

Better Business Grant Application Guidance

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This page provides guidance and downloadable documents to help you complete your Better Business Grant application with confidence.

Use this guidance alongside the online application, referring to the sections that apply to your grant type and business.

What this guidance is for

Our guidance documents explain every question in the Grant Portal and outline what assessors look for in a strong application.

They are designed to help you:

- Understand what information is required
- Prepare evidence in advance
- Answer questions clearly and accurately
- Avoid common mistakes that slow down approval

This guidance supports **Productivity, Visitor Economy Development, Skills** and **Apprenticeship** grant applications.

Before You Start

Before opening the application portal, we recommend you:


- Check [your eligibility](#) for the Better Business Grant
- Review the [grant payment process](#)
- Download the guidance document that matches your project
- Gather your business and project information
- Ensure you have quotes for your project costs

- Are ready to upload your accounts for the last few years

Download Application guidance

Creating a Company Profile guidance

This document is designed to help you **prepare and complete your Company Profile**, which is the first step required when applying for a Better Business grant.

Download the
Company Profile guidance 
(163KB)

Productivity Grant guidance

This document explains **every question in the Grant Portal**, including what assessors are looking for and how to structure your answers.

Download the
Productivity guidance 
(266KB)


Visitor Economy Development Grant guidance

This guide walks you through **each question in the Grant Portal** and gives tips on what assessors are looking for and how to shape your answers.

Download the
Visitor Economy Development guidance 
(266KB)

Skills Grant guidance

This document offers thorough guidance on applying for Skills grants, outlining the **necessary steps to complete your application** and detailing the benefits of skills training for your business.

Download the
Skills Grant guidance 
(199KB)

Apprenticeship Grant guidance

This guide provides detailed instructions on how to apply for apprenticeship grants, including step-by-step guidance on completing the application form.

Download the
Apprenticeship Grant guidance 
(133KB)

Apply today

The application portal will reopen on 31st January 2026 when you can apply for Productivity, Skills, Visitor Economy and Apprenticeship Grants.

Useful links

- > [Better Business Grant](#)
- > [Better Business Grant FAQs](#)
- > [Better Business Grant payment process](#)