms to invest, improve efficiency and build long-term resilience.

Productivity Grants

“Downtime has reduced significantly, with no maintenance issues or production interruptions since the upgrade.”

“The efficiency gains mean employees can complete work without disruption, improving both output and morale.”

- Business Owner A

Delivering tangible operational

improvements, including reduced downtime, lower maintenance requirements and increased output capacity. Businesses report more efficient workflows, improved staff productivity and long-term operational resilience.

Visitor Economy Grants

“The investment has given us the confidence to plan further expansion.”

“The grant enabled us to extend our operating days, generating additional income and allowing us to retain staff during periods that were previously unviable.”

- Business Owner B

Supporting businesses to **increase capacity, extend operating periods and respond more effectively to demand**. Feedback highlights increased utilisation of facilities, extended operating hours and additional revenue generation, with several businesses already planning further expansion as a result.

Skills Grants

“Investing in people has had a multiplier effect on our efficiency and confidence. The specialist training has allowed us to expand our services and better support our clients.”

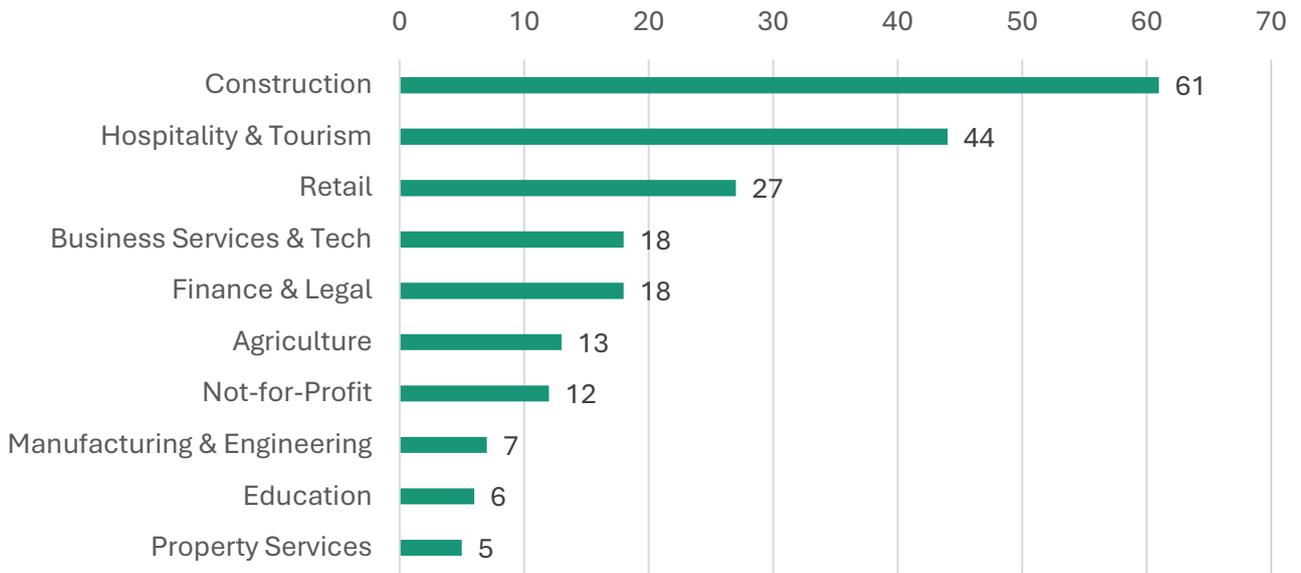
“The opportunity to learn from an expert has significantly increased team confidence and loyalty and enabled us to deliver higher-quality work.”

- Business Owner C

Investment in skills and specialist training has enabled businesses to build capability that may otherwise have been delayed due to other competing priorities or limited finances. Early impacts include improved compliance, increased workforce confidence and the ability to expand services and address emerging skills gaps, supporting both business growth and long-term sector resilience.

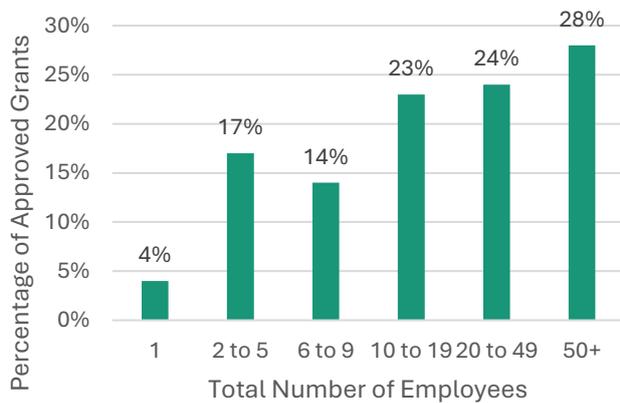
Total Applications = 305 applications were submitted of which 237 were approved.

Figure 4. Approved Better Business Grant Applications by Sector



Sector: Construction, Hospitality and Tourism and Retail represent the three sectors with the highest approval levels of grant applications. (a full-sector breakdown is provided in Appendix 1)

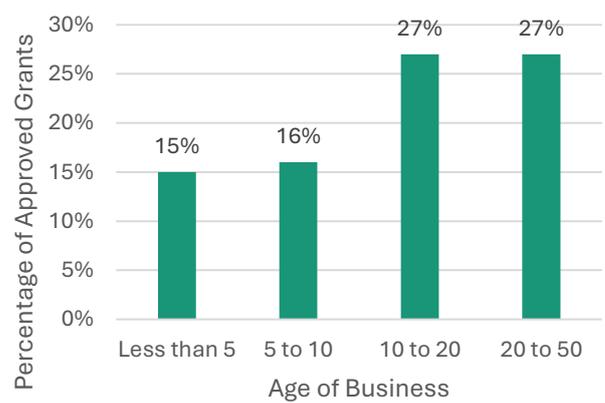
Figure 5. Approved Grants by Total Number of Employees



Organisation Size:

47% of grants were awarded to medium size businesses (10-49 employees)

Figure 6. Approved Grants by Age of Organisation (Years)



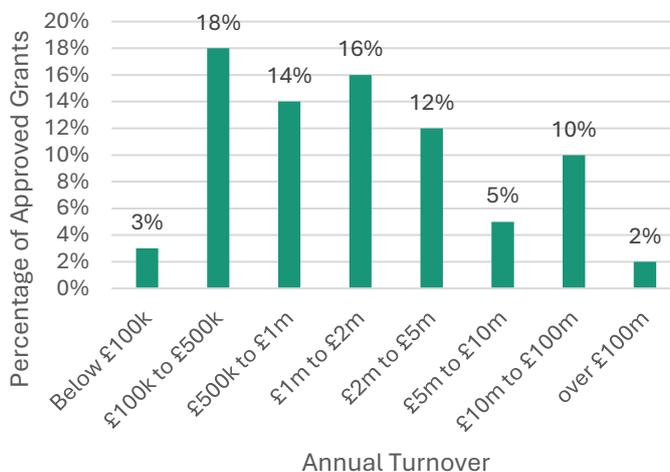
Age:

Businesses of all ages received grant applications, including new businesses (15% of grant recipients being new businesses less than 5 years old).

Figure 7. Approved Grants by Employers Lowest Wage*



Figure 8. Approved Grants by Annual Turnover



***£11.64 per hour was the minimum wage at the launch of the Better Business Grant in March 2025, and was changed to £13 from April 2025.**

Investment Ratio: The £4,490,000 awarded across Productivity and Visitor Economy approved grants is being matched by £6,286,000 of private sector investment.

This means that for every £100 of grant money, businesses are, on average, investing £140 of their own funds. This demonstrates that government funding is leveraging additional private investment and generating economic value for Jersey, a strong indicator of Better Business Grants effectiveness in stimulating growth and productivity.

% On-Island Spend:

74% of projects included on-Island spend.

Better Business Grant (BBG) Communications and Engagement Activity Summary:

The BBG marketing campaign delivered consistent year-round engagement across multiple channels and helped to promote the scheme. Initial efforts concentrated on supporting businesses and identifying investment opportunities as the scheme launched.

Activity then transitioned to targeted marketing campaigns aimed at boosting awareness of the available grant funding throughout the year. The scheme was promoted through information sessions, partner presentations, digital communications and targeted marketing.

This marketing included supplier activation events and provision of media packs for potential Island-based suppliers to promote their products or services. Further information can be found in Appendix 2 of this report.

Destination Marketing

VISIT JERSEY

4. Destination Marketing Grant: Visit Jersey

4.1. Grant Overview

This is an additional £2 million grant for Visit Jersey, above their core funding, 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 priority areas:

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

4.2. 2025 Delivery Summary

The BBSP grant has enabled Visit Jersey to deliver bold, strategic visibility-driving initiatives that would not have been possible otherwise. These initiatives were designed to strengthen demand, enhance connectivity and elevate Jersey's visitor appeal.

Achievements include the delivery of Bergerac-related marketing and production activity (Series 2 filming completed in September 2025). The aim is to strengthen Jersey's global profile with delivery of tactical conversion campaigns and marketing programmes during key booking periods to maintain Jersey's visibility in an increasingly competitive market. Visit Jersey, alongside Ports of Jersey, have been working together with key access partners (DFDS, Jet2 and easyJet Holidays) to develop co-funded 2026 marketing plans designed to drive bookings and maximise economic impact. Visit Jersey sustained momentum in a tough late-booking market through tactical, conversion-led activity while building early-stage demand and brand consideration.

The grant has been fully utilised and spend was closely aligned with the grant's priority areas:

Priority Area	Budget £	Ytd spent £	Carried to 2026	Total % spent
Bergerac	£1,245,000	£1,423,000	n/a	114%
Route Marketing	£340,000	£118,000	£150,000	79%
Strategic Partnerships/Additional activity	£415,000	£299,000	n/a	72%
Total BBSP spend	£2,000,000	£1,840,000	£150,000	99.5%

a) Development and Promotion of Bergerac

Series 1

- 2.4 million viewers on UKTV, the platform's highest-performing programme.
- Bergerac series 1 sold into 12 international markets and has been streaming on Channel 4 from January 2026.
- £751k on-island production spend generated⁶

Series 2

- Filming complete in September 2025 for Q2 2026 launch.
- Marketing and PR Activity in Q4 2025 - close collaboration with UK TV to maintain awareness and build anticipation for Series 2.
- 200 local supporting artists (or 'extras') from Jersey, 3 Jersey actors, and 24 Jersey-based crew supported. High-quality behind-the-scenes publicity content was also captured during filming, which will be released in a phased activation ahead of the Series 2 launch, reinforcing Bergerac as a long-term brand platform.
- £818k on-island production spend generated⁵

Impact of Bergerac*

- £1.568 million in on-island production spend generated⁶ benefiting tourism and hospitality businesses.
- The production has also delivered valuable skills and lifelong learning opportunities to islanders, with 12 Jersey trainees employed.
- In 2025, 9% of holiday visitors (c. 42,000 visitors) said Bergerac played a role in their choosing to visit Jersey, and of those respondents, 70% were first-time visitors to the island. 23% of 2025 visitors (c. 107,000 visitors) have watched series one. (Source: 2025 Exit Survey, 4insight/Visit Jersey, sample size 5,600 visitors across 2025)

*N.b: While the production of Bergerac has already delivered on-island economic benefits, it is important to note that there is an inherent lag in measuring the full impact. Much of the long-term value relates to brand awareness of Jersey as a distinctive destination, which develops gradually as audiences engage with the programme over time.

⁵ Subject to final audit

b) Delivery of Route Marketing

BBSP activity has supported both short-term confidence and longer-term access.

- Delivered proactive media and content engagement, generating strong national and trade coverage.
- Worked with key partners (DFDS, Jet2, easyJet Holidays) on co-funded 2026 marketing plans.
- Supported the Loganair transition from Blue Islands and negotiated charters across key European markets to secure 2026 connectivity.
- Collaborated with Ports of Jersey on new route development, including engagement with Air France–KLM ahead of the Jersey–Amsterdam route launch in April 2026, to maximise global network access.

c) Supporting Additional Campaigns and Partnerships

Focus in 2025 was on driving conversion

- Delivered partner campaigns such as Channel Islands Direct, Premier Holidays, and DFDS Phase 2, targeting late-summer demand.
- Launched additional campaigns (e.g. Jersey Tidal Trail and Ramble Worldwide social media partnership)
- Planned December booking campaigns with Jet2 and easyJet to support winter and early 2026 demand.
- All activity followed Visit Jersey's digital-first, data-led approach, using booking intelligence from partners to focus spend where returns are strongest.

2025 remained challenging year for destinations heavily dependent on UK visitors, amid cost-of-living pressures and intense competition. Despite this, delivery against programme objectives was strong;

- Investment in Bergerac, a long-term brand platform, already influencing 9% of visitors, 70% first-time visitors.
- Route marketing investment secured a 50% increase in Jet2 capacity for 2026, strengthening future connectivity.
- BBSP funding enabled the launch of the Jersey Tidal Trail

Corporate performance indicators also remained strong, with average length of stay increasing to 4.6 nights, exceeding the 4.1-night target, and Jersey maintaining an excellent Net Promoter Score of 71.

However, the Corporate visitor spend KPI was not met, with total spend reaching £266m in 2025 (-9% vs 2024). Performance was affected by low levels of UK consumer confidence and a delay to ferry tickets going on sale due to a legal challenge made against the government's award to a new ferry operator contract.

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

Route Development

PORTS OF JERSEY

5. Route Development Grant: Ports of Jersey

5.1. Grant Overview

Jersey continues to be promoted as a popular and sought-after destination. To support long-term connectivity, a £1 million annual grant has been provided to Ports of Jersey. This funding helps develop new routes and increase travel capacity, strengthen connectivity and support the Island's visitor economy.

5.2. 2025 Delivery Summary

In 2025 Ports of Jersey secured two new air routes to and from the Island. A new KLM service to Amsterdam is scheduled to launch in April 2026, with early indicators showing strong inbound interest. The Charles de Gaulle route, launched in May 2025, demonstrated clear demand, carrying 3,395 passengers with an estimated 40% travelling inbound to Jersey.

Ports of Jersey has also focused on maintaining and improving existing capacity. Jet2 increased its planned 2026 capacity following proactive engagement, and Ports of Jersey worked closely with Loganair as it took on key UK regional routes and explored opportunities for further growth. Additional positive developments include easyJet's announcement of a new Southend service for summer 2026. While this route is not funded by the BBSP, it contributes to Jersey's wider connectivity and reflects ongoing market confidence. It also demonstrates that airlines are now willing to invest in Jersey without subsidy, an indication of the stronger position the BBSP has helped create.

Looking ahead, Ports of Jersey will prioritise preparations for the KLM launch, finalise support for Loganair's Paris service, and continue structured engagement with airlines to build the route pipeline for winter 2026 and summer 2027.

Rural & Marine Support

DEPARTMENT FOR THE ECONOMY

6. Rural and Marine Support, Department for the Economy

6.1. Grant Overview

Through the BBSP, an extra £1.1 million of support has been added to the Rural Support Scheme (RSS) and Marine Support Scheme (MSS) for 2025. This funding is designed to help rural and marine businesses boost their productivity as they adjust to the transition to a living wage.

The additional funding works through the existing RSS and MSS credit systems. Businesses receive extra credits for the staff they employ, which translate into direct payments and higher levels of grant support. This helps them invest in equipment, training, and other improvements that strengthen productivity

Both schemes opened for applications in the first quarter of 2025 and closed in September 2025.

6.2. 2025 Delivery Summary

In 2025 the additional £1.1 million budget from BBSP for the Rural and Marine Support Schemes was fully utilised to help local businesses. The BBSP increased the total amount available across both schemes to £7.3 million in total for 2025.

Altogether 154 businesses received support. This extra funding helped pay for staff costs and provided more funding for projects that improved productivity.

More agricultural businesses received funding in 2025 (108 businesses), up from 80 businesses the year before (a 35% increase). The Marine Support Scheme supported 46 marine businesses in 2025, compared with 45 in 2024.

In total, £6.8 million of support was delivered through the RSS in 2025 and £0.6 million was delivered via the MSS. Within that, the £1.1 million from BBSP was split proportionately between the two schemes based on the eligibility for credits related to staff and project funding.

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

Registered Employee Support Payment

Employment, Social Security and Housing

7. Registered Employee Support Payment: Employment, Social Security and Housing

7.1. Grant Overview

This £0.3 million grant was used to support lower-income workers who have lived in Jersey for fewer than five years. The aim is to ease financial pressures and help employers retain skilled staff across all sectors. Applications were open from 1 September to 30 September 2025, supported by a programme of communications and direct engagement with community groups to raise awareness and encourage take-up.

7.2. 2025 Delivery Summary

A total of 377 people applied for the scheme. Of these, 247 applicants (66%) met the criteria and received the £250 payment. All payments were completed by 9 October 2025. The scheme cost £72,000 in total, including £61,750 in direct payments and £10,250 for administration and marketing. Most unsuccessful applications were due to income being above the threshold, applicants already holding entitled status or applicants being self-employed.

Communications followed the same approach as 2024, with advance letters sent to potential applicants. In 2025 this was expanded through community and charity outreach, social media activity via the International Cultural Centre, and a dedicated webpage launched on 1 September. All applicants were informed of their outcomes, including formal letters for those who did not meet the eligibility criteria.

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

Appendix 1: Better Business Grant Sector Split Data (for 2025 applicants)

Sector	Number of Approved Applications	Total Grant Amount Awarded	Grant Type			Total Investment Ratio (Project Spend / Grant Amount)	
			Type	Approvals	Grant Amount	Total Project Spend	Ratio*
Construction	61	£869,923.00	Apprenticeships	32	£116,000.00	£1,602,166.00	2.27
			Productivity	18	£654,874.50		
			Visitor Economy	1	£50,697.00		
			Skills	10	£48,351.50		
Hospitality & Tourism	44	£1,377,752.92	Apprenticeships	4	£8,000.00	£3,875,546.00	2.88
			Productivity	17	£533,397.50		
			Visitor Economy	18	£812,786.05		
			Skills	5	£23,569.37		
Retail	27	£286,769.49	Apprenticeships	2	£6,000.00	£457,353.00	2.00
			Productivity	12	£218,724.65		
			Visitor Economy	2	£9,736.84		
			Skills	11	£52,308.00		
Business Services & Tech	18	£310,354.49	Apprenticeships	0	£0.00	£630,742.00	2.56
			Productivity	9	£246,058.92		
			Visitor Economy	0	£0.00		
			Skills	9	£64,295.57		
Finance & Legal	18	£481,599.93	Apprenticeships	0	£0.00	£938,677.00	2.16
			Productivity	12	£433,652.00		
			Visitor Economy	0	£0.00		
			Skills	6	£47,947.93		
Agriculture	13	£591,410.00	Apprenticeships	0	£0.00	£1,250,849.00	2.16
			Productivity	10	£506,780.00		
			Visitor Economy	1	£72,900.00		
			Skills	2	£11,730.00		
Property Services	5	£106,410.00	Apprenticeships	2	£14,000.00	£184,820.00	2.00
			Productivity	2	£20,610.00		
			Visitor Economy	1	£71,800.00		
			Skills	0	£0.00		
Manufacturing & Engineering	7	£236,000.00	Apprenticeships	4	£16,000.00	£520,000.00	2.36
			Productivity	3	£220,000.00		
			Visitor Economy	0	£0.00		
			Skills	0	£0.00		
Not-for-Profit	12	£225,216.00	Apprenticeships	0	£0.00	£464,291.00	2.51
			Productivity	7	£184,100.50		
			Visitor Economy	0	£0.00		
			Skills	5	£41,115.50		
Education	6	£21,911.50	Apprenticeships	5	£20,000.00	£3,823.00	2.00
			Productivity	1	£1,911.50		
			Visitor Economy	0	£0.00		
			Skills	0	£0.00		
Transport & Logistics	2	£5,967.00	Apprenticeships	0	£0.00	£10,000.00	2.00
			Productivity	0	£0.00		
			Visitor Economy	1	£5,000.00		
			Skills	1	£967.00		
Healthcare	7	£146,782.00	Apprenticeships	0	£0.00	£289,889.00	2.00
			Productivity	6	£144,944.50		
			Visitor Economy	0	£0.00		
			Skills	1	£1,837.50		
Hair & Beauty	4	£19,053.50	Apprenticeships	2	£4,000.00	£30,107.00	2.00
			Productivity	2	£15,053.50		
			Visitor Economy	0	£0.00		
			Skills	0	£0.00		
Entertainment	0	£0.00	Apprenticeships	0	£0.00	£0.00	0.00
			Productivity	0	£0.00		
			Visitor Economy	0	£0.00		
			Skills	0	£0.00		
Utility	1	£50,000.00	Apprenticeships	0	£0.00	£100,000.00	2.00
			Productivity	1	£50,000.00		
			Visitor Economy	0	£0.00		
			Skills	0	£0.00		
Miscellaneous	9	£128,645.00	Apprenticeships	0	£0.00	£219,614.00	2.00
			Productivity	4	£107,157.00		
			Visitor Economy	1	£2,650.00		
			Skills	4	£18,838.00		
Other	3	£115,250.00	Apprenticeships	0	£0.00	£255,000.00	2.22
			Productivity	2	£115,000.00		
			Visitor Economy	0	£0.00		
			Skills	1	£250.00		
Totals	237	£4,973,044.83	N/A	237	£4,973,044.83	£10,832,877.00	2.42*

N.b. *Total Project spend and ratio relate only to the productivity grant funding and visitor economy development grant funding.

Appendix 2: Better Business Grant Communications and Engagement Summary

Jersey Business delivered sustained, year-round engagement to promote the Better Business Grant (BBG). Across 2025, information sessions were hosted with 667 attendees, followed by further events in Q2 and expanded outreach in Q3 through partner and community presentations. This was supported by increased digital communications and targeted content, including blogs, social posts and newsletters. Across the year, more than 1700 attendees joined events promoting the Better Business Grants

Web engagement was strong, with 5,653 BBG webpage views and 4,200 views of related guidance and tools. The Eligibility Checker, launched in February, was used 1,739 times. Q4 maintained high digital engagement, boosted by a new recipient (4Hire) video case study.

Newsletter subscriptions grew by 12.7% across the year. A BBG-focused email in March achieved a high 56.7% open rate and strong click-through performance.

Working with a specialised marketing company, Jersey Business delivered a 'We'll Fund the Rest' campaign, using digital, social media and physical advertising. In Q3 and Q4, marketing emphasised skills awareness and highlighted grant impact through case studies and deadline-driven outreach.

A comprehensive supplier activation programme ran throughout the year, including a major Q1 event, island-wide promotional materials, sponsored JEP supplements in Q2 and Q4, and engagement with 13 skills providers in Q3.