

Communication 1:

From: [redacted]@gov.scot
Sent: 17 February 2022 15:56
To: [redacted]@gov.scot
Subject: media for NSET

Say 13 for media (potential for that to increase depending on broadcast interest).

SG comms	[redacted] and [redacted] x2 Potentially ask SG videographer (tbc x1)
Broadcasters (likely STV and BBC but potential for SKY AND ITV BORDER) If all said yes and we were worried about numbers we could suggest a pool)	Camera person x 2 Reporter x 2
PA	Reporter x1
Courier	Reporter x1
Snappers (suggest we do this on a pool)	Wire snapper x 1 Print snapper x 1
Radio	Bauer x1 Global x1

[redacted]

Communications Team Leader | News: Finance and the Economy

The Scottish Government, St Andrew's House, Edinburgh

m: [redacted]



Communication 2

From: Forbes K (Kate) <Kate.Forbes@gov.scot>
Sent: 02 March 2022 16:53
To: Cabinet Secretary for Finance and Economy <CabSecFE@gov.scot>
Subject: RE: Comms meeting

Please print [redacted] email below as well pls for my pack

From: [redacted]@gov.scot **On Behalf Of** Cabinet Secretary for Finance and Economy
Sent: 02 March 2022 12:58
To: Forbes K (Kate) <Kate.Forbes@gov.scot>
Subject: FW: Comms meeting

To note. [redacted] will speak to you at 15:00.

I'll remove the meeting from calendars and let other ministers know.

[redacted]

Deputy Private Secretary to Cabinet Secretary for Finance and Economy – Kate Forbes
The Scottish Government | St Andrew's House, Regent Road, Edinburgh, EH1 3DG
T: [redacted] | M: [redacted] | E: CabSecFE@gov.scot

All e-mails and attachments sent by a Ministerial Private Office to any other official on behalf of a Minister relating to a decision, request or comment made by a Minister, or a note of a Ministerial meeting, must be filed appropriately by the recipient. Private Offices do not keep official records of such e-mails or attachments.

Scottish Ministers, Special advisers and the Permanent Secretary are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot

From: [redacted]@gov.scot
Sent: 02 March 2022 12:57
To: Cabinet Secretary for Finance and Economy <CabSecFE@gov.scot>
Cc: [redacted]@gov.scot; [redacted]@gov.scot
Subject: RE: Comms meeting

Hi [redacted]

That's fine – I can speak to Cab Sec at 15. Are you cancelling the meeting? Just so other ministers are aware.

Media were not excluded from yesterday's event. As there was a capacity limit on the number of guests that could be invited the focus was placed on allowing as many business representatives to attend in possible. Broadcast media – BBC, STV and radio – were prioritised which is line with the general SG comms approach – and the Press Association were invited to ensure print journalists were represented. Other print journalists (ie, The Times, Daily Record etc) were all provided with a link to watch and listen to the speech virtually and that invite said that Cab Sec was addressing a hybrid audience of business representatives.

We have made it clear to print media that should they want to interview the Cab Sec media bids will be considered in the usual manner.

On reflection we should have consulted SPADs and Cab Sec on setting up a separate print huddle where the print media could have put questions to Cab Sec via Zoom (in line with what we did with GERS). This is something we originally didn't explore as there was no time to do this on site due to Children's Cabinet etc.

Thanks
[redacted]

[redacted]

Communications Team Leader | News: Finance and the Economy

The Scottish Government, St Andrew's House, Edinburgh

m: [redacted]



From: [redacted]@gov.scot **On Behalf Of** Cabinet Secretary for Finance and Economy

Sent: 02 March 2022 12:49

To: [redacted]@gov.scot; Cabinet Secretary for Finance and Economy
<CabSecFE@gov.scot>

Cc: [redacted]@gov.scot; [redacted]@gov.scot

Subject: RE: Comms meeting

Hi [redacted],

Ms Forbes is content to postpone the meeting but would appreciate 5 mins review of press coverage/yesterday's launch at the same time.

Cab Sec would also like clarity on whether any journalists were 'excluded' from the launch?

Thanks,

[redacted]

[redacted]

Deputy Private Secretary to Cabinet Secretary for Finance and Economy – Kate Forbes

The Scottish Government | St Andrew's House, Regent Road, Edinburgh, EH1 3DG

T: [redacted] | M: [redacted] | E: CabSecFE@gov.scot

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From: [redacted]@gov.scot
Sent: 02 March 2022 12:46
To: Cabinet Secretary for Finance and Economy <CabSecFE@gov.scot>
Cc: [redacted]@gov.scot; [redacted]@gov.scot
Subject: Comms meeting

Afternoon PO,

Just wondering if we should postpone today's comms meeting if Cab Sec has the statement on NSET. Nothing pressing for comms to flag so if Cab Sec is content happy to rearrange. If Cab Sec wants to go ahead we can send a short agenda.

Grateful for thoughts,
[redacted]

[redacted]

Communications Team Leader | News: Finance and the Economy

The Scottish Government, St Andrew's House, Edinburgh

m: [redacted]



From: [redacted]@gov.scot
Sent: 01 March 2022 14:46
To: Cabinet Secretary for Finance and Economy <CabSecFE@gov.scot>
Cc: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;
[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;
[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;
[redacted]@gov.scot; [redacted]@gov.scot; Communications Finance & Economy
<CommunicationsFinance&Economy@gov.scot>; [redacted]@gov.scot;
[redacted]@gov.scot; Gillespie G (Gary) <Gary.Gillespie@gov.scot>;
[redacted]@gov.scot
Subject: For clearance: Media query - NSET launch - The Times

Cabinet Secretary, PO.

Please see for clearance a draft response to a media query around why journalists “were not able to ask questions” at the NSET launch.

Labour have published a news release, which is appended below.

Officials and SpAds have reviewed.

Grateful for an indication of whether the Cabinet Secretary is content.

Best wishes.

[redacted]

[redacted]

Media query

Hi [redacted],

Nice to speak there. As discussed, could SG please say why journalists were not able to ask questions at today's economic paper event? Please see below for Labour's press release/comments.

Cheers,
[redacted]

----- Forwarded message -----

From: Scottish Labour Party Press Office <press@scottishlabour.org.uk>
Date: Tue, 1 Mar 2022, 11:14
Subject: JOHNSON COMMENTS ON SCOTTISH GOVERNMENT JOURNALIST LOCKOUT
To:

NEWS FROM SCOTTISH LABOUR

JOHNSON COMMENTS ON SCOTTISH GOVERNMENT JOURNALIST LOCKOUT

Commenting, Scottish Labour economy spokesperson Daniel Johnson said: “You know a government is in trouble when it bans journalists from press events.

“For years, we have been calling for the SNP to produce a proper economic plan for Scotland. Our nation has had no proper industrial strategy, no plan to boost entrepreneurship, no plan for sustainable and well-paid jobs since the SNP took control 15 years ago.

“Now, we have the SNP announce a bundle of new ‘consultations’ and ‘advisory panels’ but nothing of real substance. The lack of press at the launch event says it all- the SNP have run out of steam.”

ENDS

Sent by email from the Scottish Labour Party, promoted by James Kelly, Scottish General Secretary, on behalf of the Scottish Labour Party, both at 290 Bath Street, Glasgow G2 4RE.

Website: <https://www.scottishlabour.org.uk>.

To join or renew call [redacted].

[redacted]

Media Manager

Scottish Government | Economy and Finance

[redacted]

Communication 4

From: [redacted]@gov.scot

Sent: 01 March 2022 14:24

To: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; McCaig C (Callum)

[<Callum.Mccaig@gov.scot>](mailto:Callum.Mccaig@gov.scot)

Cc: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; Communications Finance & Economy

[<CommunicationsFinance&Economy@gov.scot>](mailto:CommunicationsFinance&Economy@gov.scot); [redacted]@gov.scot;

[redacted]@gov.scot; Gillespie G (Gary) [<Gary.Gillespie@gov.scot>](mailto:Gary.Gillespie@gov.scot)

Subject: RE: Media query - NSET launch - The Times

[redacted]

[redacted]

[redacted]

Deputy Head, Economic Policy & Capability Division

OCEA

[redacted]

From: [redacted]@gov.scot

Sent: 01 March 2022 14:05

To: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; McCaig C (Callum)

[<Callum.Mccaig@gov.scot>](mailto:Callum.Mccaig@gov.scot)

Cc: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; Communications Finance & Economy

[<CommunicationsFinance&Economy@gov.scot>](mailto:CommunicationsFinance&Economy@gov.scot); [redacted]@gov.scot;

[redacted]@gov.scot; Gillespie G (Gary) [<Gary.Gillespie@gov.scot>](mailto:Gary.Gillespie@gov.scot)

Subject: RE: Media query - NSET launch - The Times

Thanks [redacted].

[redacted]

Best wishes.

[redacted].

[redacted]

From: [redacted]@gov.scot

Sent: 01 March 2022 13:59

To: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; McCaig C (Callum)

[<Callum.Mccaig@gov.scot>](mailto:Callum.Mccaig@gov.scot)

Cc: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; Communications Finance & Economy

<CommunicationsFinance&Economy@gov.scot>; [redacted]@gov.scot;
[redacted]@gov.scot; Gillespie G (Gary) <Gary.Gillespie@gov.scot>
Subject: RE: Media query - NSET launch - The Times

Thanks [redacted]

[redacted]

[redacted]

[redacted]
Interim Deputy Director
Economic Policy and Capability Division
OCEA
[redacted]

From: [redacted]@gov.scot
Sent: 01 March 2022 13:54
To: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;
[redacted]@gov.scot; [redacted]@gov.scot; McCaig C (Callum)
<Callum.Mccaig@gov.scot>
Cc: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;
Communications Finance & Economy
<CommunicationsFinance&Economy@gov.scot>; [redacted]@gov.scot;
[redacted]@gov.scot; Gillespie G (Gary) <Gary.Gillespie@gov.scot>
Subject: RE: Media query - NSET launch - The Times

Adding [redacted], [redacted] and [redacted] for comment.

Best wishes.

[redacted]

From: [redacted]@gov.scot
Sent: 01 March 2022 12:28
To: [redacted]@gov.scot; [redacted]@gov.scot
Cc: [redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;
Communications Finance & Economy
<CommunicationsFinance&Economy@gov.scot>; [redacted]@gov.scot;
[redacted]@gov.scot
Subject: Media query - NSET launch - The Times

Good afternoon.

We have received a media query around why journalists were not allowed to ask questions at the NSET launch.

Labour have published a news release, which you can see below.

Please see below a suggested response but grateful for your thoughts.

Best wishes.

[redacted]

Draft response

A Scottish Government spokesperson said:

[redacted]

Media query

Hi [redacted],

Nice to speak there. As discussed, could SG please say why journalists were not able to ask questions at today's economic paper event? Please see below for Labour's press release/comments.

Cheers,
[redacted]

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ENDS

Sent by email from the Scottish Labour Party, promoted by James Kelly, Scottish General Secretary, on behalf of the Scottish Labour Party, both at 290 Bath Street, Glasgow G2 4RE.

Website: <https://www.scottishlabour.org.uk>.
To join or renew call [redacted].

[redacted]
Media Manager
Scottish Government | Economy and Finance
[redacted]

Communication 5 (with attached word attachment)

From: [redacted]@gov.scot

Sent: 28 February 2022 18:26

To: Cabinet Secretary for Finance and Economy <CabSecFE@gov.scot>

Cc: Minister for Business, Trade, Tourism & Enterprise <MinisterBTTE@gov.scot>;

Lloyd E (Elizabeth) <Elizabeth.Lloyd@gov.scot>; Dobson L (Leanne)

<Leanne.Dobson@gov.scot>; Ingebrigtsen R (Ross)

<Ross.Ingebrigtsen@gov.scot>; Mackintosh E (Emily)

<Emily.Mackintosh@gov.scot>; [redacted]@gov.scot; Director of Economic

Development <DirectorDED@gov.scot>; Director for Fair Work, Employability and

Skills <DirectorFWES@gov.scot>; zzzDirector of International Trade and Investment

<zzzDirectorDITI@gov.scot>; Director for Covid Business Resilience and Support

<DirectorCOBRAS@gov.scot>; Gillespie G (Gary) <Gary.Gillespie@gov.scot>;

[redacted]@gov.scot; Gray H (Helena) <Helena.Gray@gov.scot>;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot;

[redacted]@gov.scot; [redacted]@gov.scot; [redacted]@gov.scot; Social Media

<socialmedia@gov.scot>

Subject: NSET final comms products

PO/ Economy Secretary

cc Business Minister

For the Cabinet Secretary's information, please find attached final versions of NSET comms products to issue tomorrow. These have been cleared by the Cabinet Secretary, with only the release being amended to incorporate a quote which has been lifted from the speech. We will check it against delivery tomorrow to ensure it matches.

I have also attached a media schedule that details which outlets have confirmed attendance tomorrow both virtually and in person.

Social Content colleagues have pulled together tweets for tomorrow from the news release. These are also pasted below for info.

Many thanks,

[redacted]

Social media content

VIDEO – for publication at 17:00 on @scotgoveconomy and retweeted on @scotgov

Post text:

Economy Secretary @_KateForbes has published a new 10 year strategy to help transform Scotland's economy.

It will boost economic growth, ensuring work provides a genuine route out of poverty through better-quality jobs and higher wages.

TWITTER THREAD – for publication at 11:00am on @scotgoveconomy

TWEET 1

We've published a new National Strategy for Economic Transformation for Scotland. With over 70 actions and 6 priority programmes, the plan will help Scotland's economy thrive.

Read more: [link to release]



TWEET 2

Our plan will make Scotland an entrepreneurial nation; one of the best places in Europe to start and grow a business.

Read more: [link to NSET]



TWEET 3

The strategy will make sure we're taking full advantage of new markets, building a Net-Zero economy and creating new green jobs.



TWEET 4

We'll make sure people and businesses in Scotland have lifetime access to new skills.



TWEET 5

We'll create a fairer, more equal society in Scotland, lifting families out of poverty through access to new opportunities.



TWEET 6

The Strategy will transform the way the Scottish public sector supports workers and businesses.

Read more: [\[link to speech\]](#)



TWEET 7

The Strategy is supported by an analysis paper that shows the full opportunities of Scotland's economy.

Read more: [link to analysis paper]



[redacted]

Senior Media Manager | News: Finance and the Economy

The Scottish Government, St Andrew's House, Edinburgh

m: [redacted]



Communication 5: Attachment



News



Media grid

Attending in person

STV reporter	[redacted]	[redacted]
STV camera person	[redacted]	[redacted]
BBC		
Press Association	[redacted]	[redacted]
Bauer	[redacted]	[redacted]
Global	[redacted]	[redacted]

Virtual attendance

Courier	[redacted]
Guardian	[redacted]
Times	[redacted]
Telegraph	[redacted]
Daily Record	[redacted]
Caledonia Media	[redacted]
Scotsman	[redacted]
Herald	[redacted]
Scottish Business Insider	[redacted]
Daily Business Group	[redacted]
The i	[redacted]

Running Order

09:00-09:15	Cab Sec arrives Speaks to showcase companies	Order of companies from entrance door on left: QuickBlocks, Genista Energy, Danu Robotics, SolarisKit, MEP Tech, SP Automation Back corner or back wall (opp from stage): Hydrowheel, Tronius
09:20	Panel to take designated seats on stage	Panel: Cabinet Secretary, Chris van der Kuyl, Maggie McGinlay, Gary Gillespie

09:20	Event starts	Councillor John Alexander welcome remarks Sean McGrath opening remarks and introduce Cab Sec
09:30-09:50	Cab Sec speech	
09:50-10:10	Q&A and panel discussion facilitated by [redacted]	Questions from in-person and virtual audience Q&A format – 2 questions from in person audience, followed by 1 virtual question. [Redacted] to be on AV desk to identify virtual questions.