

About Business for Scotland

Business for Scotland was founded in 1996 to campaign for devolution and a Yes/Yes vote in the 1997 Devolution Referendum. Relunched in 2011, Business for Scotland campaigned for a Yes Vote in the 2014 referendum and became the largest spending registered campaign group on either side of indyref1.

Now in 2022 it is one of Scotland's leading business networks with approximately 800 business owners and directors as members, all of whom support Scottish independence and champion the Wellbeing socio-economic approach.

In 2019 Business for Scotland launched our campaign Believe in Scotland and responded to requests to act as a campaign coordinating body for local grassroots Yes groups, providing them with leadership, campaign materials messaging and training.

Believe in Scotland is a national grassroots-led campaign and has become Scotland's largest and most capable campaigning organisation.

Believe in Scotland in numbers.

- 125 affiliated local Yes Groups (96% of all active Yes Groups)
- 17 democratically elected regional representatives on the Campaign Steering Group
- 16,000 members, increasing rapidly
- Our first initiative Scotland the Brief has sold more than 50,000 copies and generated more than four million views for related graphics on social media
- BiS operates the largest Yes page on Facebook “We are Believe in Scotland” with 148,000 members
- BiS also operates the second largest Yes page Free Scotland with 105,000 members

- BiS owns the largest Yes Discussion Group with 30,500 members (only two years old)
- BiS operates 20 regional Facebook pages which we have given to the Yes movement
- BfS/BIS has a combined unique social media following of 400,000. On several occasions, our social media reach in a single day has been one million people plus
- In 2021 we distributed 2m items of physical campaigning material.
 - Published two newspapers in partnership with The National - one in partnership with the SNP
 - At the beginning of our 2021 Autumn of Action, the polls averaged 47% Yes 53% at the end. Our next push will be sustained until independence is achieved.
- In 2022 we have already distributed 300,000 leaflets
 - Managed a nationwide billboard campaign
 - Managed a day of Action with more than 100 of our affiliated groups participating <https://www.believeinscotland.org/we-salute-the-yes-campaigns-local-heroes/>
 - We will also run an October Week of Action to mark one year to go till the chosen date for indyref2.
 - This week of action will include the launch of a new 250,000-copy newspaper and the launch of the second edition of Scotland the Brief.

The Business for Scotland Team / Believe in Scotland Team.

BfS has seven employees and an eight person board. The Believe in Scotland campaign is supported by volunteer teams of:

- 9 moderators
- 14 drivers
- 12 distribution hubs
- 52 trained local social media officers
- 38 trained local media relations officers
- 125 local grassroots Yes organisations - all of whom helped develop and have signed our Code of Conduct (attached).

Our non-independence related campaigns include our call for a Wellbeing Pension <https://wellbeingpension.org> which will launch the week before the dinner.

Annual Dinner 2022 (19/01/23) Internal Running Order



6:15pm: Guest arrival and VIP drinks reception with FM

7:00pm: Guests called into the main hall
Bar closes at 7pm

7:05pm - 7:17pm: Top Table (inc FM) piped in followed by performance by VIP Dholies and Pipes

7:17pm - 7.25:pm: Host welcome and introduction to the FM- Bruce Fummey - Comedian and YouTuber

7:25pm – 7.45pm: Keynote speech by Nicola Sturgeon MSP, First Minister of Scotland

7.45pm FM re-joins Top Table after speech leaving at 8pm.

7.45pm: Full dinner service, bar re-opens, background music Scottish Spotify list, raffle ticket reminder push + heads and tails collection.

9:05pm: Bruce Fummey Heads & Tails (fundraising game)

9:20pm: - Bruce Fummey introduces BfS CEO, Gordon MacIntyre-Kemp
Bar closes

9:25pm: Annual address by Gordon MacIntyre-Kemp and introduction to Keynote Speaker

9:40pm: Keynote speech by Nicola Sturgeon MSP, First Minister of Scotland
Raffle takes place behind the scenes

10:00pm: Gordon thanks the FM and is joined by Bruce Fummey for the fundraising auction

10:15pm: Bruce Fummey sums up event

10:20pm: Vote of thanks by Director of BfS
Distribute raffle prizes where possible
Bar re-opens

10:25pm: Official proceedings end – event continues till 11:30pm

11:45pm: Clean up begins, table runners and sashes off chairs, pick up all BfS material, pens left on tables plus stands and unclaimed prizes.

Code of Conduct



As a Campaigning Partner you agree to:

- Campaign in a peaceful, non-argumentative manner as we achieve independence
- Engage with people and have meaningful conversations rather than arguments and promote a positive vision for independence
- Campaign with respect for all, regardless of people's politics, ethnicity, sexual orientation, nationality, gender, or opinions
- Learn the facts about Scotland and its economy and share the truth with undecided voters, providing evidence to ensure the truth is clear – let's avoid sharing easily debunked myths
- Apply best practices in social media engagement, local media management and running street stalls with reference to council regulations etc and commit to undertaking the appropriate training
- Take personal responsibility for our own behaviour and positively coach anyone in your group that is not applying best practice
- Campaign in as party politically neutral manner as possible in order to reach more people
- Share successful campaigning activities with BiS so we can pass on tips and ideas to others. This will help us campaign collaboratively, identify solutions to lower costs, stop groups reinventing the wheel, and lead people to Yes in the most effective/efficient manner.
- Seek the best in ourselves and bring out the best in others as we engage positively in making the case for Scottish independence. Enable and encourage fellow members to develop their own skills and talents.
- Promote the [Believe in Scotland Indy Pledge](#) so that we can register as many supporters as possible. BiS will ask pledgers for their location, whether they are interested in joining national and local Yes groups and for permission to share their details. Our [GDPR policy](#) will be updated to allow us to share information with affiliated groups.
- Inform your members and followers of our crowdfunders to fund the national campaign (billboards/adverts/videos) and to provide campaign materials and starter packs for new groups.

We are an open grassroots movement and work with the utmost transparency in our ideas and actions. Independence starts with our movement, and we must reflect the Scotland we want to be.

Annual Dinner 2022 Draft Running Order



6:15pm: Guest arrival and VIP drinks reception with FM

7:05pm: Guests called into the main hall

7:05pm - 7:20pm: Top table piped in followed by performance by VIP Dollies and Pipes

7:20pm - 7:25pm: Welcome and toast by Breege Smyth, Director of Business for Scotland

7:25pm - 7:35pm: Host welcome - Bruce Fummey - Comedian and YouTuber

7:35 Full dinner service
Background music Scottish Spotify list

9:05pm: Heads & Tails (fundraising game)

9:20pm - Bruce Fummey introduces keynote speaker

9:25pm: Keynote speech Nicola Sturgeon MSP First Minister of Scotland

9:45pm: Bruce thanks Nicola and introduces BfS CEO, Gordon MacIntyre-Kemp

9:50pm: Annual address by CEO, Gordon MacIntyre-Kemp

10:00pm: Fundraising auction

10:15pm: Bruce Fummey sums up event

10:20pm: Vote of thanks by Director of BfS

10:25pm: Official proceedings end – event continues till 11:30pm