31 The Parade, St Helier, JE2 3QQ
Telephone: +44 (0)1534 610 300
Email: info@jerseybusiness.je
www.jerseybusiness.je

Deputy Montfort Tadier
Chairman, Economic and International Affairs Scrutiny Panel
States Greffe: Scrutiny
Morier House
St. Helier
Jersey
JE11DD

17 November 2025

Dear Minister,

Ref: letter (via email) 27th of October 2025 – Economic and International Affairs Scrutiny Panel, Proposed Budget 2026-2029 Review.

Re: Response to Scrutiny Panel Inquiry on the Better Business Support Package (BBSP)

Thank you for your letter regarding the Better Business Support Package (BBSP) and the £10 million allocation in the Government Plan 2026–2029. Our comments address only the £5.3 million allocated to Jersey Business for grants and the £300,000 for administration and marketing. The remaining £4.4 million is managed by other partners, so we cannot comment on that portion.

To evaluate the value of the proposed 2026 budget allocation, it may be helpful to review the outcomes already achieved from the 2025 funding for the Better Business Support Package.

Better Business Grant Performance Overview (Q1–Q3 2025)

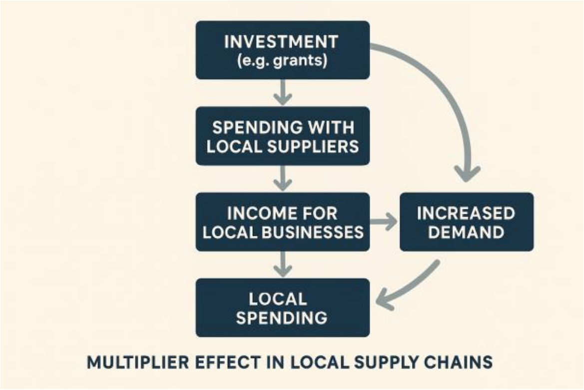
- Jersey and the UK have faced around 15 years of consistent underinvestment. As of 30 September 2025, combined predicted investment from grants and applicants totals £8,792,800, with three months left in the year—already **surpassing the 2025 KPI target of £8.6 million.**

Grant Type	Funds available	Approved[6]	Paid
Productivity	£2,800,000	£1,921,769.50	£843,663.50
Visitor Economy	£1,000,000	£573,654.50	£204,355.00
Skills	£584,000	£145,150.55	£55,118.25
Apprentice	£916,000	£128,000.00	£0

- As of 30 September 2025, 64% of approved applicants reported paying at least one employee below the £14.17 hourly threshold, **aligning with the scheme's objective to support businesses during the transition to a living wage**.

- Businesses are showing strong commitment to BBG funding by investing well beyond the 50% match requirement. In fact, the Productivity, Visitor Economy, and Skills grants achieved an impressive leverage ratio of 2.44:1—**meaning for every £100 of government support, businesses contributed £244 of their own funds**. This demonstrates confidence in the programme and a willingness to co-invest for greater impact.

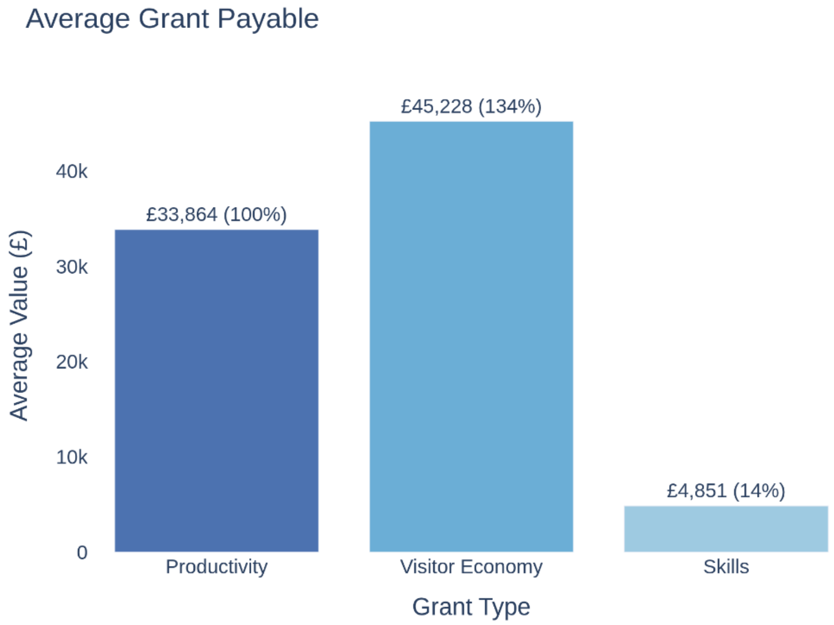
- By the end of Q2 2025, **62% of project investment had been spent locally**. This level of local spending triggers a powerful multiplier effect: funds circulate through local suppliers, generating income for businesses, sustaining jobs, and stimulating further local expenditure—ultimately **boosting economic output far beyond the original investment.**



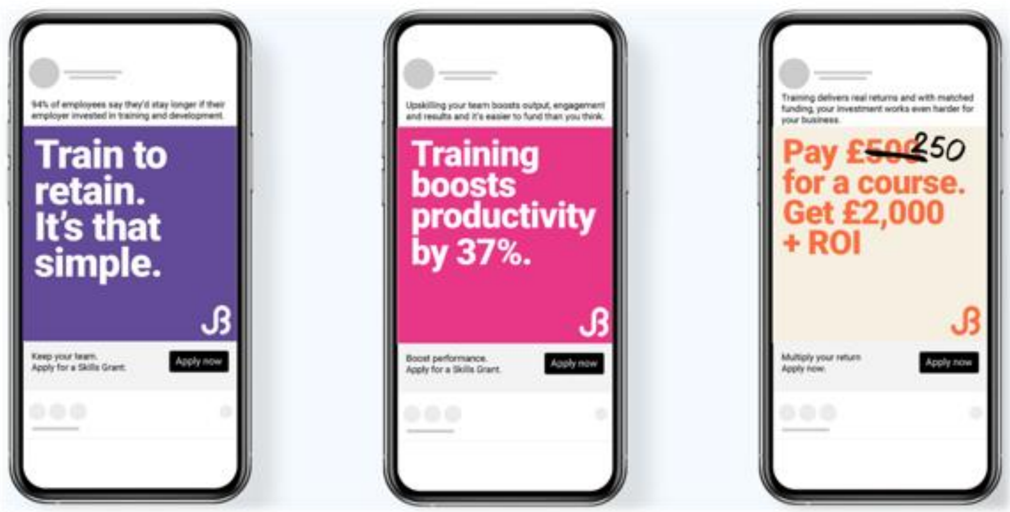
- Apprenticeship grants continue to play a significant role in sustaining current apprenticeship numbers, further reinforced by the reintroduction of the trainee wage. . Our data shows that **up to 25% of apprenticeship applications submitted by employers have failed eligibility checks** conducted by Revenue Jersey, further adding to the lower take-up rate. The reasons for rejection, as recorded by that department, generally include:
    - Businesses not Jersey-registered
    - Failure to employ at least one FTE
    - Unresolved tax obligations not covered by a *time-to-pay* plan

Although uptake of the apprenticeship grants has not yet matched that of the Productivity, Visitor Economy, and Skills components, we anticipate additional applications following a recent targeted employer awareness campaign.

- Skills Grants have seen steady interest; however, the average grant payable (£4,851) is substantially lower than Productivity (£33,864) and Visitor Economy (£45,228)—representing roughly 14% of the average Productivity grant and 11% of the average Visitor Economy grant.



We anticipate a stronger response to the Skills grant as we continue promoting its benefits and availability.



Administrative Grant of £300,000 provided to JBL

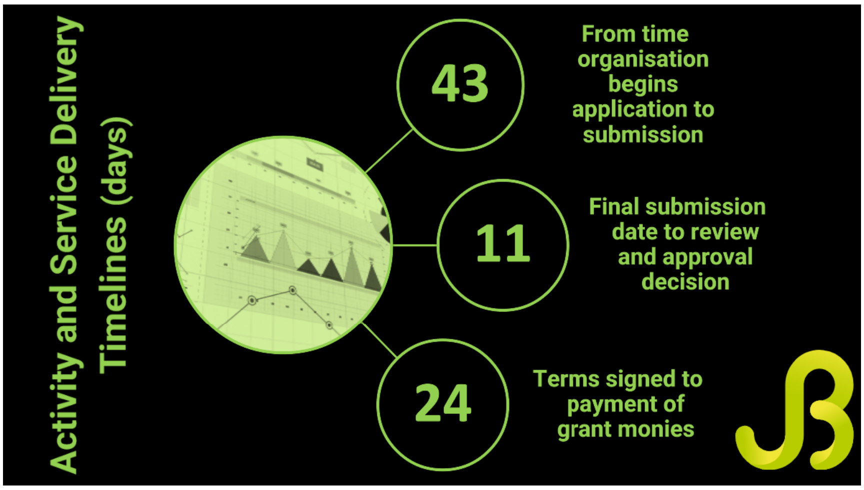
- The programme continues to operate within budget parameters, with all delivery milestones achieved as specified in the Q3 BBSP report, which we understand has already been provided.

- The grants are administered via a digital application portal, providing an efficient and user-focused process for both applicants and the JBL team. Governance insight is integrated by design, supporting effective oversight to ensure value for money in grant delivery while minimising human resource requirements.

- The Net Promoter Score for applicant feedback on the grants at the point of application is 70, which is above average and reflects a high level of positivity.

- Ongoing enhancements to the digital grant portal are being implemented in preparation for the 2026 application cycle, informed by feedback and insights gained over the current year. These improvements aim to streamline manual processes for both applicants and the JBL team, while also strengthening reporting capabilities, including but not limited to:
  - Type of investments being made (e.g. tech adoption)
  - Indicative re-investment with locally based suppliers

- JBL is 19% faster than the application stage: while applicants take 43 days to submit, JBL completes review and disbursement in just 35 days — often incorporating multiple touchpoints and drawing on its wider expertise to support applicants. This demonstrates not only streamlined, efficient grant management but also the added value of JBL's broader offering.



Forward Outlook

The BBG initiative has acted as a catalyst for change, but its influence is reaching far beyond initial expectations. Businesses are now thinking more broadly about how they can improve productivity—not just through operational efficiencies, but by engaging their workforce and seizing new opportunities. This shift reflects a growing recognition that productivity is not a single-dimensional challenge; it requires a more strategic and intentional approach.

Our recent survey reinforces why BBG's continued support is vital. Respondents identify the winning formula as a blend of **technology, leadership, and culture**. Yet, the data shows that the average working day remains **24% unproductive**, a modest **1% improvement since 2024**.

Organisations increasingly link productivity to cultural alignment, strong leadership, and effective use of digital tools rather than relying solely on hard investment.

When asked about priorities for improvement, **process efficiency and harnessing technology** top the list. These areas are likely to be the initial focus for applicants, with **skills development following later** as businesses move towards full implementation and optimisation. This progression will become clearer as patterns and trends emerge in **2026**, but the direction of travel is already evident.

BBG's role is more critical than ever. By encouraging and supporting businesses to focus on these interconnected drivers—culture, leadership, and technology—BBG and the broader support available through Jersey Business can help organisations translate intent into measurable impact. Without this sustained momentum, there is a risk that early gains will stall before they deliver long-term transformation.

Finally, we are delighted to share a recent case study video from a successful Better Business Grant applicant, 4Hire Group. This video articulates the broad range of benefits anticipated as a result of the funding – extending beyond the scheme's initial intended impact.

We hope this response offers the needed clarity and are available to provide additional information or participate in a panel session if that would be helpful.

Yours sincerely,

Paul Murphy
Chief Executive Officer
Jersey Business
Ground Floor,
31 The Parade
St. Helier
Jersey
JE2 3QQ