

# UK'S NEW START LET'S GET GOING

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## The toolkit

The UK Government has announced a £355 million package to help traders in Northern Ireland.

This toolkit provides detailed information on the announcement as well as campaign assets which you are encouraged to share with your networks and in turn help traders prepare and take advantage of the support available.

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## The announcement

The UK Government has announced a £355 million package to help traders in Northern Ireland.

At the centre of this package is a new, free-to-use Trader Support Service (TSS) - an end-to-end support service to deal with import and safety and security declarations on behalf of traders.

The new service will be available to businesses bringing in goods from Great Britain or the rest of the world, providing guidance as well as dealing with their requirements for moving goods into Northern Ireland. A procurement exercise for the service has now been launched. We have committed £50m of funding for the establishment and first phase of the service, with the full contract to be worth up to £200m. Businesses in Northern Ireland can sign up for further information about the scheme from now, before it becomes operational in September.

The service is outlined as part of the publication of new guidance on the Northern Ireland Protocol for businesses moving goods into and from Northern Ireland. The new online pages have been added [here](#) and will be updated as implementation work and UK-EU discussions proceed as part of the Withdrawal Agreement Joint Committee.

This provides further clarity to businesses following the publication of the Government's Command Paper in May, with additional details to be outlined as work proceeds in the coming months to support preparations for the end of the transition period.

More information on the full announcement is available [here](#).

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# Trader Support Service

## **What is the Trader Support Service?**

The Trader Support Service (TSS) is an end-to-end support service to deal with import and safety and security declarations on behalf of traders. The new service will be available to businesses bringing in goods from Great Britain or the rest of the world, providing guidance as well as dealing with their requirements for moving goods into Northern Ireland.

It will be backed by UK Government funding of up to £200 million, enabling businesses of all sizes to draw on the support it provides free of charge. The UK Government will also be providing £155 million to fund the development of new technology to ensure the new processes can be fully digital and streamlined.

## **How will it work?**

Initially traders will be able to register with the service and receive support and guidance on what the Protocol means for them. This will include the steps they need to take to comply (including getting an Economic Operators Registration and Identification (EORI) number). Traders will also be supported to understand the information they will need to collect about their goods, including their description, value and any supporting documentation required.

The service will then use this information to complete import and safety and security declarations on behalf of traders. Where a trader uses the TSS to complete these they will not need to access HMRC systems, such as CDS or ICS, themselves.

## **How do businesses register interest?**

NI businesses can sign up for further information about the Service ahead of it becoming operational in September. Please go [here](#) to register for updates.

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# New guidance on the Northern Ireland Protocol

## What is the new guidance?

The UK Government has released new guidance on the Northern Ireland Protocol for businesses moving goods into and from Northern Ireland. The new online pages have been added [here](#) and will be updated as implementation work and UK-EU discussions proceed, as part of the Withdrawal Agreement Joint Committee.

This provides further clarity to businesses following the publication of the Government's Command Paper in May, with further detail to be outlined as work proceeds in the coming months to support preparations for the end of the transition period.

The guidance outlines that, under the Northern Ireland Protocol, the UK Government will ensure that:

- Moving goods from Northern Ireland to Great Britain should take place as it does now – there will be no additional process, paperwork, or restrictions on Northern Ireland goods moving to Great Britain, delivering unfettered access.
- Changes for goods moving from Great Britain to Northern Ireland will be kept to an absolute minimum - with a new Trader Support Service, available to all traders at no cost, to be established to provide wraparound support, alongside guidance on the processes for food and agricultural products designed to uphold the longstanding status of the island of Ireland as a single epidemiological unit.
- Trade in goods between Northern Ireland and Ireland, and between Northern Ireland and EU Member States, will continue unaffected, with no change at the border, no new paperwork, and no tariffs or regulatory checks.
- For trade with the rest of the world, Northern Ireland will benefit from UK FTAs – ensuring the benefits of those agreements are felt right across the United Kingdom.

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## Help spread the word

We encourage you to share information about the new Trader Support Service and new guidance related to the Northern Ireland Protocol with your networks.

We suggest the following actions:

- Post on your social media channels and websites using the assets and suggested words provided.
- Communicate via established channels including local newsletters, internal or stakeholder communications and digital channels.
- Support and share social media posts from government departments and engage with content that affects your sector, region and local community.
- Get involved in events or activities that are being run in your area and collaborate with your GCS Local contact (see email address below).

We would like to hear from those who would be willing to assist us in our efforts to inform the public about the end of the transition period by acting as a case study to be displayed on Government owned and earned channels, or writing opinion pieces for the media.

Please register your interest via email to [nicky.minford@cabinetoffice.gov.uk](mailto:nicky.minford@cabinetoffice.gov.uk).

# Social Media

Download the Northern Ireland  
Trader Communication  
Resources for social media use  
at:

[Gov.uk/transition-communication-materials](https://www.gov.uk/transition-communication-materials)

We encourage you to post any of the  
supplied assets that are appropriate  
to you and we would appreciate your  
support through to the end of the  
transition period.



# Campaign UTM Links

We are using UTM links to improve and optimise our activity as the campaign continues.

In order to do this, we ask you to use the UTM links to the left of the table when posting on your owned channels.

Each UTM links to a different page, displayed on the right of the table. Simply copy and paste the relevant UTM into your post as you would the normal URL.

The UTM will take viewers to the linked page as normal, and we will then be able to monitor traffic and engagement on that page.

We have included both a long and short UTM link for each page, please use whichever you feel is most appropriate.

UTM to be used	Linked Page
<p>Long UTM Link:</p> <p><a href="https://www.gov.uk/guidance/questionnaire-for-businesses-who-move-goods-between-great-britain-and-northern-ireland?utm_campaign=transition_p2&amp;utm_medium=organic&amp;utm_source=ogd_nio_stk&amp;utm_content=act63">https://www.gov.uk/guidance/questionnaire-for-businesses-who-move-goods-between-great-britain-and-northern-ireland?utm_campaign=transition_p2&amp;utm_medium=organic&amp;utm_source=ogd_nio_stk&amp;utm_content=act63</a></p> <p>Short UTM link:</p> <p><a href="https://bit.ly/2PtU4En">https://bit.ly/2PtU4En</a></p>	<p><a href="#">Sign up to Trade Support Service updates</a></p>
<p>Long UTM Link:</p> <p><a href="https://www.gov.uk/guidance/moving-goods-into-out-of-or-through-northern-ireland-from-1-january-2021?utm_campaign=transition_p2&amp;utm_medium=organic&amp;utm_source=ogd_nio_stk&amp;utm_content=act63">https://www.gov.uk/guidance/moving-goods-into-out-of-or-through-northern-ireland-from-1-january-2021?utm_campaign=transition_p2&amp;utm_medium=organic&amp;utm_source=ogd_nio_stk&amp;utm_content=act63</a></p> <p>Short UTM link:</p> <p><a href="https://bit.ly/2DBgNaQ">https://bit.ly/2DBgNaQ</a></p>	<p><a href="#">New NIP guidance</a></p>

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## Suggested messaging to be used on social media

### FACEBOOK OR TWITTER EXAMPLE:

A Trader Support Service is being launched by the UK Government to complete digital processes on behalf of businesses importing goods into Northern Ireland. For more info about this free-to-use service and to sign up for updates ahead of launch this month, visit [\[https://bit.ly/2PtU4En\]](https://bit.ly/2PtU4En)

### INSTAGRAM EXAMPLE:

A free-to-use Trader Support Service is being launched by UK Government to complete digital processes on behalf of businesses importing goods into Northern Ireland  [\[https://bit.ly/2PtU4En\]](https://bit.ly/2PtU4En)

### LINKEDIN EXAMPLE:

A Trader Support Service is being launched by the UK Government to complete digital processes on behalf of businesses importing goods into Northern Ireland. For more info about this free-to-use service and to sign up for updates ahead of launch this month, visit [\[https://bit.ly/2PtU4En\]](https://bit.ly/2PtU4En)

This is part of further business guidance on the NI Protocol. Find out more at [\[https://bit.ly/2DBgNqO\]](https://bit.ly/2DBgNqO)

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## Suggested messaging to be used on websites

The UK Government has announced a major £355m package of investment to help traders in Northern Ireland.

At the centre of this package is a new, free-to-use Trader Support Service (TSS) - an end-to-end support service to deal with import and safety and security declarations on behalf of traders. The new service will be available to businesses bringing in goods from Great Britain or the rest of the world, providing guidance as well as dealing with their requirements for moving goods into Northern Ireland.

A procurement exercise for the service has now been launched. We have committed £50m of funding for the establishment and first phase of the service, with the full contract to be worth up to £200m. Businesses in Northern Ireland can sign up for further information about the scheme from today, before it becomes operational in September.

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More information on the full announcement is available [here](#). To sign up for updates on the Trader Support Service, register your interest [here](#).

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## Evaluation, queries and contact

We need your help to make the UK transition campaign as effective as possible. Ongoing evaluation is an essential part of this and we will be measuring the success of this toolkit inline with the GCS evaluation framework.

If you have any comments or queries please do get in touch. We really appreciate your support.

- For general enquiries: [gcs-local-campaigns-team@cabinetoffice.gov.uk](mailto:gcs-local-campaigns-team@cabinetoffice.gov.uk)
- Northern Ireland: [nicky.minford@cabinetoffice.gov.uk](mailto:nicky.minford@cabinetoffice.gov.uk) (GCS Local Senior Campaigns & Stakeholder Manager, Northern Ireland)

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Thank you

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