

ANNEX 1 – correspondence

From: [REDACTED]

Sent: Friday, December 15, 2023 5:07 PM

To: Deputy First Minister and Cabinet Secretary for Finance <DFMCSF@gov.scot>

Cc: Tom Thomson <Tom.Thomson@gov.scot>; Ewan Crawford <Ewan.Crawford@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Kevin Pringle <Kevin.Pringle@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; David Hutchison <David.Hutchison@gov.scot>; [REDACTED] ; Social Media <socialmedia@gov.scot>; [REDACTED] ; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED] ; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED] ; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED] ; Julie Grant <Julie.Grant@gov.scot>

Subject: RE: For clearance: Budget scene-setting social media content

Thank you. Content is scheduled in now.

From: [REDACTED] **On Behalf Of** Deputy First Minister and Cabinet Secretary for Finance

Sent: Friday, December 15, 2023 4:09 PM

To: [REDACTED] ; Deputy First Minister and Cabinet Secretary for Finance <DFMCSF@gov.scot>

Cc: Tom Thomson <Tom.Thomson@gov.scot>; Ewan Crawford <Ewan.Crawford@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Kevin Pringle <Kevin.Pringle@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; David Hutchison <David.Hutchison@gov.scot>; [REDACTED] ; Social Media <socialmedia@gov.scot>; [REDACTED] ; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED] Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED] ; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED] ; Julie Grant <Julie.Grant@gov.scot>

Subject: RE: For clearance: Budget scene-setting social media content

[REDACTED],

DFM is content.

Thanks

[REDACTED]

**Private Secretary to the Deputy First Minister and Cabinet Secretary for Finance –
Shona Robison MSP**

The Scottish Government

St Andrew's House | Regent Road | Edinburgh | EH1 3DG

[REDACTED] | **Email:** DFMCSF@gov.scot

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From: [REDACTED]

Sent: 15 December 2023 15:53

To: Deputy First Minister and Cabinet Secretary for Finance <DFMCSF@gov.scot>

Cc: Tom Thomson <Tom.Thomson@gov.scot>; Ewan Crawford <Ewan.Crawford@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Kevin Pringle <Kevin.Pringle@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; David Hutchison <David.Hutchison@gov.scot>; [REDACTED]; Social Media <socialmedia@gov.scot>; [REDACTED] Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED]; Julie Grant <Julie.Grant@gov.scot>

Subject: For clearance: Budget scene-setting social media content

PO for Deputy First Minister,

Please see below draft social media content setting the scene for Budget 2024-2025 to be shared on the main ScotGov channels on Friday, Saturday and Sunday.

This content has been agreed with SpAds and policy colleagues.

Grateful if you can confirm Ms Robison is content to clear by 5.30pm today.

Thank you,

[REDACTED] | Social Media Manager

Post for Fri 15th Dec

Post copy:

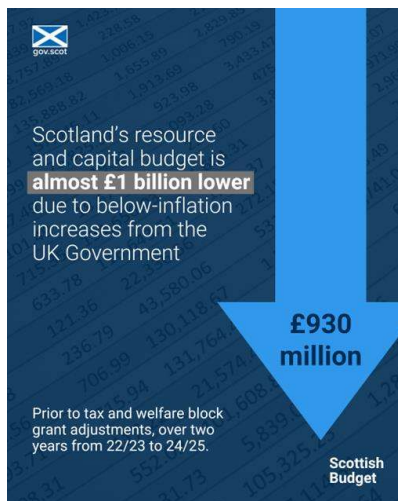
The UK Government's decision not to provide budget uplifts in line with inflation means real-terms cuts to Scotland's funding.

☒ £700 million less for day to day spending, including the NHS, schools and public pay deals

☒ £230 million less for infrastructure

📅 22/23 to 24/25

Graphic:



Post for Sat 16th Dec

Post copy:

Brexit has damaged the UK economy, meaning Scotland has less to spend on public services like the NHS.

It is estimated the UK economy is 2.5% to 5.5% smaller today due to Brexit. This is equal to a cut in devolved spending power of up to £3.7 billion.

#ScotBudget

Graphic:



Post for Sun 17th Dec

Post copy:

Below-inflation funding uplifts in England impact Scotland's budget.

In the UK Government's Autumn Statement, only £10.8 million of extra funding was provided for NHS Scotland for the next year, a real-terms cut.

This would fund just 5 hours of NHS Scotland activity in a year.

Graphic:



From: Tom Thomson <Tom.Thomson@gov.scot>

Sent: Friday, December 15, 2023 3:47 PM

To: Julie Grant <Julie.Grant@gov.scot>; [REDACTED]; Ewan Crawford <Ewan.Crawford@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Kevin Pringle <Kevin.Pringle@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; David Hutchison <David.Hutchison@gov.scot>

Cc: [REDACTED]; Social Media <socialmedia@gov.scot>; [REDACTED]; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED]

Subject: RE: FOR SPAD VIEW: Draft Social content on Budget Scene-Setting - by 15:00

Thanks, [REDACTED].

Very much appreciate your and others' efforts getting these over the line today.

Content with amends discussed and for these to go up to DFM to clear.

Thanks,

Tom

Tom Thomson

Special Adviser to the First Minister

[REDACTED]

tom.thomson@gov.scot

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

From: Julie Grant <Julie.Grant@gov.scot>

Sent: Friday, December 15, 2023 3:17 PM

To: [REDACTED]; Tom Thomson <Tom.Thomson@gov.scot>; Ewan Crawford <Ewan.Crawford@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Kevin Pringle <Kevin.Pringle@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; David Hutchison <David.Hutchison@gov.scot>

Cc: [REDACTED]; Social Media <socialmedia@gov.scot>; [REDACTED]; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED] **Subject:** RE: FOR SPAD VIEW: Draft Social content on Budget Scene-Setting - by 15:00

[REDACTED], I have made a necessary change to revised post 2. I think it is still within the character limit.

With that change I am happy with the revised posts, but grateful for confirmation of the factual accuracy (and that we can evidence statements made) from policy leads please.

Many thanks

Julie

Julie Grant | Deputy Director News & Digital

Scottish Government, St Andrew's House

e: julie.grant@gov.scot

m: [REDACTED]

From: [REDACTED]

Sent: Friday, December 15, 2023 2:26 PM

To: Tom Thomson <Tom.Thomson@gov.scot>; Ewan Crawford <Ewan.Crawford@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Kevin Pringle <Kevin.Pringle@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; David Hutchison <David.Hutchison@gov.scot>

Cc: [REDACTED]; Social Media <socialmedia@gov.scot>; [REDACTED]; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED]; Julie Grant <Julie.Grant@gov.scot>

Subject: RE: FOR SPAD VIEW: Draft Social content on Budget Scene-Setting - by 15:00

Hi all,

Tom has made changes to post copy and graphics in the document and is content with what we now have. Policy colleagues – could you please review and confirm you are happy with the changes by 2.50pm at the latest?

Many thanks,

[REDACTED]

From: [REDACTED]

Sent: Friday, December 15, 2023 1:16 PM

To: Tom Thomson <Tom.Thomson@gov.scot>; Ewan Crawford <Ewan.Crawford@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Kevin Pringle <Kevin.Pringle@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; David Hutchison <David.Hutchison@gov.scot>

Cc: [REDACTED]; Social Media <socialmedia@gov.scot>; [REDACTED]; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]; Jamie

MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED] Julie Grant <Julie.Grant@gov.scot>

Subject: RE: FOR SPAD VIEW: Draft Social content on Budget Scene-Setting - by 15:00

Hi all,

Thanks for your feedback.

For ease, I've copied the latest suggestions into a word document – [Scene-Setting Budget social content.docx](#). [SHARED SEPARATELY BELOW] Could SpAds and policy please view this and confirm if they are content ASAP? If any further feedback, please include this using comments or track changes.

[REDCATED – out of scope]

Once again, we are working to very tight deadlines, so would appreciate feedback ASAP.

Many thanks,

[REDACTED]

From: [REDACTED]

Sent: Thursday, December 14, 2023 12:05 PM

To: Tom Thomson <Tom.Thomson@gov.scot>; Kevin Pringle <Kevin.Pringle@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; David Hutchison <David.Hutchison@gov.scot>

Cc: [REDACTED]; Social Media <socialmedia@gov.scot>; [REDACTED]; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED]

Subject: FOR SPAD VIEW: Draft Social content on Budget Scene-Setting - by 15:00

For views by 15:00 today please

Hi SpAds,

As discussed, please see draft social media to set the scene for Budget 2024-2025.

The draft content has been agreed with news and policy colleagues, and we propose the following post schedule. We are also producing stories, which we will send up for awareness once clearance has been finalised.

I would be grateful for Spad views by 3pm today and confirmation it should go to Ministers for clearance OR can go on SpAd advice?

Note that this content meets accessibility requirements, character limits etc.

Many thanks,

[REDACTED] | Social Media Manager

Email: [REDACTED] | Phone: [REDACTED]

[REDACTED – out of scope]

[REDACTED – section 30]

From: [REDACTED]

Sent: Thursday, December 14, 2023 10:51 AM

To: [REDACTED]; Kathy Johnston <Kathy.Johnston@gov.scot>; [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED]

Cc: Social Media <socialmedia@gov.scot>; [REDACTED]; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]

Subject: RE: For policy views: Budget scene-setting social media content

[REDACTED]

The lines on 5 hours of NHS activity came from spads – it is in the autumn budget FMQ and was also in last week's FMQ. I have been advised that Davy created a set of lines, within which this is contained (on page 1 of the current autumn budget FMQ) and they were checked by [REDACTED] (Finance) and [REDACTED] (OCEA).

Hope this helps clarify. Regards [REDACTED]

From: [REDACTED]

Sent: 14 December 2023 10:32

To: [REDACTED]; Kathy Johnston <Kathy.Johnston@gov.scot>; [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED]

Cc: Social Media <socialmedia@gov.scot>; [REDACTED]; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]

Subject: RE: For policy views: Budget scene-setting social media content

Hi [REDACTED]

Thank you for taking this all forward. As discussed I've tweaked the post on health funding. [REDACTED] are you content with this one for health policy purposes? Aware there's a question in a separate chain on where the five hours of NHS activity stat came from – [REDACTED] is looking into this.

Thanks

[REDACTED]

From: [REDACTED]

Sent: Thursday, December 14, 2023 9:28 AM

To: [REDACTED]; Kathy Johnston <Kathy.Johnston@gov.scot>; [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; [REDACTED]; Cathy Sumner <Cathy.Sumner@gov.scot>

Cc: Social Media <socialmedia@gov.scot>; [REDACTED]; Deputy Director Infrastructure and Investment <DeputyDirectorInfrastructureAndInvestment@gov.scot>; [REDACTED] Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>; [REDACTED]

Subject: RE: For policy views: Budget scene-setting social media content

Hi,

I'll be sending this up to SpAds at 9.50, so if there are any last-min amends, please let me know ASAP.

Many thanks,

[REDACTED]

[REDACTED – OUT OF SCOPE]

From: [REDACTED]

Sent: 13 December 2023 16:35

To: [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; [REDACTED]

Cc: Social Media <socialmedia@gov.scot>; [REDACTED]; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>

Subject: RE: For policy views: Budget scene-setting social media content

Copy list expanded to include finance colleagues, public spending and capital/infrastructure

From: [REDACTED]

Sent: 13 December 2023 15:41

To: [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Director of Budget and Public Spending

<Directorofbudgetandpublicspending@gov.scot>

Cc: Social Media <socialmedia@gov.scot>; [REDACTED]

Subject: RE: For policy views: Budget scene-setting social media content

Hi all,

Appreciate it is a busy time, but would appreciate feedback on this content ASAP, ideally by EOD at the latest.

Many thanks,

[REDACTED]

From: [REDACTED]

Sent: Wednesday, December 13, 2023 1:17 PM

To: [REDACTED]; Jamie MacDougall <Jamie.MacDougall@gov.scot>; Kathy Johnston <Kathy.Johnston@gov.scot>; Director of Budget and Public Spending <Directorofbudgetandpublicspending@gov.scot>

Cc: Social Media <socialmedia@gov.scot>; [REDACTED]

Subject: For policy views: Budget scene-setting social media content

Hi policy colleagues,

Please see below draft social media content which sets scene for Budget 2023-2024 to be shared on the main ScotGov channels over Thursday, Friday, Saturday and Sunday. Please note that this is part of a wider body of work being developed for budget.

We would appreciate factual policy views on the messaging by 3.15pm today.

Please note that the social media content:

- Meets our legal accessibility requirements
- Follows our branding and tone of voice
- Adheres to Twitter's 280 character limit

Thank you,
[REDACTED]

[REDACTED] | Social Media Manager

Email: [REDACTED]

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[REDACTED – OUT OF SCOPE]

[REDACTED – SECTION 30]

From: Tom Thomson <Tom.Thomson@gov.scot>

Sent: Wednesday, December 13, 2023 11:29 AM

To: [REDACTED]; Emily Mackintosh <Emily.Mackintosh@gov.scot>

Cc: [REDACTED]; Communications DFM & Finance <CommunicationsDFMandFinance@gov.scot>; [REDACTED]; Kevin Pringle <Kevin.Pringle@gov.scot>; David Hutchison <David.Hutchison@gov.scot>; [REDACTED]

Subject: RE: Budget 2024-25 social media plan

Morning [REDACTED],

Thanks for sharing the updated grid.

On the scene setting statics (and potential scene setting DFM PTC video mentioned below), I think the quantity of these likely depends on where we land in terms of what are the key messages we want to land.

[REDACTED – out of scope]

- Autumn Statement NHS consequentialia (£10.8 million). Would only fund 5 hours of NHS in Scotland.

[REDACTED – out of scope]

Thanks,

Tom

Tom Thomson

Special Adviser to the First Minister

tom.thomson@gov.scot

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

Scene-Setting Budget social content (shared document)

[REDACTED – out of scope]

Post 4 – Sun 17th Dec

[REDACTED – section 30]

Possible alternative post copy (280/280):

Below-inflation funding uplifts in England impact Scotland's budget.

In the UK Government's Autumn Statement, only £10.8 million of extra funding was provided for NHS Scotland for the next year, a real terms cut.

This would fund just 5 hours of NHS Scotland activity in a year

Proposed amended graphic:

