

**COVID 19
EXECUTIVE STRATEGY AND PLAN**

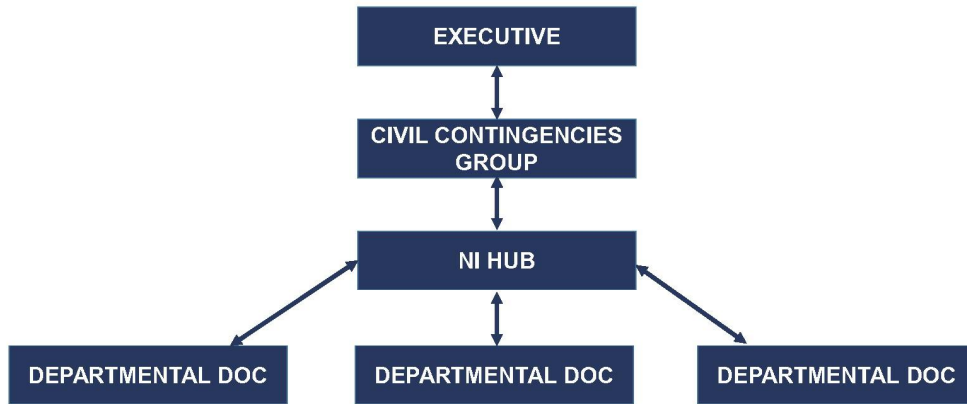
Monday 18 MAY

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 15 May 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 after when social distancing and isolation measures are eased or amended.
 - There is currently sufficient ventilator capacity to meet demand, with further equipment being sourced via HSC supply chains and 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	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		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	Moira Doherty DfC	Short term
1.2	Sufficient supplies of PPE for non-Health care sectors	Rapid procurement 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)	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 DEA 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	<p>Enhancing the existing statutory and voluntary services with additional volunteers</p> <p>Provision of free food packages for the most vulnerable</p> <p>Framework and protocols in place to support delivery of prescription medications by voluntary and community sector.</p>		<p>Number of food packages distributed</p> <p>Number of calls to Community Helpline answered</p> <p>Number of new volunteers registered on Volunteer Now</p> <p>Number of individuals receiving assistance through CHDN voluntary and community sector framework for delivery of medication.</p>	Moira Doherty DfC	Short term
1.6	Ensuring the safe operation of custodial environments	Having a scale of responses available		<p>Prisoner population</p> <p>No. of confirmed Prisoner cases</p> <p>No. of staff absent</p> <p>Analysis of out of cell regime (full regime, partial regime, minimal regime)</p> <p>No of prisoners on SPARs</p>	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			DAERA (lead) Karen Pearson TEO DfE DfI – John McGrath	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

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
2.3	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). DfI 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. This includes a focus on maintaining ferry capacity on critical routes and maintaining NI air connectivity (civil aviation is a reserved matter) as well as to consider the potential need for intervention to protect critical supply chains specifically in relation to hauliers. Discussion has begun with DfT on possible need for future support for airports after the current period of support ends in June			John McGrath, DfI Trevor Connolly DfE Bill Pauley DoF	Short term

Priority workstreams

Short term – 0-4 weeks
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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>EA Youth Service <i>Eat Well, Live Well</i> Programme providing food to vulnerable young people.</p>		<p>No. of payments made</p> <p>No. of children assisted</p> <p>No of target young people assisted</p> <p>No. of meals provided</p>	<p>DfC Colum Boyle</p> <p style="border: 1px dashed black; padding: 2px; text-align: center;">NR</p> <p>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</p> <p>DAERA</p> <p>DfC</p> <p>DfI – John McGrath</p> <p>DoF</p>	Medium to Long term

Priority workstreams

Short term – 0-4 weeks
 Medium term – 5-12 weeks
 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

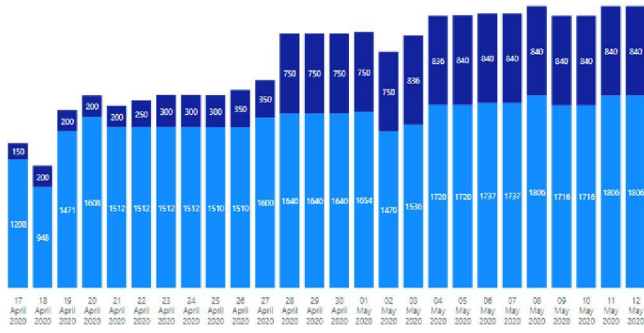
Priority workstreams

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

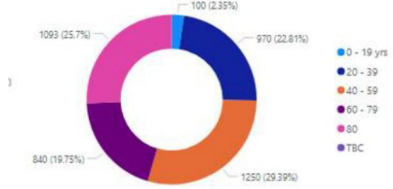
SOCIETAL AND COMMUNITY WELLBEING						
Ref	Description	Action	SRO RAG	Metrics	Owner	Timescale
3.4	Measures to maintain community wellbeing in isolation and beyond, targeting specific groups	Identify actions to support DoH / PHA in delivery of psychological wellbeing goals during and post pandemic			Moira 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	<p>Ensure the awarding of a fair grade in qualifications entered within 2019/20 academic year.</p> <p>Education development services work collaboratively to support schools to deliver effective education to their pupils.</p> <p>The C2K infrastructure sustains and supports the demand by schools in relation to distance learning.</p>		<p>Exam entries graded and awarded by end August</p> <p>All schools have been allocated link officers to provide advice and signposting to appropriate resources.</p> <p>Functions of the C2k network are available to teachers and pupils on 24/7 basis</p>	<p>NR</p> <p>DE DfE – Jim Wilkinson</p>	Medium term

Theme – Health and Care: Testing and Case Figures

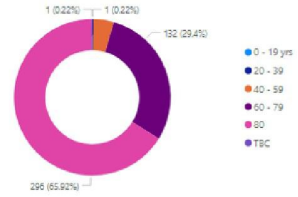
Test Capacity
 ● Pillar 1 Test Capacity ● Pillar 2 Test Capacity

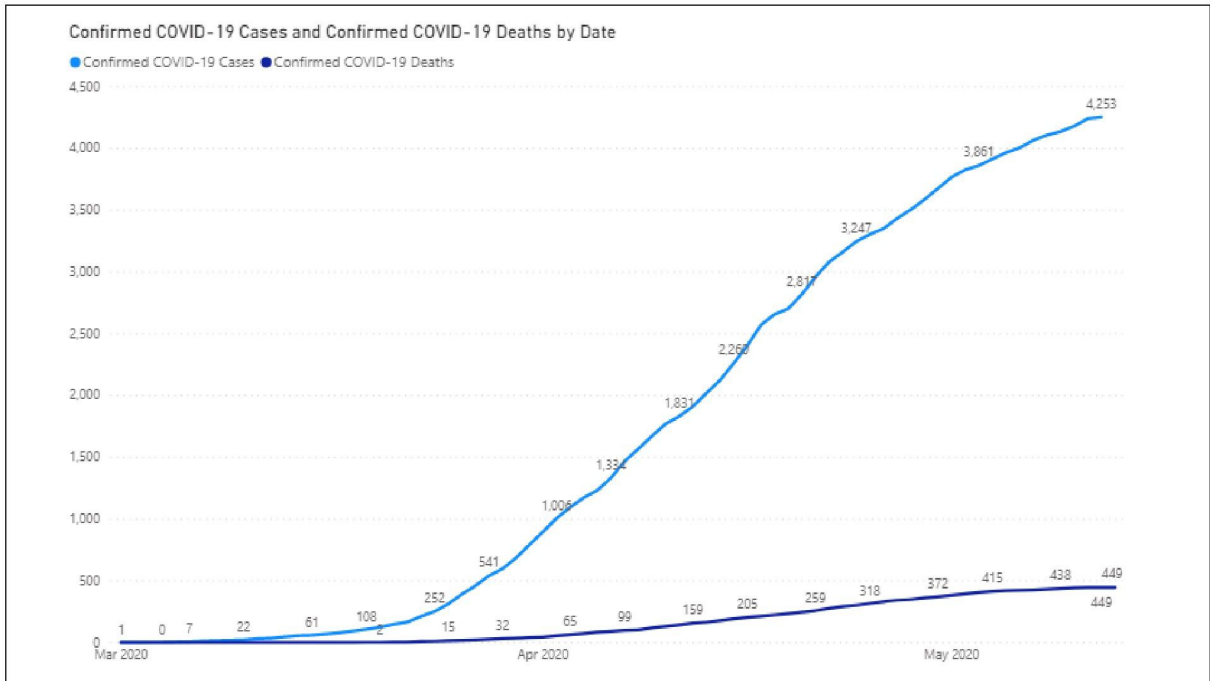


Confirmed Cases by Age Group as of 12 May 2020



Confirmed Deaths by Age Group as of 12 May 2020





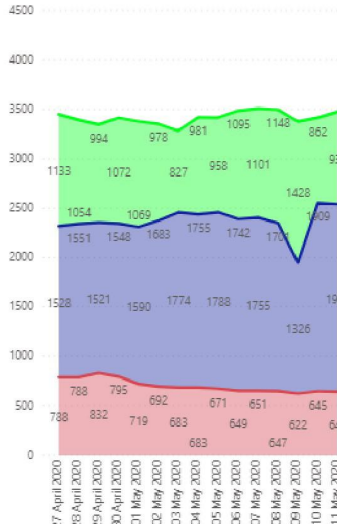
Theme – Health and Care - Hospitals

Hospitalisations for COVID-19 by Date



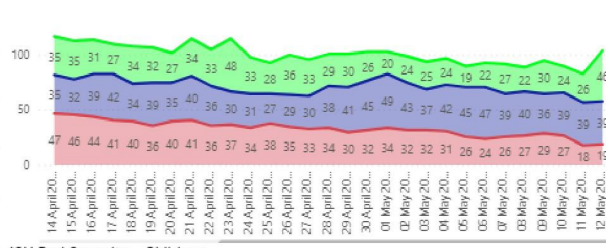
General & Acute Bed Capacity (NI)

● G&A Bed Use - C... ● G&A - NON C... ● G&A Beds - S...



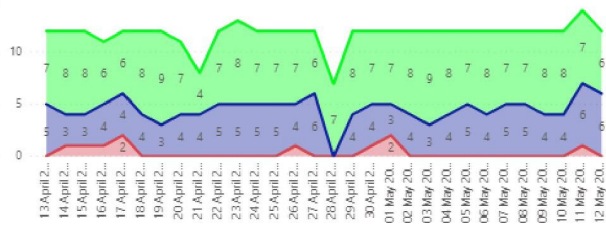
ICU Bed Capacity - Adults

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



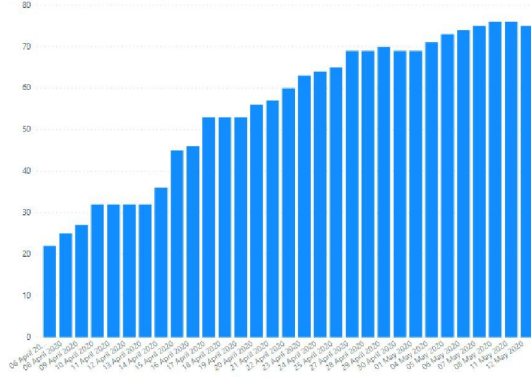
ICU Bed Capacity - Children

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

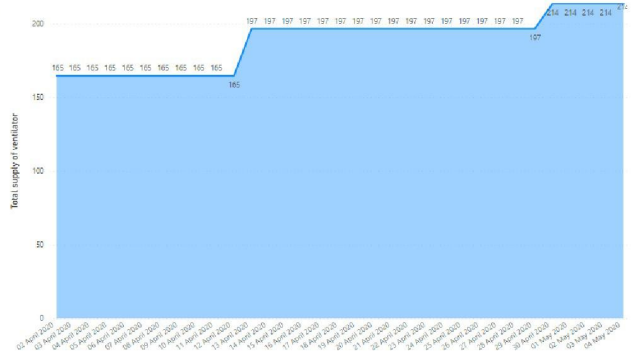


Theme – Health and Care – Care Homes and Ventilator Supply

Number of Care Homes with Confirmed COVID-19 Cases



Total supply of ventilator by Date

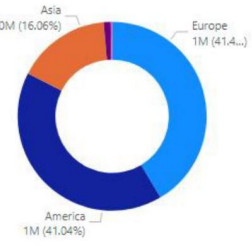


Theme – Health and Care: Global Perspective

Cases by Country

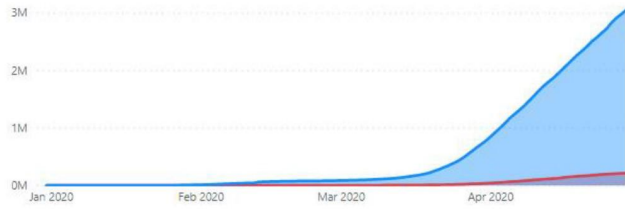


Cases by Continent

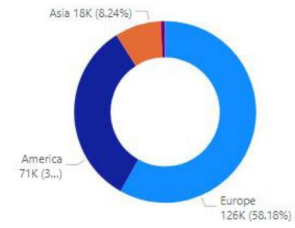


Cumulative Deaths and Cumulative Cases by Date

● Cumulative Deaths ● Cumulative Cases



Deaths by Continent

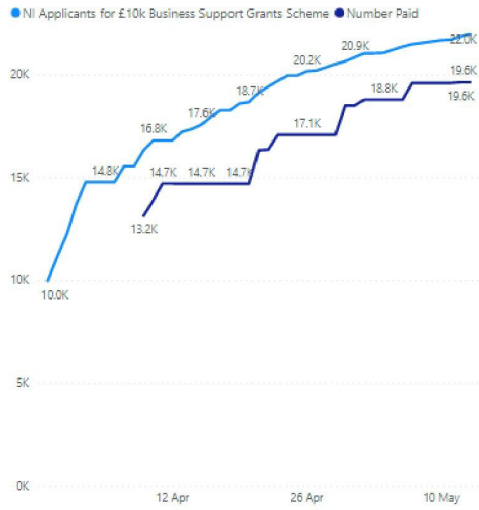


Source: European Centre for Disease Prevention and Control

Theme – Economy and Infrastructure

£10k Business Support Scheme

NI Applicants for £10k Business Support Grants Scheme and Number Paid by Dates



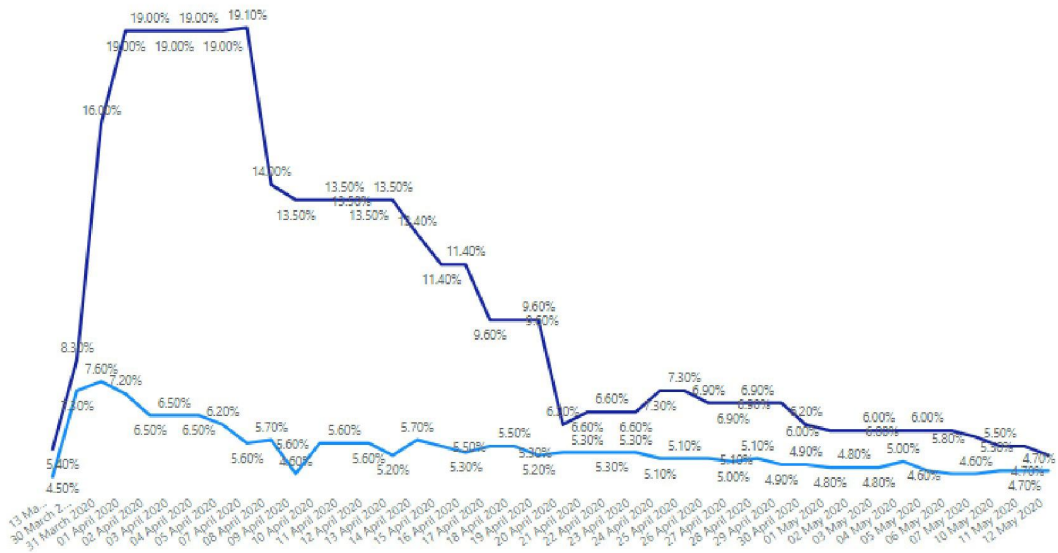
£25k Business Support Scheme

NI Applicants for £25k Business Support Grants Scheme by Dates



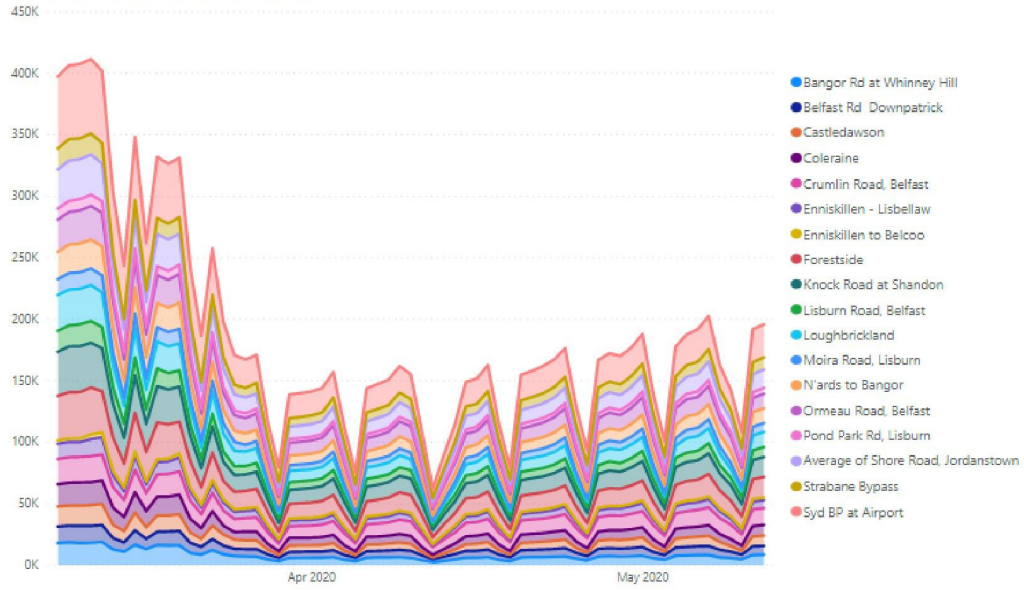
Energy Sector Absence Rate (%) and Telecoms Absence Rate (%) by Date

● Energy Sector Absence Rate (%) ● Telecoms Absence Rate (%)



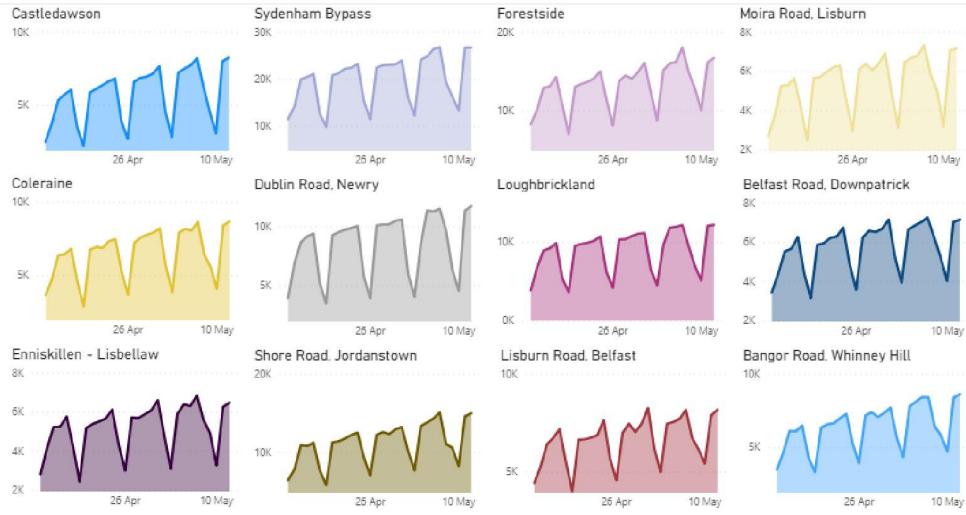
Theme – Travel and Compliance: Traffic Volumes

Northern Ireland Traffic Volumes by Date



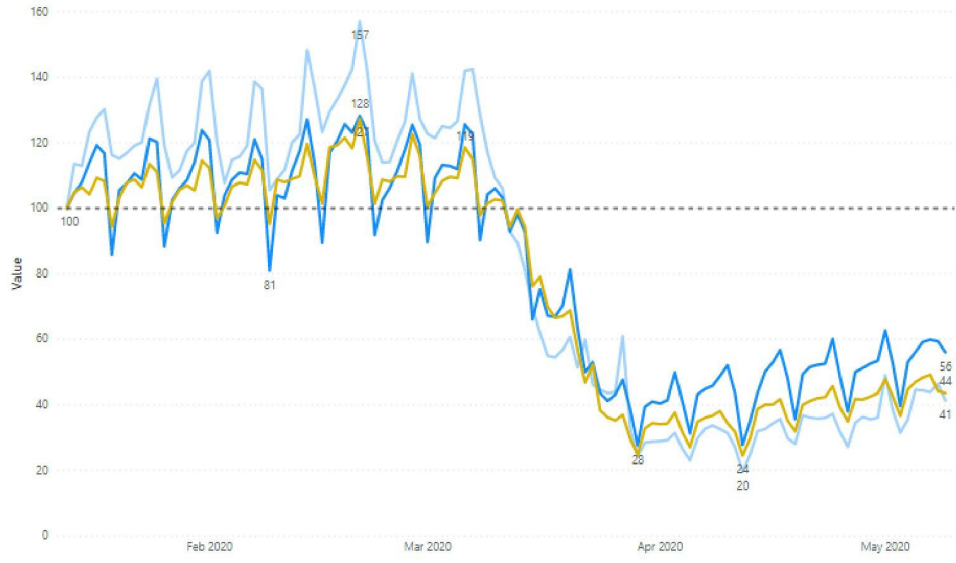
Theme – Travel and Compliance

Northern Ireland Traffic by key routes (all vehicle types) from the 13th April to present.



Change in Driving Route Request vs Baseline (up to 9th May)

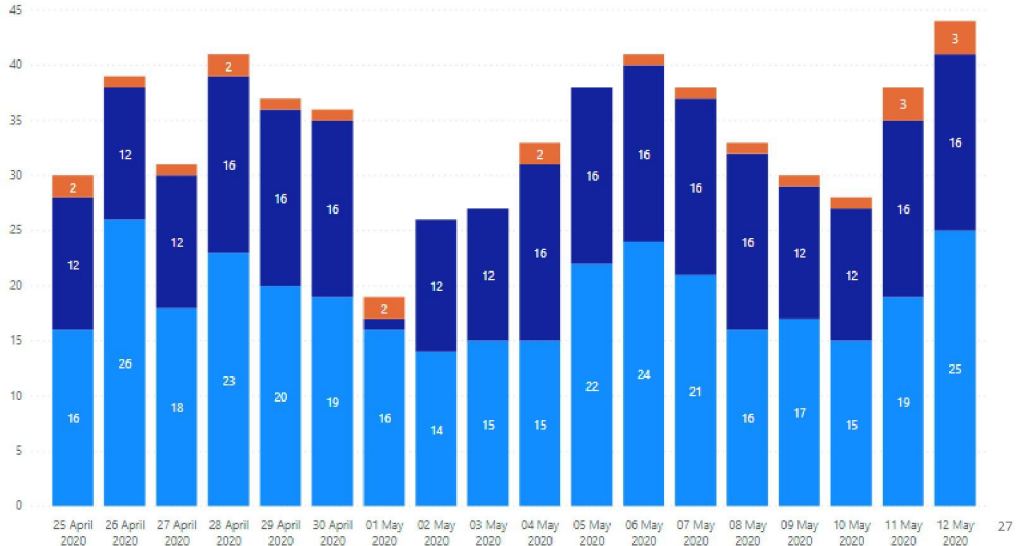
region ● Ireland ● Northern Ireland ● UK



Theme – Travel and Compliance: Port and Ferry Crossings

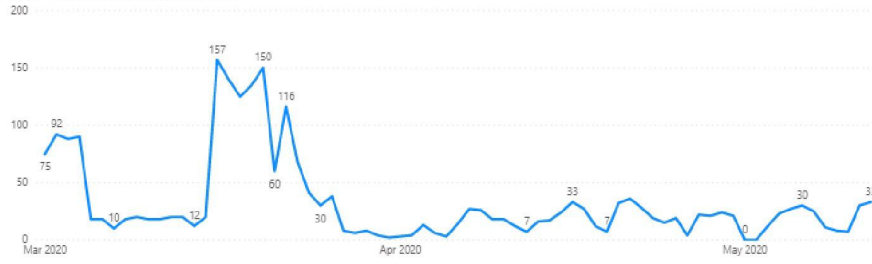
Port and Ferry Crossings by Date

● Belfast Harbour ● Port of Larne ● Foyle Port

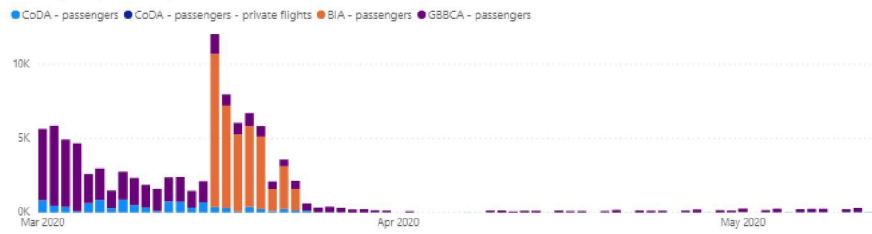


Theme – Travel and Compliance: Air Traffic

BIA - Freight/ Cargo flights by Date



Passengers by Airport by Date

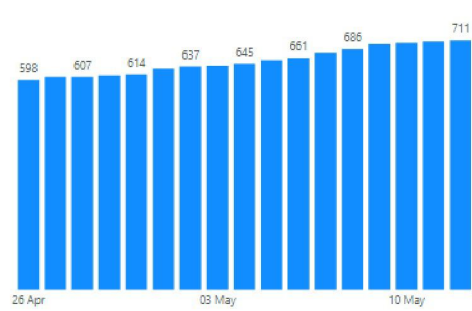


Theme – Justice

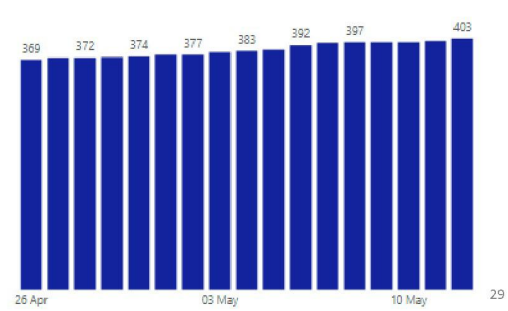
Cumulative COVID-19 Social Distancing Sanctions by Date



CRN's (Community resolution notice) by Date

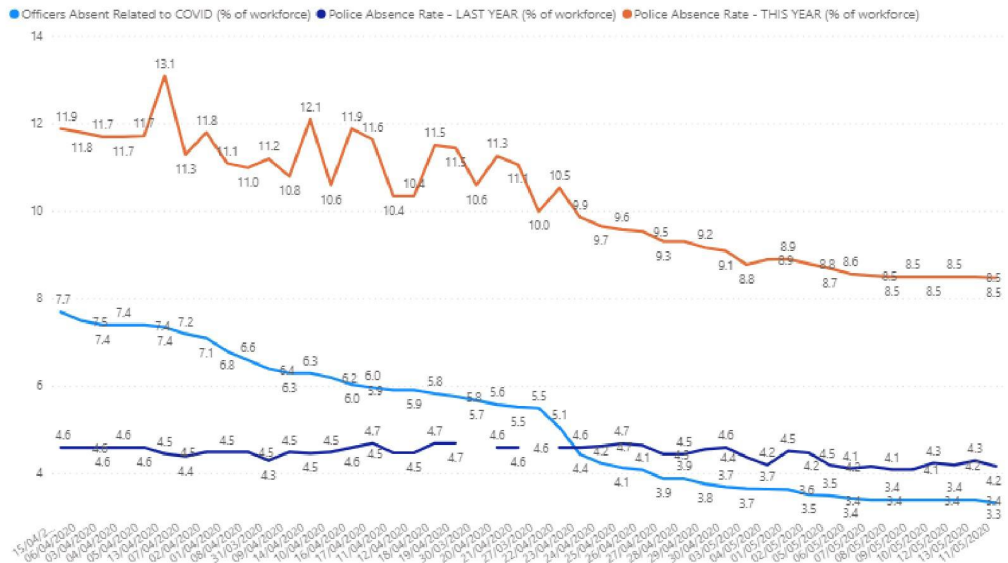


PND's (Penalty notice for disorder) by Date



Theme – Justice

PSNI Absence Rates (This Year vs Last Year)

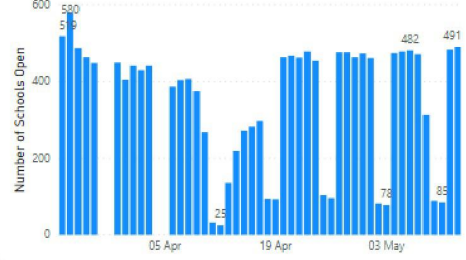


Theme – People and Communities :Schools

School Attendance Rate (%) by Date

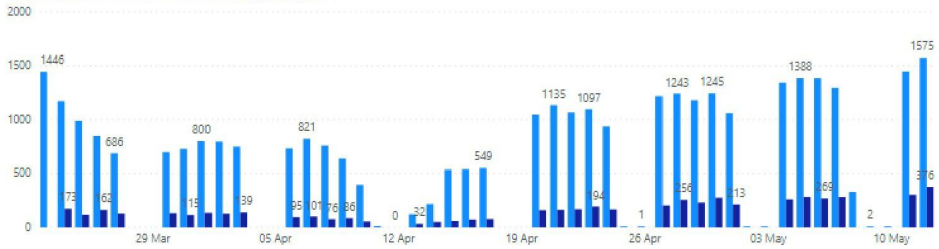


Number of Schools Open by Date



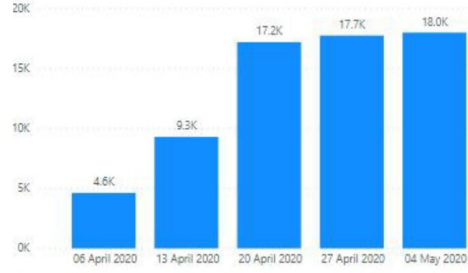
Total Number of Children Attending and Vulnerable children by Date

● Total Number of Children Attending ● Vulnerable children

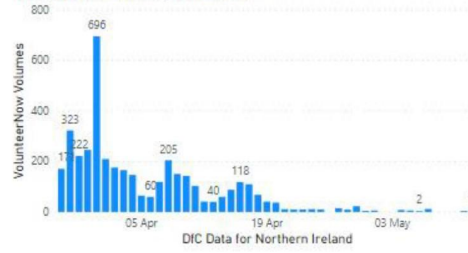


Theme – People and Communities: Community Support

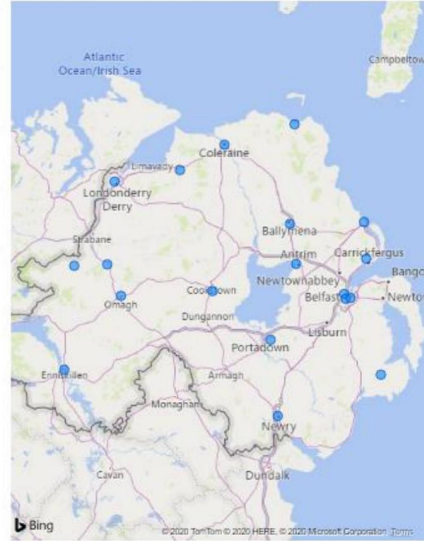
Food Packages Delivered By Week (Week Commencing)



Volunteer Now Volumes by DfC Date



Food Package Distribution Centres (Reused Leisure Centres)



CORONAVIRUS COVID-19



COMMUNICATIONS UPDATE

OVERVIEW

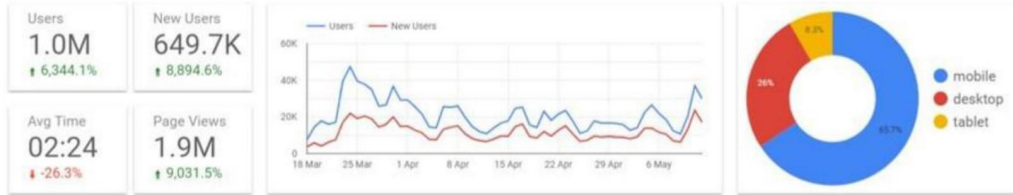
Digital advert performance: Impressions: **15,041,148** (*19.3% increase from last week's report*). Clicks: **110,711** (*25% increase from last week's report*). Reactions, Comments, Likes, Shares: **19,896** (*22.8% increase from last week's report*).

nidirect has seen an increase from **748.9K** page views last week. Users are up by **3%** and page views have increased by **1.2%** compared to last week. Users are now spending an average of **3 mins 17 secs** on site, which is a further increase of **1.7%** from last week's report.

We have seen increases in page views on more functional information pages such as around funeral arrangements, information on support available and delays in rates bills, so it may be that people are now seeking out more specific content on site as they are now aware of the key campaign guidance around staying home, keeping distance and self-isolating.

In the 24hrs following the publication of the Executive's recovery plan, the nidirect page was viewed **2,453** times and the report has been downloaded by **2,108 users**.

nidirect statistics (18th March - Wed 6 May)



Top 5 nidirect pages

Coronavirus (COVID-19) nidirect campaign page	542,253
Coronavirus (COVID-19) and benefits	256,654
Coronavirus (COVID-19): motoring	234,158
Coronavirus (COVID-19): advice for vulnerable people	180,316
Coronavirus (COVID 19): overview and advice	102,181

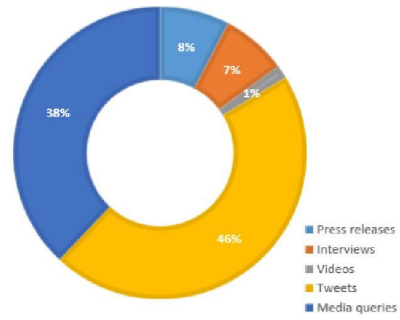
COVID-19 COMMUNICATIONS UPDATE : 14.05.2020

NICS DEPARTMENT OVERVIEW (Thurs 7 – Tues 12 May)

From **May 7 to 12**, **24** 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 **179 Tweets**, as well as additional posts on Facebook and Instagram.



ACTIVITY SUMMARY:

PRESS RELEASES	INTERVIEWS (inc pressers)	TWEETS (inc retweets)	VIDEOS	MEDIA QUERIES
24	37	179	8	116

EXECUTIVE PRESS BRIEFINGS (Thurs 7 – Tues 12 May)

From **Thursday, May 7** to **Tuesday, May 12**, across all the BBC NI, Downtown/Cool FM, Belfast Live and NI Executive Facebook pages, the daily press briefings had a total of **354,700** 'views', with an average of **118,233** watching daily.

Across the three briefings held since **May 7**, there was an average of **33,334** 'views' on the BBC NI Facebook page; and an average of **72,400** 'views' on Downtown/Cool FM Facebook page.

The daily press briefing on **May 7** with First Minister Arlene Foster and deputy First Minister Michelle O'Neill had the most views of the week on BBC NI Facebook, with **50k** 'views'. The same briefing also had the highest viewing figures across the week on Downtown/Cool FM Facebook with **89.2k** 'views'.

	TOTAL LIVE VIEWS	FACEBOOK LIVE VIEWS	LIVESTREAM VIEWS
LIVE STREAM SUMMARY 7 th May – 12 th May	30,267	28,230	2,037
LIVE STREAM SUMMARY 23 March to date	105,176	90,437	14,739

COVID-19 COMMUNICATIONS UPDATE : 14.05.2020

SAMPLE DEPARTMENT TWEETS (Thurs 7 – Tues 12 May)

DAERA @daera_ni
DAERA and @deptinfra have organised a scheme which facilitates community rural transport services to the vulnerable during #COVID19 @poots2edwin @RuralSupport @RuralCommNet @RuralNetworkNI @NILGA @TVconormac @niexecutive @nidirect



11/05/2020, 12:56

Communities NI @CommunitiesNI
@CommunitiesNI Minister @DeirdreLargey plans to launch a Covid19 Charities Fund, valued in the region of £15m, to help support those local charities that have been negatively impacted by the current Covid 19 crisis [communities-ni.gov.uk/news/hargey-ex...](https://ni.gov.uk/news/hargey-ex...)



8/05/2020, 10:04

Economy NI @Economy_NI
Visit the @NI Tourist Board #Covid19 resource centre to find out more about the help and support available to those within the tourism industry. covid19.tourismni.com



11/05/2020, 13:01

Education NI @Education_NI
A new Notice has been issued from @education_ni in relation to Covid-19 legislation bit.ly/3f00GGA



12/05/2020, 10:02

Dept of Finance @DeptFinance
Finance Minister @conormurphy1 outlines support package for local hospices @NIHospice @nichilrenshosp @MarieCurieNI @hospiceSAHS @CancerFundChild @FoyleHospice



08/05/2020, 17:38

COVID-19 COMMUNICATIONS UPDATE : 14.05.2020

SAMPLE DEPARTMENT TWEETS (Thurs 7 – Tues 12 May)

Department of Health @healthdpt

'Shine a light' to mark International Nurses Day this Tuesday and recognise the extraordinary work that nurses are doing in the fight against #COVID19

health-ni.gov.uk/news/shine-lig...
@niexecutive @charlottemcardl
@BelfastTrust @NHSCTrust
@setrust @SouthernHSCT
@WesternHSCTrust



10/05/2020, 16:17

Dept Infrastructure @deptinfra

Beware of bogus callers, always call the Quickcheck number 101. But if a utility provider needs to call please respect social distancing. #staysafe #COVID19 @PoliceServiceNI



1 redirect and 7 others
11/05/2020, 13:07

Justice NI @Justice_NI

Minister @naomi_long "Small changes in our behaviour this bank holiday weekend could make big differences to the number of people who get ill with #coronavirus or end up in ICU." #StayHomeSaveLives



07/05/2020, 20:58

NI Executive @niexecutive

We've published a document which sets out our approach to #COVID19 decision-making #WeAllMustDoIt



1 redirect and 8 others
12/05/2020, 14:34

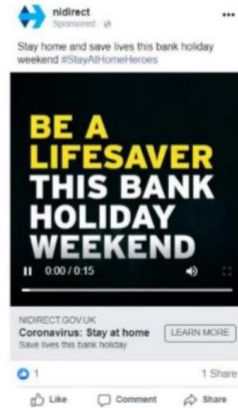
COVID-19 COMMUNICATIONS UPDATE : 14.05.2020

PAID FOR MEDIA SUMMARY (Stats up to Wednesday 6 May)

Last week, the focus for paid-for media activity was **'Stay at home this bank holiday weekend'**. This message appeared on social media, outdoor advertising and radio. TV is continuing with adverts on stay at home, touch, self isolation and celebrity stay at home running.

FACEBOOK – Digital advert impressions (times on screen): **2,213,184**. Clicks: **33,575**. Reactions, Comments, Likes, Shares: **6,633**. To date, there have been **8** paid-for Facebook posts that have reached over **855k** users and generated over **2.2 million** impressions on this channel alone.

INSTAGRAM – Digital advert Impressions (times on screen): **1,788,780**. Clicks: **2,367**. Reactions, Comments, Likes, Shares: **11,329**. We have now reached over **1 million** users on Instagram, delivering almost **1.8 million** ad impressions. There have been **30,111** full video views on Instagram, and we are still seeing strong levels of likes of engagement overall with **11,329** engagements.



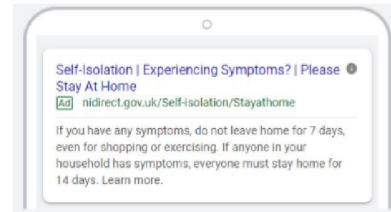
PAID FOR MEDIA SUMMARY (Stats up to Wednesday 6 May)

TWITTER – Digital advert Impressions (times on screen): **1,293,161**. Clicks: **10,768**. Reactions, Comments, Likes, Shares: **1,934**. Twitter is continuing to drive the highest number of video completion rates, with **180,383** users now watching the video to completion.

SNAPCHAT – Digital advert impressions (times on screen): **2,930,476**. Swipe Ups: **40,915**.

PAID-FOR SEARCH – Digital advert impressions (times on screen): **35,674**. Clicks: **4,286**.

The self-isolation keyword is driving **35%** of all campaign impressions (down from 40% last week). This has been decreasing as a total of all campaign volume each week. However, social distancing search volume is up from **35%** last week to **41%** this week of all campaign impressions. (The week before last this was only at 18% of all volume 2 weeks ago so interesting to see the search volume increase around this keyword).



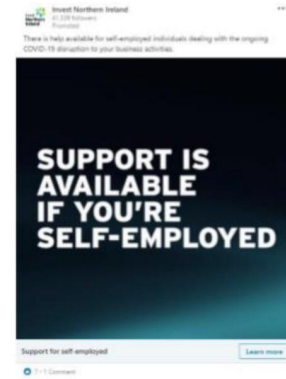
COVID-19 COMMUNICATIONS UPDATE : 14.05.2020

PAID FOR MEDIA SUMMARY (Stats up to Wednesday 6 May)

BUSINESS SOCIAL MEDIA –Facebook has generated **761,660** impressions, **8,406** clicks and **693** Reactions, Comments, Likes, Shares. **19,350** completed video views at 100%. Adverts are being shown to the user on average almost 3 times to reinforce the campaign messaging.

Instagram has generated **434,983** impressions, **1,791** clicks to the website and **511** Reactions, Comments, Likes, Shares. To date the campaign has reached **228,055** of the targeted business audience on Instagram.

Twitter has delivered **214,128** impressions to date, with **2,425** clicks to the website. There have also now been **43,506** completed video views.



nibusinessinfo.co.uk coronavirus customer usage Report date: 18 Mar 2020 - 6 May 2020

coronavirus-specific content

Customer visits (sessions)

405,453

Customer views (page views)

924,138

Campaign page (page views)

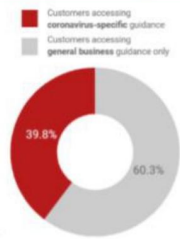
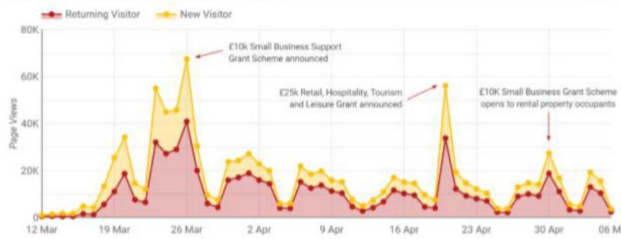
192,022

Support PDF (downloads)

28,668

External clicks to more info

319,727



Top 5 Coronavirus-specific guidance pages		Views...
1.	Coronavirus: Business Support Grant Schemes	234,741
2.	Coronavirus updates: Support for your business (campaign page)	203,844
3.	Coronavirus: £10,000 Small Business Support Grant Scheme	59,966
4.	Coronavirus: £25,000 Retail, Hospitality, Tourism and Leisure Grant	39,708
5.	Coronavirus business support	30,411

Top 5 General business guidance pages		Views...
1.	Small Business Rate Relief	58,953
2.	Advantages and disadvantages of employees working at home	17,832
3.	Payment terms - commonly used invoice payment terms and their ...	13,506
4.	Business benefits of corporate social responsibility	13,260
5.	Benefits of computer networks	12,481