New Rising Cases Campaign creative

TV Script

Janey Godley sits on a couch in her signature POV style, and states:

Covid cases in Scotland are up to high do.
And we cannae just let this virus run rampant like a wean at the buffet.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Don't be seeing aw yer pals at once, keep the numbers down.
And if you do see them – try to do it outside.
Keep on wearing face coverings cos it's the law in Scotland.

She holds up a swab, motioning towards her nose:

And gi'e yerself a wee prod twice a week.

Let's look efter each other.

Super: **Let's stop the spike**

Radio Script

Covid cases in Scotland are up to high do.
And we cannae just let this virus run rampant like a wean at the buffet.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Don't be seeing aw yer pals at once, keep the numbers down.
And if you do see them – try to do it outside.
Test yersels twice a week.
And keep on wearing face coverings cos it's the law in Scotland.

Let's aw look efter each other.
Let's stop the spike

Digital script (Face Coverings and Testing variant)

Janey Godley sits on a couch in her signature POV style, and states:

That's Covid cases rising again.
And we cannae just let this virus run riot like yer gran in the reduced section.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Keep on wearing face coverings cos it's the law in Scotland.

She holds up a swab, motioning towards her nose:

And gi'e yerself a wee prod twice a week.

Let's look efter each other.

Super: **Let's stop the spike**

Digital script (Meet outdoors variant)

Janey Godley sits on a couch in her signature POV style, and states:

Covid cases in Scotland are up to high do.
And we cannae just let this virus take over like it's yer da with the remote control.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Don't be seeing aw yer pals at once, keep the numbers down.
And if you do see them – try to do it outside.

Let's look efter each other.

Super: **Let's stop the spike**

Scottish Government – Janey Godley campaign

Why was Janey Godley selected as the figurehead for this campaign?
Janey Godley is one of the several celebrities we hope to involve in this. Celebrity involvement was felt to be important at this time, when the public have been exposed to communications about covid for a long period. With high levels of covid in cirulation we needed a bold, arresting approach to capture the public's attention again.

Ms Godley is supportive of the Covid-19 safety behaviours and is compliant herself. She carries a 'no nonsense, straight talking' style which appeals to a wide range of people in Scotland.

How much was she paid?
Details of all cost relating to the campaign will be available upon completion of the campaign.

Alt: Ms Godley was paid £10,000 + VAT for her time and exposure across the campaign which will reach 4.16m people people on average 14 times. This covers her involvement across TV, radio, PR and digital.

What are you spending on this campaign?
The total spend for this campaign cannot be confirmed as the length of time it will run has yet to be decided.

What authority does Janey Godley have to speak about coronavirus? She is a comedian
The scripts were developed in collaboration with the Scottish Government to ensure all information was accurate and represented the behaviours deemed of the highest public health benefit to slowing case numbers.

Are you using Janey Godley because she is a big SNP supporter/knows FM?
The decision to involve Janey Godley in this campaign was taken around her popularity in Scotland and Ms Godley perfomance and ability to speak frankly to the public.

Where did the shoot take place
The shoot took place on Wednesday 1 September in Glasgow.

Were correct Covid Protection protocols followed prior to the shoot?
Yes. All crew are required to provide a negative PCR COVID-19 test prior to attending a Scottish Government film shoot. Everyone requires to wear a mask and are recommended to keep a sensible distance from each other.

What protocols are in place during Scottish Government film shoots?

- All attendees take PCR tests in advance of shoot and must provide a negative result.
- All attendees advised to travel alone and avoid public transport wherever possible.
- All attendees complete and sign Heath Declarations before arriving on set.
- Professional cleaning of private studio.
- Nurse on set to take all attendees temperature twice during the duration of the shoot.
- Covid supervisor on set (First Option certified).

- Covid supervisor sanitised all door handles, cleaned bathrooms, ensured distancing, providing hand sanitiser regularly, provide PPE.
- All attendees required to follow physical distancing best practice.
- All attendees to wear face coverings at all times.
- All food individually labelled and packaged.
- Only essential crew on set in main studio.
- First Option Safety Consultants are used by Production companies to advise on production safety from a COVID-19 perspective. Scottish Government guidance Close Contacts and Self-Isolation is strictly followed.

Who produced the camapign?

The camapign was developed by the Leith Agency. Media buying is delivered by Republic of Media. Both were appointed following competitive tender to handle public engagement camapigns related to public health.

Leith.

Copy

JOB# N/A	**VERSION#** F	**DATE** 30.08.21
CLIENT / BRAND Scot Gov		
SUBJECT Covid Reminder		
MEDIA TV		
CREATED BY [REDACTED]		

COUCH

Janey Godley sits on a couch in her signature POV style, and states:

Covid cases in Scotland are up to high do.
And we cannae just let this virus run rampant like a wean at the buffet.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Don't be seeing aw yer pals at once, keep the numbers down.
And if you do see them – try to do it outside.
Keep on wearing face coverings cos it's the law in Scotland.

She holds up a swab, motioning towards her nose:

And gi'e yerself a wee prod twice a week.

Let's look efter each other.

Super: **Let's stop the spike**

Leith
86/2 Commercial Quay
Commercial Street
Edinburgh EH6 6LX
0131 561 8600
leith.co.uk

From: [REDACTED]
Sent: 28 August 2021 17:50
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Covid Scripts

Hi [REDACTED]

We'll share comments within the hour. As a quick heads up, we want to take forward Janey and [REDACTED] scripts for the main campaign, and if at all possible maybe [REDACTED] and [REDACTED] as part of a social campaign. Thinking about different audiences here.

Comments on favoured scripts to follow.

Thank you for your patience.

[REDACTED]

[REDACTED] | Marketing, Insight, Brand Scotland & Internal Communications
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

From: [REDACTED]
Sent: 29 August 2021 18:19
To: First Minister; Deputy First Minister and Cabinet Secretary for Covid Recovery; Cabinet Secretary for Health and Social Care
Cc: [REDACTED]
Subject: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

P/S First Minister
P/S Deputy First Minister and Cabinet Secretary for Covid Recovery
P/S Cabinet Secretary for Health and Social Care

In response to Scotland's current Covid-19 status, Ministers have requested a new overarching communications strategy to re-engage the public and urgently motivate the required behaviours to help bring case numbers down. The attached submission outlines a recommended approach.

Apologies for the tight response time, but in order to progress activity and launch a new marketing campaign by Friday 3 September, I would appreciate a response by close of play today, Sunday 29 August.

Kind regards
[REDACTED]

[REDACTED] | Marketing, Insight, Brand Scotland & Internal Communications
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

ATTACHMENT – FOI – Stop The Spike – Submission A

From: [REDACTED]
Sent: 29 August 2021 18:42
To: [REDACTED]
Cc: [REDACTED]
Subject: New campaign

All

Just wanted to give you a wee update on where things currently stand with the new campaign and subsequent impact on Riskometer and all our supporting assets.

A submission has gone to Ministers today recommending the following (and [REDACTED] this differs slightly from our last conversation!!):

- TV, radio and digital campaign fronted by Janey Godley to air by Friday 3 September. Janey has agreed in principle to be part of this and all going well, shoot will take place on Wednesday in Glasgow. Ministerial approval (or not!) requested by cop today (Sunday).
- If Ministers approve, this campaign will replace Three Pillars/Beyond Level 0 and Riskometer device for this interim emergency period and we have a new strapline 'Let's stop the surge'.
- Updates to Jason Leitch Three Pillars campaign to progress as is and will hopefully be ready to switch with existing copy on Tuesday 31 August. This campaign will then run until new JG campaign is ready when it will be replaced.
- Supporting assets across Safety Measures, Testing and UAT should continue to support new JG campaign. If Ministers approve, we are recommending that the Riskometer device be removed and the endline updated to 'lets stop the surge'. Leith to look at all assets, consider script re-writes where appropriate and art direction for removal of riskometer device.
- At this point we are anticipating reverting back to Riskometer once this emergency period is over.

I realise we have no media booked post 5 September. I can't remember if UAT is booked from 6-13th? Leith to look at timings for updating supporting assets above and this will then impact on when we can be live. Some assets will be quicker than other to update so a staggered approach is fine.

Apologies but I will not be in the office on Monday, [REDACTED] and the team will be around to answer any further questions you may have, and I will be around for the rest of this evening.

Thanks so much for everyone's help over the weekend to get to where we are. No more can be done until we hear from Ministers. If Janey is not approved, we have 5 other scripts to revert back to and some other celebrities to consider.

[REDACTED]
[REDACTED] | Marketing, Insight, Brand Scotland & Internal Communications
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

From: [REDACTED]
Sent: 30 August 2021 16:53
To: First Minister; Cabinet Secretary for Health and Social Care; [REDACTED]; Deputy First Minister and Cabinet Secretary for Covid Recovery
Cc: [REDACTED]
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

[REDACTED]
Thank you for the response. We will pursue [REDACTED]in the first instance, but will use Janey Godley if [REDACTED]is not available within the timescales.

Best wishes

[REDACTED]

From: [REDACTED]
Sent: 30 August 2021 11:10
To: Cabinet Secretary for Health and Social Care; [REDACTED]; First Minister; Deputy First Minister and Cabinet Secretary for Covid Recovery
Cc: [REDACTED]
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

[REDACTED]
Thank you for the feedback below.

We are liaising with [REDACTED] agent to understand his availability for this week and will advise accordingly. In the meantime we have a provisional hold on Janey Godley's diary for Wednesday.

We are also progressing with the campaign materials for certification and 12-15 year old vaccination should those initiatives go ahead.

Best wishes
[REDACTED]

From: [REDACTED]
Sent: 31 August 2021 09:49
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

Hi All

Just to say this was approved last night by FM, so from Friday 3 Sept onwards we will be running with the new campaign and the new line ‘Stop the Surge’. It’s like this will run for 3-4 weeks and we may then revert back to riskometer (make safer choice to reduce the risk).

[REDACTED] and the core covid team are working up the new campaign now and altering all the existing campaign assets to drop the riskometer line and icon and replace with Stop the Surge.

At the moment we are trying to secure [REDACTED] to front the campaign, but if not available it will be Janey Godley.
Can I ask you to think about your own areas asap and what this means in terms of updates and handling please?

We cannot have anything running after Thursday night with the old strapline ‘Keep Scotland on Track’.

Any questions please shout.
[REDACTED]

From: [REDACTED]
Sent: 31 August 2021 18:58
To: [REDACTED]
Subject: Wardrobe for tomorrow and props

Following on from the studio recce, our wardrobe brief is:

- Something which is a block colour would work well. Bright colours, not monochromatic.
- Unfussy and unpatterned.
- Something like the image below (see image below)
    - As [REDACTED] said, it would be good to see 4/5 options from Janey if possible

I have also attached a selection of props from the studio which we can look at using for tomorrow and find the most natural set up.

thanks
[REDACTED]

ATTACHMENT DELETED OWING TO FILE SIZE

From: [REDACTED]
Sent: 31 August 2021 20:54
To: First Minister; Cabinet Secretary for Health and Social Care; Deputy First Minister and Cabinet Secretary for Covid Recovery
Cc: [REDACTED]
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

P/S First Minister
P/S Deputy First Minister and Cabinet Secretary for Covid Recovery
P/S Cabinet Secretary for Health and Social Care

Following comments from the First Minister and Mr Yousaf, please find the following update:

Campaign Development

1. We have no confirmation on whether [REDACTED]is willing or able to support our campaign, so in view of timescales we are progressing with Janey Godley. Filming takes place tomorrow morning, Wednesday 1 September. We will continue conversations relating to using [REDACTED]and if possible add him to the campaign schedule at a later date.

2. We have developed a new strapline for the campaign, as the previous line, ‘Let’s stop the surge’ is no longer felt to be suitable. The new line proposed is ‘Let’s stop the spike’.

3. Final scripts for TV, radio and 2 x digital variants are attached for information. These will be recorded tomorrow.

Action

Ministers are asked to note the above.

Kind regards
[REDACTED]

[REDACTED]| Marketing, Insight, Brand Scotland & Internal Communications
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

ATTACHMENT – FoI – Stope The Spike – Scripts - Redacted

From: Deputy First Minister and Cabinet Secretary for Covid Recovery
Sent: 31 August 2021 21:10
To: [REDACTED]; First Minister; Cabinet Secretary for Health and Social Care ; Deputy First Minister and Cabinet Secretary for Covid Recovery
Cc: [REDACTED]
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

Hi [REDACTED],

The DFM has noted this information and commented that it looks good.

Many thanks

[REDACTED]
[REDACTED]| Deputy Private Secretary to Deputy First Minister and Cabinet Secretary for Covid Recovery – John Swinney MSP| The Scottish Government | Web: www.gov.scot |

From: [REDACTED] On Behalf Of First Minister
Sent: 31 August 2021 21:10
To: [REDACTED]; First Minister; Cabinet Secretary for Health and Social Care; Deputy First Minister and Cabinet Secretary for Covid Recovery
Cc: [REDACTED]
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

[REDACTED]

I may have picked this up wrong and missed subsequent emails and I will confirm with FM in the morning but I don't think she was supportive of this. Can you hold off please until I speak with the First Minister tomorrow morning.

Thanks
[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 31 August 2021 21:28
To: First Minister; Deputy First Minister and Cabinet Secretary for Covid Recovery; Cabinet Secretary for Health and Social Care
Cc: Aylesbury P (Pauline) <Pauline.Aylesbury@gov.scot>; [REDACTED]
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

[REDACTED], thank you for your responses this evening.

[REDACTED], to advise that we are filming at 10am tomorrow morning so would be most grateful if you could let me know FM's views in advance of that. To cancel at this stage would incur 100% cancellation fees. However, if there are any script changes FM would like to make, I can certainly accommodate this before 9am.

Kind regards
[REDACTED]

[REDACTED]| Marketing, Insight, Brand Scotland & Internal Communications
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

From: [REDACTED]
Sent: 01 September 2021 15:17
To: First Minister; [REDACTED]; Cabinet Secretary for Health and Social Care; Deputy First Minister and Cabinet Secretary for Covid Recovery
Cc: [REDACTED]
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

PS/First Minister
PS/Deputy First Minister and Cabinet Secretary for Covid Recovery
PS/Cabinet Secretary for Health and Social Care

To confirm, following today's discussions we are progressing as agreed with the campaign TV shoot with Ms Godley. This is taking place this evening from 4.30pm onwards. Attached are the finalised scripts which will be recorded, which include slight amends.

I would appreciate if the First Minster, Deputy First Minister and Cabinet Secretary for Health and Social Care could confirm that they are content with the scripts by return. The finished adverts will be issued for Ministerial approval by Friday morning, with a view to them running from Saturday morning onwards.

Best wishes
[REDACTED]
[REDACTED]
Marketing, Insight, Brand Scotland & Internal Communications

ATTACHMENT – FoI – Stop The Spike – Radio Script
ATTACHMENT – FoI – Stop The Spike – Meeting Script
ATTACHMENT – FoI – Stop The Spike – Couch Script
ATTACHMENT – FoI – Stop The Spike – Mask Script

From: [REDACTED]
Sent: 02 September 2021 08:56
To: First Minister; Deputy First Minister and Cabinet Secretary for Covid Recovery
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

Morning

Just to say that the adverts are now filmed, but if you could please ask DFM and FM to come back formally on the email to all to confirm they were content that would be appreciated.

Many thanks
[REDACTED]

From: Deputy First Minister and Cabinet Secretary for Covid Recovery
Sent: 02 September 2021 15:16
To: [REDACTED]; First Minister;
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

[REDACTED]
DFM is content for this to be cleared by the First Minister.

Thanks

[REDACTED]
[REDACTED]
Private Secretary to the Deputy First Minister and Cabinet Secretary for Covid Recovery – John Swinney MSP
The Scottish Government
St Andrew's House | Regent Road | Edinburgh | EH1 3DG
[REDACTED]

From: [REDACTED]
Sent: 02 September 2021 16:59
To: [REDACTED]
Cc: [REDACTED]
Subject: Stop the Spike campaign - Media Q&A

Hi Both

The new Stop to Spike campaign featuring Janey Godley goes live tomorrow. I know the advice was not to do anything proactive but we thought it might be useful to draft some media Q&A.

Here's a working document which we would welcome your input into. If there's anything else you think we need, please say.
[REDACTED]

If you can come back to us by 10.30 tomorrow, that would be amazing.

Many Thanks
[REDACTED]
[REDACTED] | Marketing, Insight, Brand Scotland & Internal Communications
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

ATTACHMENT – FoI – Stop The Spike – Campaign Lines

From: [REDACTED]
Sent: 02 September 2021 20:26
To: First Minister; Cabinet Secretary for Health and Social Care; Deputy First Minister and Cabinet Secretary for Covid Recovery
Cc: [REDACTED]
Subject: RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

PS/First Minister
PS/Deputy First Minister and Cabinet Secretary for Covid Recovery
PS/Cabinet Secretary for Health and Social Care

Following on from [REDACTED] email below [EMAIL SEN 1 SEPTEMBER 2021 15:17], please now find the following final assets for the 'Let's stop the spike' campaign.

Radio – Attached
TV - STOP THE SPREAD - BROADCAST 30, STICK EDIT
Digital / Social assets - STOP THE SPREAD - SOCIALS

I would appreciate if the First Minister, Deputy First Minister and Cabinet Secretary for Covid Recovery and Cabinet Secretary for Health and Social Care could note the final campaign assets. The campaign will start to go live tomorrow afternoon (Friday 3 September) with selected radio and digital spots, followed by TV on Saturday 4 September.

Kind regards
[REDACTED]

[REDACTED]| Marketing, Insight, Brand Scotland & Internal Communications
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

From: [REDACTED]
Sent: 03 September 2021 14:14
To: [REDACTED]
Cc: [REDACTED]
Subject: For Urgent review - Stop the Spike - Final Files

Hi!

Final files for the new Janey Godley social films, link below. Let me know if you're happy with the subtitles (sorry crazy turnaround on these, so would be great if you review within the hour).

The link below contains previews for the films now with final sound, and with and without subtitles.
[REDACTED]

Thanks so much!
[REDACTED]

From: [REDACTED]
Sent: 03 September 2021 14:26
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: DFM Covid session with stakeholders - marketing follow up

Thanks [REDACTED]

Copying in [REDACTED]and [REDACTED] who can provide any further detail. Could you provide [REDACTED] with the contact list? She will need to add any new contacts to her distribution list in advance of the update going out this afternoon to stakeholders / partners.

Suggested update on progress below:

The First Minister's parliamentary statements and opening remarks at media briefings make clear we are still asking people to work from home where possible. Ministers and clinicians reinforce this messaging in media interviews and press lines and we also amplify on our social media channels.

As part of marketing campaigns relating to compliance with guidelines, Test & Protect and Vaccination each has their own dedicated toolkit of materials and messaging which are circulated to stakeholders. Marketing has made these materials available to sector leads for distribution. Toolkits are continually revised as the campaign creative changes or messaging requires to be adapted. For example, currently in development is an updated poster asset which can be used by stakeholders to promote vaccine uptake. The update is to reflect that public can make greater use of drop-in clinics. The list of 150 stakeholders will be added to the marketing list of contacts for campaign toolkits relating to the pandemic.

Other specifics include:

Vaccine: reactivated campaign materials for hesitant audience and incorporating additional information on the percentage who are in hospital for COVID but are unvaccinated that are under 40 to highlight the risk to younger age group. In addition, targeted digital advertising to promote of drop-in clinics in Edinburgh, Glasgow, Dundee and Aberdeen where the uptake of the vaccine is lowest. This is being further supported by live reads on radio stations in these four cities that list drop-in clinics in the area. This activity is live until 10 September. A mail drop is being developed to target those who have received their first dose but it is more than 12-weeks since their appointment and they have not taken up the second dose. Preparations are underway to respond in event of decisions in regards to vaccinating those aged 12-15 and any booster programme.

Tests: Campaigns are currently active for symptomatic testing and self-isolation as well as universal testing. The creative for universal testing will be updated from 14 September to remind people to take their tests regularly to address the concern that some are just testing around special occasions. A updated toolkit will be issued when this creative goes live. Messaging on testing continues to be promoted through Scottish Government social media channels.

Guidance: Campaign featuring Janey Godley starts to be rolled out from Friday 3 September. This addresses face coverings, meeting in groups, meeting outdoors and weekly testing. This campaign is live across TV, radio and digital. This is supported by further campaign activity on safer behaviours. These assets have been updated to remove the riskometer and work under the "let's stop the spike" endline.

With thanks to [REDACTED] and [REDACTED].

Best

[REDACTED]

From: [REDACTED]
Sent: 03 September 2021 14:44
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: For Urgent review - Stop the Spike - Final Files

Hi [REDACTED]

Few comments below for you:

9:16 versions
The contrast between the light blue in Janey's outfit and the subtitles looks like it might not meet the accessibility requirements on the spec sheet (4.5:1). I'd get the agency to double check this using a contrast checker if they haven't already. This is a concern for me on the endframe too with the new tagline – it's a bit tricky to read. Can they check contrast on this too please and if it doesn't meet they could maybe move the tagline above her head for the 9:16 versions?

1:1 versions
Endframe's easier to read here. Can we double check font size is definitely 65pt?

Meetings film
Janey says "we need to keep the numbers doon" at 00:16. Subs only have "keep the numbers oon".

Thanks,

[REDACTED]
[REDACTED]
Scottish Government, St Andrew's House, Edinburgh
Email [REDACTED]

From: [REDACTED]
Sent: 03 September 2021 16:33
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Janey Godley campaign - lines to take

All,

Here are some lines prepped in case of any questions on the Stop the Spike campaign which features Janey Godley.

They will still need cleared should we need to respond.

Marketing/internal comms copylist: [REDACTED]

Thanks

[REDACTED]

ATTACHMENT – FoI – Stop The Spike – Campaign Lines

Leith.

Copy

JOB# N/A	**VERSION#** F	**DATE** 01.09.21
CLIENT / BRAND Scot Gov		
SUBJECT Covid Reminder		
MEDIA Social		
CREATED BY [REDACTED]		

MASKS

Janey Godley sits on a couch in her signature POV style, and states:

That's Covid cases rising again.
And we cannae just let this virus run riot like yer gran in the reduced section at the supermarket.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Keep on wearing face coverings cos it's the law in Scotland.

She holds up a swab, motioning towards her nose:

And gi'e yerself a wee prod twice a week.

Let's look efter each other.

Super: **Let's stop the spike**

Leith
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Edinburgh EH6 6LX
0131 561 8600
leith.co.uk