



UK Government

UK TRANSITION

NEW

RULES

ARE HERE

- ✓ Check
- ✓ Change
- ✓ Go

Local Communications Toolkit

New Rules Are Here

#CheckChangeGo

INTRODUCTION

On 24 December 2020, an agreement was reached between the UK and the EU setting out the UK's future relationship with the EU. This is the first free trade agreement the EU has ever reached based on zero tariffs and zero quotas and it's fantastic news for families and businesses in every part of the UK.

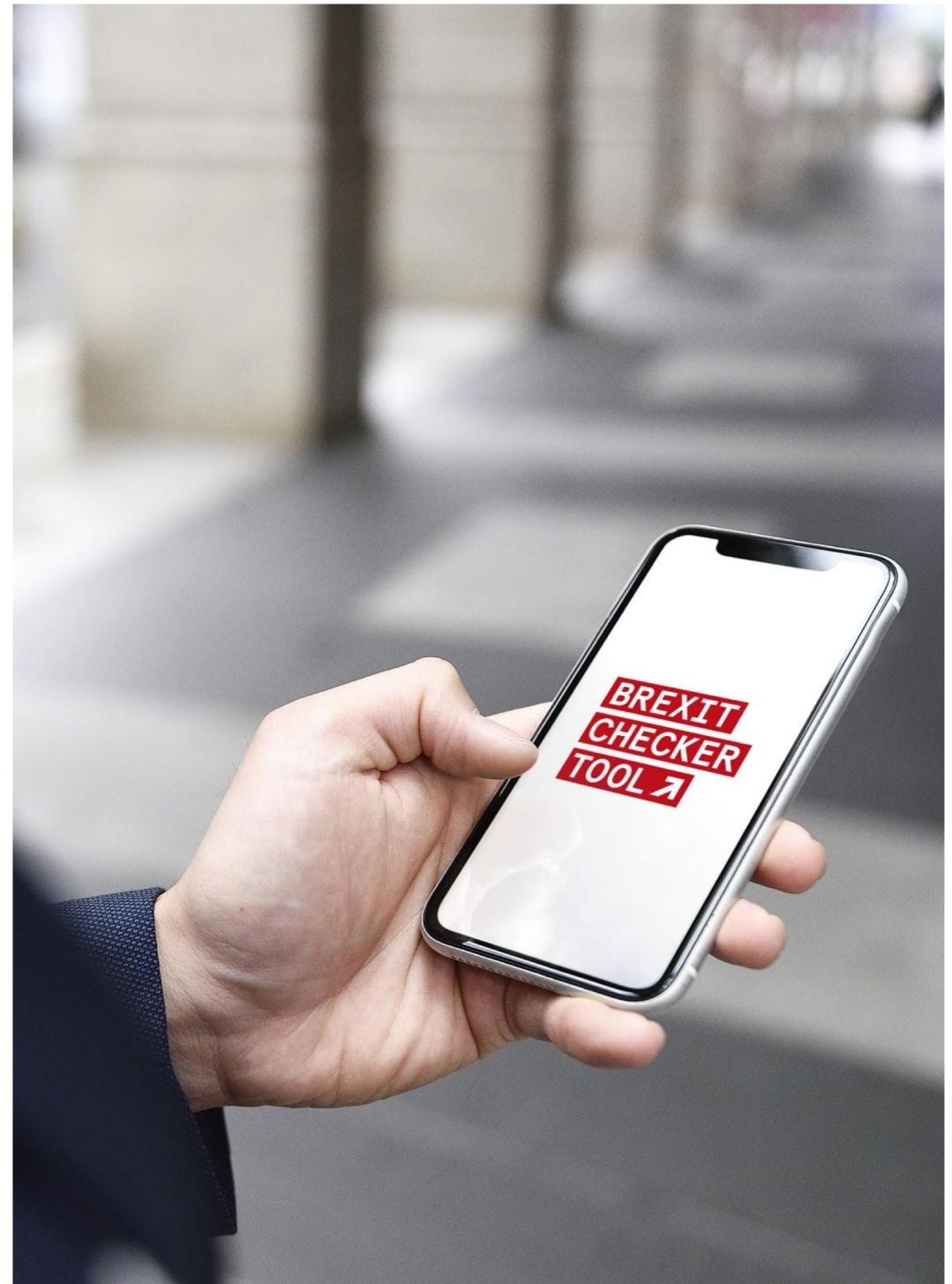
Now that the transition period is over, new rules for business with Europe are here. The Government is committed to supporting everyone across the UK to adapt to these new rules.

Businesses can find out which rules affect them and get personalised and prioritised actions for their business by using the Brexit Checker Tool at [**GOV.UK/transition**](https://www.gov.uk/transition)

Using this toolkit

This toolkit provides guidance and assets for use in your communication efforts to ensure businesses in your area have the right information they need to keep their business moving.

It outlines the confirmed actions that businesses need to take and includes useful tools such as local contacts, FAQs and links to the relevant guidance and support available.



Checklist

This checklist is a quick and easy way for you to see what you can do to support your local area. Further information can be found throughout this toolkit.

Help keep business moving in your local area:

Publish a link to the Brexit Transition Hub (GOV.UK/transition) on your website and other communications to encourage businesses and individuals to visit the page and complete the Brexit Checker tool .	
Update your social media bio to include a link to the Brexit Transition Hub (GOV.UK/transition).	
Share Brexit New Rules campaign content on your social media channels (See page 11-13). Use the tracked links for each digital asset (see page 14).	
Share our FAQs with your local residents and through your communication channels (see page 17-19).	
Reach out to your local businesses and share any relevant guidance, using the information in this toolkit to help answer their questions. Ask them to sign up for updates on GOV.UK/transition .	
Share relevant content and guidance with your local business organisations and citizens (see page 4-8).	
Signpost citizens and businesses to existing support (see page 9).	
Encourage businesses to sign up to our programme of webinars, which offer direct support from experts GOV.UK/guidance/help-and-support-if-your-business-trades-with-the-eu .	
Let your local businesses know the relevant local contact details for further information from local organisations (see page 10).	

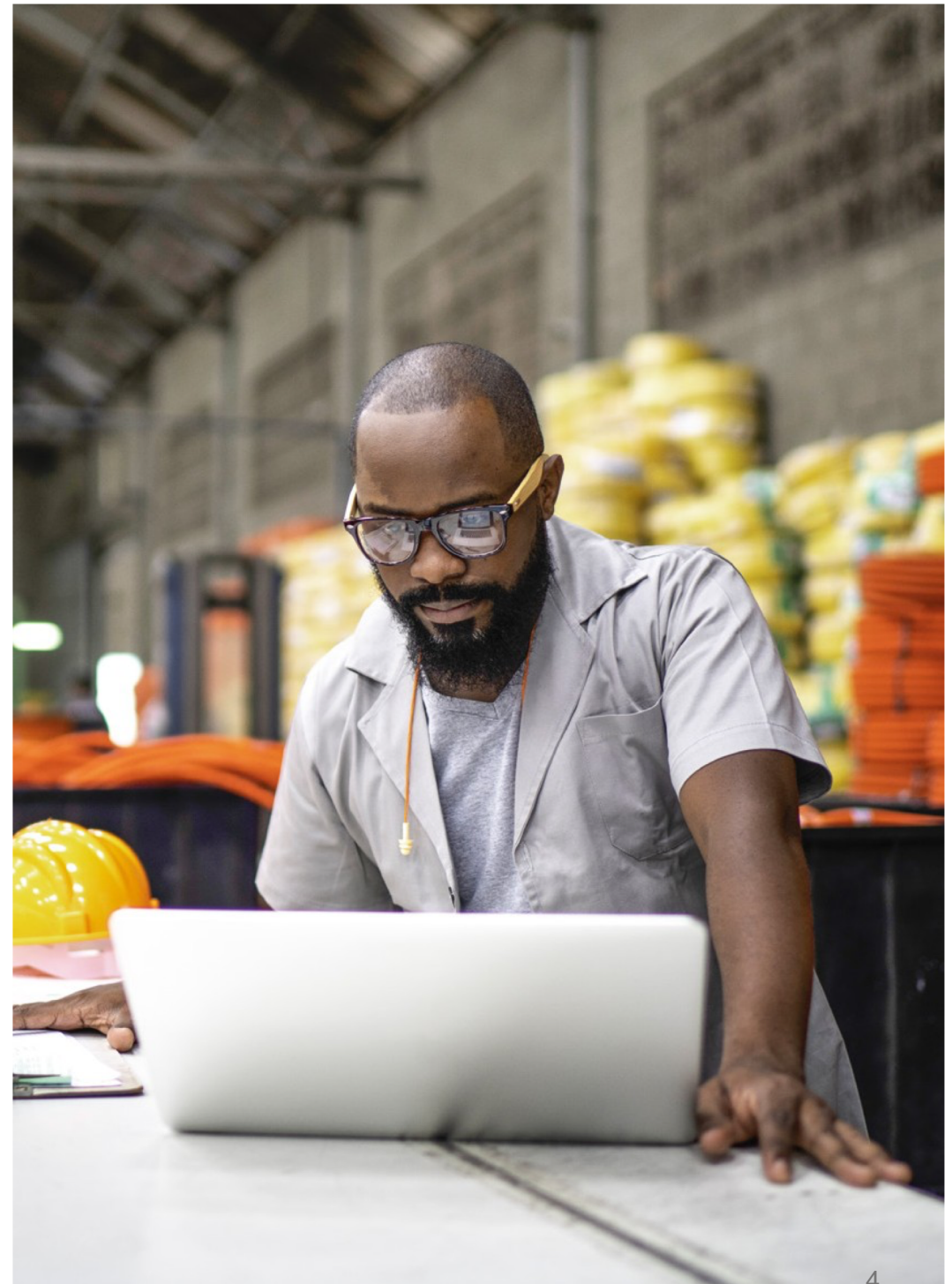
ACTIONS TO TAKE TO KEEP YOUR LOCAL BUSINESSES MOVING

New rules for business with Europe are here.

There are a number of actions that businesses must take to adapt. Businesses need to follow new rules on exports, imports, tariffs, data and hiring.

Let's keep business moving. Please inform and support your local audiences to check the new rules and get personalised actions for by using the Brexit Checker Tool at [**GOV.UK/transition**](https://gov.uk/transition). Check. Change. Go.

The list below is not comprehensive, so you should direct anyone looking for guidance to use the Brexit Checker Tool.



ACTIONS TO KEEP YOUR BUSINESS MOVING

Topic	Action	Guidance
Business travel	<p>Business travellers may need to apply for a visa, work permit or other documentation before travelling to the EU / EEA / Switzerland from 1 January 2021. If you plan to stay longer than 90 in 180 days, or are carrying out activities not covered by a country's visa-waiver list, you may need a visa, work permit or other documentation. Whatever you are doing, we advise you to check the rules of the relevant Member State to find out if you need to apply.</p> <p>Business travel includes activities such as travelling for meetings and conferences, providing services (even with a charity), and touring art or music.</p>	https://www.gov.uk/visit-europe-1-january-2021/business-travel-extra-requirements
Businesses that employ staff from the EU	<p>The way you hire from the EU has changed. Freedom of movement between the EU and UK has ended and the UK has introduced a new points-based immigration system.</p> <p>If you want to hire anyone from outside the UK's resident labour market, you must be a Home Office licenced sponsor. This includes recruiting people from the EU.</p> <p>Anyone coming to the UK to work will need a job offer from a licenced sponsor in advance and will need to meet certain skills and salary criteria.</p> <p>The new system doesn't apply when hiring Irish citizens, or EU citizens eligible to apply to the EU Settlement Scheme. Find out more at GOV.UK/hiringfromtheEU</p>	https://www.gov.uk/government/publications/uk-points-based-immigration-system-employer-information/the-uks-points-based-immigration-system-an-introduction-for-employers
Businesses that transfer data between the UK and the EU	<p>If you receive personal data from the EU for business use, you may need to take action on data protection. Find out more at GOV.UK/transition.</p>	https://www.gov.uk/guidance/using-personal-data-in-your-business-or-other-organisation

ACTIONS TO KEEP YOUR BUSINESS MOVING

Topic	Action	Guidance
Businesses that import and export goods	<p>To continue trading with the EU, you will need to follow new rules for importing and exporting, including changes to customs processes and licensing. Visit GOV.UK/transition to find out what you need to do.</p> <p>Get expert help - we recommend you get a contract in place as soon as you can with a customs intermediary like a freight forwarder or customs broker.</p> <p>And if you're preparing to move goods under the Northern Ireland Protocol, register for the free Trader Support Service.</p>	<p>https://www.gov.uk/import-goods-into-uk</p> <p>https://www.gov.uk/export-goods</p>
Businesses that deliver services between the UK and the EU	<p>Make sure your EU-qualified staff can continue to provide professional services to clients in the UK by ensuring their professional qualification(s) are recognised by the relevant regulatory or professional body in the UK. Find out more at GOV.UK/transition.</p> <p>You may need to have your UK professional qualification officially recognised if you want to work in a profession that is regulated in the EU / EEA or Switzerland. Find out more at GOV.UK/transition.</p>	<p>https://www.gov.uk/guidance/get-your-eu-professional-qualification-recognised-in-the-uk</p>

ACTIONS FOR INDIVIDUALS

Topic	Action	Guidance
Travelling to the EU	<p>New rules on travel to Europe are here. Things you may need to do before you go include:</p> <ul style="list-style-type: none"> • Check the validity of your passport - you may need to renew it even if it is still in date. • Check where your Global or European Health Insurance Card is valid. Get travel insurance that covers your needs. • Check you have the right driving documents - UK motorists are required to obtain a Green Card from their insurer and display a GB sticker on their vehicle. • Organise pet travel - contact your vet at least 1 month before you go. • Check roaming policies with your mobile provider before travelling. 	<p>https://www.gov.uk/visit-europe-1-january-2021</p>
EU citizens looking to live and work in the UK	<p>There are new requirements for EU citizens looking to live and work in the UK. Learn more at GOV.UK/transition.</p> <p>From 1 January, anyone coming to the UK to work will need a job offer from a licenced sponsor in advance and will need to meet certain skills and salary criteria.</p> <p>If you're an EU, EEA or Swiss citizen, living in the UK before 31 December 2020, you and your family can apply to the EU Settlement Scheme to continue living and working in the UK after 30 June 2021.</p>	<p>https://www.gov.uk/stay-ing-uk-eu-citizen</p> <p>https://www.gov.uk/guidance/the-uks-points-based-immigration-system-information-for-eu-citizens</p>

TALK TO YOUR LOCAL BUSINESS ABOUT BREXIT NEW RULES

Many of the Brexit new rules relate to business. It is vital that we help them to adapt to these. SME readiness is crucial, as small businesses employ nearly half of the UK workforce and their turnover represents a third of our GDP.

Businesses who missed the Brexit Transition deadline must take the necessary actions for the new regulatory environment.

We urge you to reach out to businesses in your local area to:

- Alert them that new rules came into force on 1 January 2021.
- Help them to understand what the changes mean for them.
- Direct them to [GOV.UK/transition](https://www.gov.uk/guidance/help-and-support-if-your-business-trades-with-the-eu) to check what they need to do now.

TOOLS FOR YOU TO ENGAGE

- A narrative for talking to businesses about Brexit New Rules in force is on Page 15.

- We have a programme of webinars where businesses can get direct support from experts. Encourage businesses to sign up to webinars at [GOV.UK/guidance/help- and-support-if-your-business-trades-with-the-eu](https://www.gov.uk/guidance/help-and-support-if-your-business-trades-with-the-eu)

We are also taking a pragmatic and flexible approach to using some of our regained powers as a sovereign nation. By deciding to introduce new border controls in three stages up until 1 July 2021, we are giving industry extra time to adjust to the new procedures. More details can be found [here](#). See the 'Guide to changes at the border' for a summary.

COVID-19

We recognise that businesses will be responding to the unprecedented coronavirus outbreak - the most testing challenge the country has faced since World War II - and the impact that the pandemic will have had on their ability to plan. We are providing as much information as possible through our public information campaign '**New Rules Are Here**'. You can also signpost them to the wide range of business support available from the Government on coronavirus [here](#).

WHAT SUPPORT IS ALREADY AVAILABLE?

The best place to get support and information on the new rules is at: [GOV.UK/transition](https://www.gov.uk/transition), which includes:

- A **Brexit Checker Tool** so businesses can get personalised results about the specific actions they need to take;
- A live list of **upcoming webinars**, by sector where businesses can sign up to engage with experts;
- The **latest news** from the Government;
- A **summary explainer** of the UK-EU Trade and Co-operation Agreement.

Additional key Government advice:

- The **Border Operating Model** is a guide to how the border will work with the EU after the Transition Period. See the 'Guide to changes at the border' for a summary.
- Businesses can sign up to Business Readiness bulletins produced by BEIS **here**.

There are also a number of other publications, which you may find useful:

- The Institute for Government has published an explainer on the UK-EU future relationship **here**.
- The British Chambers of Commerce has published guidance on changes to how the UK will trade from January 2021 **here**.
- The Federation of Small Business has published guidance for small businesses **here**.
- The Institute of Directors has a designated hub on Navigating Brexit for Business **here**.
- Make UK has published guidance for manufacturers **here**.

The Devolved Administrations have also published their own guidance on the UK's Exit from the EU:

- **Scotland**
- **Wales**
- **Northern Ireland**

LOCAL CONTACTS

UK wide

- You can find your local Chamber of Commerce [here](#).
- You can find regional contacts for the Confederation of British Industry [here](#).
- You can find regional contacts for the Federation of Small Business [here](#).

England only

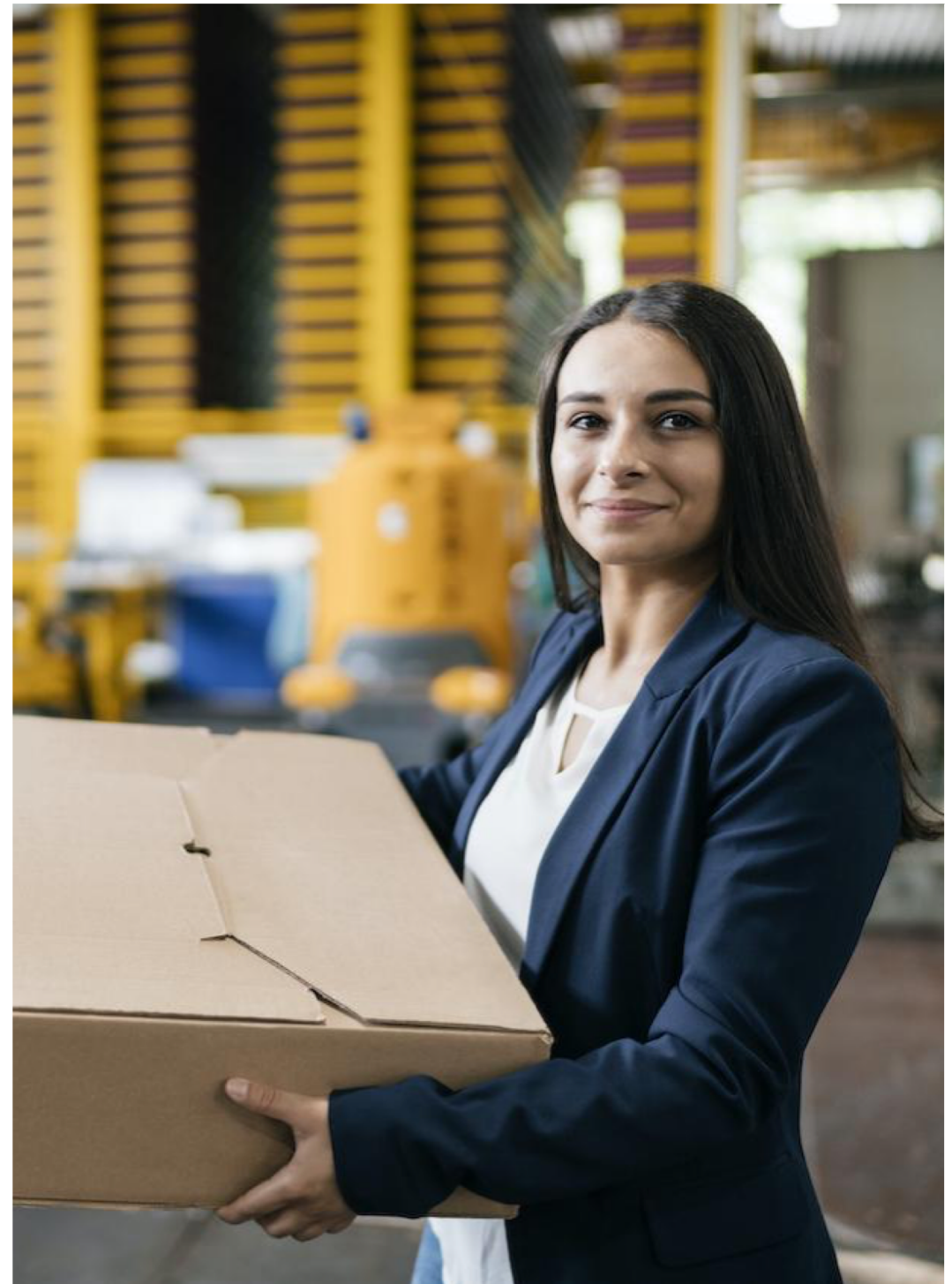
- In England, you can find your local Growth Hub contact [here](#).

Scotland only

- In Scotland, you can contact [Scottish Enterprise](#) or [Highlands & Islands Enterprise](#).

Talk to us if you would like more support.

- Get in touch with the central UK transition communication team at:
uktcampaignqueries@cabinetoffice.gov.uk



SOCIAL MEDIA

Download campaign assets for social media use at:

<https://www.gov.uk/government/publications/uk-transition-campaign-images-files-from-campaign-launch>

We encourage you to post any of the supplied assets including static images and animations, which are appropriate for your local community. Please use the corresponding UTMs for each asset (see page 14).

We appreciate your support throughout the campaign. The official hashtag is #CheckChangeGo and there are some example messaging for social media on page 12-13.



SOCIAL MEDIA

Suggested content for business

We encourage you to share Brexit 'New Rules Are Here' campaign content on your social media channels to help keep business moving.

You can use the hashtag #CheckChangeGo.

A bank of campaign assets available for you to use can be found [here](#).

Example tweets	Link to original tweet, for retweeting
<p>Keep your business moving.</p> <p>Find out which rules affect you and get personalised actions for your business with the Brexit Checker tool.</p> <p>Act now at GOV.UK/transition</p>	<p>https://twitter.com/cabinetofficeuk/status/1346018076366659584</p>
<p>Get personalised actions to keep your business moving with the Brexit checker tool.</p> <p>New rules for business with Europe are here.</p> <p>Act now at GOV.UK/transition</p>	<p>https://twitter.com/cabinetofficeuk/status/1345688355149758464</p>
<p>New rules for business with Europe are here.</p> <p>Use the Brexit checker tool to get personalised actions to keep your business moving.</p> <p>Act now at GOV.UK/transition</p>	<p>https://twitter.com/cabinetofficeuk/status/1345341823045218307</p>

SOCIAL MEDIA

Suggested content for citizens travel

Given the current situation, international travel may be restricted. For those that are permitted to travel abroad, there are new rules for UK visitors to Europe.

We encourage you to share Brexit 'New Rules Are Here' campaign content on your social media channels to help build awareness and encourage action.

You can use the hashtag #CheckChangeGo.

Suggested social media copy for travel to Europe

Travelling to Europe in 2021?

New passport validity rules apply. Your passport may not be valid for travel even if it's in date.

Use our Passport Checker to find out if you need to renew your passport.

Find out more at [GOV.UK/passport-europe-2021](https://www.gov.uk/passport-europe-2021)

Travelling to Europe in 2021?

Check where your Global or European Health Insurance Card will be valid. Get travel insurance which covers all your needs.

Find out more at [GOV.UK/travel-insurance](https://www.gov.uk/travel-insurance)

Travelling to Europe in 2021?

If you plan to take your vehicle to Europe you will need a green card from your insurer and display a GB sticker.

Find out more at [GOV.UK/driving-eu-2021](https://www.gov.uk/driving-eu-2021)

Travelling to Europe in 2021?

If you are travelling with your pet, visit your vet at least 1 month in advance of departure.

Find out more at [GOV.UK/pet-travel](https://www.gov.uk/pet-travel)

Campaign UTM Links

In order to get the best possible visuals for you to share, we are tracking the traffic from each digital asset, so that we can improve and optimise them as the Brexit 'New Rules Are Here' campaign continues.

In order to do this, we request that you use the tracked links for each digital asset, explained below.

Whenever you are posting a public facing link, please visibly link to "[GOV.UK/transition](https://www.gov.uk/transition)". Wherever possible, embedded in that link, we would kindly ask that you actually deliver users through to the digital asset's corresponding UTM, shown to the right.

Further guidance on UTMs can be found [here](#). If you have any questions or require any support please email:

uktcampaignqueries@cabinetoffice.gov.uk

Digital Assets	Corresponding UTM Links
Phase 4 - Static Images - Multiple Formats	https://www.gov.uk/transition?utm_campaign=transition_p4&utm_medium=cpc&utm_source=lgv_soc&utm_content=ukb_ass1519_act0
Phase 4 - Animations - Business Moving	https://www.gov.uk/transition?utm_campaign=transition_p4&utm_medium=cpc&utm_source=lgv_soc&utm_content=ukb_ass1516_act0
Phase 4 - Animations - Checker Tool	https://www.gov.uk/transition?utm_campaign=transition_p4&utm_medium=cpc&utm_source=lgv_soc&utm_content=ukb_ass1517_act0
Phase 4 - Animations - New Rules	https://www.gov.uk/transition?utm_campaign=transition_p4&utm_medium=cpc&utm_source=lgv_soc&utm_content=ukb_ass1518_act0

NARRATIVE FOR BUSINESS

The UK has left the EU and new rules for business with the EU came into force on 1 January 2021.

Even though we have secured a deal, doing business with Europe has changed. You need to follow new rules on exports, imports, tariffs, data and hiring. Unless you have checked that you are ready, your business may face disruption.

We urge all businesses to visit [**GOV.UK/transition**](https://www.gov.uk/transition) to take action now, get your personalised list of actions and subscribe to find out when things change.

We recognise that this means a period of change for businesses, at a time when everyone has been responding to the unprecedented coronavirus pandemic, but this is an unparalleled opportunity for the UK to do things differently and better, and create the blueprint for our growing prosperity through the 21st century.

To take advantage of the UK's new trading relationship with the EU and keep your business moving, you will have to make a number of changes. These changes will ensure continued flow of people, data, goods and services between the UK and the EU.

Key actions required for businesses can be found on page 16.



BREXIT: ACTIONS BUSINESSES SHOULD TAKE NOW

Businesses that deal with Europe, who are not ready for these changes, could risk serious disruption.

- Head to [GOV.UK/transition](https://www.gov.uk/transition) now and use the [Brexit Checker Tool](#) to get a personalised list of actions for your business.
- While the deal with the EU means zero tariffs and zero quotas, businesses still need to be ready for **changes to trade and customs procedures** with Europe. For trade with countries outside the EU, check for any changes to tariffs.
- From 1 January 2021, you'll need to make customs declarations when exporting goods to the EU. You can make the declarations yourself, but most businesses use **an intermediary** like a courier, freight forwarder or customs agent.
- We have taken measures to allow traders time to adjust to new processes. We have introduced new border controls in three stages up until 1 July 2021, and agreed with the EU to temporarily simplify **Rules of Origin procedures** for 12 months to the end of December 2021 by implementing a 12 month waiver on supplier declarations.
- However, you'll need to take some key actions now, like **making sure you have an EORI number** starting with GB, **checking the new rules for importing and exporting goods** and **being confident that your goods meet origin rules** before claiming preference. If exporting, you'll also need to check that the EU business you're exporting to is also ready.
- If you're due to **travel to the EU for work**, you may need a visa or work permit.
- If you receive personal data from the EU for business use, you may need to take action on data protection. Find out more at [GOV.UK/transition](https://www.gov.uk/transition)
- From 1 January, if you want to **hire from outside the UK**, including from the EU, you must be a Home Office licenced sponsor under the UK's new points-based immigration system. The new system doesn't apply when hiring Irish citizens, or EU citizens already living in the UK.
- You may need to have your UK **professional qualification** officially recognised if you want to work in a regulated profession in the EEA or in Switzerland.

Actions for businesses who move goods into, out of, or through Northern Ireland.

- On January 1 the Northern Ireland Protocol came into force. There will be special provisions which only apply in Northern Ireland so if you move goods into, out of, or through Northern Ireland make sure you check the latest Northern Ireland Protocol guidance.
- If you move goods between Great Britain and Northern Ireland, the free-to-use Trader Support Service will guide you through any changes linked to the implementation of the Northern Ireland Protocol. Sign up online.

FAQS

Here are a series of FAQs relating to Brexit that can be shared directly with your local area or published on your website.

What do i need to know about Brexit?

- The UK left the EU on 31st January 2020 and we entered into a Transition Period until 31st December 2020.
- This is a period of time in which we were no longer a member of the EU but continued to be subject to EU rules and a member of the single market and customs union, while the negotiations on our future relationship with the EU were taking place.
- On the 24 December, a deal was agreed, which fully delivers on what the British public voted for in the referendum and in last year's General Election. It takes back control of our laws, borders, money and fisheries, and ends any role for the European Court.
- This deal is the first free trade agreement the EU has ever reached based on zero tariffs and zero quotas and it's fantastic news for families and businesses in every part of the UK.
- Now that the transition period is over and the UK has left the single market and customs union, new rules are here, and came into force from 1 January 2021.
- This involves a series of changes and opportunities for businesses.

What does the deal mean for business?

- The deal we have negotiated secures preferential market access to the EU for UK businesses whilst securing the UK's status as an independent and sovereign country.
- It ensures that there will be no tariffs or quotas for trade in goods with the EU and locks in long-term market access commitments for trade in services.
- Even though we have secured a deal, the way we trade with the EU has changed.

Do I need to do anything?

- Yes, you do. The new rules are here, bringing about a series of changes and opportunities for which we all need to adapt.

- The best way to find out what you need to do is to visit [GOV.UK/transition](https://www.gov.uk/transition). You can answer a few short questions and receive a

I already did some of the actions when you asked me to prepare in the past. Do I have to do them again?

- Yes - we update our guidance on a regular basis, so to ensure you know what is changing, go to [GOV.UK/transition](https://www.gov.uk/transition), use our Brexit Checker tool and make sure you are registered for updates.

What are the key actions I might need to take to adjust to the new rules?

- The actions the public and business owners need to take vary based on their circumstances. Some of the key actions include:
 - Making sure you are able to travel to the EU and EFTA states, for example by getting comprehensive travel insurance, ensuring your passport is valid, and checking your roaming policy with your mobile phone provider.
 - If you want to travel to the EU and EFTA states with your pet, contact your vet at least 1 month before you travel.
 - Making sure your business is ready to export or import from/to the EU, for example by getting an EORI number or registering with the relevant Customs Authority.
- Key actions that businesses and individuals need to take can be found on [GOV.UK/transition](https://www.gov.uk/transition).

Are all the actions that businesses and individuals need to take online on GOV.UK?

- Yes, we have added the key actions you can take now into one place on [GOV.UK/transition](https://www.gov.uk/transition).
- Here, you can complete the 'Brexit Checker tool', find out actions to take and register for updates. Additional guidance may be provided later in the year.

CITIZENS FAQs

Do I need to do anything differently when visiting the EU?

Yes. Unprepared UK citizens could see their planned travel to the EU delayed or adversely affected. You need to:

- Check your passport is valid for travel to the EU and if it's not, renew your passport to make sure you can travel as planned. Visit [GOV.UK/checkpassport](https://www.gov.uk/check-passport).
- Make sure you get comprehensive travel insurance with healthcare cover for travel to the EU.
- Check you have the right documents to drive in the EU.
- Rules around mobile roaming in the EU will change and your mobile provider may charge you more for calls or data when abroad, though many have said they won't. Check roaming policies with your mobile provider before travelling to the EU.
- If you want to travel to the EU with your pet, contact a vet at least 1 month before you travel.

I'm a UK citizen living in the EU. What do I need to do?

- Register / apply for residency in the country you currently live.
- Make sure your passport is valid when applying for residency in the EU member state where you live.
- Register for healthcare in the country you currently live.
- Exchange your UK driving licence for a local one.
- You can check what you specifically need to do at [GOV.UK/transition](https://www.gov.uk/transition).
- You can also sign up for 'Living in Guide' alerts

I'm an EU citizen living in the UK. What do I need to do?

- If you are a European Economic Area or Swiss citizen living in the UK you can apply for Settled Status from now until 30 June 2021.
- The EU Settlement Scheme means you can continue to live and work in the UK. Apply now at [GOV.UK/eusettledstatus](https://www.gov.uk/eusettledstatus)
- You can check what you specifically need to do at [GOV.UK/transition](https://www.gov.uk/transition).

Does this apply to me if I'm living in Scotland, Wales, or Northern Ireland?

- Yes. You can check what you need to do at [GOV.UK/transition](https://www.gov.uk/transition).

I'm a British citizen / Irish citizen. Will my Common Travel Area rights continue after the Transition Period?

- The Common Travel Area (CTA) pre-dates the UK and Ireland's membership of the European Union and will continue beyond Brexit.
- The UK Government and the Irish Government are firmly committed to the continuity of the CTA.
- Under the CTA British and Irish nationals have a unique status and can enjoy a range of reciprocal rights in each other's countries.
- The CTA arrangements allow both British and Irish nationals to travel freely within this special area; this will not change.
- Irish citizens in the UK and British citizens in Ireland have the right to work, study, and access social security and public services in each other's countries. These rights will be maintained under the CTA.

What is the Withdrawal Agreement?

- The Withdrawal Agreement sets out the terms of the UK's withdrawal from the EU and provides for a deal on citizens' rights.
- You will be covered by the Withdrawal Agreement if you are a UK national who was lawfully residing in another EU country when the Transition Period, ended on 31 December 2020.
- The Withdrawal Agreement secures your rights and allows you to stay in the EU country where you live after 31 January 2020. You will continue to have broadly the same entitlements to work, study and access public services and benefits as before the UK left the EU.
- You and your family may need to apply for a residence status to confirm that you were already resident in the EU country you live in before 31 December 2020. You will have until at least 30 June 2021 to do this.

BUSINESS FAQs

I'm a business. Do I need to do anything specific?

Yes. Many of the changes and opportunities that are coming at the end of the year relate to business. Your business will have to make a number of changes to ensure continued flow of people, data, goods and services between the UK and the EU.

These actions are required for businesses:

- If you sell goods to the EU you must adjust to the new customs procedures.
- If you travel to the EU for work purposes you will need to check if you need a visa or work permit and apply if necessary.
- If you employ overseas nationals you must be a Home Office licenced sponsor under the UK's new points-based immigration system.
- If you are a UK business or organisation that receives personal data from the EU for business use, you may need to take action on data protection.
- You may need to have your UK professional qualification officially recognised if you want to work in a regulated profession in the EEA or in Switzerland.

Will I be able to hire EU nationals in the future, and under what conditions?

- Yes - but the way you hire from the EU is changing. Free movement has ended and the UK has introduced a new points-based immigration system.
- If you want to hire anyone from outside the UK you must be a Home Office licenced sponsor. This includes recruiting people from the EU.
- Anyone coming to the UK to work will need a job offer from a licenced sponsor in advance, and will need to meet certain skills and salary criteria.
- Find out more information on [GOV.UK](https://www.gov.uk).

How can my company continue to trade between Great Britain and Northern Ireland?

- If you move goods into Northern Ireland check the guidance and find help and support [here](#).
- The UK Government has launched a free-to-use Trader Support Service which will help businesses and traders prepare for any changes that will affect your business if you move goods into Northern Ireland: [Register for the Trader Support Service](#).
- The Movement Assistance Scheme will help businesses meet new requirements for moving animals, plants and associated products from Great Britain to Northern Ireland. This includes advice to businesses through a dedicated helpline and means traders will not need to pay certification costs: [Get support for your business](#).

My business is primarily based in the EU - what do I need to do?

- If you run an EU-based business, you need to check the new rules and adjust to the changes now in place so that you can continue trading with the UK.
- Rules are changing and there will be border requirements placed on the movement of goods between the EU and UK.
- Check the guidance and find help and support at [GOV.UK/eubusiness](https://www.gov.uk/eubusiness)

Key Contacts

For further support in communicating the campaign to your local community, please reach out to our key GCS Local contacts listed here:

For general enquiries: gcs-local-campaigns-team@cabinetoffice.gov.uk

North: gcsnorth@cabinetoffice.gov.uk

Midlands: midlands@cabinetoffice.gov.uk

South: hmg-south@cabinetoffice.gov.uk

Scotland, Wales and Northern Ireland: blair.heary@cabinetoffice.gov.uk

GCS Local Campaigns and Insight: ben.wilkinson@cabinetoffice.gov.uk

GCS Local on Twitter:

[@HMGSouthWest](https://twitter.com/HMGSouthWest)

[@HMGNorth](https://twitter.com/HMGNorth)

[@HMGLondonSE](https://twitter.com/HMGLondonSE)

[@UKGovScotland](https://twitter.com/UKGovScotland)

[@HMGMidlands](https://twitter.com/HMGMidlands)

[@UKGovWales](https://twitter.com/UKGovWales)

[@HMGEast](https://twitter.com/HMGEast)

[@NIOGov](https://twitter.com/NIOGov)

Evaluation

Ongoing evaluation is an essential part of ensuring the success of the campaign and we would like to work with you to monitor and measure our communications activities.

Please contact uktcampaignqueries@cabinetoffice.gov.uk to offer feedback on this toolkit, input anecdotal information on audience response and make suggestions on how we can improve awareness, engagement and understanding across the country.

We will be working within the GCS evaluation framework and will be proactively collating case studies as the campaign progresses.



NEW RULES ARE HERE

DOING BUSINESS WITH EUROPE HAS CHANGED.

USE THE BREXIT CHECKER TOOL TO GET PERSONALISED ACTIONS FOR YOUR BUSINESS.

[GOV.UK/TRANSITION](https://gov.uk/transition)



KEEP YOUR BUSINESS MOVING

NEW RULES NOW APPLY TO BUSINESS WITH EUROPE.

USE THE BREXIT CHECKER TOOL TO GET PERSONALISED ACTIONS FOR YOUR BUSINESS.

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NEW RULES ARE HERE

NEW RULES CAME INTO FORCE ON 1 JAN 2021
USE THE BREXIT CHECKER TOOL FOR YOUR ACTION LIST

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UK Government

UK TRANSITION

THANK YOU

- ✓ Check
- ✓ Change
- ✓ Go