

COVID 19 EXECUTIVE STRATEGY AND PLAN

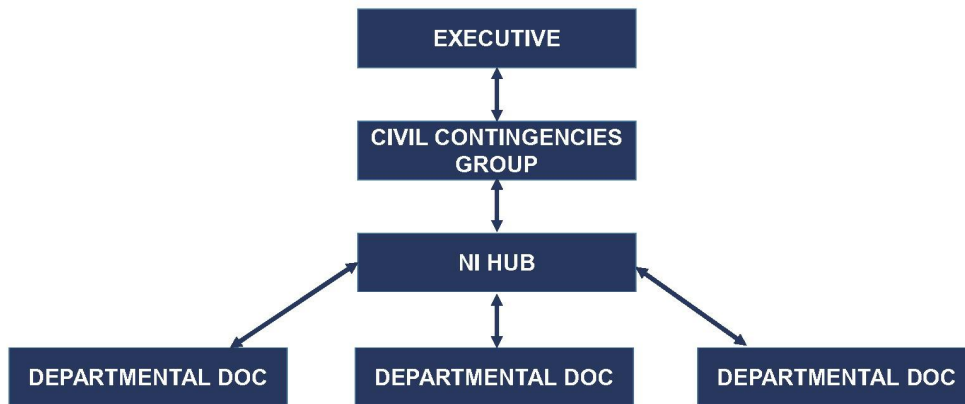
FRIDAY 1 MAY

STRATEGIC PRIORITIES

The Executive's COVID 19 response has the following strategic priorities:

- Health and well being of our citizens
- Our economic well being and preparing to revitalise the economy (in the immediate/short term and the medium to long term)
- Our societal and community well being

GOVERNANCE FRAMEWORK



PLANNING ASSUMPTIONS

Updated 30 April 2020

1. DOH modelling reasonable worst case scenario assumptions - Social distancing measures producing a 66% reduction in contacts outside the home and workplace. In addition, 70% of symptomatic cases would adhere to case isolation.
 - NI is currently beyond the period of time during which the peak of wave one was expected to occur for hospital admissions and Intensive Care Unit (ICU) occupancy.
 - There is a material risk of a second wave of cases shortly after social distancing and isolation measures begin to be eased or amended.
 - There is currently sufficient ventilator capacity to meet demand, with further equipment being sourced via centralised Government arrangements.
 - The number of cumulative Covid-19 deaths in Northern Ireland over 20 weeks of the epidemic under the reasonable worst case scenario is 1,500.
 - There is currently sufficient Personal Protective Equipment (PPE) for health and social care workers. Work continues to ensure additional demand is met.
 - There is currently sufficient oxygen capacity to meet demand, with work ongoing for care homes.
 - There are currently sufficient supplies of medicines, including critical medicines to meet demand with supply chains under constant review.
 - The community pharmacy network is currently stable with monitoring arrangements in place to detect change.
2. The Executive will continue to respond to and manage specific interventions needed to tackle the immediate crisis, while moving into a planned recovery phase when the situation safely permits. This will require the ongoing review of the action plan, and the development of arrangements to manage the recovery phase.
3. There will be short medium and long term pressures on supply chains which could impact critical goods, food and supplies. This will require interventions on GB to NI connectivity, as well as consideration of interventions by the Executive.
4. Initial levels of staff absences in the public sector will decrease and the impact on delivery of public services will be kept under review.
5. There will be significant job losses for business across NI. Hospitality, tourism and transport will be badly affected although sectors such as supermarkets and food processing will see a short-term increase in business. This situation will need to be addressed in the recovery phase.
6. Many businesses will not recover in the short-medium term. The decline in manufacturing will continue. Economic output across most sectors will see a decline in the ability to deliver. Uncertainty and cash flow problems will significantly reduce future investment. This situation will need to be addressed in the recovery phase.
7. Economic interventions will be required to support businesses and farmers in the beef, pork, lamb, dairy and finishing sectors, along with others in the food supply chain.
8. There is a possibility of public disorder, anti-social behaviour, a lack of social responsibility and impacts for domestic violence and vulnerable children.
9. Schools and nurseries will provide supervised learning for vulnerable children and children of key workers where required.

Priority workstreams

Short term – 0-4 weeks
Medium term – 5-12 weeks
Long term – 13+ weeks

HEALTH AND WELL-BEING OF OUR CITIZENS						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
1.1	Identify, contact and provide support for the most vulnerable people so that they can stay safely at home	Timely information, contacting those who need to stay at home, and putting support arrangements in place Raising awareness of the support available and how to access this. Working with HSCTs and local government partners to deliver a range of support and interventions		List of individuals asked by their GPs to shield themselves Number of calls to Community Helpline answered Reason recorded for calls to Community Helpline Number of new volunteers registered on Volunteer Now Number of Food packages distributed	Moirá Doherty DfC	Short term
1.2	Sufficient supplies of PPE essential goods and items including ventilators, PPE, testing kits, and other medical devices and supplies for non-Health care sectors	Rapid procurement and prioritisation on a centralised basis based on appropriate analysis of need by NI of PPE on the identification of need by departments		Adequate stocks of PPE held by non Health Care Sectors	Sharon Smyth DOF (in relation to procurement of PPE only)/ DfE	Short term

Priority workstreams

Short term – 0-4 weeks
Medium term – 5-12 weeks
Long term – 13+ weeks

HEALTH AND WELL-BEING OF OUR CITIZENS						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
1.3	To use the public information campaign to reinforce social distancing messages and encourage wider societal response to current crisis.	Effective communications and by using the powers now available. Closure of schools and non-essential business; stop hospital visits; shielding			Chris McNabb EIS/TEO	Short term
1.4	Ensure there are sufficient school places for vulnerable children and for key worker parents to continue to work	Continuing to provide school places, refining that as the situation develops. C-19 Clustering arrangements stood up to provide sustainable and collaborative solutions.		No. of schools open No. of pupils attending school No. of SEN statemented children attending school No. of key worker children attending school No. of key worker children and vulnerable children unplaced who require immediate placement No. of vulnerable children known to social services attending school No. of vulnerable children not known to social services attending school (TBC)	Ricky Irwin DE/I NR DE	Short term

Priority workstreams

Short term – 0-4 weeks
Medium term – 5-12 weeks
Long term – 13+ weeks

HEALTH AND WELL-BEING OF OUR CITIZENS						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
1.5	Ensure children, vulnerable people and the self-isolating have access to food and medicines	Enhancing the existing statutory and voluntary services with additional volunteers Provision of free food packages for the most vulnerable Framework and protocols in place to support delivery of prescription medications by voluntary and community sector.		Number of food packages distributed Number of calls to Community Helpline answered Number of new volunteers registered on Volunteer Now Number of individuals receiving assistance through CHDN voluntary and community sector framework for delivery of medication.	Maira Doherty DfC	Short term
1.6	Ensuring the safe operation of custodial environments	Having a scale of responses available		Prisoner population No. of confirmed Prisoner cases No. of staff absent Analysis of out of cell regime (full regime, partial regime, minimal regime) No of prisoners on SPARs	Ronnie Armour DoJ	Ongoing priority throughout the period of the pandemic

Priority workstreams

Short term – 0-4 weeks
Medium term – 5-12 weeks
Long term – 13+ weeks

HEALTH AND WELL-BEING OF OUR CITIZENS (CONT'D)						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
1.7	Ensure the continued supply and production of; (a) essential food and feed, to and from farms, (b) as well as the supply of essential drinking water, waste water and water services.	Contingencies in place to maintain Drinking Water supplies and Waste Water services.			Norman Fulton DAERA DfE Julie Thompson - DfI	Medium term
1.8	Management of the consequences and impact of COVID-19 in the health and social care sector	Deliver the DoH Covid-19 Strategy			Richard Pengelly DOH	Short term, medium and long term
1.9	Ensuring continued food supply	Work with NICS Departments and UKG to ensure a joined up approach to secure the continued supply of food to our citizens			Karen Pearson TEO DAERA DfE DfI – John McGrath	Short term

Priority workstreams

Short term – 0-4 weeks
Medium term – 5-12 weeks
Long term – 13+ weeks

HEALTH AND WELL-BEING OF OUR CITIZENS (CONT'D)						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
1.10	Maintain and enhance housing solutions during the Covid 19 crisis	<p>Maintenance of 19000 existing housing solutions through the Supporting People Programme</p> <p>The programme is under threat from Covid-19 related staff absence The Action is not possible without funding of bid (£6.8m) for staffing costs which is a component of a larger bid (£13.8m) to deal with the effects of Covid19 such as infection prevention measures and short term financial viability of some provider organisations.</p> <p>Private Tenancies Bill</p> <p>Implementation of homeless surge plan agreed with the PHA/ DoH.</p>		<p>Maintain service levels at green (0-30% staff absences) – current status: 47 of 81 homeless sector schemes are reporting significant staff shortages or above (amber)</p> <p>Monitor number of people presenting as homeless due to loss of tenancy in the Private Rented Sector: 54 people have presented as homeless up to 28/4/20. A significant decrease from the 168 presenters for the equivalent period last year.</p> <p>Temporary Accommodation supply available v number occupied</p>	<p>NR</p> <p>DIC</p>	Short term

Priority workstreams

Short term – 0-4 weeks
Medium term – 5-12 weeks
Long term – 13+ weeks

ECONOMIC WELLBEING AND PREPARING TO REVITALISE THE ECONOMY – IMMEDIATE/SHORT TERM						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
2.1	Monitor the impact on the economy and consider the measures / policy framework needed to revitalise the economy post COVID 19	Regular monitoring and reporting of economic impacts, and short, medium and long terms responses commensurate with health and well being outcomes.		Vacancies on Burning Glass Footfall in Belfast and NI LGV and HGV traffic at 5 key border crossings UC claims Weekly Redundancies and Furloughed Workers Bulletin • sectoral breakdown of Redundancies and Furloughed Workers • District Council Area Purchasing Managers Index (PMI) – Monthly	DfE – Paul Grocott DAERA DfC DfI – John McGrath DoF	Short term
2.2	Provide financial support and make regulatory easements (within the Devolved sphere)	Rollout the financial support packages speedily Temporary relaxation of the enforcement of EU and NI drivers' hours rules: all sectors carriage of goods by road.		No. of £10,000 grant payments made / bank details submitted. (Similar metric will apply to the £25,000 scheme when established) and other hardships schemes as developed	DoF – Ian Snowden DfE – NR DfI – John McGrath	Short term

Priority workstreams

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ECONOMIC WELLBEING AND PREPARING TO REVITALISE THE ECONOMY – IMMEDIATE/SHORT TERM						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
2.3	Maintain supplies of essential items and related supply chains - Protect the health outcomes by ensuring essential goods are available	Protect the health outcomes by ensuring essential goods are available			Karen Pearson, TEO John McGrath, DfI Paul Grocott - DfE	Short term
2.4	Maintain essential transport arrangements and flows of goods - Work with Administrations and Governments to ensure the goods we need reach us and public transport provision is continued to assist essential workers	Work with Administrations and Governments to ensure the goods we need reach us. DfE, DoF and DfI working with UK Department for Transport (DfT) to provide support to maintain NI air connectivity (civil aviation is a reserved matter). DfT working with HMT to consider case for financial support for NI-GB ferry routes, airports and airlines, as required. In addition DfI working with DAERA, DfE, DoF, and TEO to consider impact of COVID-19 and the potential need for intervention to protect critical supply chains.			John McGrath, DfI Trevor Connolly DfE Bill Pauley DoF	Short term

Priority workstreams

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Long term – 13+ weeks

ECONOMIC WELLBEING AND PREPARING TO REVITALISE THE ECONOMY – IMMEDIATE/SHORT TERM (CONT'D)						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
2.5	Ensure that individuals and families are supported	<p>Prioritising the benefits and advice systems so that people get the help they need.</p> <p>Direct payments for those eligible for free school meals.</p> <p><i>EA Youth Service Eat Well, Live Well Programme providing food to vulnerable young people.</i></p>		<p>No. of payments made</p> <p>No. of children assisted</p> <p><i>No of target young people assisted</i></p> <p><i>No. of meals provided</i></p>	<p>DfC Colum Boyle Margaret Rose McNaughton DE</p>	Short term
2.6	To put in place planning for economic recovery : Sectoral assessments and remedial /targeted support	Regular monitoring and reporting of economic impacts, and short, medium and long terms responses commensurate with health and well being outcomes. Cross Departmental working group developing support packages		<p>Vacancies on Burning Glass Footfall in Belfast and NI LGV and HGV traffic at 5 key border crossings</p> <p>UC claims</p> <p>EY FDI Attractiveness</p> <p>IBM – PLI Global Location Trends</p> <p>Monthly PMI</p>	<p>DfE – Paul Grocott DAERA DfC DfI – John McGrath DoF</p>	Medium to Long term

Priority workstreams

Short term – 0-4 weeks
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Long term – 13+ weeks

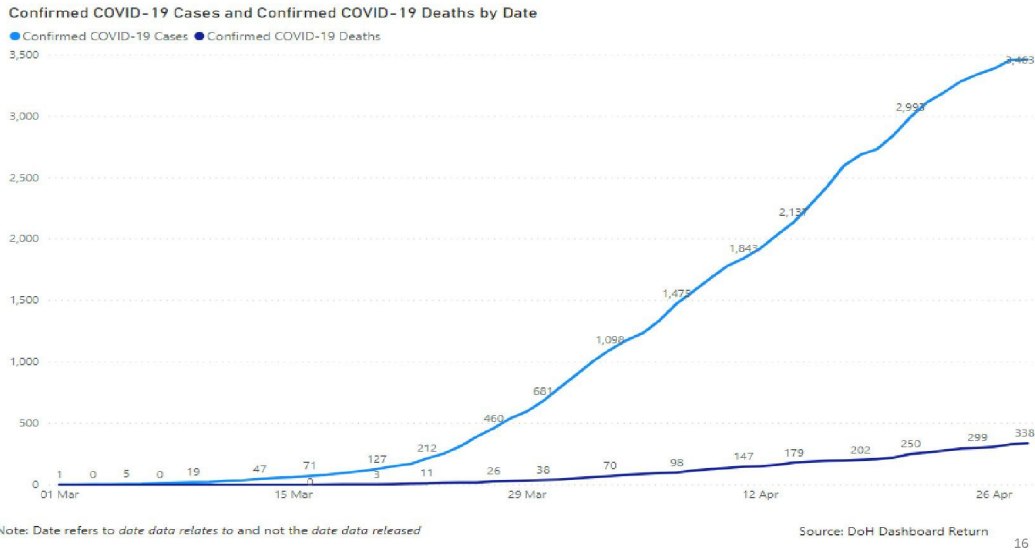
SOCIETAL AND COMMUNITY WELLBEING						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
3.1	Respectful arrangements to respect the dignity of the deceased	The Temporary Resting Place is complete and will be able to support Health Trusts and Funeral Directors (at 24 hours' notice) in the event that existing mortuary capacity is not sufficient. Guidance on funeral management and on treatment of the deceased has been issued by the Department of Health.			Julie Harrison, DOJ	Short term
3.2	Ensure good environmental, food safety and animal welfare standards	Responding to animal welfare incidents, disease outbreak management, Registration Movement of animals, TB surveillance (meat plants & AFBI) Contingencies in place for drinking water, waste water, waste and pollution response			NR Robert Huey DAERA FSA (NI) DfI – Julie Thompson	Medium to long term
3.3	We will protect our staff	Good internal communications and advice, social distancing and other measures Ongoing provision of up to date guidance for colleagues, line managers and agency workers on a range of people issues relating to COVID-19 Ongoing provision of health and wellbeing support tools for colleagues Ongoing provision of learning and development packages for colleagues		Ongoing review of and analysis of visits to COVID-19 Info Hub and analysis of queries received by HR Connect and NICSHR	NICS HR/HOCS	Short term

Priority workstreams

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Long term – 13+ weeks

SOCIETAL AND COMMUNITY WELLBEING						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
3.4	Measures to mitigate against mental health in place Measures to maintain community wellbeing in isolation and beyond, targeting specific groups	Identify and put in place measures to lessen the impact Identify actions to support DoH / PHA in delivery of psychological wellbeing goals during and post pandemic			Moirá Doherty, DfC	Short term
3.5	Support to rural communities	Collaboration with funded organisations to redirect efforts to focus on Covid response			Fiona McCandless DAERA DfC	Short term
3.6	Ensure continuity of learning for children and young people	Work collaboratively with DfE to prepare joint policy position on vocational qualifications. Ensure the awarding of a fair grade in qualifications entered within 2019/20 academic year. Education development services work collaboratively to support schools to deliver effective education to their pupils. The C2K infrastructure sustains and supports the demand by schools in relation to distance learning.		Agreed policy position on vocational qualifications is presented to Minister(s) Exam entries graded and awarded by end August All schools have been allocated link officers to provide advice and signposting to appropriate resources. Functions of the C2k network are available to teachers and pupils on 24/7 basis	NR DE DfE – Jim Wilkinson	Medium term

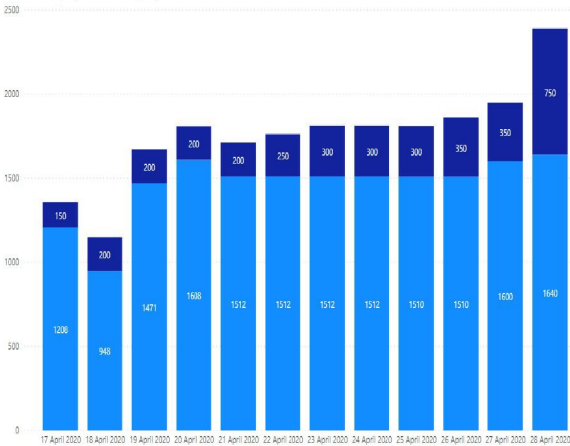
Theme – Health and Care: Confirmed Cases and Deaths by Date



Theme – Health and Care: Testing and Case Figures

Number of Individuals Tested vs Test Capacity per Day

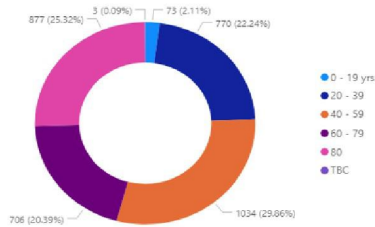
Pillar 1 Test Capacity Pillar 2 Test Capacity



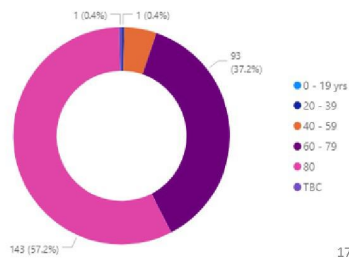
Note: Date refers to date data relates to and not the date data released

Source: DoH Dashboard Return

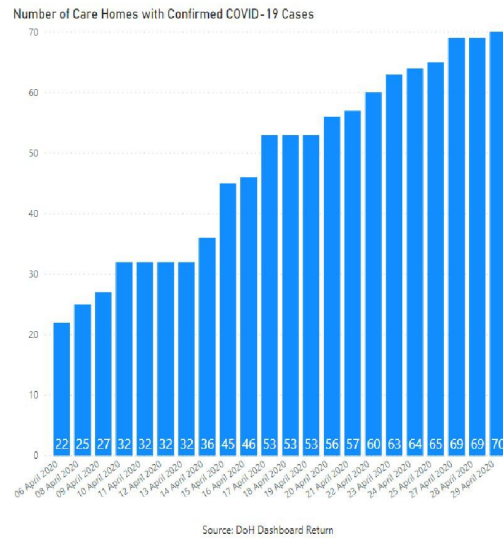
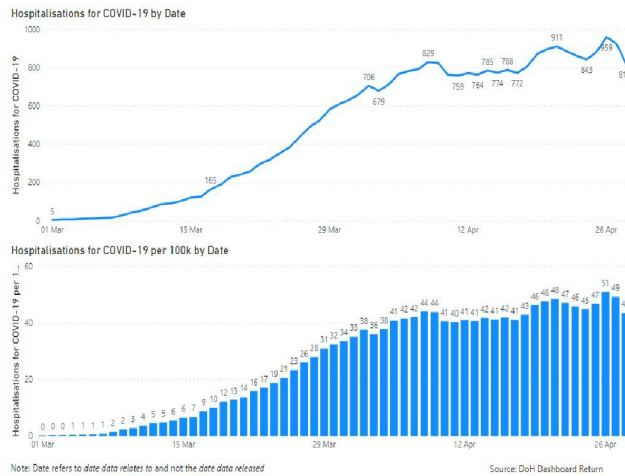
Confirmed Cases by Age Group as of 28 April 2020



Confirmed Deaths by Age Group as of 21 April 2020

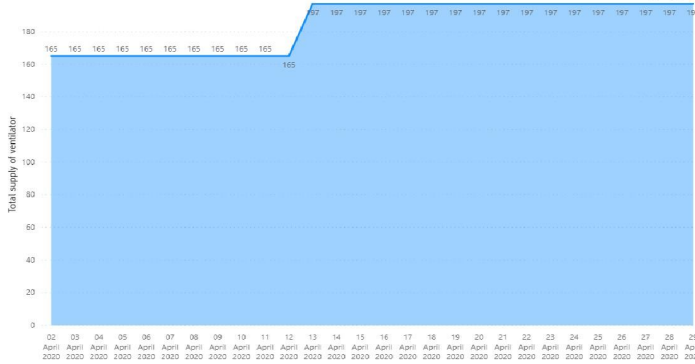


Theme – Health and Care – Hospitals and Care Homes

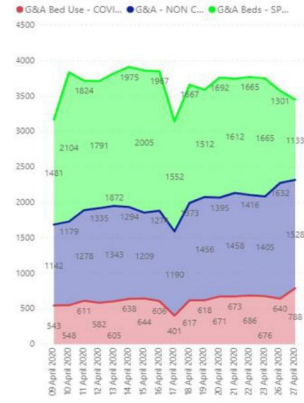


Theme – Health and Care: Bed and Ventilator Supply

Total supply of ventilator by Date

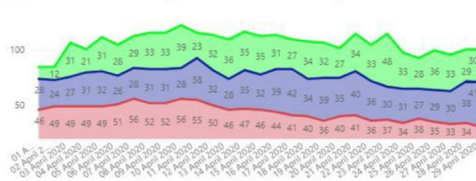


General & Acute Bed Capacity (INI)



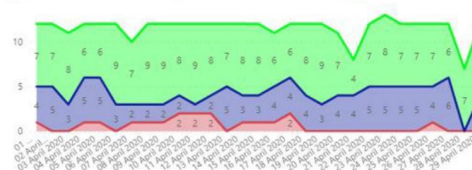
ICU Bed Capacity - Adults

● ICU - COVID Patients (ADULTS) ● ICU - NON covid patients (ADULTS) ● ICU - SPARE Beds (ADULT)



ICU Bed Capacity - Children

● ICU - COVID Patients (CHILDREN) ● ICU - NON covid patients (CHILDREN) ● ICU - SPARE Beds (CHILDREN)



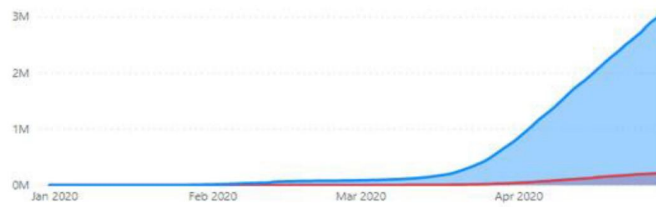
Theme – Health and Care: Global Perspective

Cases by Country

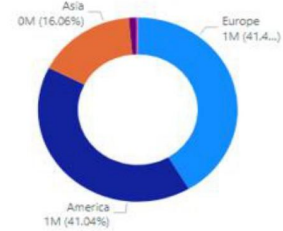


Cumulative Deaths and Cumulative Cases by Date

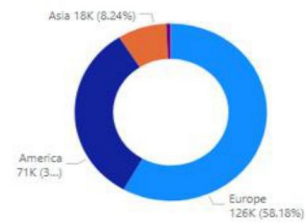
● Cumulative Deaths ● Cumulative Cases



Cases by Continent



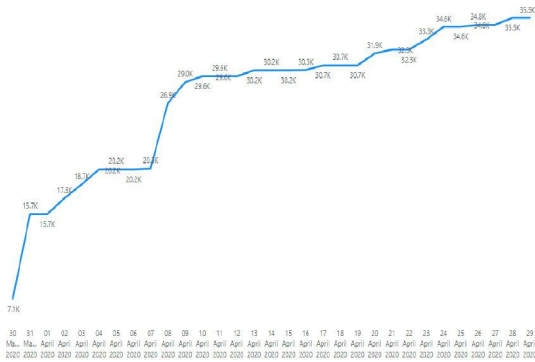
Deaths by Continent



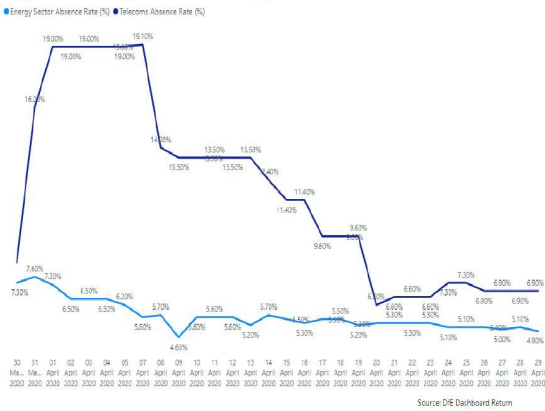
Source: European Centre for Disease Prevention and Control²⁰

Theme – Economy and Infrastructure

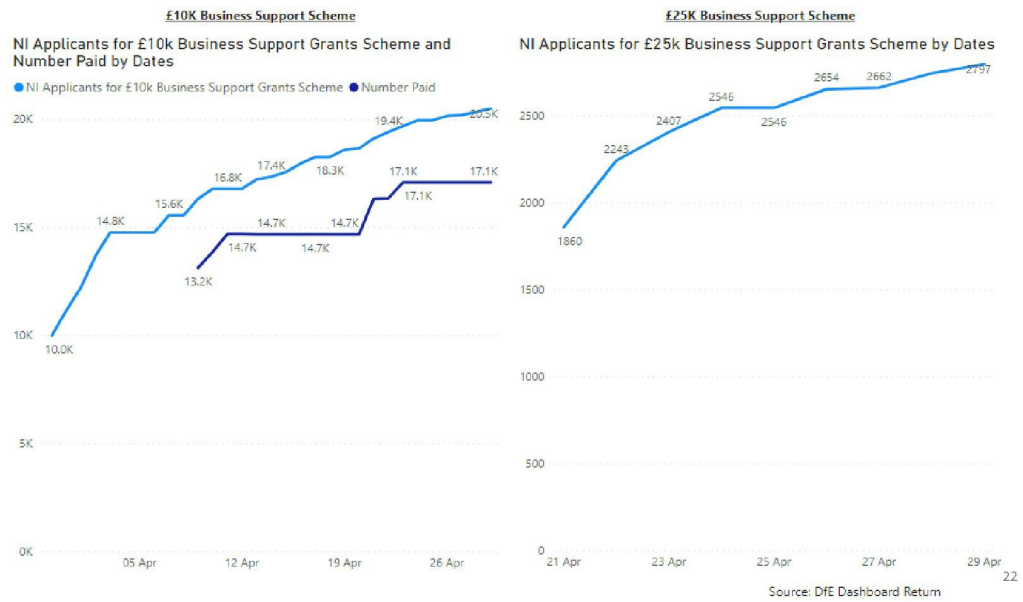
Northern Ireland Furlough Volume (Invest NI client companies only) by Date



Energy Sector Absence Rate (%) and Telecoms Absence Rate (%) by Date

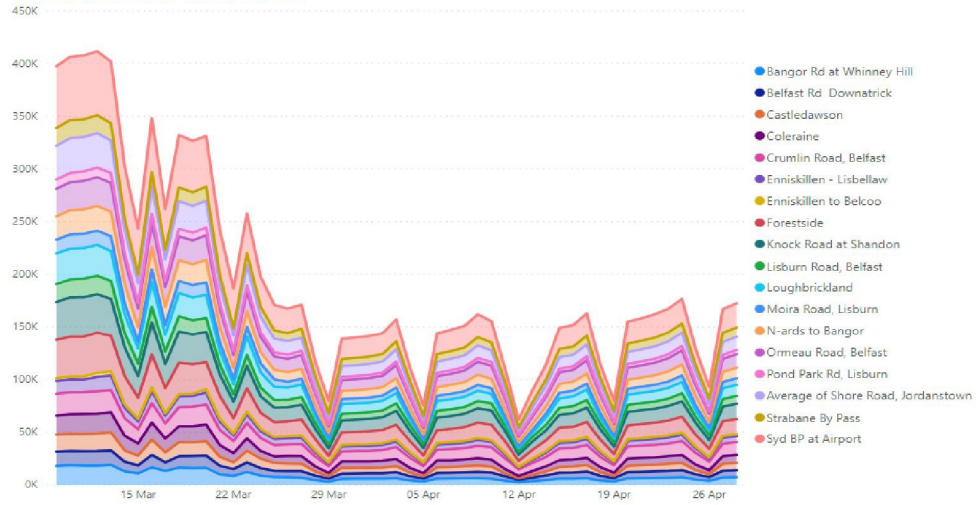


Theme – Economy and Infrastructure: Business Support Schemes



Theme – Travel and Compliance: Traffic Volumes

Northern Ireland Traffic Volumes by Date



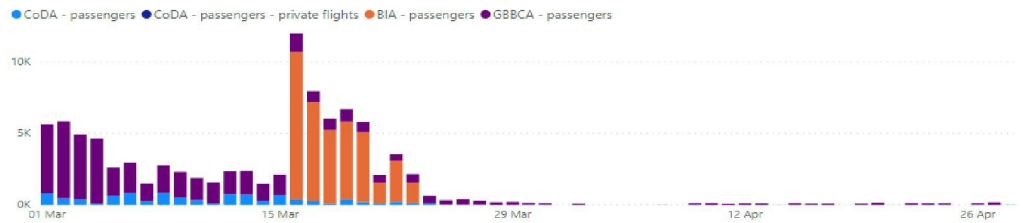
Source: DfI Dashboard Return

Theme – Travel and Compliance: Flight Data

BIA – Freight/ Cargo flights by Date



Passengers by Airport by Date

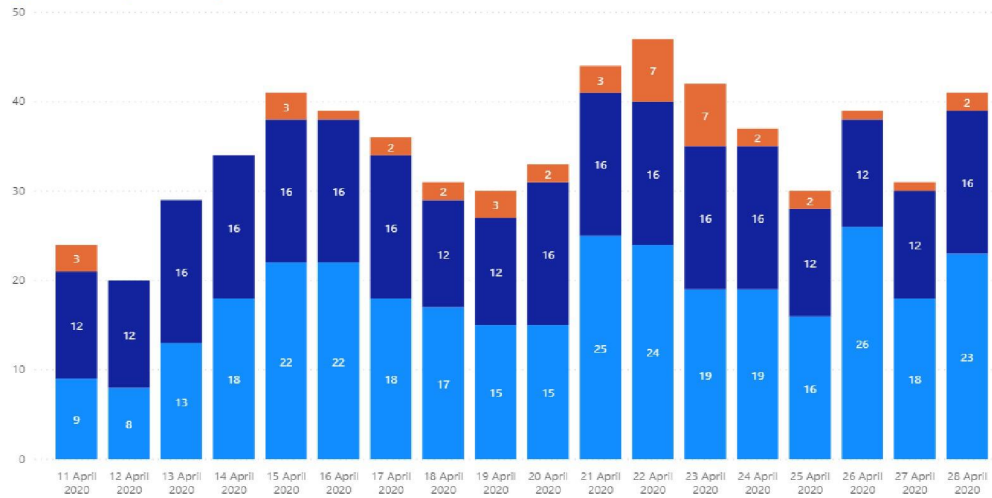


Source: DfI Dashboard Return

Theme – Travel and Compliance: Port and Ferry Crossings

Port and Ferry Crossings by Date

● Belfast Harbour ● Port of Larne ● Foyle Port

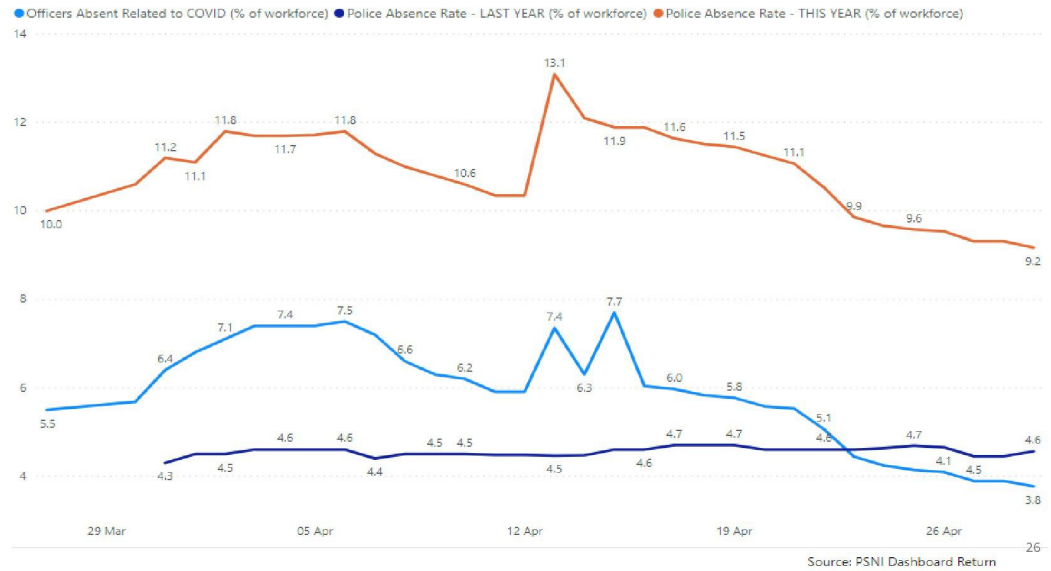


Source: DfI Dashboard Return

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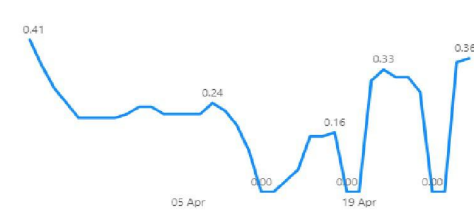
Theme – Justice: PSNI

PSNI Absence Rates (This Year vs Last Year)

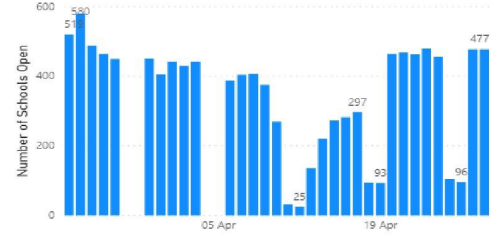


Theme – People and Communities :Schools

Attendance Rate (%) by Date

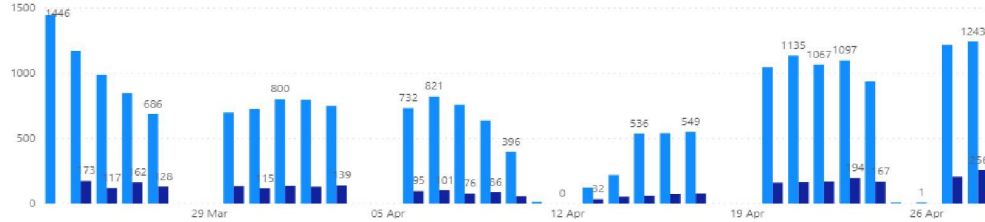


Number of Schools Open by Date



Total Number of Children Attending and Vulnerable children by Date

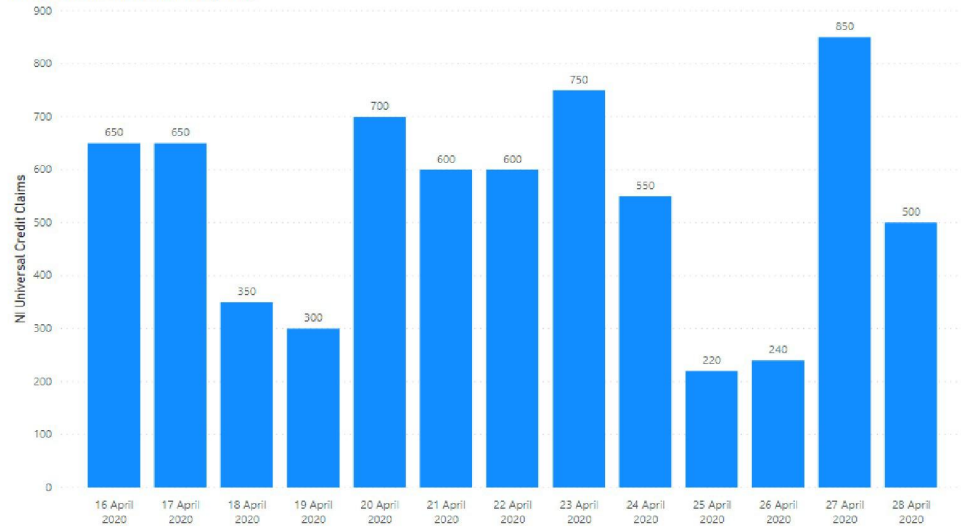
● Total Number of Children Attending ● Vulnerable children



Source: DE Dashboard Return

Theme – People and Communities: Universal Credit Uptake

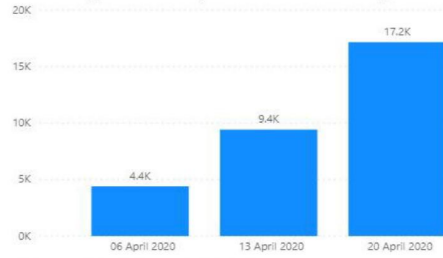
NI Universal Credit Claims by Date



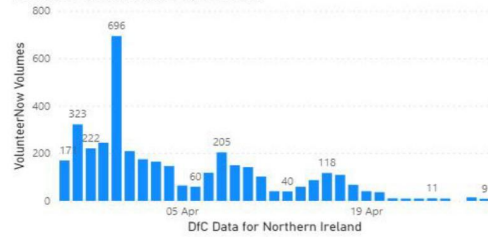
Source: DfC Dashboard Return

Theme – People and Communities: Community Support

Care Packages Delivered By Week (Week Commencing)

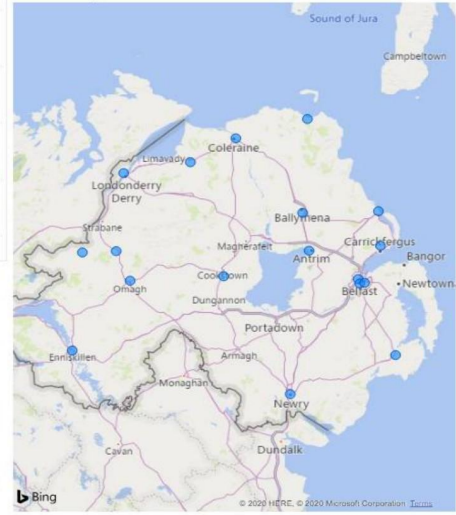


Volunteer Now Volumes by DfC Date



Source: DfC Dashboard Return

Food Package Distribution Centres (Reused Leisure Centres)



Source: DfC Adhoc Data Request

CORONAVIRUS COVID-19



COMMUNICATIONS UPDATE

OVERVIEW

Digital advert performance: Impressions: 12,602,346 (*33% increase from last week's report*). Clicks: **88,465** (*39% increase from last week*). Reactions, Comments, Likes, Shares: **16,196** (*38% increase from last week's report*).

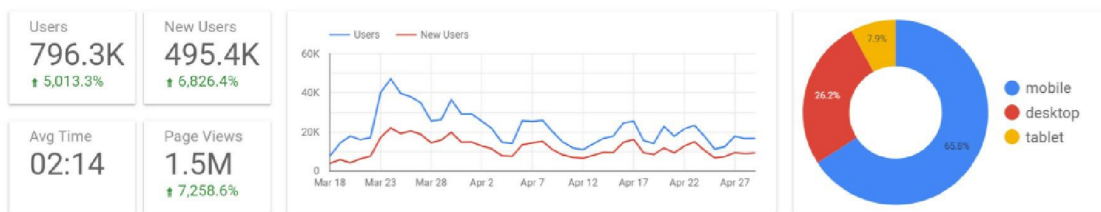
nidirect has seen an increase of **92k** new users since last week and an increase from **748.9K** page views last week. Users are up by 21% and page views have increased by 20% compared to last week.

The average time on site last week was **2 minutes 38 seconds** which is a strong on-site duration.

Page views on the main coronavirus campaign landing page have fallen by around **30%** since last week however we have seen the 'Staying Home & Self Isolation' page views increase by almost **53%** since last week, likely based to the strong performance of the celebrity content on social channels.

Adverts with a specific **Bank Holiday 'Stay at Home'** message will beginning running across radio and social media from next **Wednesday 6th to Sunday 10th May**.

nidirect statistics (18th March - Wed 29th April)



**Top 5
nidirect pages**

Coronavirus (COVID-19) nidirect campaign page	460,090
Coronavirus (COVID-19) and benefits	240,973
Coronavirus (COVID-19): and motoring	169,237
Coronavirus (COVID-19): advice for vulnerable people	141,342
Coronavirus (COVID 19): overview and advice	89,164

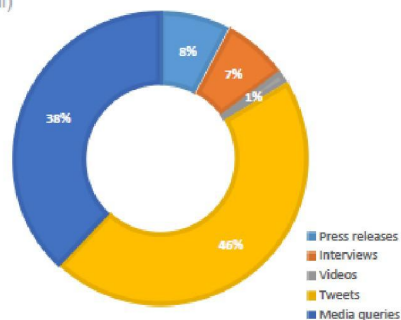
COVID-19 COMMUNICATIONS UPDATE : 01.05.2020

NICS DEPARTMENT OVERVIEW (Thurs 23rd - Wed 29th April)

From April 23 to 29, **47** Covid-19 press releases have been issued across the nine departments, providing the latest key messages on the work being undertaken in response to the coronavirus outbreak.

In addition, the Executive Office press office issued a daily press release that captures all that day's key updates from across the departments.

On social media, department accounts have issued **279 Tweets**, as well as additional posts on Facebook and Instagram.



ACTIVITY SUMMARY:

PRESS RELEASES	INTERVIEWS (inc pressers)	TWEETS (inc retweets)	VIDEOS	MEDIA QUERIES
47	44	279	9	232

NICS DEPARTMENT OVERVIEW cont.

- **DAERA** - Poots issues guidance on Household Waste Recycling Centres
- **DFC** - Communities Minister launches £1.5 million support fund for Arts Sector
- **DFE** - Dodds commends further education colleges for supporting learners during Covid-19
- **DE** - Education Minister announces arrangements for Occupational Studies and CCEA Entry Level qualifications
- **DOF** - Murphy appeals for commercial landlord leniency
- **DOH** - Swann committed to maximum transparency on Covid-19 statistics
- **DFI** - Mallon praises public on 70% traffic reduction in lockdown
- **TEO** - Executive approves opening of cemeteries on restricted basis

The toughest decisions for NI's Executive now lie ahead



Enhanced contact tracing pilot to start in NI next week



Fears grow of a lockdown revolt

■ Increased traffic on roads and bus parks ■ Health Minister urges caution and Stormont executive considering whether to reopen cemeteries



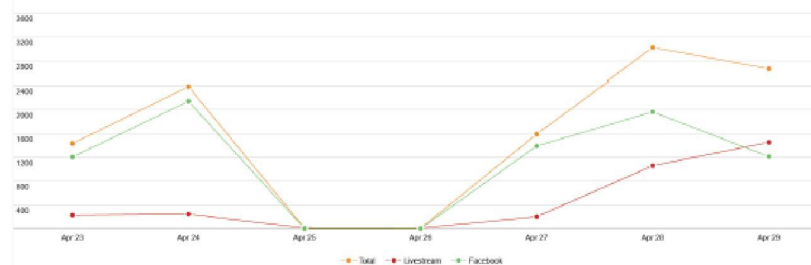
Restrictions will not be eased yet, warns First Minister as she says NI 'is not out of the woods'



EXECUTIVE PRESS BRIEFINGS (Thurs 23rd - Wed 29th April)

Daily press briefings have become a key part in ensuring the public are informed on all the major evolving issues as part of the response and reaction to the Covid-19 pandemic. The press briefings are **broadcast live** on the **NI Executive Facebook page** and are also carried live each day from the Facebook pages of **BBC NI and Downton/Cool FM**.

GRAPH SHOWING THE NUMBER OF PEOPLE WATCHING LIVE STREAM



LIVE STREAM SUMMARY:

TOTAL LIVE VIEWS	FACEBOOK LIVE VIEWS	LIVESTREAM VIEWS
11,103	7,911	3,192

EXECUTIVE PRESS BRIEFINGS (Thurs 23rd - Wed 29th April)

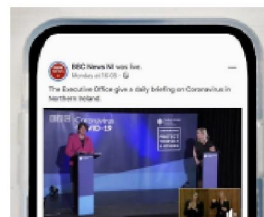
Belfast Live's Facebook page also provides coverage of the live broadcast on a more ad hoc basis.

The daily press briefing on **April 27** with First Minister Arlene Foster and deputy First Minister Michelle O'Neill had the most views of the week on **BBC NI Facebook**, with **35.7k** 'views'.

The daily press briefing on **April 24** with First Minister Arlene Foster and deputy First Minister Michelle O'Neill garnered the highest viewing figures across the week on **Downtown/Cool FM Facebook** with **76.5k** 'views'.

Over the course of the past week, activity related to the daily press briefings on the **NI Executive's Twitter** feed has generated **107.5k** impressions; **1,123** link clicks and **1,059** likes, retweets, comments etc.

The activity related to the daily press briefings on the **NI Executive's Facebook** account has reached **55.k** users.



COVID-19 COMMUNICATIONS UPDATE : 01.05.2020

SAMPLE DEPARTMENT TWEETS (Thurs 23rd - Wed 29th April)



Minister Poots @poots2edwin has written to the Chief Executives of the 11 Councils, NIOLA & Arc21, with five key principles to help them decide on any changes to waste services in a response to #Covid19emergency @nidirect @NI_LGA @BrysonRecycling @EnvironmentNI @KeepNIBeautiful



28/04/2020, 14:31



Communities NI Minister @DeirdreHargey has announced £1.5m funding to support the Arts Sector in response to COVID-19. The Creative Support Fund will be administered by @ArtsCouncilNI, who are contributing £500k of Lottery Funding to the initiative communities-ni.gov.uk/news/communit...



1 nidirect and 2 others
27/04/2020, 07:22



At today's @niexecutive press briefing, @Economy_NI Minister Diane Dodds gave an update on the grant schemes for businesses and announced the establishment of the Tourism Recovery Steering Group. #COVID19



28/04/2020, 18:55



The Department of Health has produced a helpful #COVID19 video for education settings. @Ed_Authority | @healthdpt | @publichealthni



27/04/2020, 12:38



Finance Minister @conormurphy2 & @SueGrayDOF had very constructive engagement with representatives of Chambers of Commerce today. They discussed a range of pressing issues including business support, recovery, procurement, City Deals, innovation and digitalisation.



1 Belfast Chamber and 2 others
28/04/2020, 18:55



COVID-19 COMMUNICATIONS UPDATE : 01.05.2020

SAMPLE DEPARTMENT TWEETS (Thurs 23rd - Wed 29th April)



Health Minister Robin Swann has issued a detailed breakdown of the expansion of #COVID19 testing.

The expansion includes:

- surveillance testing in general practices and hospitals
- increased testing in care homes as confirmed yesterday

Details in full: health-ni.gov.uk/news/minister...



28/04/2020, 18:14



Minister @NicholaMallon has announced financial support of up to £17million for ferry operators to keep supply chains open during the COVID-19 emergency

infrastructure-ni.gov.uk/news/mallon-se...

@nieexecutive @ExecOfficeNI @BBCNewsNI @UTVNews @BelfastLive @U105radio @coolfm @NIOgov



24/04/2020, 11:00



!! A total of £2,360,727 has been reported lost by 1,072 victims of coronavirus-related scams !!

Get advice from @actionfrauduk on how best to protect yourself

#ScamWiseNI

Action Fraud @actionfrauduk

1,072 victims have lost a combined total of £2,360,727 to coronavirus-related scams.

To get the latest advice on how to protect yourself from coronavirus-related scams, visit: actionfraud.police.uk/covid19 #coronavirusfrauds



24/04/2020, 19:21



The Executive's daily #COVID19 update is due to start shortly

The press conference will be live streamed with sign language translations via NI Executive Facebook account & TEO website.

View via the direct links below

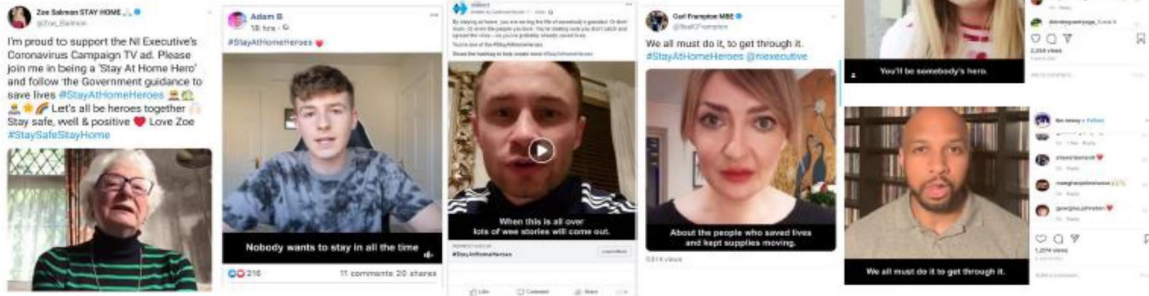
facebook.com/nieexecutive/



27/04/2020, 18:08

PAID FOR MEDIA SUMMARY (up to Wednesday, April 29)

SOCIAL MEDIA – The new celebrity advert has been running on social media this week and the celebrities themselves sharing the advert has generated **39,600 views**; **872 reactions/likes**; **90 comments**; and **246 retweets/shares**



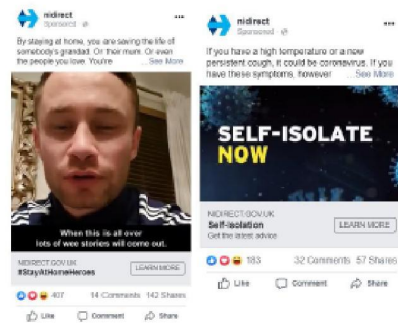
PAID FOR MEDIA SUMMARY (up to Wednesday, April 29)

A paid-for post of the celebrity advert also ran on social media along with a self-isolate/symptoms advert.

FACEBOOK – Digital advert impressions (times on screen): **2,079,265**. Clicks: **29,886**. Reactions, Comments, Likes, Shares: **6,528**. *Frequency*: the average person in NI will have been exposed to the campaign ads on Facebook **7 times**.

To date, there have been 7 paid-for Facebook posts that have reached over **824k** users and generated over **2 million** impressions on this channel alone.

INSTAGRAM – Digital advert Impressions (times on screen): **1,413,730**. Clicks: **1,969**. Reactions, Comments, Likes, Shares: **8,016**. *Frequency*: The average person in NI will have been exposed to the campaign ads on Instagram **5 times**. The celebrity ad performed very well in terms of engagements with **3,133** likes on the post, much greater than we've seen on any other content on Instagram. Analysis of click through rates showed strong engagement from teenagers with the celebrity advert.



COVID-19 COMMUNICATIONS UPDATE : 01.05.2020

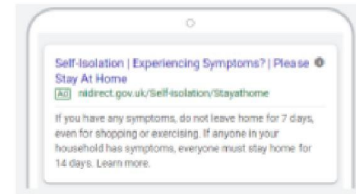
PAID FOR MEDIA SUMMARY (up to Wednesday, April 29)

TWITTER – Digital advert Impressions (times on screen): **1,197,078**. Clicks: **8,838**. Reactions, Comments, Likes, Shares: **1,652**. Twitter is continuing to drive the highest number of video completion rates, with 173,519 users now having watched videos to completion.

SNAPCHAT – Digital advert impressions (times on screen): **2,176,048**. Swipe Ups: **30,681**.

PAID-FOR SEARCH – Digital advert impressions (times on screen): **27,903**. Clicks: **3,271**. This week 'social distancing' is driving most of the campaign search impressions 40% of all impressions served.

ONLINE – The Daily Mail 'Take-over' has so far created **985,524** impressions (times on screen) and **2,935** clicks. The first takeover delivered **471k** impressions, however the second one had an even stronger performance delivering **512k** impressions. These are strong results for just one day and the format is also very impactful and engaging.



COVID-19 COMMUNICATIONS UPDATE : 01.05.2020

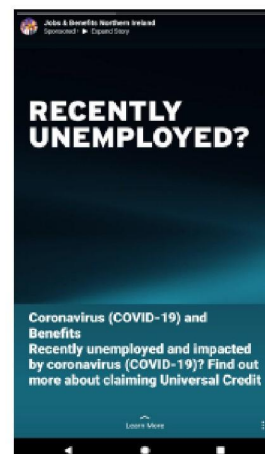
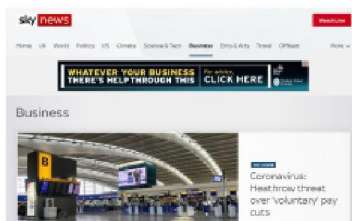
PAID FOR MEDIA SUMMARY (up to Wednesday, April 29)

UNIVERSAL CREDIT – Adverts targeting people who have become recently unemployed have been running on Facebook, Instagram, google and paid-for search. To date there have been **796,247** digital advert impressions (times on screen) with a reach (number of people) of **772,866**.

Paid-for search has resulted in **12,182** impressions and **2,792** clicks.

BUSINESS – To date there have been **1,414,515** digital advert impressions (times on screen) and **1,597** clicks.

The Guardian, the Daily Mail and Sky News remain the strongest domains.



COVID-19 COMMUNICATIONS UPDATE : 01.05.2020

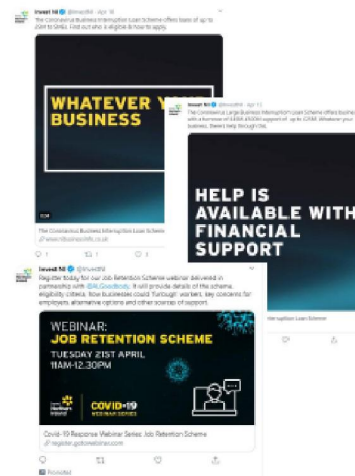
PAID FOR MEDIA SUMMARY (up to Wednesday, April 29)

SOCIAL MEDIA –Facebook has generated **550,558** impressions, **6,394** clicks and **661** Reactions, Comments, Likes, Shares. **19,350** completed video views at 100%. Over the past week reach (no. individuals) has increased to **198,228** among the business audience.

Instagram has generated **320,667** impressions, **1,489** clicks to the website and **520** Reactions, Comments, Likes, Shares. Instagram is reaching **162,776** business audience users and there have been **10,596** video views at 100% .

Twitter has delivered **174,125** impressions to date, with **1,760** clicks to the website. There have also now been **36,611** completed video views.

Finally, **LinkedIn** has delivered **39,847** impressions and **436** clicks. To date the posts have reached **30,598** on LinkedIn, with a high level of video completions, with **5,718** full video views to date.



COVID-19 COMMUNICATIONS UPDATE : 01.05.2020

nibusinessinfo.co.uk coronavirus customer usage

Report date: 18 Mar 2020 - 29 Apr 2020

coronavirus-specific content

Customer visits (sessions)

354,278

Customer views (page views)

820,167

Campaign page (page views)

174,963

Support PDF (downloads)

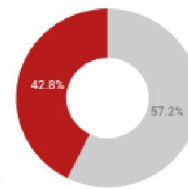
26,217

External clicks to more info

271,424



Customers accessing coronavirus-specific guidance
Customers accessing general business guidance only



Top 5 | Coronavirus-specific guidance pages

Views...

1.	Coronavirus: Business Support Grant Schemes	234,734
2.	Coronavirus updates: Support for your business (campaign page)	185,233
3.	Coronavirus: £10,000 Small Business Support Grant Scheme	41,957
4.	Coronavirus: £25,000 Retail, Hospitality, Tourism and Leisure Grant	34,544
5.	Coronavirus business support	25,284

Top 5 | General business guidance pages

Views...

1.	Small Business Rate Relief	56,263
2.	Advantages and disadvantages of employees working at home	14,850
3.	Payment terms - commonly used invoice payment terms and their ...	11,518
4.	Business benefits of corporate social responsibility	11,263
5.	Benefits of computer networks	10,521



The Executive Office
NI Hub