



HM Government

UK TRANSITION

**NEW**

**RULES**

**ARE HERE**

-  Check
-  Change
-  Go

## INTRODUCTION

On 1 January 2021, the UK entered into its new relationship with the EU and the Northern Ireland Protocol came into force.

The deal achieved with the EU delivers for the entire UK, protecting the integrity of our internal market and Northern Ireland's place within it. The Withdrawal Agreement Joint Committee with the EU has delivered on our commitments to ensure:

- Northern Ireland businesses have **unfettered access** to the rest of the UK market under all circumstances;
- There should be **no tariffs** on goods remaining within the **UK customs territory**;
- Smooth flow of trade with **no need for new physical customs infrastructure**.

Now that the Brexit transition period is over, there are new rules for businesses, including for the movement of goods into or out of Northern Ireland. The Government is committed to supporting everyone across the UK to adapt to these new rules.

Businesses can get personalised 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.

## Help keep business moving in your local area:

<p>Publish a link to the <a href="https://www.gov.uk/transition">Brexit Transition Hub</a> (GOV.UK/transition) on your website and other communications to encourage businesses and individuals to visit the page and complete the <a href="#">Brexit Checker tool</a>.</p>	
<p>Update your social media bio to include a link to the <a href="https://www.gov.uk/transition">Brexit Transition Hub</a> (GOV.UK/transition).</p>	
<p>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).</p>	
<p>Share our FAQs with your local residents and through your communication channels (see page 17-19).</p>	
<p>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 <a href="https://www.gov.uk/transition">GOV.UK/transition</a>.</p>	
<p>Share relevant content and guidance with your local business organisations and citizens (see page 4-8).</p>	
<p>Signpost citizens and businesses to existing support (see page 9).</p>	
<p>Encourage businesses to sign up to our programme of webinars, which offer direct support from experts <a href="https://www.gov.uk/guidance/help-and-support-if-your-business-trades-with-the-eu">GOV.UK/guidance/help-and-support-if-your-business-trades-with-the-eu</a>.</p>	
<p>Let your local businesses know the relevant local contact details for further information from local organisations (see page 10).</p>	

## ACTIONS TO TAKE TO KEEP YOUR LOCAL BUSINESSES MOVING

New rules for businesses are here.

There are a number of actions that businesses must take to adapt. Businesses need to follow new rules on the movement of goods into or out of Northern Ireland, 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 their business by using the Brexit Checker Tool at [gov.uk/transition](https://www.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
<p><b>Businesses that move goods into and out of Northern Ireland.</b></p>	<p>If you move goods into, out of, or through Northern Ireland, make sure you check the latest <b><u>Northern Ireland Protocol guidance</u></b>.</p> <p>If you're moving goods between Great Britain and Northern Ireland, the free-to-use <b><u>Trader Support Service</u></b> will guide you through the changes. Use the free Trader Support Service to help you deal with the new rules, make declarations, and avoid delays.</p> <p>If you move agri-food from Great Britain to Northern Ireland get advice and help to meet new requirements by visiting the <b><u>Movement Assistance Scheme</u></b>.</p> <p>Visit <b><u>gov.uk/transition</u></b> to get personalised actions for your business.</p>	<p><b><u><a href="https://www.gov.uk/northern-ireland-trade">https://www.gov.uk/northern-ireland-trade</a></u></b></p> <p><b><u><a href="https://www.gov.uk/guidance/trader-support-service">https://www.gov.uk/guidance/trader-support-service</a></u></b></p> <p><b><u><a href="https://www.gov.uk/movement-assistance-scheme">https://www.gov.uk/movement-assistance-scheme</a></u></b></p>
<p><b>Businesses that employ staff from the EU</b></p>	<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 <b><u>gov.uk/hiringfromtheEU</u></b></p>	<p><b><u><a href="https://www.gov.uk/government/publications/uk-points-based-immigration-system-employer-information/the-uks-points-based-immigration-system-an-introduction-for-employers">https://www.gov.uk/government/publications/uk-points-based-immigration-system-employer-information/the-uks-points-based-immigration-system-an-introduction-for-employers</a></u></b></p>

# ACTIONS TO KEEP YOUR BUSINESS MOVING

Topic	Action	Guidance
<p><b>Businesses that transfer data between the UK and the EU</b></p>	<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 <a href="https://www.gov.uk/transition">gov.uk/transition</a>.</p>	<p><a href="https://www.gov.uk/guidance/using-personal-data-in-your-business-or-other-organisation">https://www.gov.uk/guidance/using-personal-data-in-your-business-or-other-organisation</a></p>
<p><b>Businesses that deliver services between the UK and the EU</b></p>	<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 <a href="https://www.gov.uk/transition">gov.uk/transition</a>.</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 <a href="https://www.gov.uk/transition">gov.uk/transition</a>.</p>	<p><a href="https://www.gov.uk/guidance/get-your-eu-professional-qualification-recognised-in-the-uk">https://www.gov.uk/guidance/get-your-eu-professional-qualification-recognised-in-the-uk</a></p>
<p><b>Business travel</b></p>	<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> <p>You can travel to and work in Ireland in the same way as before 1 January 2021.</p>	<p><a href="https://www.gov.uk/visit-europe-1-january-2021/business-travel-extra-requirements">https://www.gov.uk/visit-europe-1-january-2021/business-travel-extra-requirements</a></p>

# ACTIONS FOR INDIVIDUALS

Topic	Action	Guidance
<p><b>Travelling to the EU</b></p>	<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"> <li>• Check the validity of your passport - you may need to renew it even if it is still in date. These rule do not apply in Ireland.</li> <li>• Check where your Global or European Health Insurance Card is valid. Get travel insurance that covers your needs.</li> <li>• 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.</li> <li>• Organise pet travel - contact your vet at least 1 month before you go.</li> <li>• Check roaming policies with your mobile provider before travelling.</li> </ul>	<p><a href="https://www.gov.uk/visit-europe-1-january-2021">https://www.gov.uk/visit-europe-1- january-2021</a></p>
<p><b>Understand your rights under the Common Travel Area</b></p>	<p>The Common Travel Area (CTA) is a long-standing agreement between Ireland and the UK. It is not impacted by the end of the Brexit transition period. Your rights under this agreement continue.</p> <p>Visit <a href="https://www.gov.uk/common-travel-area">gov.uk/common-travel-area</a> to find out what this means for British and Irish citizens.</p>	<p><a href="https://www.gov.uk/government/publications/common-travel-area-guidance">https://www.gov.uk/government/publications/common-travel-area-guidance</a></p>
<p><b>EU citizens looking to live and work in the UK</b></p>	<p>There are new requirements for EU citizens looking to live and work in the UK. Learn more at <a href="https://www.gov.uk/transition">gov.uk/transition</a>.</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><a href="https://www.gov.uk/staying-uk-eu-citizen">https://www.gov.uk/staying-uk-eu-citizen</a></p> <p><a href="https://www.gov.uk/guidance/the-uks-points-based-immigration-system-information-for-eu-citizens">https://www.gov.uk/guidance/the-uks-points-based-immigration-system-information-for-eu-citizens</a></p>

## TALK TO YOUR LOCAL BUSINESS ABOUT BREXIT NEW RULES

Many of the new Brexit 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 period 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/transition) 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.

- All guidance related to the Northern Ireland Protocol, as well as the support schemes available to businesses moving goods into our out of Northern Ireland can be found at [gov.uk/northern-ireland-trade](https://www.gov.uk/northern-ireland-trade)
- 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)

## 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) where businesses and individuals can get **personalised results** about the specific actions they need to take.
- All guidance related to the Northern Ireland Protocol, as well as the support schemes available to businesses moving goods into our out of Northern Ireland can be found at [gov.uk/northern-ireland-trade](https://www.gov.uk/northern-ireland-trade).
- For businesses moving goods between Great Britain and Northern Ireland, the free-to-use **Trader Support Service** will guide you through the changes.
- If you move agri-food from Great Britain to Northern Ireland get advice and help to meet new requirements by visiting the **Movement Assistance Scheme**.
- A live list of **upcoming webinars**, by sector where businesses can sign up to engage with experts.
- The **latest news** from the Government.

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

- A top 10 checklist of actions for Northern Ireland businesses **here**.
- The Northern Ireland Executive have published guidance on Brexit and the Protocol **here**.
- Further information on the changes impacting agri-food and fishing industries can be found **here**.
- For NI-based firms trading with Ireland visit **intertradeireland.com**.
- Search 'Business Representative Organisations online to find out more or visit **nibusinessinfo.co.uk**
- The Institute of Directors has a designated hub on Navigating Brexit for Business **here**.
- Make UK has published guidance for manufacturers **here**.

## 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](#).

### Northern Ireland only

- If you are based in Northern Ireland and want to find where to get help and support for your business visit [nibusinessinfo.co.uk](http://nibusinessinfo.co.uk) **Business Support Finder**.

### Talk to us if you would like more support.

- Get in touch with the central UK transition communication team at:  
[uktcampaignqueries@cabinetoffice.gov.uk](mailto:uktcampaignqueries@cabinetoffice.gov.uk)



## SOCIAL MEDIA

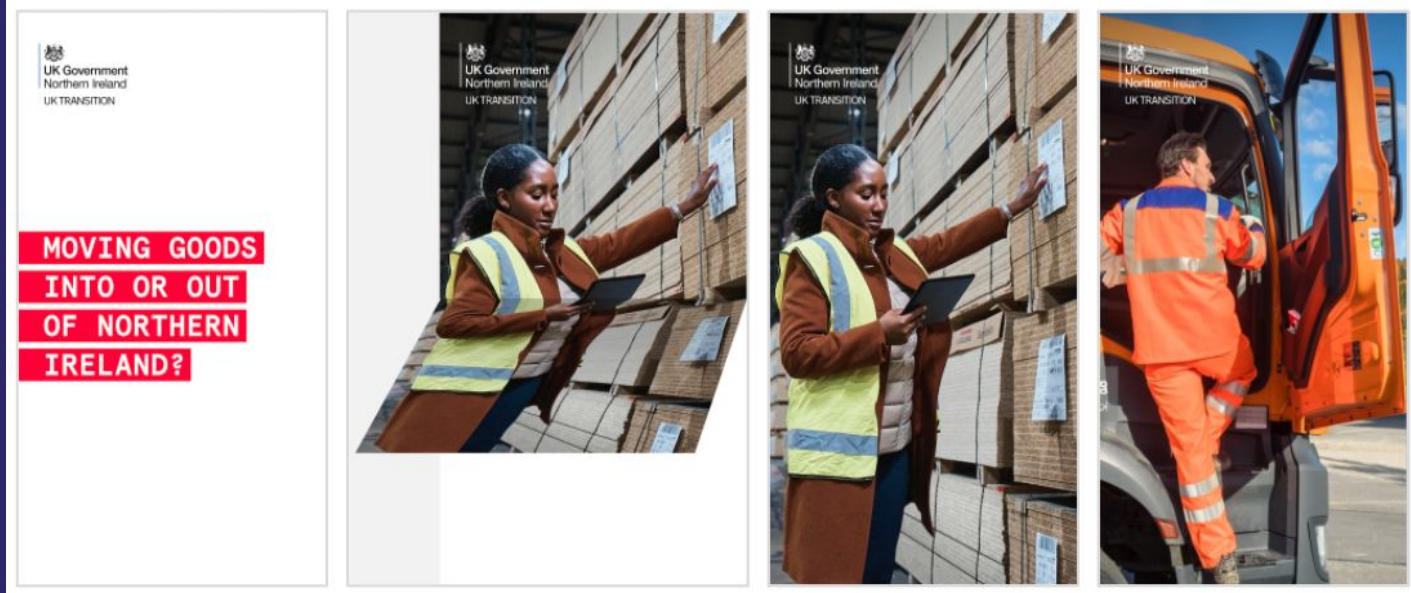
Download campaign assets for social media use at:

<https://www.gov.uk/government/publications/uk-transition-campaign-northern-ireland-communications-resources>

We encourage you to post any of the supplied assets including static images and animations, which are appropriate.

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 is example messaging for social media on page 12-13.



## **SOCIAL MEDIA**

### **Suggested content for business**

We encourage you to share campaign content on your social media channels to help to raise awareness of the new rules, the various support schemes available and to help to keep business moving.

You can use the hashtag **#CheckChangeGo**.

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

### **Suggested social media copy for Northern Ireland Businesses**

**New rules for Northern Ireland businesses are here.**

**Find out which rules affect you and get personalised actions to keep your business moving with the Brexit Checker tool.**

**Act now at: [gov.uk/transition](https://gov.uk/transition)**

**New Rules are here.**

**Use the Brexit checker tool to get personalised actions to keep your business moving in and out of Northern Ireland.**

**Act now at: [gov.uk/transition](https://gov.uk/transition)**

**ACT NOW: new rules are here for moving agrifood goods from Great Britain to Northern Ireland.**

**Support to keep your business moving is available from the Movement Assistance Scheme.**

**Make sure you're ready:  
[gov.uk/movement-assistance-scheme](https://gov.uk/movement-assistance-scheme)**

**ACT NOW: new rules are here for moving goods into or out of Northern Ireland.**

**Use the free Trader Support Service to help you deal with the new rules, make declarations, and avoid delays.**

**Sign up now at: [gov.uk/guidance/trader-support-service](https://gov.uk/guidance/trader-support-service)**

## **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://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://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://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://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.

Please use the relevant tracked links for each digital asset, explained below.

If you are publishing a Northern Ireland related asset that links to the Brexit Checker tool, the Trader Support Service or the Movement Assistance Scheme, we kindly ask that you embed the UTM link that corresponds to guidance referenced in that asset. These are shown in the table on 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](mailto:uktcampaignqueries@cabinetoffice.gov.uk)

Digital Assets	Corresponding UTM Links
<b>Brexit Checker Tool</b>	<a href="https://www.gov.uk/transition?utm_campaign=transition_p4&amp;utm_medium=organic&amp;utm_source=gcs_ni&amp;utm_content=act0">https://www.gov.uk/transition?utm_campaign=transition_p4&amp;utm_medium=organic&amp;utm_source=gcs_ni&amp;utm_content=act0</a>
<b>Trader Support Service</b>	<a href="https://www.gov.uk/guidance/trader-support-service?utm_campaign=transition_p4&amp;utm_medium=organic&amp;utm_source=gcs_ni&amp;utm_content=act0">https://www.gov.uk/guidance/trader-support-service?utm_campaign=transition_p4&amp;utm_medium=organic&amp;utm_source=gcs_ni&amp;utm_content=act0</a>
<b>Agri-food and the Movement Assistance Scheme</b>	<a href="https://www.gov.uk/guidance/movement-assistance-scheme-get-help-with-moving-agrifood-goods-to-northern-ireland?utm_campaign=transition_p4&amp;utm_medium=organic&amp;utm_source=gcs_ni&amp;utm_content=act0">https://www.gov.uk/guidance/movement-assistance-scheme-get-help-with-moving-agrifood-goods-to-northern-ireland?utm_campaign=transition_p4&amp;utm_medium=organic&amp;utm_source=gcs_ni&amp;utm_content=act0</a>

## NARRATIVE FOR BUSINESS

The UK has left the EU and new rules for business came into force on 1 January 2021. The deal achieved with the EU delivers for the entire UK, protecting the integrity of our internal market and Northern Ireland's place within it.

The Northern Ireland Protocol delivers on the Government's commitments:

- Northern Ireland businesses have **unfettered access** to the rest of the UK market under all circumstances;
- there should be **no tariffs** on goods remaining within the **UK customs territory**;
- smooth flow of trade with **no need for new physical customs infrastructure** and;
- protects the **territorial and constitutional integrity** of the United Kingdom, upholds the **Belfast (Good Friday) Agreement** and helps to ensure there is no hard border on the island of Ireland.

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.

Business in Northern Ireland, you need to take action. 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.



## BREXIT: ACTIONS BUSINESSES SHOULD TAKE NOW

If you're a business in Northern Ireland it is important that you act now to comply with the new rules in force from 1 January 2021.

1. **Assess your exposure to changes.** Use the UK Government's Brexit Transition Checker at [gov.uk/transition](https://gov.uk/transition). This will provide you with a personalised list of actions to take.
2. **Register for the Trader Support Service.** The [Trader Support Service](#) will provide free training and support for businesses for customs processes that will arise for goods moving between Great Britain and Northern Ireland.
3. **Get an EORI number.** If you trade with Great Britain, and you do not already have an EORI number you should apply for one now - for information on what an EORI is and how to get one, click [here](#).
4. **Find out the commodity code for goods you buy or sell.** If you buy from or sell to GB, you will need to know the commodity codes for the goods you purchase and sell. For goods you purchase, you should speak to your supplier, they may be able to tell you the code. You can also check the code using the [Trade Tariff](#).
5. **Register for the UK Trader Scheme.** While the UK-EU Free Trade Agreement delivers zero tariffs on imports and exports, there are some instances where duty may be due. The [UK Trader Scheme](#) allows you to declare goods you are moving into NI are 'not at risk' of onward movement to the EU.
6. **Speak to your haulier.** If you move goods to or from GB, ask your haulier what information they will need from you. Find out whether your goods routinely move through Dublin port, as processes will be different for goods that travel via Ireland.
7. **Speak to suppliers.** Ask your suppliers what preparation they have made for Brexit. If your supplier is in Great Britain ask whether the terms of trade (responsibilities of buyers and sellers) through [Incoterms](#) will remain the same and who will be accountable for declaring goods to customs. You should suggest that your supplier registers for the [Trader Support Service](#).
8. **Check your goods regulation.** Check whether your goods must meet EU standards and how these goods are approved for the EU market at the moment. Ask your supplier whether they will continue to ensure products meet the requirements for the EU market. If you bring agri-food products from Great Britain, guidance and support is available from the [Movement Assistance Scheme](#). The new scheme will assist traders moving animals, plants and associated goods from GB to Northern Ireland.
9. **Check if you need to apply for the EU Settlement Scheme or an Immigration Sponsorship License.** If you or one of your staff is an EEA national (excluding Ireland), you or they will need to apply to the [EU Settled Status Scheme](#).
10. **Check if you need to apply for an Immigration Sponsorship License.** If you wish to hire foreign nationals (EU and non-EU, excluding Irish nationals) you will be required to [apply for a sponsorship licence](#) from the Home Office.



## 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.
- 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.
- On the 1 January 2021, the UK entered into it's new relationship with the EU and the Northern Ireland Protocol was implemented.
- This involves a series of changes and opportunities for businesses.

### What does the Protocol mean for business?

The Northern Ireland Protocol ensures:

- Northern Ireland businesses have unfettered access to the rest of the UK market under all circumstances;
- There should be no tariffs on goods remaining within the UK customs territory;
- Smooth flow of trade with no need for new physical customs infrastructure;
- There is no legal confusion about the fact that, while Northern Ireland will remain subject to the EU's State Aid regime for the duration of the Protocol, GB will not be subject to EU rules in this area.
- Protects the territorial and constitutional integrity of the United Kingdom, and upholding the Belfast (Good Friday) Agreement and helps to ensure there is no hard border on the island of Ireland.

### 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) get **personalised results** about the specific actions you need to take.

### 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 your business is ready move goods into and out of Northern Ireland by reading the guidance at [gov.uk/northern-ireland-trade](https://www.gov.uk/northern-ireland-trade)
  - 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.
  -
- 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/checkpassport).
- 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. Do my Common Travel Area rights continue now the Transition Period has ended?

- The UK Government and the Irish Government are firmly committed to the continuity of the CTA. These rights have not changed now the Transition Period has ended.
- 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. Your business will have to make a number of changes to ensure you comply with new rules related to our deal with the EU, and to new provisions as a result of the Northern Ireland Protocol.

These actions are required for businesses:

- If you move goods into, out of, or through Northern Ireland, make sure you check the latest [Northern Ireland Protocol guidance](#) and support.
- 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.

## What support is there for moving goods 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](#).

## What are the top 10 things I need to do as a business in Northern Ireland?

You can find a list of the 10 top actions for business in Northern Ireland [here](#).

All 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](#).

## 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](#).

## 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](#)

# 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](mailto:gcs-local-campaigns-team@cabinetoffice.gov.uk)

**North:** [gcsnorth@cabinetoffice.gov.uk](mailto:gcsnorth@cabinetoffice.gov.uk)

**Midlands:** [midlands@cabinetoffice.gov.uk](mailto:midlands@cabinetoffice.gov.uk)

**South:** [hmg-south@cabinetoffice.gov.uk](mailto:hmg-south@cabinetoffice.gov.uk)

**Scotland, Wales and Northern Ireland:** [blair.heary@cabinetoffice.gov.uk](mailto:blair.heary@cabinetoffice.gov.uk)

**GCS Local Campaigns and Insight:** [ben.wilkinson@cabinetoffice.gov.uk](mailto: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](mailto: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.



## MOVING GOODS INTO OR OUT OF NORTHERN IRELAND?

SOME RULES HAVE CHANGED. USE THE BREXIT CHECKER TOOL TO GET PERSONALISED ACTIONS FOR YOUR BUSINESS.

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

- ✓ Check
- ✓ Change
- ✓ Go



## NEW RULES ARE HERE

THE UK HAS LEFT THE EU AND NEW RULES NOW APPLY. USE THE BREXIT CHECKER TOOL TO GET PERSONALISED ACTIONS FOR YOUR BUSINESS.

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

- ✓ Check
- ✓ Change
- ✓ Go



## NEW RULES ARE HERE

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

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

- ✓ Check
- ✓ Change
- ✓ Go



HM Government

UK TRANSITION

**THANK YOU**

-  Check
-  Change
-  Go