

ANNEX B: FOI 202400442067

FOI Request - Copies of any correspondence sent by staff at these international offices to the Scottish Government regarding the need for additional funding or resources in the last year.

Exemptions applied –

- S.38 1(b) – (Personal data)
- S.30(b)(i) (free and frank provision of advice and free and frank exchange of views),
- S.33(1)(b) Substantial prejudice to commercial interests

EMAIL CHAIN

Thank you!

[Name Redacted - Section 38(1)(b)]

[Name Redacted - Section 38(1)(b)]

[Designation Redacted - Section 38(1)(b)]

Location: British Embassy, Wilhelmstraße 70, 10117 Berlin, Germany

Phone [Redacted: contact details - Section 38(1)(b)]

[Redacted: personal working pattern - Section 38(1)(b)]. Ich sende diese E-Mail zu einer Zeit, die meinen Arbeitszeiten entspricht, und wenn dies außerhalb Ihrer normalen Arbeitszeiten liegt, erwarte ich nicht, dass Sie antworten, bevor Sie das nächste Mal zur Arbeit kommen.

[Redacted: personal working pattern - Section 38(1)(b)]. I am sending this email at a time that suits my working arrangements and if this is at a time outwith your own normal working hours, I do not expect you to respond until you are next at work.



From: Russell Bain <Russell.Bain@gov.scot>

Sent: Tuesday, May 14, 2024 9:35 AM

To: [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot

Cc: [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; Deputy Director European Relations <DeputyDirectorEuropeanRelations@gov.scot>; Martin Johnson

<Martin.Johnson@gov.scot>

Subject: RE: PR Agenturen

[Name Redacted - Section 38(1)(b)]

I'm happy to confirm that I'm content with the approach that [Name Redacted - Section 38(1)(b)] outlines. We're obviously awaiting the Cab Sec's decision on the marketing spend submission but assuming he is content with that, which gives us the necessary flexibility, I would be happy for this to proceed as outlined.

The Euros do present a great opportunity and we should be seeking to achieve maximum benefit / exposure. I can be involved in further discussions if helpful and grateful if [Name Redacted - Section 38(1)(b)], [Name Redacted - Section 38(1)(b)] and Marketing colleagues can be kept closely involved.

Russell

From: name[redacted – s.381(b)]@gov.scot;

Sent: Tuesday, May 14, 2024 8:27 AM

To: [name redacted – s.381(b)]@gov.scot; Russell Bain <Russell.Bain@gov.scot>

Cc: [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; Deputy Director European Relations <DeputyDirectorEuropeanRelations@gov.scot>; Martin Johnson <Martin.Johnson@gov.scot>

Subject: RE: PR Agenturen

Hi [name redacted – s.381(b)]@gov.scot;

Frank had planned to “top up” the Hub’s budget from the ER budget for the purpose of this PR exercise, on the basis that i) delivering the Euros is a cross-divisional objective in our draft business plan, and ii) that it would be an experiment that might inform practices in other Hubs if it provides good results.

In order to hold the kick-off meeting, we'd need to tell the successful company that we provisionally want to take up their services. So we would need a level of comfort that Martin is in principle content with the idea. Happy for a Director level decision on the content of the bid itself if that's necessary, but I wonder whether it might be simplest for Martin to delegate the “call” on that to [[name redacted – s.381(b)] and [name redacted – s.381(b)] teams, on the basis of their experience in managing this sort of contract?

[Name Redacted - Section 38(1)(b)]

[Name Redacted - Section 38(1)(b)]

[Designation Redacted - Section 38(1)(b)]

Location: British Embassy, Wilhelmstraße 70, 10117 Berlin, Germany

Phone [**Redacted: contact details - Section 38(1)(b)**]

[Redacted: personal working pattern - Section 38(1)(b)]. Ich sende diese E-Mail zu einer Zeit, die meinen Arbeitszeiten entspricht, und wenn dies außerhalb Ihrer normalen Arbeitszeiten liegt, erwarte ich nicht, dass Sie antworten, bevor Sie das nächste Mal zur Arbeit kommen.

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From: [name redacted – s.381(b)]@gov.scot;
Sent: Tuesday, May 14, 2024 9:22 AM
To: [name redacted – s.381(b)]@gov.scot; Russell Bain <Russell.Bain@gov.scot>
Cc: [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; Deputy Director European Relations <DeputyDirectorEuropeanRelations@gov.scot>; Martin Johnson <Martin.Johnson@gov.scot>
Subject: RE: PR Agenturen

[name redacted – s.381(b)]

Thanks for your email and further information, this is very useful to understand the distinction from SG Comms & Marketing, and [name redacted – s.381(b)] is linking with FM Comms. My advice to Martin would be to await the outcome of the kick-off meeting. Can I check the £10k is affordable within the Hubs' spending plans? I'll await any further input from Russell –confirming agreement in principle for Directors' interests subject to agreement with Russell, DEXA Comms & Marketing.

[Name Redacted - Section 38(1)(b)]

[Name Redacted - Section 38(1)(b)]

[Designation Redacted - Section 38(1)(b)]

[Redacted: personal working pattern - Section 38(1)(b)]

From: [name redacted – s.381(b)]@gov.scot;
Sent: Monday, May 13, 2024 6:43 PM
To: [name redacted – s.381(b)]@gov.scot; Russell Bain <Russell.Bain@gov.scot>; Deputy Director European Relations <DeputyDirectorEuropeanRelations@gov.scot>; Martin Johnson <Martin.Johnson@gov.scot>; [name redacted – s.381(b)]@gov.scot;
Cc: [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot;
Subject: RE: PR Agenturen

Hi Russell, Martin, Frank,

With thanks to [name and name redacted – s.381(b)]– who've already been involved in the planning and are comfortable that it's distinct from what SG Comms and Marketing would be able to achieve under existing contracts – we've discussed the ask and have a way forward (subject to your agreement in principle that this is something you're content to pursue).

- A submission is currently with Cab Sec for sign-off on marketing spend. There is flexibility within that spend to cover the £10k which would be required for this piece (Frank and name[redacted – s.381(b)] could subsequently discuss how to reprofile European Relations money to make up for the draw on the existing marketing budget).
- [name redacted – s.381(b)] is ensuring that FM Comms are comfortable with the proposal, and the support that would be required from them.
- Thereafter, we would hold a kick-off meeting with the provisionally successful company, with DEXA comms and marketing colleagues present, to refine KPIs and timelines and ensure vfm for the spend (which we would cap at £10k).

Would you be in principle content to authorise the spend, provided that at that kick-off meeting we can reach an agreement (including with DEXA Comms and Marketing colleagues) on specific deliverables and timelines (building on the current offer from [redacted company name s33(1)(b) commercial interests] that we are agreed is vfm?

The purpose of pursuing PR involvement is to maximise the unusually strong platform lent to Scotland by the Euros (especially the opening match against Germany) by leveraging an agency with a strong, wide-ranging existing network of media contacts, to ensure that the messages we want to land about Scotland's potential as a clean energy and cultural partner for Germany reach the optimal audience (both wide, in terms of broadcast media, and deep, in terms of specialist outlets on clean energy in particular).

Of course as a Hub office we have some of our own media contacts; but these are with journalists we happen to have worked with in the past, rather than necessarily with the optimum publications and outlets for our target coverage and audience. They can't compare with the access and coverage we would get from a well-networked company of full-time comms professionals, versed in the German media scene, which understands the appropriate style and conventions of pitching to the German media. Of course our own SG teams (who are experts in our domestic media) also can't give us that.

We would plan to "bank" the media contacts we build during the Euros, as well as some of the assets (e.g. news releases), to give a permanent boost to our media capabilities as a Hub in the aftermath of the Euros.

I do think that Frank is right that we should try different approaches to our comms offer, and the Euros feels like a uniquely special platform for Scotland to try that out, with high rewards available.

[Name Redacted - Section 38(1)(b)]

[Name Redacted - Section 38(1)(b)]

[Designation Redacted - Section 38(1)(b)]

Location: British Embassy, Wilhelmstraße 70, 10117 Berlin, Germany

Phone **[Redacted: contact details - Section 38(1)(b)]**

[Redacted: personal working pattern - Section 38(1)(b)]. Ich sende diese E-Mail zu einer Zeit, die meinen Arbeitszeiten entspricht, und wenn dies außerhalb Ihrer normalen Arbeitszeiten liegt, erwarte ich nicht, dass Sie antworten, bevor Sie das nächste Mal zur Arbeit kommen.

[Redacted: personal working pattern - Section 38(1)(b)]. I am sending this email at a time that suits my working arrangements and if this is at a time outwith your own normal working hours, I do not expect you to respond until you are next at work.



From: [name redacted – s.381(b)]@gov.scot;

Sent: Monday, May 13, 2024 4:42 PM

To: Russell Bain <Russell.Bain@gov.scot>; Deputy Director European Relations

<DeputyDirectorEuropeanRelations@gov.scot>; Martin Johnson <Martin.Johnson@gov.scot>

Cc: [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot;

Subject: RE: PR Agenturen

Apologies, thanks for the update. If you could continue to cc Martin in this exchange that would be helpful

[Name Redacted - Section 38(1)(b)]

[Name Redacted - Section 38(1)(b)]

[Designation Redacted - Section 38(1)(b)]

[Redacted: personal working pattern - Section 38(1)(b)]

From: Russell Bain <Russell.Bain@gov.scot>

Sent: Monday, May 13, 2024 9:14 AM

To: Deputy Director European Relations <DeputyDirectorEuropeanRelations@gov.scot>; Martin Johnson <Martin.Johnson@gov.scot>

Cc: [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot;
Subject: RE: PR Agenturen

Hi Frank,

Thanks for sending this on. I understand that some initial conversations have taken place about this but it would be helpful to involve name and name [redacted – s.381(b)] as this progresses. We'll also need to consider when and how to engage Marketing colleagues, as all paid for media need to be put through marketing (and is subject to an overall spending cap agreed by DFM). It would be good if Berlin office colleagues and [name and name redacted – s.381(b)] could discuss as soon as possible.

Russell

From: Frank Strang <Frank.Strang@gov.scot> **On Behalf Of** Deputy Director European Relations
Sent: Sunday, May 12, 2024 7:04 PM
To: Martin Johnson <Martin.Johnson@gov.scot>; Russell Bain <Russell.Bain@gov.scot>
Cc: Deputy Director European Relations <DeputyDirectorEuropeanRelations@gov.scot>; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot; [name redacted – s.381(b)]@gov.scot;
Subject: FW: PR Agenturen

Martin, Russell

Here is a proposition from the Berlin office on buying-in support for SG Comms objectives in the context of the euros. The best way to understand the ask might be to take the introduction to the [redacted company name – s33(1)(b) (commercial interests)] response, as follows
Assignment

Taking advantage of increased media interest in Scotland when the Scottish team plays in the EURO 2024 group stage, the Scottish Government Office in Germany wishes to pursue the following objectives:

1. To accomplish media coverage (print, online, broadcast) on Scotland with regard to Scottish culture, values, diaspora and tourism

2. Prioritising climate and energy, i. e. Scotland's green hydrogen production and export potential

The team's three group stage matches will be accompanied by visits of government representatives who then are also available for interviews:

- *Humza Yousaf, First Minister (attending the opening match in Munich, June 14th) o Promoting the international launch of the Hydrogen Sector Export Plan o Consolidating a network of influential German political contacts o Promoting Scottish values of inclusion and diversity*

- *Maree Todd, Minister for Social Care, Mental Wellbeing and Sport (Cologne, June 19th) o Promoting the wider benefits of sport, including a visit to the Cologne Sports University*

- *Angus Robertson, Cabinet Secretary for Constitution, External Affairs and Culture (Stuttgart, June 23rd) o Promoting a fair, green and growing economy as well as the political exchange on culture and environmental protection.*

[redacted s30(b)(1) (free and frank provision of advice)] We have spoken with him about a variety of different approaches and floated in general terms the idea of buying in focused help for important moments.

You'll see that the Berlin office have gone out to tender and of the three viable bids they have a preferred option (I have no reason to doubt that choice) at a cost of around £10K. The bid shows (in

German) at slide 16 the relevant activity hours costs etc. On timescales, I am assuming that the work will focus very much around the three visits we have in mind and related activity

Discussion

We are all aware of the imperative of getting our messages across both in key markets such as Germany and at home. There is no point in delivering powerful activity and yet failing to draw it to others' attention.

[redacted – s30(b)(1) (free and frank provision of advice)] I am not an expert here but I understand from international comms colleagues that 10K does not sound an unreasonable amount for this kind of task.

I am therefore instinctively inclined to give this a go (perhaps with a more detailed challenge to the actual proposals – eg anything aimed back home?). However I am very aware of the financial constraints we are under and that this is not a negligible sum.

In that context, it seems to me that what I am asking you is whether this needs to be ruled out of court straight away- if so, we need to inform the applicant soon as they're waiting for a response. If you think it has a chance of being accepted, then I suggest that we ask the Berlin office to give us quickly an English version of the key aspects of the preferred bid so we can be sure what we are signing off..

I'm sure [name redacted – s.381(b)] would be very happy to have a conversation early in the week if that would help.

Thanks

F

From: [name redacted – s.381(b)]@gov.scot;

Sent: Wednesday, May 8, 2024 4:36 PM

To: Frank Strang <Frank.Strang@gov.scot>; Deputy Director European Relations <DeputyDirectorEuropeanRelations@gov.scot>

Cc: [name redacted – s.381(b)]@gov.scot;

Name: [name redacted – s.381(b)]@gov.scot;

Subject: FW: PR Agenturen

Hi Frank,

Are you still open to the £10,000 PR/media agency idea?

[Redacted name] has done some in-depth explorations of potential suitable options, including interviewing the agencies involved, which we've now discussed. We think on balance that [redacted company name – s33(1)(b) (commercial interests)] is likely to be the most suitable (not least because of their history of good work for comparable clients), though I've attached all three bids in case you fancy a look yourself.

In terms of clearances, what would you need from us? I think that given the sum involved, Martin would need to sign off [name redacted – s.381(b)] is looking into whether there is a short-form version of the usual form that we might be able to use with him.

We'd need to turn this around fairly quickly, once we hear from [name redacted – s.381(b)] if you're still content to proceed.

[Name Redacted - Section 38(1)(b)]

[Name Redacted - Section 38(1)(b)]
[Designation Redacted - Section 38(1)(b)]

Location: British Embassy, Wilhelmstraße 70, 10117 Berlin, Germany
Phone **[Redacted: contact details - Section 38(1)(b)]**

[Redacted: personal working pattern - Section 38(1)(b)]. Ich sende diese E-Mail zu einer Zeit, die meinen Arbeitszeiten entspricht, und wenn dies außerhalb Ihrer normalen Arbeitszeiten liegt, erwarte ich nicht, dass Sie antworten, bevor Sie das nächste Mal zur Arbeit kommen.

[Redacted: personal working pattern - Section 38(1)(b)]. I am sending this email at a time that suits my working arrangements and if this is at a time outwith your own normal working hours, I do not expect you to respond until you are next at work.



From: [name redacted – s.381(b)]@gov.scot;
Sent: Monday, May 6, 2024 5:09 PM
To: [name redacted – s.381(b)]@gov.scot;
Cc: [name redacted – s.381(b)]@gov.scot;
Subject: RE: PR Agenturen

Hi [name redacted – s.381(b)]

Attached are three initial bids from [redacted company names – s33(1)(b) commercial interests] I think [redacted company name – s33(1)(b) (commercial interests)] is the least suitable option – although I think they are really good (and I know the owner is incredibly well connected in the cultural context), they specialise in campaigns rather than traditional Pressearbeit.

We can discuss [redacted not in scope] after Cab Sec has left on Wednesday. If we decide to work with one of the agencies, we will probably need to move fairly fast in making the decision to award the contract. I'm not entirely sure what the SG procurement process applicable here looks like, but I'm happy to support.

[redacted not in scope]

[name redacted – s.381(b)]

From: [name redacted – s.381(b)]@gov.scot;
Sent: Donnerstag, 18. April 2024 12:13
To: [name redacted – s.381(b)]@gov.scot;
Cc: [name redacted – s.381(b)]@gov.scot;
Subject: RE: PR Agenturen

Haben wir eine Idee von Kosten?

[Name Redacted - Section 38(1)(b)]

[Name Redacted - Section 38(1)(b)]

[Designation Redacted - Section 38(1)(b)]

Location: British Embassy, Wilhelmstraße 70, 10117 Berlin, Germany

Phone **[Redacted: contact details - Section 38(1)(b)]**

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From: [name redacted – s.381(b)]@gov.scot;

Sent: Monday, April 15, 2024 12:27 PM

To: [name redacted – s.381(b)]@gov.scot;

Cc: [name redacted – s.381(b)]@gov.scot;

Subject: PR Agenturen

Orca Affairs – Orca Affairs - Agentur für gesellschaftspolitische Kommunikation (orca-affairs.de)

365 Sherpas – 365 Sherpas - Corporate Affairs & Policy Advice

Ballhaus West – AGENTUR - Ballhaus West | Agentur für Kampagnen GmbH

Neues handeln – Agentur — neues handeln

Kompaktmedien – KOMPAKTMEDIEN - PR-Agentur Berlin