

## CORRESPONDENCE

Email correspondence seeking confirmation of brief for Sun interview.

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**From:** [redacted] (Marketing Company)

**Sent:** 03 January 2019 08:36

**To:** [redacted] (Scottish Government Marketing Manager)

**Cc:** [redacted] (Scottish Government Marketing Colleagues)

**Subject:** Approval Required: The Sun interview today - briefing sheet for [redacted]

Hi [redacted],

HNY and welcome back!

The Sun is keen to interview [redacted] (CAS Call Handler) this morning at 11.30am - I have therefore pulled together a briefing sheet for [redacted] and attached for your review.

It includes an overview of what to expect and our approved key messages - as you know [redacted] has been great so far and will be perfect for this piece.

Can you check over and let me know asap if you are happy so I can get it over to him?

He is back in the office today and I've been in touch with him over the break so he knows what's happening.

Also, can we please get sign off on the release asap this morning so I can send to The Sun for them writing up the piece?

Call me on [redacted] if you have any questions / want to chat through.

Many thanks

[redacted]

## CORRESPONDENCE

<<Attached to email of 3 January 2019 @ 08:36 is following brief>>

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### Spokesperson brief

<b>Spokesperson:</b>	[redacted]
<b>Stripe contact:</b>	[redacted]
<b>Date and time:</b>	11.30am, Thursday 3 January
<b>Location:</b>	Phone interview – [redacted] to call [redacted] on [redacted]
<b>Format and background:</b>	<p>[redacted] is the Features Editor at The Sun – [redacted] writes feature 'articles for the paper and oversees the features team – ensuring the content of the features are topical, interesting and informative . Either [redacted] or one of her team will call you tomorrow to discuss the Financial Health Check.</p> <p>[redacted] is keen to talk to you about the Financial Health Check – what it is and why people on a low-income should use the service.</p> <p>[redacted] will therefore be keen to cover the following:</p> <ul style="list-style-type: none"><li>• An overview of the service – What is it? How does it work? Is it another call centre?</li><li>• Why low-income families should call the helpline – Who should use the service? What can they expect when they ring in? How do you help people maximise their income?</li><li>• Examples of how you have helped people – <i>great if you could give strong examples of how the service has helped people maximise their income</i></li><li>• Do people get credit checked when they call-in?</li><li>• What's your advice to low-income Scots keen to save money / boost their income in 2019?</li></ul> <p>The interview is an opportunity to raise awareness of the Financial Health Check and to urge readers on a low-income to call in.</p> <p>[redacted] could potentially ask you questions around how many people have benefited from the service so far and / or if there is a figure for the amount of money 'in the pot' that is available for Scots to benefit from.</p> <p>We have already asked SG if there is any figures we could use to support this and can go back on this either way so please advise that we are looking into this and will come back to her if it crops up.</p>

	<p>As this is a feature article it is unlikely that there will be any challenging questions around the Scottish Government and how much the service is costing. However, if any challenging questions do crop up please advise that it's not for you to respond to and we will pick up.</p>
<p><b>Key messages</b></p>	<p>There are around half a million cases of Scots who are not claiming all the support they are entitled to. By visiting <a href="http://parentclub.scot/money">parentclub.scot/money</a> you can find out how you can maximise your income</p> <p>The Financial Health Check offers free, impartial advice and support for your own personal circumstances. You can find out more by phoning the free helpline number on 0800 085 7145 or by visiting <a href="http://parentclub.scot/money">parentclub.scot/money</a></p> <p>If you're a parent struggling to make ends meet, you're not alone. It doesn't matter if you're in work or out of work, call the free phonenumber on 0800 085 7145 to check you're getting all the money you're entitled to and not paying more than you need for basic services, like gas or electricity.</p> <p>The Financial Health Check is delivered by Citizens Advice network in Scotland, supported by the Scottish Government</p> <p><b>Reasons to Call:</b></p> <ul style="list-style-type: none"> <li>• It's FREE and provides support and impartial advice for your own personal circumstances</li> <li>• It is a one-stop-shop to find out if you're eligible for any financial support to maximise your income</li> <li>• You will speak to an experienced advisor who can check you're getting all the money you're entitled to and not paying more for basic services like gas or electricity</li> </ul>
<p><b>Things to remember (if you can):</b></p>	<ul style="list-style-type: none"> <li>• Keep it short and simple! Clarity reduces the risk of misquoting</li> <li>• Do not feel you have to fill the 'airspace' – that is the interviewer's job</li> <li>• Just be aware that there is no such thing as 'off the record' so steer clear of any remarks that could be misinterpreted or taken out of context</li> </ul>
<p><b>Stripe Contacts:</b></p>	<p>[redacted], <i>Stripe Communications</i>, [redacted]</p>

## **CORRESPONDENCE**

Further correspondence around brief.

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**From:** [redacted] (Scottish Government Marketing Manager)

**Sent:** 03 January 2019 10:49

**To:** [redacted] (Marketing Company)

**Cc:** [redacted]

**Subject:** RE: Approval Required: The Sun interview today - briefing sheet for [redacted]

Hi [redacted],

Please see attached – press release for The Sun approved subject to a couple of minor changes: first sentence and ‘funded’ instead of ‘supported’.

Note that Cab Sec quote is yet to be approved and we are still waiting on CAS to supply quote from their CEO. Please would you withhold these sections until I confirm?

Thanks, [redacted]

**[redacted]**

## CORRESPONDENCE

<<attachment: Marketing Brief with changes>>

### Spokesperson brief

<b>Spokesperson:</b>	[redacted]
<b>Stripe contact:</b>	[redacted]
<b>Date and time:</b>	11.30am, Thursday 3 January
<b>Location:</b>	Phone interview – [redacted] to call [redacted] on [redacted]
<b>Format and background:</b>	<p>[redacted] is the Features Editor at The Sun – [redacted] writes feature 'articles for the paper and oversees the features team – ensuring the content of the features are topical, interesting and informative . Either [redacted] or one of her team will call you tomorrow to discuss the Financial Health Check.</p> <p>[redacted] is keen to talk to you about the Financial Health Check – what it is and why people on a low-income should use the service.</p> <p>[redacted] will therefore be keen to cover the following:</p> <ul style="list-style-type: none"><li>• An overview of the service – What is it? How does it work? Is it another call centre?</li><li>• Why low-income families should call the helpline – Who should use the service? What can they expect when they ring in? How do you help people maximise their income or reduce outgoings?</li><li>• Examples of how you have helped people – <i>great if you could give strong examples of how the service has helped people maximise their income</i></li><li>• Do people get credit checked when they call-in?</li><li>• What's your advice to low-income Scots keen to save money / boost their income in 2019?</li></ul> <p>The interview is an opportunity to raise awareness of the Financial Health Check and to urge readers on a low-income to call in.</p> <p>[redacted] could potentially ask you questions around how many people have benefited from the service so far and / or if there is a figure for the amount of money 'in the pot' that is available for Scots to benefit from.</p> <p>We have already asked SG if there is any figures we could use to support this and can go back on this either way so please advise that we are looking into this and will come back to her if it crops up.</p> <p>As this is a feature article it is unlikely that there will be any challenging questions around the Scottish Government and</p>

	<p>how much the service is costing. However, if any challenging questions do crop up please advise that it's not for you to respond to and we will pick up.</p>
<p><b>Key messages</b></p>	<p>There are around half a million cases of Scots who are not claiming all the support they are entitled to. By visiting <a href="http://parentclub.scot/money">parentclub.scot/money</a> you can find out how you can maximise your income</p> <p>The Financial Health Check offers free, impartial advice and support for your own personal circumstances. You can find out more by phoning the free helpline number on 0800 085 7145 or by visiting <a href="http://parentclub.scot/money">parentclub.scot/money</a></p> <p>If you're a parent struggling to make ends meet, you're not alone. It doesn't matter if you're in work or out of work, call the free phonenumber on 0800 085 7145 to check you're getting all the money you're entitled to and not paying more than you need for basic services, like gas or electricity.</p> <p>The Financial Health Check is delivered by Citizens Advice network in Scotland, supported by the Scottish Government</p> <p><b>Reasons to Call:</b></p> <ul style="list-style-type: none"> <li>• It's FREE and provides support and impartial advice for your own personal circumstances</li> <li>• It is a one-stop-shop to find out if you're eligible for any financial support to maximise your income</li> <li>• You will speak to an experienced advisor who can check you're getting all the money you're entitled to and not paying more for basic services like gas or electricity</li> </ul>
<p><b>Things to remember (if you can):</b></p>	<ul style="list-style-type: none"> <li>• Keep it short and simple! Clarity reduces the risk of misquoting</li> <li>• Do not feel you have to fill the 'airspace' – that is the interviewer's job</li> <li>• Just be aware that there is no such thing as 'off the record' so steer clear of any remarks that could be misinterpreted or taken out of context</li> </ul>
<p><b>Stripe Contacts:</b></p>	<p><i>[redacted], Stripe Communications, [redacted]</i></p>

## CORRESPONDENCE

Further correspondence regarding interview.

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**From:** [redacted] (Marketing Company)

**Sent:** 03 January 2019 12:48

**To:** [redacted] (Scottish Government Marketing Manager)

**Cc:**

**Subject:** Re: Approval Required: The Sun interview today - briefing sheet for [redacted]

Hi [redacted],

As discussed just now please see below from [redacted] (CAS call handler) re figures he provided to The Sun which they are all comfortable with.

*The figure I gave the Sun was 200 people who had called in through word of mouth which had resulted in client gains of £100k (actual figure is £103,230.60). The data sample was for the period 01/11/2018-31/12/2018 and I wasn't able to break it down any further in the time available although the vast majority were benefits which were unclaimed.*

Shout if any q's.

Thanks

[redacted]

[redacted]

## CORRESPONDENCE

Email to Cabinet Secretary seeking clearance on Press Release.

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**From:** [redacted] (Scottish Government Communications)

**Sent:** 03 January 2019 11:25

**To:** Cabinet Secretary for Communities and Local Government  
<CabSecCLG@gov.scot>

**Cc:** [redacted] (Scottish Government Communications Team) (Scottish Government Marketing Manager) (Social Justice and Regeneration Policy Division)

**Subject:** For clearance: Financial Health Check

Hi [redacted],

The Sun will be running a piece about the Financial Health Checks on Monday. They are interviewing a CAS call handler today and we'd like to give them the below info and Cab Sec quote for their piece. Grateful for the Cab Sec's clearance.

Thanks,

[redacted]

[redacted]

## CORRESPONDENCE

<<Attachment: Press Release>>

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### News release

#### **National drive to help those on low-income maximise their income**

There are around half a million cases of people not claiming all the support they are entitled to.

The Scottish Government is urging low-income families to kick-start 2019 by finding out how they can maximise their income and reduce costs.

Offering free, impartial advice and support, the Financial Health Check is a one-stop personalised service on money matters. One call to the free helpline is all it takes for families to find out what they are entitled to.

Low-income families across the country could benefit from the service which is being delivered by the Citizens Advice Network in Scotland and funded by the Scottish Government. People can access it by calling the free helpline on 0800 085 7145 and get the financial support they need and are entitled to.

Hundreds have already been offered free financial advice since the Financial Health Check was launched in November.

Aileen Campbell, Cabinet Secretary for Communities and Local Government said “The Financial Health Check is an invaluable source of support for families on a low income and friendly, experienced advisors are on hand to walk through all options.

“Too many people are not accessing everything they could be, and we want to ensure the right support is there to help people make the most of their financial situation. The service will cover issues such as access to free school meals, benefit uptake, council tax reduction and cheaper deals on energy and other utilities to reduce household costs

“If you’re a parent struggling to make ends meet, you’re not alone. It doesn’t matter if you’re in work or out, one call to the free phonenumber is all it takes get some advice that could make a

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real difference. We would therefore urge people to pick up the phone for a free financial health check today”.

The Financial Health Check is free, offering impartial advice and support and it’s available to everyone. Advisors can let enquirers know exactly what they are entitled to, as well as giving a personalised service to help them save money and get the best deals.

An integrated PR and social media campaign will run throughout January.

**For more information call the free Financial Health Check helpline on 0800 085 7145 or go to [parentclub.scot/money](http://parentclub.scot/money) or [facebook.com/parentclubscotland](https://facebook.com/parentclubscotland)**

**ENDS**

**For more information contact [redacted] Stripe Communications on 0131 561 8628 or [fhc@stripecommunications.com](mailto:fhc@stripecommunications.com)**

### **Notes to editors:**

The Financial Health Check is delivered by the Citizens Advice Network in Scotland and supported by the Scottish Government. It aims to motivate low income families to seek financial advice to maximise their income.

**More details are available at [parentclub.scot/money](http://parentclub.scot/money)**

## **CORRESPONDENCE**

Clearance received from Cabinet Secretary's office.

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**From:** [redacted] **On Behalf Of** Cabinet Secretary for Communities and Local Government

**Sent:** 03 January 2019 12:32

**To:** [redacted] (Scottish Government Communications), Cabinet Secretary for Communities and Local Government <CabSecCLG@gov.scot>

**Cc:** [redacted] (Scottish Government Communications Team) (Scottish Government Marketing Manager) (Social Justice and Regeneration Policy Division)

**Subject:** RE: For clearance: Financial Health Check

[redacted],

Ms Campbell has cleared this.

Many thanks

[redacted]

**[redacted]**

## CORRESPONDENCE

Second email thread beginning with email seeking clearance.

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**From:** [redacted] (Scottish Government Communications)

**Sent:** 03 January 2019 11:25

**To:** Cabinet Secretary for Communities and Local Government  
<[CabSecCLG@gov.scot](mailto:CabSecCLG@gov.scot)>

**Cc:** [redacted] (Scottish Government Communications Team) (Scottish Government Marketing Manager) (Social Justice and Regeneration Policy Division)

**Subject:** For clearance: Financial Health Check

Hi [redacted],

The Sun will be running a piece about the Financial Health Checks on Monday. They are interviewing a CAS call handler today and we'd like to give them the below info and Cab Sec quote for their piece. Grateful for the Cab Sec's clearance.

Thanks,[redacted]

[redacted]

### **National drive to help those on low-income maximise their income**

There are around half a million cases of people not claiming all the support they are entitled to.

The Scottish Government is urging low-income families to kick-start 2019 by finding out how they can maximise their income and reduce costs.

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Aileen Campbell, Cabinet Secretary for Communities and Local Government said "The Financial Health Check is an invaluable source of support for families on a low income and friendly, experienced advisors are on hand to walk through all options.

"Too many people are not accessing everything they could be, and we want to ensure the right support is there to help people make the most of their financial situation. The service will cover issues such as access to free school meals, benefit

uptake, council tax reduction and cheaper deals on energy and other utilities to reduce household costs.

“If you’re a parent struggling to make ends meet, you’re not alone. It doesn’t matter if you’re in work or out, one call to the free phonenumber is all it takes get some advice that could make a real difference. We would therefore urge people to pick up the phone for a free financial health check today”.

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## CORRESPONDENCE

Reply from Scottish Government Marketing Manager to Social Justice and Regeneration Division.

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**From:** [redacted] (Scottish Government Marketing Manager)

**Sent:** 03 January 2019 14:01

**To:** [redacted] (Scottish Government Communications) (Social Justice and Regeneration Policy Division)

**Cc:** [redacted] (Scottish Government Communications Colleague)

**Subject:** RE: For clearance: Financial Health Check

Hi [redacted] and [redacted],

For awareness: Stripe our PR agency let me know that The Sun's interview with [redacted] (CAS call handler) went well this morning. [redacted] (CAS Call Handler) shared a stat with The Sun that CAS can substantiate, but we haven't included our press release/approved key messages. I've included details below for your awareness, because Stripe anticipate that The Sun may try to do some maths using these numbers and come up with a headline around £pot of unclaimed benefits.

Thanks, [redacted]

*CAS Call Handler: The figure I gave the Sun was 200 people who had called in through word of mouth which had resulted in client gains of £100k (actual figure is £103,230.60). The data sample was for the period 01/11/2018-31/12/2018 and I wasn't able to break it down any further in the time available although the vast majority were benefits which were unclaimed.*

[redacted]

## CORRESPONDENCE

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**From:** [redacted] (Social Justice and Regeneration Policy Division)

**Sent:** 03 January 2019 15:32

**To:** [redacted] (Scottish Government Marketing Manager)

**Cc:** [redacted] (Scottish Government Communications Colleague)

**Subject:** RE: For clearance: Financial Health Check

Hi [redacted]

I'm a little surprised that CAS already know the financial gain for clients seen so recently. This data would normally take a couple of months to establish as there is often a time delay between the action and the outcome, particularly for financial gain.

[redacted]

**[redacted]**

## CORRESPONDENCE

Reply from Scottish Government Marketing Manager to Social Justice Strategy Unit

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**From:** [redacted] (Scottish Government Marketing Manager)

**Sent:** 03 January 2019 15:48

**To:** [redacted] (Social Justice and Regeneration Policy Division)

**Subject:** RE: For clearance: Financial Health Check

Hi – I know, presume the call handlers must capture some data indicating what they believe £ saving to client is. I don't think it's a problem for us really: if asked about it, we just say that's CAS's data.

Hope you had a lovely break! [redacted]

[redacted]

## CORRESPONDENCE

Email highlighting The Sun article

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**From:** [redacted] (Marketing Company)

**Sent:** 07 January 2019 09:40

**To:** [redacted] (Scottish Government Marketing Manager)

**Cc:** [redacted] (Scottish Government Communications Colleague)

**Subject:** Financial Health Check - The Scottish Sun

Good morning all,

Please find attached the exclusive news feature we secured in The Scottish Sun on the Financial Health Check campaign.

It's a strong piece and it's a column short on being a full page! It covers off key campaign messaging including FHC helpline details and key stats around the money that's already been shared with claimants, as well as including the quote from Aileen Campbell. There is also a breakout section highlighting the benefits most often not claimed and the groups who are encouraged to contact the service.

The interview with [redacted] (CAS call handler), Financial Health Check Supervisor, adds additional explanation around the campaign and service available.

As you know, [redacted] (CAS call handler) gave the stats of nearly 200 people in the last two months have already had a combined £103,230 boost. And as suspected in typical The Sun style they have done their own maths to include the opening line, "Hard-up people are missing out on millions of pounds of entitled benefits..." They have also used language such as Scots being 'clueless' about what they can claim and have said 'it's believed nearly 500,000 people don't access funds they're due despite being skint.

We did set up photography with The Sun at Citizens Advice with [redacted] and FHC branding, but they have simply used a cut out of [redacted] and supported it with a money in hand shot. Also, there is a box out bulleting what money Scots are entitled to and the groups of people encouraged to use the service.

Overall, a strong start to reach our audience and get the message out. We're cracking on with the national and regional sell-in this morning – [redacted] if you can let us know if you're happy with the regional template that would be great.

Thanks,  
[redacted]



## **CORRESPONDENCE**

This email was then forwarded to Communications manager.

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**From:** [redacted] (Scottish Government Marketing Manager)

**Sent:** 07 January 2019 10:20

**To:** [redacted] (Scottish Government Communications Manager)

**Subject:** FYI: Financial Health Check - The Scottish Sun

Hi [redacted] – please see coverage attached. A good start!

Regards, [redacted]

[redacted]

## CORRESPONDENCE

Email exchange between CAS call handler and SG Marketing Manager

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**From:** [redacted] (Scottish Government Marketing Manager)

**Sent:** 07 January 2019 10:30

**To:** [redacted] (CAS call handler)

**Cc:** [redacted] (CAS Project Manager)

**Subject:** Thank you! - The Scottish Sun

Morning [redacted],

Happy new year! I hope you had a lovely break.

I just wanted to say a huge thank you for being part of the Financial Health Check campaign launching today. We really appreciate you taking the time to record the radio ads and be interviewed by The Sun. It resulted in really great coverage in today's paper (attached). One to put up in the office!

We really hope the campaign means that more people get the help they're entitled to, so thanks for helping to make it happen.

Regards, [redacted]

[redacted]

## CORRESPONDENCE

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**From:** [redacted] (CAS call handler)

**Sent:** 07 January 2019 11:14

**To:** [redacted] (Scottish Government Marketing Manager)

**Cc:** [redacted] (CAS Project Manager)

**Subject:** RE: Thank you! - The Scottish Sun

Good Morning [redacted] and Happy New Year!

It's been a pleasure to be part of the campaign – we've already taken a couple of calls from people who have read the Sun article so hopefully it will be the first of many to come.

[redacted]

## CORRESPONDENCE

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**From:** [redacted] (Scottish Government Marketing Manager)

**Sent:** 07 January 2019 11:40

**To:** [redacted] (CAS call handler)

**Subject:** RE: Thank you! - The Scottish Sun

Hi [redacted],

That's excellent news! Just what we wanted – hope it continues,

[redacted]

[redacted]

## CORRESPONDENCE

Email discussing the Sun article.

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**From:** [redacted] (Scottish Government Marketing Manager)

**Sent:** 07 January 2019 10:06

**To:** [redacted] (Social Justice and Regeneration Division) (CAS Project Manager)

**Cc:** [redacted] (Communications Team Manager)

**Subject:** Financial Health Check - The Scottish Sun

Good morning,

Pleased to attach some strong coverage from the Sun this morning following the interview they did with [redacted] (CAS call handler) last week. I particularly like that they've got a call out box at the bottom indicating who should call – should help us get to our target audience. A good start to the campaign.

I'll send [redacted] a note to thank him for giving up his time to speak to the Sun and record the radio ads – little did he know what he was getting into when he answered the phone to [redacted]!

Below you can see commentary from our PR agency. Unsurprisingly, the difference between 500,000 cases and 500,000 households has been lost in translation somewhat, but the key messages around benefit support and picking up the phone for help come through clearly.

I'll send on further updates on media coverage through the week.

Regards,[redacted]

**[redacted]**

*It's a strong piece and it's a column short on being a full page! It covers off key campaign messaging including FHC helpline details and key stats around the money that's already been shared with claimants, as well as including the quote from Aileen Campbell. There is also a breakout section highlighting the benefits most often not claimed and the groups who are encouraged to contact the service.*

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*We did set up photography with The Sun at Citizens Advice with [redacted] and FHC branding, but they have simply used a cut out of [redacted] and supported it with a money in hand shot. Also, there is a box out bulleting what money Scots are entitled to and the groups of people encouraged to use the service.*