

ANNEX A

FOI 202300360682 MINISTERIAL PREFERENCES

FIRST MINISTER

Humza Yousaf MSP is the First Minister of Scotland and head of the Scottish Government. You can find his biography and responsibilities on the gov.scot website.

[Redacted - section 29(1)(d) – operation of any ministerial private office].

Title

For formal occasions, the First Minister should be referred to as the Rt Hon Humza Yousaf MSP, First Minister of Scotland. [Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 38 – personal information].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

If the First Minister is required to speak at an event you are responsible for, [Redacted – section 38 – personal information]

[redacted – section 38 – personal information].

When preparing an engagement or meeting briefing for the First Minister ensure you use the [Redacted - section 29(1)(d) – operation of any ministerial private office]

The First Minister's visits and events team will assist in all logistical aspects of external visits. We do not need extensive directions or maps. The team will contact you if they need your help with logistics.

For external engagements, especially those with a public interest, communication colleagues should be consulted as to what news line, if any, there will be. Your briefing should include the background to this.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office]

External meetings and visits

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Parliamentary engagements

The First Minister, on occasion, will participate by opening or closing debates, or providing a statement to parliament. First Minister's private office and special advisers will contact the relevant policy area to discuss requirements as appropriate. [Redacted – section 29(1)(d) – operation of any Private Office]. Policy will be required to provide briefing on the subject matter in line with these requirements.

Letters

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office]

DEPUTY FIRST MINISTER AND CABINET SECRETARY FOR FINANCE

Shona Robison MSP is the Deputy First Minister (DFM) of Scotland. She is also the Cabinet Secretary for Finance, which includes responsibility for the Scottish Budget.

You can view her biography and responsibilities as Deputy First Minister and as Cabinet Secretary for Finance on gov.scot.

Please consult the following top tips and guidance for best practice before providing support to the DFM. Any queries should be directed to private office in the first instance.

Top tips

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Speeches

Drafting a speech is challenging, so be sure to ask experienced colleagues for advice. You can also contact private office for direction on the type of speech and structure expected. Further advice is in the writing a speech guidance.

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Correspondence from MSPs and MPs

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Official replies

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Diary invitations

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Contacting private office

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Reallocation

Ministerial replies can be reallocated so that Ms Robison is answering on behalf of another cabinet secretary/minister who received the original letter. [Redacted – section 29(1)(d) – operation of any ministerial private office].

Delays

If the response is sent more than four weeks after the original letter was written, include an apology for the delay when replying. If the MiCase is not sent up to the DFM by the private office deadline, you should include a short note explaining the delay.

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

CABINET SECRETARY for The CONSTITUTION, EXTERNAL AFFAIRS & CULTURE

Angus Robertson MSP is the Cabinet Secretary for Constitution, External Affairs and Culture. You can find his biography and portfolio responsibilities on the gov.scot website.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Mr Robertson always:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

When drafting a speech please remember:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Please consider these points when writing a speech:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagement briefing

Make sure you use the preferred briefing template for visits and meetings. Tailor the information boxes as appropriate and only complete sections that are needed.

Keep the briefing as short as possible, ensuring it's relevant whilst avoiding duplication. It should contain only the key facts and background information, plus anything new that Mr Robertson is not already aware of. You should always submit speaking notes as separate documents and include page numbers in briefings.

Official support should be assumed for all visits or meetings, unless agreed otherwise with private office. [Redacted – section 29(1)(d) – operation of any ministerial private office].

If amendments need to be made after briefing/speech has been submitted, please contact us as soon as possible to ensure the Cabinet Secretary has the most up to date briefing pack or speech.

You should also make sure:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- to provide a map (where required), postcode, address, organisation name, contact names, parking allocations (if any) and contact phone numbers
- you differentiate your briefing to ensure it's sufficient for the needs of the event or meeting
- to contact private office for further advice about specific requirements for engagements

correspondence

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Mr Robertson also uses a preferred letter template and diary letter template which should be used for correspondence with stakeholders.

CABINET SECRETARY FOR WELLBEING ECONOMY, FAIR WORK AND ENERGY

top tips

Neil Gray MSP is the Cabinet Secretary for Wellbeing Economy, Fair Work and Energy. You can find his biography and portfolio responsibilities on the gov.scot website.

[Redacted – section 38 – personal information].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any Ministerial Private Office].

speeches and events

Speeches should:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Points to remember:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagement briefing

Please contact private office for further advice or to talk through specific requirements for engagements.

Briefings should:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office].

correspondence

For general correspondence:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office].

For diary correspondence:

- contact private office to check diary availability ahead of drafting responses
- contact private office to discuss if a request is not clear
- where a specific meeting or date is not requested and officials advise that a meeting should take place, this should be with officials in the first instance unless Mr Gray requests otherwise
- please submit both an accept and decline where a meeting date has been specified

Correspondence outwith MiCase

Responses to letters from devolved administrations or other MPs should be drafted and sent to private office for clearance within seven working days. You should always provide an email address for the correspondent, as well as a postal address.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

CABINET SECRETARY FOR NHS RECOVERY, HEALTH and SOCIAL CARE

top tips

Michael Matheson MSP is the Cabinet Secretary for NHS Recovery, Health and Social Care. You can find his biography, portfolio responsibilities and photos on the gov.scot website.

speeches

When drafting a speech for Mr Matheson you should note:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagement briefing

When preparing briefings for Mr Matheson:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Meetings with key stakeholders, ministers of other governments, major conferences and high profile events

When preparing these types of briefings include:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Meetings with external stakeholders, receptions or events, including dinners

Prepare these briefings similar to those for key stakeholders but ideally include no more than 10 to 12 pages.

Routine visits/engagements or photo-ops

When preparing these briefings include:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Parliamentary engagements

Mr Matheson takes parliamentary engagements such as debates, statements or committee appearances very seriously. Such engagements will require comprehensive, but also easily navigable and succinct briefing. This is likely to include:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

Ministerial replies

Mr Matheson likes to respond personally to:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Key points

Key points to be aware of are:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Non-MiCase correspondence

Some correspondence, such as inter-ministerial correspondence and letters from parliamentary committees, is dealt with outwith MiCase. Private office will send the letter directly to officials with a request for advice and draft reply.

Please include the original letter when submitting advice and reply to private office.

If you're drafting a letter outwith MiCase, please use Mr Matheson's correspondence template.

Diary

Mr Matheson receives far more invitations than he can accept. In the main he can only accept invitations which:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

CABINET SECRETARY FOR RURAL AFFAIRS, LAND REFORM and ISLANDS

top tips

Mairi Gougeon MSP is the Cabinet Secretary for Rural Affairs, Land Reform and Islands. You can find her biography and responsibilities on the gov.scot website.

Top tips for working with Ms Gougeon:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

speeches

Ms Gougeon always:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

When writing a speech please remember:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Drafting a speech is challenging, so be sure to draw on experienced colleagues for advice and contact private office for direction on the type of speech and structure expected.

Please consider these points when drafting a speech:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagement briefing

Please ensure you use the correct briefing template for meetings and engagements.

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Meetings with key stakeholders, ministers of other governments, major conferences and high profile events

Your briefing for these types of event should include:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Meetings with external stakeholders, receptions or events, including dinners

These briefings should be similar to those for key stakeholders but ideally have no more than eight pages.

Routine visits/engagements or photo-ops

These briefings should include:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Media bids/interviews

If Ms Gougeon is asked to record a short clip (either radio or TV) for the media, any briefing supplied should be no more than two sides of A4. The briefing should cover:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

For longer, more in-depth interviews (for example longer segments or an interview on a specific subject with a newspaper/magazine journalist) a full briefing pack is usually required. Check with private office if unsure.

Parliamentary engagements

Ms Gougeon takes parliamentary engagements such as debates, statements or committee appearances very seriously. Such engagements will require comprehensive, but also easily navigable and succinct briefing.

This is likely to include:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private offices].

Further guidance is listed here in alphabetical order:

Address	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Contact details	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Content	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Co-ordinated responses	Many MiCases are related to PQs or press releases. Please ensure that all facts and figures are consistent
Date	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Delays	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Font	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Diary invitations	[Redacted – section 29(1)(d) – operation of any ministerial private office]

	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 38 – Personal Information]</p> <p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 38 – Personal Information]</p>
Language	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Layout	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Official replies	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Reallocation	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Signature	[Redacted – section 29(1)(d) – operation of any ministerial private office]

	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Spelling	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Timing	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Titles	[Redacted – section 29(1)(d) – operation of any ministerial private office]

CABINET SECRETARY FOR SOCIAL JUSTICE

top tips

Shirley-Anne Somerville MSP is the Cabinet Secretary for Social Justice. You can find her biography and portfolio responsibilities on the gov.scot website.

speeches

Speech requirements vary based on the engagement. If you're drafting a significant speech (for example a parliamentary statement or making a key announcement), Ms Somerville prefers to receive a speech outline before any major work is done.

Type of engagement	Speech requirements
<ul style="list-style-type: none">debates or statementscommittee appearancesopening of debateconference keynotes	Verbatim speech (without bullet points)
<ul style="list-style-type: none">small or less formal eventsclosing of debate	Bullet points with key points which Ms Somerville will use to ad-lib

When drafting, consider the format of the event, including whether Ms Somerville will be speaking from a lectern or a sitting position. For the latter, a bullet style speech is usually better than a full verbatim speech.

Where Ms Somerville is speaking at a conference, she will always prefer to follow her speech with a Q and A. For a 30-minute slot Ms Somerville's preference would be a 10-minute speech, followed by 20 minutes of questions. Ms Somerville speaks at around 160 words per minute. Allow time for her own additions and anecdotes and never submit a speech over the required time.

You should also think carefully about the audience. For example, if the audience will principally be young people, don't make it too heavy on policy. Many of the events Ms Somerville speaks at attract similar

audiences. You should avoid simply cutting and pasting from previous speeches or pasting together separate contributions.

You should also make sure

[Redacted – section 29(1)(d) – operation of any ministerial private office]

When formatting and finalising:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagements

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any Ministerial Private Office]

Official support is expected at all engagements. Exceptions need to be agreed with private office in advance. [Redacted – section 29(1)(d) – operation of any ministerial private office].

It's essential that in the lead up to any visit you liaise with the stakeholder on any planned media activity – either by us, or that they may intend to undertake. Ensure you inform the communications team of any plans.

Briefing

Use the correct briefing template and send this as a Word document, not an eRDM link. The templates include guidance and you should ensure you follow the steps. Deadlines for submitting briefings will be detailed in the diary entry private office sends you.

Speeches should be submitted as separate documents and have page numbers as a footer (in the centre).

If your briefing requires amendments after it's submitted, check with private office before re-submitting. An amended section or additional annex is

often better than resubmitting the whole briefing, particularly for parliamentary debates. We can advise what is best in each instance.

Committee or debate briefing

Category	Type of event	Template
[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]
[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]
[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

On MiCase:

Wherever possible, a reply will be sent out electronically. Please include an email address directly under the final line of the address. Where a letter will be sent electronically, Ms Somerville still wishes for the full postal address to be entered. On MiCase you need to add these additional fields.

When replying to MSPs, ensure you use their preferred reply address – some MSPs ask a particular address to be used.

You should begin by thanking the sender for their letter and refer to the date it was sent. If our response is late, provide a short apology for the delay in replying.

If the original correspondence was sent to another minister but Ms Somerville is replying, acknowledge this and explain why she is responding

For all diary acceptance replies include the following text in your draft:
'Please note that all engagements accepted by the Cabinet Secretary are subject to parliamentary business and can change at short notice.
[Redacted – Section 38 – Personal Information]'

Left justify the signature which should be laid out:

SHIRLEY-ANNE SOMERVILLE for ministerial replies, or

[Redacted – section 38 – personal information]

MINISTER FOR INDEPENDENCE

top tips

Jamie Hepburn MSP is the Minister for Independence. You can find his biography and responsibilities on the gov.scot website.

Mr Hepburn requires official support at all external events and meetings. It's an official's responsibility to take forward any actions from these engagements.

Tips for speeches and briefings

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Email briefing and speeches to the ministerial box five working days in advance of a meeting or event. Speeches should be attached as separate documents, not as part of an overall briefing pack.

speeches

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Formatting

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Structure

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Content

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagement briefing

You should use Mr Hepburn's preferred briefing template for either engagements or meetings. Keep briefings short, relevant and avoid duplication. If Mr Hepburn or private office think the briefing is too long, it will likely be returned for editing. If we think more material is required we'll let you know. Any amendments required after the briefing has been submitted may need to be written in by private office. Please track change these or make them very clear in the covering email.

Always include a good summary page as part of the pack with top lines, key issues and anything to avoid. Think of it as being a one-pager that Mr Hepburn could use on its own to get through a meeting. Remember – this isn't verbatim lines to take - focus on key topics or issues and the Scottish Government/Minister's position.

Try to make the pack (particularly larger packs) as easy to navigate as possible. A 50 page pack with no clear contents page or page numbers will be too difficult to use, so always include a contents page and page numbers (in the middle at the bottom of the page).

You should also:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Preparations for an event

Provide a map (where required), postcode, address, organisation name, contact names and numbers of both the host and the supporting official. For remote locations or large sites, it would also be helpful to provide a grid reference. You can find a latitude and longitude reference on Google maps, by right clicking on a point and then selecting 'What's here?'. Please also copy your briefing to Government Car Service.

You should always contact the event or meeting organiser directly to:

- obtain an agenda
- ask for details of what they would like Mr Hepburn to do,
- discuss the format of their event

You should contact them as early as possible. If anything is unclear, or if you are uncertain that the format is appropriate, contact private office.

Consider putting forward suggestions to make the visit as useful as possible and to make the logistics as easy as possible. For example, a tour before an official opening helps to add context to a speech. [Redacted – section 29(1)(d) – operation of any ministerial private office].

Official support should be assumed for all visits or meetings, unless agreed otherwise with private office. If there's likely to be a challenge in providing support, you should contact private office as soon as possible.

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office]

If Mr Hepburn is delivering a speech, check what is actually said against the draft you provided. It will give you a sense of how he articulates the key issues in your policy area, as well as more widely, and can help in any future speeches you draft. Take a note of any discussion that takes place. The private secretary may take brief notes of action points, but this will not constitute a formal note - this should be drafted by the supporting official.

Meetings with key stakeholders, ministers of other governments, major conferences and high profile events

Your briefing should ideally be a maximum of 20 pages. It should include:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Meetings with external stakeholders, receptions or events, including dinners

Briefings for these meetings should be similar to above, but ideally no more than 10 pages. You should also add table plans and guest lists, including anyone in particular Mr Hepburn should meet or talk to.

Routine visits/engagements or photo-ops

Briefings for more routine visits, engagements or photo-ops should:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Parliamentary engagements

[Redacted – section 29(1)(d) – operation of any ministerial private office]

For committee appearances

The briefing should cover:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Documents to include in the briefing pack:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

Think about the correspondent when drafting the response. It sounds obvious, but a response to an opposition spokesperson on a key policy will have a different tone than a letter concerning an issue a member's constituent might have.

When drafting an acceptance letter, include the sentence asking the correspondent to [Redacted – Section 38 – personal information].

[Redacted – section 38 – personal information].

Formatting

Leave a space between the reference number(s) and the date, and tab the date in once.

Leave four lines between the date and the first line, and four lines between the final greeting and Mr Hepburn's name at the bottom. This will allow sufficient room for Mr Hepburn to add in a greeting and sign the letter.

MINISTER FOR COMMUNITY WEALTH AND PUBLIC FINANCE

top tips

Tom Arthur MSP is the Minister for Community Wealth and Public Finance. You can find his biography and responsibilities on the gov.scot website.

Top tips

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Consider the type of meeting or event and tailor the briefing appropriately. Mr Arthur likes succinct briefings, with the high level, most relevant detail at the top, followed by additional details. Think about what is particularly newsworthy at the moment in time, or what this audience will think is a priority. Always put the most recent or the most notable issues at the top so that Mr Arthur does not have to go digging in the briefing for the most important details.

The briefing should be clear about the purpose of the meeting and what Mr Arthur needs to get out of it. Identify clearly what action you want the Minister to take and the deadline. If you want Mr Arthur to take actions, make decisions or make an announcement at a meeting, always ensure that he has considered the issue in detail before asking in public.

Consider why Mr Arthur is having the meeting, what are the aims (what does he wish to get out of it), and what might he be pressed on by stakeholders or attendees. A one-pager covering the purpose and key points is always helpful. Mr Arthur likes to know who he is meeting and their role or position. If there are a series of annexes, put the names, biographies and roles of who Mr Arthur is meeting at the top. [Redacted – section 29(1)(d) – operation of any ministerial private office]. It is important that the briefing accurately reflects the name/s of the officials attending meetings and events.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

We understand there are occasions where briefing may need to be changed after being sent. If this is the case, it's important to return in tracked changes or clearly mark where you have made the changes.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Provide any parking information and a map, and include a photo from Google maps as an annex. Either update the existing box with car parking details or add an extra line and name a specific entrance for ministerial car parking arrangements.

speeches

For speeches, Mr Arthur always prefers bullet points, rather than prose. As a guide you should provide no more than one to two pages of bullet points for a five minute speech and no more than three to four pages for a 10 minute speech.

It is important that Mr Arthur sees any agenda. If it's a conference, there is usually one and a theme. There may also be papers such as a glossy brochure. You must get hold of this and associated papers as it will help form a relevant speech for the occasion.

Mr Arthur needs to know who is in the audience, which you can find out from the organiser. The Minister also likes to refer to the audience – include examples of what the audience do or have done to make the speech relevant.

You should make sure Mr Arthur knows the format. Will the speech be followed by Q and A, is it part of a panel of speakers or is it an opening speech? There should always be a briefing on possible questions and answers if the organisers have indicated that there will be Q and A at the event. It should be formatted like the possible supplementary page for oral questions. Lead with questions most recently raised in the press, include high level economic achievements towards the end, followed by anything else deemed appropriate.

Mr Arthur needs the facts, and then views. Bullet points are usually enough. Keep it simple. Mr Arthur usually wishes to record where there's a UK Government responsibility and set out the facts on that.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Please note:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

You must always check the speech for accuracy – facts and figures should be checked and double checked. [Redacted – section 29(1)(d) – operation of any ministerial private office]. Avoid using acronyms and jargon. Remember this is being spoken.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

When drafting a speech, consider the following:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagement briefing

Make sure you use Mr Arthur's preferred briefing template for engagements or meetings. [Redacted – section 29(1)(d) – operation of any ministerial private office].

The briefing should always follow the structure laid out in the template, including the sequence of the annexes. For briefings with more than six annexes (for example A to F), please list annexes as page numbers on the contents page (for example 1 to 25) instead of using letters of the alphabet. This aids the Minister locate the information more easily in a larger briefing pack and reduces the need to tab each annex.

Provide a map and directions (where required), address with postcode, organisation name, contact names and numbers in the briefing. [Redacted – section 29(1)(d) – operation of any ministerial private office]. Please check the details carefully as incomplete or confusing directions lead to delays and stress. For remote locations or large sites, it would also be helpful to provide a grid reference. You can find a latitude

and longitude reference on Google maps, by right clicking on a point and then selecting 'What's here?' [Redacted – section 29(1)(d) – operation of any ministerial private office].

Official support should be assumed for all visits or meetings, unless agreed otherwise with private office. [Redacted – section 29(1)(d) – operation of any ministerial private office].

Briefings should be short, succinct and have an easy to follow structure. For regular meetings they should be eight pages maximum. Briefings for larger meetings that the Minister is chairing should include a steering brief, but still be as succinct as possible.

[Redacted – section 29(1)(d) – operation of any ministerial private office]. Any amendments required after the briefing has been submitted may require to be written in by private office. Please use track changes or make them very clear in the covering email.

You should request a lectern at the venue and note this on the briefing. If this is not possible, advise the Minister of the layout (for instance, speaking from a table).

Please differentiate your briefing to ensure it's sufficient and proportionate for the needs of the event or meeting.

For example, meetings with key stakeholders, ministers of other governments, major conferences and high profile events should include:

[Redacted – Section 29(1)(d) – operation of any ministerial private office]

Meetings with external stakeholders, receptions or events, including dinners should also be very similar but ideally no more than eight pages for the briefing.

Routine visits and engagements or photo-ops should include:

- logistic briefing only - no more than six pages

- why the Minister is attending
- when, where, what and who, guest list, bios
- any key local or topical issues to be aware of
- a line about the most recent engagement the organisation has had with the Scottish Government – either correspondence, meeting etc. and a line on who the local MSP and MP are

Parliamentary engagements

Mr Arthur takes parliamentary engagements such as debates, statements or committee appearances very seriously. Such engagements will require comprehensive, but also easily navigable and succinct briefing. This is likely to include:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office].

correspondence

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Mr Arthur attaches great importance to correspondence and would like policy colleagues to draft quick and sympathetic responses to all letters from members of the public. Mr Arthur will personally respond to all letters from:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

In each case there is a 'main' point the correspondent makes. [Redacted – section 29(1)(d) – operation of any ministerial private office]. Then respond by setting out the facts and our views. Candour is good. We can't satisfy all comers, nor should we raise expectations unfairly.

Make sure you remove unnecessary parts of the template (for example, unused refs or signature). Include the month and year at the top (the day will be written in) and put the Minister's name in the signature space. [Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

You should also:

- use plain English
- check several times for any typos or grammatical errors
- make sure dates follow Scottish Government convention (for example 20 May 2021, not 20th May 2021)

Further guidance is listed in the table in alphabetical order:

[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]
[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]
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[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]
[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]
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[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]

<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 38 – personal information]</p> <p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 38 – personal information]</p>
<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>
<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office].</p>
<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>
<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>
<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>
<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>

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[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]
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[Redacted – section 29(1)(d) – operation of any ministerial private office]	[Redacted – section 29(1)(d) – operation of any ministerial private office]

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[Redacted – section 38 – personal information]

MINISTER FOR LOCAL GOVERNMENT EMPOWERMENT AND PLANNING

top tips

Joe FitzPatrick MSP is the Minister for Local Government Empowerment and Planning. You can find his biography and portfolio responsibilities on the gov.scot website.

[Redacted – section 38 – Personal Information].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

speeches

When writing a speech for Mr FitzPatrick they should:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Other points and suggestions to be aware of are:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagement briefing

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Briefings should:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Reach out to private office as soon as possible if any amendments need to be made. This is particularly important when Mr FitzPatrick is working from a printed version, and may have started making notes.

Include a map (where required) along with an accurate address, organisation name, contacts, parking information, access information and so on.

correspondence

General correspondence

For general correspondence, make sure:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Diary correspondence

For diary correspondence:

- contact private office to check diary availability ahead of drafting responses
- [Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Correspondence outwith MiCase

Responses to letters from devolved administrations should be drafted and sent to private office for clearance within seven working days. You should always provide an email address for the correspondent.

MINISTER FOR PARLIAMENTARY BUSINESS

top tips

George Adam MSP is the Minister for Parliamentary Business. You can read his biography and responsibilities on gov.scot.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Bear in mind that no acronyms or jargon should be used in any briefing, correspondence, or speeches.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

briefing and speeches

Official support should be assumed for all visits, meetings, engagements and parliamentary business, unless agreed otherwise with private office. Make sure the mobile numbers of supporting officials are included to assist with any issues on the day.

If a question and answer session is to take place, you must clearly highlight this in the briefing pack, and provide appropriate supplementary briefing.

Private office will set briefing deadlines via diary entries. If you expect to miss this deadline, contact private office as soon as possible to discuss an extension.

Formatting is very important. Use page breaks in all briefing to separate out sections or annexes (don't use a series of carriage returns).

External meetings and engagements

You should prepare a briefing for meetings or external engagements in Mr Adam's standard briefing template.

An agenda or programme should be agreed in advance with other participants and clearly laid out in the first annex.

Keep the briefing as concise as possible, ensuring it's relevant and avoiding duplication. It should contain only the key facts and necessary background information.

For external engagements, provide a full postal address (checking this matches the diary entry sent to you by private office) and parking arrangements.

If a speech is required, discuss drafting requirements with private office well in advance. You should submit the speaking note as a separate document and prepare it according to the guidance in the speaking notes section on this page.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Statements, debates and committee appearances

You should prepare a briefing for parliamentary statements, debates and committee appearances using Mr Adam's parliamentary briefing template.

A pre-brief will be arranged ahead of time, where briefing and speech requirements will be discussed in more detail.

You should draft statements, opening debate speeches and opening remarks at committee verbatim. Closing debate speeches should be drafted more loosely, covering the key points in bullet point form. Both should be prepared and formatted according to the speaking notes section on this page, and submitted as a separate document.

Speaking notes

[Redacted – section 29(1)(d) – operation of any ministerial private office]

When formatting a speaking note, please use:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

No jargon or acronyms should be used in correspondence.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

In the case of a late response, an apology should be included within the text.

If a case is returned to you for redrafting, you should make any changes urgently, and return the case to private office as quickly as possible.

Ministerial replies

When drafting a ministerial response, it should be signed off in Mr Adam's name with his digital signature attached.

Diary cases

If drafting an acceptance to an invite, the correspondent should be asked to contact private office to make logistical arrangements. Private office will then liaise to confirm a date and time, before passing the correspondent back to officials to agree an agenda or programme.

If declining an invitation, responses should state Mr Adam is unable to meet at this time. [Redacted – section 29(1)(d) – operation of any ministerial private office].

When drafting a response for a diary case, it should be signed off in the name of the assistant or deputy private secretary.

MINISTER FOR CULTURE, EUROPE AND INTERNATIONAL DEVELOPMENT

top tips

Christina McKelvie MSP is the Minister for Culture, Europe and International Development. You can find her biography and responsibilities on the gov.scot website.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

engagements

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Official support is expected at all engagements. Any exceptions to this must be agreed with private office in advance. [Redacted – section 29(1)(d) – operation of any ministerial private office].

Briefing

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Deadlines for submitting briefings will be detailed in the diary entry sent to you by private office. These are set with the Ms McKelvie's diary, priorities and commitments in mind. Missing a deadline can have significant consequences and so if you are likely to miss a deadline, flag this to private office as early as possible.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Type of event	Template
<ul style="list-style-type: none">parliamentary debatescommittee appearances	Debate/committee appearance
<ul style="list-style-type: none">ministerial working groupsmeetings with other ministers, stakeholders or organisations	Meetings template

<ul style="list-style-type: none"> external visits and events or parliamentary receptions 	Engagements template
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speeches

Speech requirements vary based on the engagement, but as default should be drafted verbatim unless agreed otherwise with private office.

When drafting:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

When formatting and finalising the speech:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

Replies will be sent out electronically unless no email address is available. Even when sending electronically, the full postal address should be typed in full and the email address provided directly under the final line of the address.

When drafting and submitting:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- for diary declines, reply that Ms McKelvie is unable to accept at this time - [Redacted – section 29(1)(d) – operation of any ministerial private office]
- for diary accepts, include: "Please note that all engagements accepted by the Minister are subject to Parliamentary business and can change at short notice. [Redacted – section 38 – Personal Information]"
- left justify the signature and sign it CHRISTINA MCKELVIE for ministerial replies, [Redacted – section 38 – Personal Information].

MINISTER FOR HIGHER AND FURTHER EDUCATION AND VETERANS

top tips

Graeme Dey MSP is Minister for Higher and Further Education and Minister for Veterans. You can find his biography and portfolio responsibilities on the gov.scot website.

[Redacted – section 38 – personal information].

[Redacted – section 38 – personal information].

engagement briefing

When preparing briefings for Mr Dey, use the preferred template for visits and meetings. Feel free to tailor the information boxes as appropriate and only fill the boxes that are needed.

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speeches

[Redacted – section 29(1)(d) – operation of any ministerial private office]

MINISTER FOR SMALL BUSINESS, INNOVATION, TOURISM AND TRADE

top tips

Richard Lochhead MSP is the Minister for Small Business, Innovation, Tourism and Trade. You can find his biography and responsibilities on the gov.scot website.

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Diary

[redacted – section 29(1)(d) – operation of any ministerial private office]

Official support

Official support should be assumed for all visits or meetings, unless agreed otherwise with private office.

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speeches

Speaking engagements (conferences, meetings, receptions)

If Mr Lochhead is just making short introductory remarks or a more informal speech, then bullet points with key facts and statistical information are fine rather than a full speaking note.

If the Minister is speaking for more than 5 to 7 minutes, or the speech is in a formal setting for example conferences, Parliament, and is likely to be released to the press, Mr Lochhead will want a formal and structured speech.

Debates and committee

Full speaking notes are required. Remember to leave time for interventions (when appropriate).

Tips

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Format

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Speaking rate

Mr Lochhead speaks at around 150 words per minute.

Please ensure the following box is completed and included as page one

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Speech box

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office].

engagement briefing

Please consider the event being attended and ensure the level of briefing is appropriate.

Short visits do not require a lengthy briefing pack. Make sure you use the briefing template.

Key points

[Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

Key points

Mr Lochhead is keen to be as helpful as he can when replying. Try to ensure any points made in the letter are addressed and questions answered where possible. If necessary you can provide a PS minute detailing additional info/advice not for inclusion in the reply.

When preparing a diary case, please ensure communications colleagues have been consulted so that Mr Lochhead can consider this along with policy advice and thoroughly consider the merits of attending.

For all correspondence, always begin with a thank you for sending the original email or letter and refer to the date it was sent. If our response is late, please provide an explanation.

If the original correspondence was sent to another minister but Mr Lochhead is replying, please also make that clear.

Replying to MSPs – ensure you use the reply address provided.

[Redacted – section 38 – personal information].

Font – Arial, size 12

Language – consider the recipient and tailor appropriately

Sign off – ministerial reply – **RICHARD LOCHHEAD**

[Redacted – section 38 – personal information]

MINISTER FOR GREEN SKILLS, CIRCULAR ECONOMY AND BIODIVERSITY

top tips

Lorna Slater MSP is the Minister for Green Skills, Circular Economy and Biodiversity. You can find her biography and portfolio responsibilities on the gov.scot website. She supports both the Cabinet Secretary for Wellbeing Economy, Fair Work and Energy, and the Cabinet Secretary for Transport, Net Zero and Just Transition

[Redacted – section 29(1)(d) – operation of any ministerial private office].

engagements briefing, speeches, meetings and events

[Redacted – section 29(1)(d) – operation of any ministerial private office].
Where possible, engagement locations should take into consideration a preference for travel by public transport, walking or bicycle. [Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

If a meeting involves an international delegation, ensure you follow the Scottish Parliament and Scottish Government protocol in relation to VIP visitors. [Redacted – section 29(1)(d) – operation of any ministerial private office]. If there is to be a gift exchange, this should be clearly marked on Ms Slater's briefing, and logistics clarified with her before the start of the meeting.

When drafting letters for Ms Slater's signature, she would prefer short sentences where practicable.

Always run a spelling and grammar check and proof read before submitting briefings, correspondence and so on to private office.

speeches

There are 3 matters to consider for preparation of speeches.

Is it online or in person?

For online speeches when reading off a screen speaking notes can be 12 point font and single spaced. For in person, speaking notes should be Arial 16 with 1.5 spacing

Is the topic one Ms Slater is familiar with?

For example, is it within her portfolio area and experience? For speeches in areas outwith Ms Slater's portfolio, or unfamiliar material it will be useful to have a fully written speech. For speeches in areas within Ms Slater's portfolio and experience – all that is required is a few 'key points' to communicate to the audience and guidance on how long the overall speech should be, there is no need to write a full speech

Who are the audience of the speech?

Refer to the 'know the audience' section of this guide for more information

Key points

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Top tips on writing a speech for Ms Slater

[Redacted – section 29(1)(d) – operation of any ministerial private office]

- if using quotations – make sure the source of the quote will be familiar and relevant to the audience

engagement briefing

When preparing engagement briefing for Ms Slater:

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Briefing should include:

- cover sheet
- annex a - agenda
- annex b - summary page
- annex c - meeting attendees

Debates/ members' business debates

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Attendance at committees

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correspondence

Diary invitations

You should consider the following before submitting a response:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – Section 29(1)(d) – operation of any ministerial private office]
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MiCase

Do

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Do not

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]

MINISTER FOR SOCIAL CARE, MENTAL WELLBEING AND SPORT

top tips

Maree Todd MSP is the Minister for Social Care, Mental Wellbeing and Sport. You can find her biography and responsibilities on the gov.scot website.

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[Redacted – section 29(1)(d) – operation of any ministerial private office].

Official support

Official support should be assumed for all visits or meetings, unless agreed otherwise with private office.

[Redacted – section 29(1)(d) – operation of any ministerial private office]

speeches

Speaking engagements (conferences, meetings, receptions)

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Ms Todd would be grateful for full speeches for more formal events and on any topic out with her own portfolio. Please try to submit these at least a week in advance.

She prefers bullet points for smaller scale informal events.

Debates or committee

Full speaking notes are required. However, debate closing speeches should be topped and tailed and include key messages and rebuttals.

Tips:

send in first drafts of speeches as early as possible - [Redacted – section 29(1)(d) – operation of any ministerial Private office]

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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Format:

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- [Redacted – section 29(1)(d) – operation of any ministerial private office]

Speaking rate

Ms Todd speaks at around 140 words per minute.

Please ensure the following box is completed and included as page one:

Speech box

Clear message of speech -

Layout of room - round table, theatre style etc. -

Lectern or sitting as part of a panel?

Make-up of the audience?

How many are attending?

What do they want to hear?

Any media interest?

Have special advisers and communications colleagues been consulted?

[Redacted – section 29(1)(d) – operation of any ministerial private office]

engagement briefing

Please consider the event being attended and ensure the level of briefing is appropriate. Short visits do not require a lengthy briefing pack.

Key points

You should provide a map (where required), postcode, address, organisation name, contact names and numbers. For remote locations or large sites, it would also be helpful to provide a grid reference. You can find a latitude and longitude reference on Google maps, by right clicking on a point and then selecting 'What's here?'. Please also copy your briefing to Government Car Service.

You should also:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

Ms Todd is keen to be as helpful as she can when replying. Try to ensure any points made in the letter have been addressed and questions answered where possible. [Redacted – section 29(1)(d) – operation of any ministerial private office].

When preparing a diary case, please ensure communications colleagues have been consulted so that Ms Todd can consider this along with policy advice and thoroughly consider the merits of attending.

For all correspondence, always begin with a thank you for sending the original email or letter and refer to the date it was sent. If our response is late, please provide an explanation.

If the original correspondence was sent to another minister but Ms Todd is replying, you should also make that clear.

When replying to MSPs, ensure you use the reply address provided. If replying to an invitation, [Redacted – section 38 – personal information].

Key points

- font – Arial, size 12
- language – consider the recipient and tailor appropriately
- sign off – ministerial reply – MAREE TODD MSP
- [redacted – section 38 – personal information]

MINISTER FOR PUBLIC HEALTH AND WOMEN'S HEALTH

top tips

Jenny Minto MSP is the Minister for Public Health and Women's Health. You can find her biography and portfolio responsibilities on the gov.scot website.

Diary

[Redaction – section 29(1)(d) – operation of any ministerial private office]

Official support

Official support should be assumed for all visits or meetings, unless agreed otherwise with private office.

[Redacted – section 29(1)(d) – operation of any ministerial private office]

speeches

Speaking engagements (conferences, meetings, receptions)

[Redacted – section 29(1)(d) – operation of any ministerial private office]

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[Redacted – section 29(1)(d) – operation of any ministerial private office]

Debates or committee

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Tips:

- [redacted – section 29(1)(d) – operation of any ministerial private office]

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Format:

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- [Redacted – section 29(1)(d) – operation of any ministerial private office]

Speaking rate

Ms Minto speaks at around 140 words per minute. Please ensure the following box is completed and included as page one:

<p>Speech box</p> <p>Clear message of speech -</p> <p>Layout of room - round table, theatre style etc. -</p> <p>Lectern or sitting as part of a panel?</p> <p>Make-up of the audience?</p> <p>How many are attending?</p>
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What do they want to hear?

Any media interest?

Have special advisers and communications colleagues been consulted?

[Redacted – section 29(1)(d) – operation of any ministerial private office].

engagement briefing

Please consider the event being attended and ensure the level of briefing is appropriate. Short visits do not require a lengthy briefing pack. Make sure you use Ms Minto's briefing template.

Key points

You should provide a map (where required), postcode, address, organisation name, contact names and numbers. For remote locations or large sites, it would also be helpful to provide a grid reference. You can find a latitude and longitude reference on Google maps, by right clicking on a point and then selecting 'What's here?'. Please also copy your briefing to Government Car Service.

You should also:

- ensure mobile numbers for supporting officials are included
- always include speaking notes as separate documents
- if amendments are required after the briefing has been submitted, please track changes or make it clear in the covering email background information can be provided [Redacted – section 29(1)(d) – operation of any ministerial private office] if appropriate
- If a previous meeting has happened, please include a note of progress since
- always consult communications colleagues in advance of events and ensure special advisers are sighted

correspondence

Ms Minto is keen to be as helpful as she can when replying to correspondence. Try to ensure any points made in the letter have been addressed and questions answered where possible. If necessary you can provide a private secretary (PS) minute detailing additional information or advice not for inclusion in the reply. Make sure you use Ms Minto's letter template.

When preparing a diary case, ensure communications colleagues are consulted so Ms Minto can consider this along with policy advice and thoroughly consider the merits of attending.

For all correspondence, always begin with a thank you for sending the original email or letter and refer to the date it was sent. If our response is late, please provide an explanation.

If the original correspondence was sent to another minister but Ms Minto is replying, you should also make that clear.

When replying to MSPs, ensure you use the reply address provided. [Redacted – section 38 – personal information].

Key points:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [redacted – section 38 – personal information]

MINISTER FOR ZERO CARBON BUILDINGS, ACTIVE TRAVEL AND TENANTS' RIGHTS

top tips

Patrick Harvie MSP is the Minister for Zero Carbon Buildings, Active Travel and Tenants' Rights. You can find his biography and portfolio responsibilities on the gov.scot website.

Mr Harvie supports the Cabinet Secretary for Wellbeing Economy, Fair Work and Energy and the Cabinet Secretary for Social Justice.

Preferences

[Redacted – section 29(1)(d) – operation of any ministerial private office]

Top tips

Consider the type of meeting or event and tailor the briefing appropriately. Mr Harvie likes succinct briefings, with the high level, most relevant detail at the top, followed by additional details. Think about what is particularly newsworthy at the moment in time, or what this audience will think is a priority. Always put the most recent or the most notable issues at the top so that Mr Harvie does not have to go digging in the briefing for the most important details. [Redacted – section 29(1)(d) – operation of any ministerial private office].

The briefing should be clear about the purpose of the meeting and what Mr Harvie needs to get out of it. Identify clearly what action you want the minister to take and the deadline. If you want Mr Harvie to take actions, make decisions or make an announcement at a meeting, always ensure that he has considered the issue in detail before asking in public.

Consider why Mr Harvie is having the meeting, what are the aims (what does he wish to get out of it), what might he be pressed on by stakeholders/attendees? A one-pager covering the purpose and key points is always helpful. Mr Harvie likes to know who he is meeting and their role/position. If there are a series of annexes, put the names, biographies and roles of who Mr Harvie is meeting near the beginning of the briefing. It is also useful to know when the last contact the individual had with the

Scottish Government either by meeting another minister or through correspondence. It is important that the briefing accurately reflects the name/s and contact details of the officials attending each meeting or event.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

We understand there are occasions that briefing may need to be changed after being sent. If this is the case, it is important to return in tracked changes or clearly mark where the changes have been made, as well as providing a clean version.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

[Redacted – section 29(1)(d) – operation of any ministerial private office].

When appropriate, please provide any parking information and a map, as well as including a photo from google maps as an annex. Either update the existing box with car or bicycle parking details or add an extra line and name a specific entrance for ministerial car or bicycle parking arrangements.

Patrick Harvie - engagement briefing

When creating an engagement briefing for Mr Harvie:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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Meetings with key stakeholders, ministers of other governments, major conferences and high profile events

When preparing these types of briefing include:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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Meetings with external stakeholders, receptions or events, including dinners

Prepare these briefings similar to those for key stakeholders but ideally include no more than eight pages.

Routine visits, engagements or photo-ops

These should include:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]

Parliamentary engagements

Mr Harvie takes parliamentary engagements such as debates, statements or committee appearances very seriously. Such engagements will require comprehensive, but also easily navigable and succinct briefing. This is likely to include:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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speeches

Key points when writing a speech for Mr Harvie are he always:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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- [Redacted – section 29(1)(d) – operation of any ministerial private office]
- involve communications colleagues and special advisers (SPADs) in drafting
- always check the speech for accuracy – facts and figures should be checked and double checked

Speeches should always be sent up as a separate Word document to the wider briefing pack - and pages should always be numbered. Avoid using acronyms and jargon. Remember this is being spoken.

[Redacted – section 29(1)(d) – operation of any ministerial private office]

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When drafting a speech, consider the following:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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Read examples of speeches on the gov.scot website.

correspondence

Ministerial correspondence is subject to corporate targets and should be answered within 20 working days. Draft replies for ministerial consideration should be with private office within 10 working days. Guidance for drafting correspondence and handling invitations is below and private office are more than happy to answer any queries you may have.

Key points

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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Guidance is listed in this table in alphabetical order:

Address	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Contact details	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Content	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Co-ordinated responses	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Date	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Delays	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Diary invitations	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <ul style="list-style-type: none"> • [Redacted – section 29(1)(d) – operation of any ministerial private office] • [redacted – section 29(1)(d) – operation of any ministerial private office]

	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 38 – personal information]</p> <p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[redacted – section 38 – personal information]</p>
Font	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p>
Language	<ul style="list-style-type: none"> • [Redacted – section 29(1)(d) – operation of any ministerial private office] • [Redacted – section 29(1)(d) – operation of any ministerial private office] • [Redacted – section 29(1)(d) – operation of any ministerial private office] • [Redacted – section 29(1)(d) – operation of any ministerial private office] • [Redacted – section 29(1)(d) – operation of any ministerial private office] • [Redacted – section 29(1)(d) – operation of any ministerial private office] • [Redacted – section 29(1)(d) – operation of any ministerial private office] • [Redacted – section 29(1)(d) – operation of any ministerial private office]
Layout	<ul style="list-style-type: none"> • [Redacted – section 29(1)(d) – operation of any ministerial private office]

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Official replies	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Reallocation	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Signature	<p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 29(1)(d) – operation of any ministerial private office]</p> <p>[Redacted – section 38 – personal information]</p>
Spelling	[Redacted – section 29(1)(d) – operation of any ministerial private office]
Timing	[Redacted – section 29(1)(d) – operation of any ministerial private office]

Titles	<ul style="list-style-type: none">• [Redacted – section 29(1)(d) – operation of any ministerial private office]• [Redacted – section 29(1)(d) – operation of any ministerial private office]• [Redacted – section 29(1)(d) – operation of any ministerial private office]• [Redacted – section 29(1)(d) – operation of any ministerial private office]
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MINISTER FOR HOUSING

top tips

Mr McLennan is the Minister for Housing. You can find his biography, portfolio responsibilities and official photo on the gov.scot website.

[Redacted – section 29(1)(d) – operation of any ministerial private office].

The following is intended as guidance only and does not cover every scenario. If you're unsure of anything, the best thing to do is contact private office.

engagements

[Redacted – section 29(1)(d) – operation of any ministerial private office].

Supporting officials

Official support is expected at all engagements. Exceptions need to be agreed with private office in advance. Where agreed, a named official should be contactable immediately ahead of the engagement to answer any last minute requests. [Redacted – section 29(1)(d) – operation of any ministerial private office].

It's essential in the lead up to any visit you liaise with the stakeholder on any planned media activity – either by us, or that they may intend to undertake. Ensure you inform the social justice communications team of any plans.

Briefing

[Redacted – section 29(1)(d) – operation of any ministerial private office]

[Redacted – section 29(1)(d) – operation of any ministerial private office].

You should submit speeches as separate documents and have page numbers. Please read Mr McLennan's speech preferences on this page.

If your briefing requires amendments after it's submitted, check with private office before re-submitting. An amended section or additional annex is often better than submitting the whole briefing again, particularly for parliamentary debates. We can advise what is best in each instance.

Committee or debate briefing

Type of event	Template
<ul style="list-style-type: none"> • parliamentary debates • committee appearances 	Committee and debate
<ul style="list-style-type: none"> • ministerial working groups • meetings with other ministers, stakeholders or organisations 	Meetings
<ul style="list-style-type: none"> • receptions and events including dinners • external visits, engagements or events (including dinners) 	Engagements

Speeches

[Redacted – section 29(1)(d) – operation of any ministerial private office]

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Mr McLennan speaks at around 160 words per minute. Always allow time (usually a couple of minutes) for the minister's own additions and anecdotes and never submit a speech over the required time.

You should also think carefully about the audience. For example, if the audience will principally be young people, don't make it too heavy on

policy. You should avoid simply cutting and pasting from previous speeches or pasting together separate contributions.

You should also make sure:

- [Redacted – section 29(1)(d) – operation of any ministerial private office]
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When formatting and finalising:

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- [Redacted – section 29(1)(d) – operation of any ministerial private office]

correspondence

On MiCase:

When replying to MSPs, ensure you use their preferred reply address – some MSPs ask a particular address to be used.

You should begin by thanking the sender for their letter and refer to the date it was sent. If our response is late, provide a short apology for the delay in replying.

If the original correspondence was sent to another minister but Mr McLennan is replying, acknowledge this and explain why he is responding.

[Redacted – section 29(1)(d) – operation of any ministerial private office]

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