

20. From: Redacted (s.38(1)(b)@theapsgroup.com)

Sent: 23 January 2026 16:56

To: Redacted (s.38(1)(b)@gov.scot

Cc: Redacted (s.38(1)(b)

Subject: Re: Baby Box - Media Coverage

Thank you Redacted (s.38(1)(b)

I will share with our media team and they will host on APS socials.

Kind regards

Redacted (s.38(1)(b)

Redacted (s.38(1)(b)

Head of Business Services

Redacted (s.38(1)(b)

20. From: Redacted (s.38(1)(b)@theapsgroup.com)**Sent:** 23 January 2026 15:56

To:Redacted (s.38(1)(b)@gov.scot

Cc: Redacted (s.38(1)(b)

Subject: RE: Baby Box - Media Coverage

Thanks for this Redacted (s.38(1)(b), I will also pass your thanks onto the wider team.

Have a great weekend

20. From: Redacted (s.38(1)(b)@gov.scot

Sent: 23 January 2026 15:38

To: Redacted (s.38(1)(b)@theapsgroup.com)

Cc: Redacted (s.38(1)(b)

Subject: Baby Box - Media Coverage

Hi Redacted (s.38(1)(b)

For info – details of the coverage today following the Cab Sec's release on the Baby Box being sent to New York – understand its also been picked up by media outlets in Malaysia, Singapore and Namibia!!

Thanks for your help this week in making this happen.

- STV: [New York mayor Zohran Mamdani sent baby box by Scottish Government | STV News](#)
- Guardian: [Scotland sends baby box to New York after mayor Mamdani cites policy | New York | The Guardian](#)
- Daily Record: [New York mayor Zohran Mamdani sent baby box by SNP Government - Daily Record](#)

- Herald: [New York mayor Mamdani sent baby box by Scottish Government | The Herald](#)
- Independent: [New York mayor Zohran Mamdani sent baby box by Scottish Government | The Independent](#)
- National: [Zohran Mamdani given baby box by Scottish Government | The National](#)
- Evening Standard: [New York mayor Mamdani sent baby box by Scottish Government | The Standard](#)
- Glasgow Times: [Zohran Mamdani gifted Scottish baby box to inspire New York scheme | Glasgow Times](#)

Have a good weekend when it comes

Redacted (s.38(1)(b))

20. From: Redacted (s.38(1)(b))@gov.scot

Sent: 23 January 2026 14:51

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; First Minister <FirstMinister@gov.scot>; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov; Redacted (s.38(1)(b))@gov.scot; ;Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Helen Scott <Helen.Scott@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; Jack Middleton <Jack.Middleton@gov.scot>; Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>

Subject: RE: Clearance - proactive statement - Baby box to New York Mayor

Hi Redacted (s.38(1)(b)),

For Cab Sec's awareness, we've posted the video earlier than originally planned because there has been strong early pick up from the Press Association's copy. Have linked to coverage and the tweet for Ms Somerville's awareness.

Thanks,

Redacted (s.38(1)(b))

(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Helen Scott <Helen.Scott@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; Jack Middleton <Jack.Middleton@gov.scot>; Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>

Subject: RE: Clearance - proactive statement - Baby box to New York Mayor

Redacted (s.38(1)(b))

Ms Somerville has noted.

Kind regards,

Redacted (s.38(1)(b))

Deputy Private Secretary to the Cabinet Secretary for Social Justice – Shirley-Anne Somerville MSP

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

E: CabSecforSJ@gov.scot

19. From: Redacted (s.38(1)(b))@gov.scot

Sent: 23 January 2026 11:24

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; First Minister <FirstMinister@gov.scot>; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Helen Scott <Helen.Scott@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; Jack Middleton <Jack.Middleton@gov.scot>; Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>

Subject: RE: Clearance - proactive statement - Baby box to New York Mayor
Thanks Redacted (s.38(1)(b)). To confirm, we gave this to PA this morning and the resultant copy is pasted below.

I'll share a link to the tweet when it's posted this evening.

Best,

Redacted (s.38(1)(b))

New York mayor Mamdani sent baby box by Scottish Government

By Craig Meighan, Press Association Scotland political reporter

New York mayor Zohran Mamdani has been sent a baby box by the Scottish Government.

Scotland's Social Justice Secretary, Shirley Anne-Somerville, said it would help the city's leader develop his own plans for a "baby basket".

The proposal formed part of the 34-year-old's mayoral campaign which focused on the cost of living.

Mr Mamdani has previously mentioned Scotland, Chile and Finland as examples of where the policy has been introduced.

More than 360,000 baby boxes have been given out to Scottish parents since the launch of the scheme in 2017.

Every new mother is entitled to a box, which is delivered a few weeks before her due date, and includes items such as books, clothes and a digital thermometer, while the box itself can be used as a sleeping space.

This week Ms Somerville wrote to the mayor of New York City and delivered a baby box to the Mayor's Office for International Affairs in Manhattan – a more than 3,000-mile journey.

The Scottish Government offered to work with the administration in New York City on child poverty and cost-of-living policies.

The Social Justice Secretary said: "I read with interest that Mayor Mamdani was considering a baby basket scheme in New York and hope that, by sending a Scottish example, it will provide inspiration to help him to refine and develop his exciting policy.

"Scots share much in common with the people of New York, not least our history and heritage – as celebrated every year during New York Tartan Week.

"I'm proud that we can also share a commitment to tackling child poverty and addressing the cost-of-living for the people that we serve.

"Scotland's baby box provides much needed essentials for when a child enters the world, and it recognises the financial burden of those first few months of parenthood.

"More than 360,000 children in Scotland have been supported since the programme was introduced in 2017, with around 90% of families continuing to take up the offer of a baby box for their new child.

"Over the years we have learnt a lot, and my door is always open as the New York City administration develops its new scheme."

19. From: Redacted (s.38(1)(b) On Behalf Of Cabinet Secretary for Social Justice 2024

Sent: 22 January 2026 15:23

To: Redacted (s.38(1)(b))@gov.scot; Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; First Minister <FirstMinister@gov.scot>; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Helen Scott <Helen.Scott@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; Jack Middleton <Jack.Middleton@gov.scot>; Emilie-Louise Purdie Emilie-Louise.Purdie@gov.scot

Subject: RE: Clearance - proactive statement - Baby box to New York Mayor

Hi Redacted (s.38(1)(b))

The Cabinet Secretary is content.

Many thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Private Secretary | Office of Cabinet Secretary for Social Justice

St Andrews House, Regent Road, Edinburgh, EH1 3DG

Email: CabSecforSJ@gov.scot

Phone: Redacted (s.38(1)(b))

19. From Redacted (s.38(1)(b))@gov.scot

Sent: 22 January 2026 14:48

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; First Minister <FirstMinister@gov.scot>; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson

<Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Helen Scott <Helen.Scott@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; Jack Middleton <Jack.Middleton@gov.scot>; Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>

Subject: Clearance - proactive statement - Baby box to New York Mayor

Social Justice Secretary – for clearance

First Minister, Cab Sec CEAC – for awareness

We've drafted the below proactive statement to issue to PA tomorrow promoting the fact Ms Somerville has written to Mayor Mamdani on his desire to intro a similar scheme to that of the Scottish Baby Box, and that one has been delivered to his office. Officials have confirmed it was received yesterday.

We will issue this as an 'exclusive' to PA, as previously agreed with the Social Justice Secretary.

Officials and spads are content.

To flag, we've also filmed a piece to camera with Ms Somerville and that will be posted on @scotgovfairer tomorrow evening.

Thanks,

Redacted (s.38(1)(b))

Comment for PA

A baby box has been sent from Scotland to the Mayor of New York City, Zohran Mamdani, to support the development of his "baby basket" policy.

Social Justice Secretary Shirley-Anne Somerville welcomed the Mayor's interest in developing a scheme similar to that in Scotland and said that she hoped the Scottish Government could work together with the Mayor's office to deliver on both administrations' shared ambitions to address child poverty and the cost-of-living.

Ms Somerville said:

"I read with interest that Mayor Mamdani was considering a baby basket scheme in New York and hope that, by sending a Scottish example, it will provide inspiration to help him to refine and develop his exciting policy.

"Scots share much in common with the people of New York, not least our history and heritage – as celebrated every year during New York Tartan Week. I'm proud that we

can also share a commitment to tackling child poverty and addressing the cost-of-living for the people that we serve.

“Scotland’s baby box provides much needed essentials for when a child enters the world, and it recognises the financial burden of those first few months of parenthood. More than 360,000 children in Scotland have been supported since the programme was introduced in 2017, with around 90% of families continuing to take up the offer of a Baby Box for their new child.

“Over the years we have learnt a lot, and my door is always open as the New York City administration develops its new scheme.”

Background

Before his election, Mr Mamdani announced plans to introduce a city-wide baby basket which would feature items that are essential to a newborn’s health and development.

This week, the Social Justice Secretary wrote to the Mayor of New York City and delivered a Baby Box to the Mayor’s Office for International Affairs in Manhattan.

Launched in 2017, Scotland’s Baby Box programme provides every newborn with a box of essential items for the first six months of life, including clothing, a digital thermometer and a safe sleeping space. The initiative aims to tackle inequality, improve health outcomes and support parents, ensuring every child gets an equal start in life.

Since its inception, more than 360,000 Baby Boxes have been distributed across Scotland, with around 90% uptake among families. Independent

evaluation highlights the programme’s success, with 97% satisfaction and 91% of families reporting financial savings, particularly benefiting first-time, younger and low income parents.

The Scottish Government has maintained strong ties with the United States for decades, with a dedicated office in Washington D.C and longstanding cultural connections with New York City, including the annual Tartan Day celebration.

Redacted (s.38(1)(b))

Media Manager, News: Social Justice and Housing

Scottish Government

M: Redacted (s.38(1)(b))

18. From: Jack Middleton <Jack.Middleton@gov.scot>

Sent: 22 January 2026 14:24

To: Redacted (s.38(1)(b))@gov.scot; Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; Helen Scott <Helen.Scott@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Communications Social Justice Housing

<CommunicationsSocialJusticeHousing@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Spad views - Baby Box proac statement - New York Mayor Elect Correspondence

Great idea. Thanks.

Jack Middleton

Special Adviser to the First Minister

jack.middleton@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.

18. From: Redacted (s.38(1)(b))@gov.scot

Sent: 22 January 2026 13:43

To: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Jack Middleton <Jack.Middleton@gov.scot>; Ross Ingebrigtsen <Ross.Ingebrigtsen@gov.scot>; Helen Scott <Helen.Scott@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot

; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Communications Social Justice Housing <CommunicationsSocialJusticeHousing@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot Redacted (s.38(1)(b))@gov.scot Redacted (s.38(1)(b))@gov.scot

Subject: Spad views - Baby Box proac statement - New York Mayor Elect Correspondence

Spads

We've drafted the below proactive statement to issue to PA tomorrow promoting the fact Ms Somerville has written to Mayor Mamdani on his desire to intro a similar scheme to that of the Scottish Baby Box. This had previously been agreed with Ms Somerville in the margins of a portfolio comms call.

Grateful for a view before we put up for clearance at 16:00. To flag, we've also filmed a piece to camera with Ms Somerville and that will be posted on @scotgovfairer tomorrow evening.

Thanks,

Redacted (s.38(1)(b))

Comment for PA

A baby box has been sent from Scotland to the Mayor of New York City, Zohran Mamdani, to support the development of his "baby basket" policy.

Social Justice Secretary Shirley-Anne Somerville welcomed the Mayor's interest in developing a scheme similar to that in Scotland and said that she hoped the Scottish Government could work together with the Mayor's office to deliver on both administrations' shared ambitions to address child poverty and the cost-of-living.

Ms Somerville said:

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"Scots share much in common with the people of New York, not least our history and heritage – as celebrated every year during New York Tartan Week. I'm proud that we can also share a commitment to tackling child poverty and addressing the cost-of-living for the people that we serve.

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"Over the years we have learnt a lot, and my door is always open as the New York City administration develops its new scheme."

Background

Before his election, Mr Mamdani announced plans to introduce a city-wide baby basket which would feature items that are essential to a newborn's health and development.

This week, the Social Justice Secretary wrote to the Mayor of New York City and sent a Baby Box to the Mayor's Office for International Affairs in Manhattan.

Launched in 2017, Scotland's Baby Box programme provides every newborn with a box of essential items for the first six months of life, including clothing, a digital thermometer and a safe sleeping space. The initiative aims to tackle inequality, improve health outcomes and support parents, ensuring every child gets an equal start in life.

Since its inception, more than 360,000 Baby Boxes have been distributed across Scotland, with around 90% uptake among families. Independent evaluation highlights the programme's success, with 97% satisfaction and 91% of families reporting financial savings, particularly benefiting first-time, younger and low income parents.

The Scottish Government has maintained strong ties with the United States for decades, with a dedicated office in Washington D.C and longstanding cultural connections with New York City, including the annual Tartan Day celebration.

17. From: Redacted (s.38(1)(b))@theapsgroup.com
Sent: 22 January 2026 13:21
To: Redacted (s.38(1)(b))@gov.scot
Subject: FW: DHL Shipment Notification : 5270614856

Hi Redacted (s.38(1)(b)), proof of delivery attached should you require it.

16. From: Redacted (s.38(1)(b))@gov.scot
Sent: 22 January 2026 11:22
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot
Subject: Baby Box - Mayor Mamdani

Hi all,

We have had confirmation from our Baby Box Managing Agent that the Baby Box was delivered to the Mayor's Office for International Affairs in New York yesterday.

Regards,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager**

Early Parenting Support | Early Child Development Division| Area 2B - South | Victoria Quay | Edinburgh | EH6 6QQ |



15. From: Redacted (s.38(1)(b)@theapsgroup.com)

Sent: 22 January 2026 11:04

To: Redacted (s.38(1)(b)@gov.scot

Subject: RE: Baby Box to New York

Hi Redacted (s.38(1)(b), just to let you know that the box was delivered yesterday

Hope that this helps

Redacted (s.38(1)(b)

15. From: Redacted (s.38(1)(b)@theapsgroup.com

Sent: 21 January 2026 13:55

To: Redacted (s.38(1)(b)@gov.scot; Redacted(s.38(1)(b)@theapsgroup.com

Subject: RE: Baby Box to New York

Hi Redacted (s.38(1)(b) it left APS on Monday and I have asked the guys to track it.

I will keep you posted.

Redacted (s.38(1)(b)

15. From: Redacted (s.38(1)(b)@gov.scot

Sent: 21 January 2026 13:53

To: Redacted (s.38(1)(b)@theapsgroup.com; Redacted (s.38(1)(b)@theapsgroup.com)

Subject: Baby Box to New York

Hi Redacted (s.38(1)(b),

Can you let me know when the Baby Box was sent to New York?

Cheers,

Redacted (s.38(1)(b)

Redacted (s.38(1)(b)– **Baby Box Project Manager**

Early Parenting Support | Early Child Development Division| Area 2B - South | Victoria Quay | Edinburgh | EH6 6QQ |



14. From: Redacted (s.38(1)(b)@theapsgroup

Sent: 14 January 2026 12:24

To: Redacted (s.38(1)(b)@gov.scot; Redacted(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@theapsgroup.com

Cc: Redacted (s.38(1)(b)

Subject: RE: Baby Box to be sent to New York

Of course not a problem

14.From: Redacted (s.38(1)(b))@gov.scot
Sent: 14 January 2026 12:17
To: Redacted (s.38(1)(b))@theapsgroup.com; Redacted(s.38(1)(b))@gov.scot;
Redacted (s.38(1)(b))@theapsgroup.com
Cc: Redacted (s.38(1)(b))
Subject: RE: Baby Box to be sent to New York

Hi Redacted (s.38(1)(b)),

Thank you for alerting us. I think it would be fine to send them without the batteries but could we please include a note in the BB to say something along the lines that the batteries have been removed due to customs rules and therefore the digital underarm and the bath thermometers are provided for illustrative purposes only?

Thanks,

Redacted (s.38(1)(b))

14. From: Redacted (s.38(1)(b))@theapsgroup.com
Sent: 14 January 2026 12:09
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@theapsgroup.com
Cc: Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))
Subject: RE: Baby Box to be sent to New York

Hi again, just to let you know that we will have to take the batteries out of both the Bath and Room Thermometer and Ear Thermometer as they will not get through customs.

Are you okay that we send these two items without the batteries?

Redacted (s.38(1)(b))

14. From: Redacted (s.38(1)(b))@theapsgroup.com
Sent: 14 January 2026 11:27
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@theapsgroup.com
Cc: Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))
Subject: RE: Baby Box to be sent to New York

Thanks Redacted (s.38(1)(b)), I will get the wheels in motion

Redacted (s.38(1)(b))

14. From: Redacted (s.38(1)(b))
Sent: 14 January 2026 10:59
To: Redacted (s.38(1)(b))@theapsgroup.com; Redacted (s.38(1)(b))@theapsgroup.com
Cc: Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))
Subject: Baby Box to be sent to New York

Hi Redacted (s.38(1)(b)),

Can you arrange for a Baby Box to be sent to Mayor Zohran Mamdani at the below address. Can you have the attached letter printed and included in the Baby Box. Do you know when it will be delivered?

Mayor Zohran Mamdani

c/o Commissioner Aissata Camara
Mayor's Office for International Affairs
Two United Nations Plaza, 27th Floor
New York, NY 10017

Thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – Baby Box Project Manager Early Parenting Support | Early Child Development Division| Area 2B - South | Victoria Quay | Edinburgh | EH6 6QQ |



13. From: Mark Boyce <Mark.Boyce@gov.scot>

Sent: 12 January 2026 18:32

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Clearance - video script - Baby Box to New York

Hi Redacted (s.38(1)(b))

Best address is:

Mayor Zohran Mamdani

c/o Commissioner Aissata Camara
Mayor's Office for International Affairs
Two United Nations Plaza, 27th Floor
New York, NY 10017

Mark

Mark Boyce| Deputy Director & Head of Scotland House London and Acting Minister-Counsellor for the Scottish Government in the USA | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b))

| Email: mark.boyce@gov.scot

13. From: Redacted (s.38(1)(b))@gov.scot

Sent: 12 January 2026 11:30

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot
Subject: RE: Clearance - video script - Baby Box to New York

Hi Mark

Do you have an address we could send the Baby Box to please?

Cheers

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

**Head of Early Parenting Support Unit / Early Child Development Division /
Directorate for Children and Families Tel:** Redacted (s.38(1)(b))

12. From: Redacted (s.38(1)(b)) On Behalf Of Cabinet Secretary for Social Justice
2024

Sent: 13 January 2026 10:44

To: Redacted (s.38(1)(b))@gov.scot; Cabinet Secretary for Social Justice 2024
<CabSecforSJ@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human
Rights <DirectorforEIHR@gov.scot>; Communications Social Justice Housing
<CommunicationsSocialJusticeHousing@gov.scot>; Director, Tackling Child Poverty
and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities
<DGCommunities@gov.scot>; Director for Children and Families
<DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson
<Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted
(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted
(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted
(s.38(1)(b))@gov.scot ; Rachel Sunderland <Rachel.Sunderland@gov.scot>;
Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot ; Mark Boyce
<Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted
(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted
(s.38(1)(b))@gov.scot; Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>
Subject: RE: Clearance - video script - Baby Box to New York

Hi Redacted (s.38(1)(b)),

Ms Somerville has changed the script, please see below:

Video script

Scotland's Baby Box helps to ensure that every family has access to essential items needed in the first six months of a child's life as well as a safe space to sleep.

It includes practical things like clothes and a carrier sling, under arm thermometer, changing mats as well as a play mat and books.

It's a central part of our mission to eradicate child poverty and it speaks to our values – for every child to get the best start in life.

That's why it's offered to all parents of new born babies in Scotland.

Mark Boyce | Deputy Director & Head of Scotland House London and Acting Minister-Counsellor for the Scottish Government in the USA | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b))
| Email: mark.boyce@gov.scot

12. From: Redacted (s.38(1)(b))@gov.scot
Sent: 12 January 2026 15:41
To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>
Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot> Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Emillie-Louise Purdie Emillie-Louise.Purdie@gov.scot>
Subject: Clearance - video script - Baby Box to New York

Hello Redacted (s.38(1)(b)),

I have drafted the below video script for Ms Somerville's use tomorrow while recording a piece to camera about the Baby Box and the New York Mayor. Grateful for the Cabinet Secretary's consideration.

Video script

The Baby Box programme helps to ensure that every family has access to essential items needed in the first six months of a child's life worth around £400, as well as a safe space to sleep.

It includes things like:

- a carrier sling
- an underarm thermometer
- a bath and room thermometer
- a play mat
- and around 15 items of clothes for age 0 – 6 months
- a changing mat
- a redeemable voucher for a reusable nappy and liners

- and many other useful items for mother and baby.

It's a central part of our mission to eradicate child poverty and last year we delivered more than 39,000 of them to parents across Scotland.

It's the only universal scheme of its kind in the UK and it is offered to all parents of new born babies either born or resident in Scotland.

It's an achievement the Scottish Government is very proud of, so you can imagine how pleased I was to read that the Scottish Baby Box might be about to get a new friend across the pond.

Mayor Mamdani has expressed his desire to mimic the offer here in Scotland, providing something similar to his constituents in one of the most famous cities in the world – New York City.

So, I'm pleased to be able to send him one of our Baby Boxes to his residence the US, which I hope will provide useful inspiration to him, while deepening our cultural ties with a global partner.

Redacted (s.38(1)(b))

Media Manager, News: Social Justice and Housing

Scottish Government

M: Redacted (s.38(1)(b))

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 21 January 2026 16:42

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box proac statement - New York Mayor Elect Correspondence

Thanks folks – have updated the background line re where the box was sent.

Mark – understood on the letter front.

I'll progress this tomorrow, many thanks

Redacted (s.38(1)(b))

Comment – for Press Association

A baby box has been sent from Scotland to the Mayor of New York City, Zohran Mamdani, to support the development of his “baby basket” policy.

Social Justice Secretary Shirley-Anne Somerville welcomed the Mayor’s interest in developing a scheme similar to that in Scotland, and said that she hoped the Scottish Government could work together with the Mayor’s office to deliver on both governments shared ambitions to address child poverty and the cost-of-living.

Ms Somerville said:

“I read with interest that Mayor Mamdani was considering a baby basket scheme in New York and hope that, by sending a Scottish example, it will provide inspiration to help him to refine and develop his exciting policy.

“Scots share much in common with the people of New York. Not least our history and heritage – as celebrated every year during New York Tartan Week. I’m proud that we can also share a commitment to tackling child poverty and addressing the cost-of-living for the people that we serve.

“Scotland’s baby box provides much needed essentials for when a child enters the world, and it recognises the financial burden of those first few months of parenthood. More than 360,000 children in Scotland have been supported since the programme was introduced in 2017, with around 90% of families continuing to take up the offer of a Baby Box for their new child.

“Over the years we have learnt a lot, and my door is always open as the New York City administration is developing their new scheme.”

Background

Before his election, Mr Mamdani announced plans to introduce a city-wide baby basket which would feature items that are essential to a newborn’s health and development.

This week, the Social Justice Secretary wrote to the Mayor of New York City and sent a Baby Box to the Mayor's Office for International Affairs in Manhattan.

Launched in 2017, Scotland’s Baby Box programme provides every newborn with a box of essential items for the first six months of life, including clothing, a digital thermometer and a safe sleeping space. The initiative aims to tackle inequality, improve health outcomes and support parents, ensuring every child gets an equal start in life.

Since its inception, more than 360,000 Baby Boxes have been distributed across Scotland, with around 90% uptake among families. Independent evaluation highlights the programme’s success, with 97% satisfaction and 91% of families

reporting financial savings, particularly benefiting first-time, younger and low income parents.

The Scottish Government has maintained strong ties with the United States for decades, with a dedicated office in Washington D.C and longstanding cultural connections with New York City, including the annual Tartan Day celebration.

11. From: Mark Boyce <Mark.Boyce@gov.scot>
Sent: 21 January 2026 15:26
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot
Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot
Subject: RE: Policy views - Baby Box proac statement - New York Mayor Elect Correspondence

Redacted (s.38(1)(b))

In response to your earlier question we wouldn't typically offer up copies of letters sent on a diplomatic basis, though of course there are and have been exceptions so it's not a hard and fast rule. Appreciate that this is slightly more specific on a policy issue but my initial sense is that general principle still stands. This is of course notwithstanding any such releases as part of any FOI request which are considered in line with any exemptions.

Mark

Mark Boyce | Deputy Director & Head of Scotland House London and Acting Minister-Counsellor for the Scottish Government in the USA | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b)) | **Email:** mark.boyce@gov.scot

11. **From:** Redacted (s.38(1)(b))@gov.scot
Sent: 21 January 2026 15:15
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box proac statement - New York Mayor Elect Correspondence

Hi all,

I've amended slightly.

Redacted (s.38(1)(b))

Comment – for Press Association

A baby box has been sent from Scotland to the Mayor of New York City, Zohran Mamdani, to support with the development of his “baby basket” policy.

Social Justice Secretary Shirley-Anne Somerville welcomed the Mayor’s interest in developing a scheme similar to that in Scotland, and said that she hoped the Scottish Government could work together with the Mayor’s office to deliver on both governments shared ambitions to address child poverty and the cost-of-living.

Ms Somerville said:

“I read with interest that Mayor Mamdani was considering a baby basket scheme in New York and hope that, by sending a Scottish example, it will provide inspiration to help him to refine and develop his exciting policy.

“Scots share much in common with the people of New York. Not least our history and heritage – as celebrated every year during New York Tartan Week. I’m proud that we can also share a commitment to tackling child poverty and addressing the cost-of-living for the people that we serve.

“Scotland’s baby box provides much needed essentials for when a child enters the world, and it recognises the financial burden of those first few months of parenthood. More than 360,000 children in Scotland have been supported since the programme was introduced in 2017, with around 90% of families continuing to take up the offer of a Baby Box for their new child.

“Over the years we have learnt a lot, and my door is always open as the New York City administration is developing their new scheme.”

Background

Before his election, Mr Mamdani announced plans to introduce a city-wide baby basket which would feature items that are essential to a newborn's health and development.

This week, the Social Justice Secretary wrote to the Mayor of New York City and sent a Baby Box to his official residence in Manhattan.

Launched in 2017, Scotland's Baby Box programme provides every newborn with a box of essential items for the first six months of life, including clothing, a digital thermometer and a safe sleeping space. The initiative aims to tackle inequality, improve health outcomes and support parents, ensuring every child gets an equal start in life.

Since its inception, more than 360,000 Baby Boxes have been distributed across Scotland, with around 90% uptake among families. Independent evaluation highlights the programme's success, with 97% satisfaction and 91% of families reporting financial savings, particularly benefiting first-time, younger and low income parents.

The Scottish Government has maintained strong ties with the United States for decades, with a dedicated office in Washington D.C and longstanding cultural connections with New York City, including the annual Tartan Day celebration.

Redacted (s.38(1)(b)) | **Communications: News (Social Justice & Housing)**
News Team Leader

Scottish Government, St Andrew's House
e: Redacted (s.38(1)(b))@gov.scot

m: Redacted (s.38(1)(b))

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 21 January 2026 14:08

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce Mark.Boyce@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot ; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box proac statement - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b)),

Apologies, I thought the Baby Box was sent last week but it was actually sent on Monday.

Regards,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager**
Early Parenting Support | Early Child Development Division | Area 2B - South |
Victoria Quay | Edinburgh | EH6 6QQ |



11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 21 January 2026 14:07

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box proac statement - New York Mayor Elect Correspondence

Hi,

The Baby Box was sent to the below address that we were given by Mark.

Mayor Zohran Mamdani

c/o Commissioner Aissata Camara
Mayor's Office for International Affairs
Two United Nations Plaza, 27th Floor
New York, NY 10017

Regards,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager**

Early Parenting Support | Early Child Development Division| Area 2B - South |
Victoria Quay | Edinburgh | EH6 6QQ |



11. From: Redacted (s.38(1)(b))@gov.scot
Sent: 21 January 2026 13:57
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot;
Redacted(s.38(1)(b))@gov.scot; Mark Boyce <mark.boyce@gov.scot>; Redacted
(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot;
Redacted(s.38(1)(b))@gov.scot
Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human
Rights <DirectorforEIHR@gov.scot Redacted (s.38(1)(b))@gov.scot; Director,
Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG
Communities <DGCommunities@gov.scot>; Director for Children and Families
<DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson
<Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot;
Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot;
Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot;
Redacted(s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>;
Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted
(s.38(1)(b))@gov.scot
Subject: RE: Policy views - Baby Box proac statement - New York Mayor Elect
Correspondence

Hi Redacted (s.38(1)(b))

I believe we recommended that the box be sent to City Hall rather than the Mayor's
mansion, in order that it could be received care of his International Commissioner
who has been briefed on this.

Warm regards

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) | Deputy Head of Scottish Government USA

British Embassy | 3100 Massachusetts Ave NW, Washington, DC, 20008

Cell: Redacted (s.38(1)(b))

11. From: Redacted (s.38(1)(b))@gov.scot
Sent: 21 January 2026 08:50
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce
(External) <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted
(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot
Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human
Rights <DirectorforEIHR@gov.scot Redacted (s.38(1)(b))@gov.scot; Director,
Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG
Communities <DGCommunities@gov.scot>; Director for Children and Families
<DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson
<Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot;
Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot;

Redacted(s.38(1)(b)@gov.scot; Redacted(s.38(1)(b)@gov.scot;
Redacted(s.38(1)(b)@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>;
Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot

Subject: RE: Policy views - Baby Box proac statement - New York Mayor Elect
Correspondence

Redacted (s.38(1)(b)

Can I just check what date they were sent? And, perhaps more one for Mark, and I'm
not 100% sure we would want to offer it up, but if asked for it, would we be able to
provide the full content of the letter to the Press Association?

Thanks

Redacted (s.38(1)(b)

11. From: Redacted (s.38(1)(b)@gov.scot

Sent: 21 January 2026 13:47

To: Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Mark Boyce
<Mark.Boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot

Cc: Redacted (s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human
Rights <DirectorforEIHR@gov.scot; Redacted (s.38(1)(b)@gov.scot; Director,
Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG
Communities <DGCommunities@gov.scot>; Director for Children and Families
<DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson
<Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b)@gov.scot;
Redacted(s.38(1)(b)@gov.scot; Redacted(s.38(1)(b)@gov.scot;
Redacted(s.38(1)(b)@gov.scot; Redacted(s.38(1)(b)@gov.scot;
Redacted(s.38(1)(b)@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>;
Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot

Subject: RE: Policy views - Baby Box proac statement - New York Mayor Elect
Correspondence

Hi Redacted (s.38(1)(b)

Thanks for this – no suggested amends or comment from Redacted
(s.38(1)(b)@gov.scot
and me – looks good from our perspective.

Just to highlight that the Baby Box and letter from Ms Somerville was sent by APS
last week.

All the best

Redacted (s.38(1)(b)

Redacted (s.38(1)(b)

Head of Early Parenting Support Unit / Early Child Development Division /
Directorate for Children and Families

Tel: Redacted (s.38(1)(b))

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 21 January 2026 12:21

To: Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Redacted(s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: Policy views - Baby Box proac statement - New York Mayor Elect Correspondence

Hi folks,

On the back of this, we plan to issue a short proactive statement to the Press Association on Friday 23rd January, which is below for your views.

The video, which I will share in due course, will go out on Friday as well.

Any feedback by close of play today would be much appreciated.

Scottish Government offers New York Mayor support to introduce Baby Box programme

The Scottish Government has sought to deepen cultural ties with the city of New York as Social Justice Secretary Shirley-Anne Somerville welcomed Mayor Mamdani's interest in developing a "baby basket" scheme.

Ms Somerville wrote to the mayor, offering Officials' engagement to assist the design and implementation of the prospective programme, highlighting the success of the Scottish Baby Box while also reinforcing a shared commitment to tackling inequality.

The letter was accompanied by a Box which has been sent to the mayor's official residence in Manhattan.

Ms Somerville said:

"Scotland's baby box provides much needed essentials for when a child enters the world, and it recognises the financial burden of those first few months of parenthood.

“I read with interest that Mayor Mamdani was considering a scheme that is, for all intents and purposes similar to ours, for his constituents in one of the most famous cities in the world.

“This provides a good opportunity to work with a key economic and cultural partner to deepen those ties, while tackling inequality and demonstrating a real commitment to families – recognising that the first few months of parenthood can be some of the most challenging times.

“I hope this provides useful inspiration to the Mayor and that our officials can work together to share expertise and to help deliver similar benefits in New York City.”

Background

Before his election, Mr Mamdani announced plans to introduce a city-wide baby basket which would feature items that are essential to a newborn’s health and development.

Launched in 2017, Scotland’s Baby Box programme provides every newborn with a box of essential items for the first six months of life, including clothing, a digital thermometer and a safe sleeping space. The initiative aims to tackle inequality, improve health outcomes and support parents, ensuring every child gets an equal start in life.

Since its inception, more than 360,000 Baby Boxes have been distributed across Scotland, with around 90% uptake among families. Independent evaluation highlights the programme’s success, with 97% satisfaction and 91% of families reporting financial savings, particularly benefiting first-time, younger and low income parents.

The Scottish Government has maintained strong ties with the United States for decades, with a dedicated office in Washington D.C and longstanding cultural connections with New York City, including the annual Tartan Day celebration.

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 13 January 2026 08:56

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Communications Social Justice Housing <CommunicationsSocialJusticeHousing@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box - New York Mayor Elect Correspondence
Hiya, I'm trying to work out the framing of the script. Will some of this be voiceover and some minister speaking? If the latter, please can you specify which part will be VO.

If this is domestic facing then that's fine. I don't think this type of script would work with a US audience.

Duplication on 'pleased' and highlighted phrases/words that I'd check the language on.

Assuming spads will take a view on final version before filming anyways.

Video script

The Baby Box programme helps to ensure that every family has access to essential items needed in the first six months of a child's life worth around £400, as well as a safe space to sleep.

It includes things like:

- a carrier sling
- an underarm thermometer
- a bath and room thermometer
- a play mat
- and around 15 items of clothes for age 0 – 6 months
- a changing mat
- a redeemable voucher for a reusable nappy and liners
- and many other useful items for mother and baby.

It's a central part of our mission to eradicate child poverty and last year we delivered more than 39,000 of them to parents across Scotland.

It's the only universal scheme of its kind in the UK, that is offered to all parents of new born babies either born or resident in Scotland. and benefits parents by £400 per child and provides essential items for the first 6 months of a baby's life worth around £400.

It's an achievement the Scottish Government is very proud of, so you can imagine how pleased I was to read that the Scottish Baby Box might be about to get a new friend across the pond.

Mayor Mamdani has expressed his desire to mimic the offer here in Scotland, providing something similar to his constituents in one of the most famous cities in the world – New York City.

So, I'm **pleased** to be able to send him one of our Baby Boxes to his residence the US, which I hope will provide useful inspiration to him, while deepening our cultural ties with a global partner.

Kind regards

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Deputy Head of International Communications and Brand Scotland Policy

International Strategy & Reputation Division

Directorate for Culture and External Affairs (DCEA) | Scottish Government

Mobile: Redacted (s.38(1)(b)) | Email: Redacted (s.38(1)(b))@gov.scot

11. From: Mark Boyce <Mark.Boyce@gov.scot>

Sent: 12 January 2026 15:49

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot;

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box - New York Mayor Elect Correspondence
Great thanks Redacted (s.38(1)(b))@gov.scot , if it's only for a domestic audience target then I'm content.

Mark

Mark Boyce | Deputy Director & Head of Scotland House London and Acting Minister-Counsellor for the Scottish Government in the USA | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b))

| Email: mark.boyce@gov.scot

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 12 January 2026 10:43

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human

Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot> Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot
Subject: RE: Policy views - Baby Box - New York Mayor Elect Correspondence

Mark

This is for posting on ScotGovFairer.

Thanks

Redacted (s.38(1)(b))

11. From: Mark Boyce <Mark.Boyce@gov.scot>

Sent: 12 January 2026 15:42

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box - New York Mayor Elect Correspondence

Thanks all. Before I come back with comments can I have it clarified who the audience is here? As currently written it looks like it's more for a domestic audience to highlight the success and international recognition of the box, as opposed to promoting it internationally/ with NYC?

Mark

Mark Boyce | Deputy Director & Head of Scotland House London and Acting Minister-Counsellor for the Scottish Government in the USA | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b))

| Email: mark.boyce@gov.scot

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 12 January 2026 10:31

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce

<Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot
Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box - New York Mayor Elect Correspondence
Hi Redacted (s.38(1)(b))

Agree with the amend to avoid the repeat of 'essential items', however I don't think we can say it benefits parents by £400 per child – our analytical colleagues have previously advised in the past of moving away from saying it provides a saving to parents – as we can only comment on the retail value of the contents.

I've suggested some amends, highlighted below, to the opening line and a recasting of the 'UK' line to highlight the baby box is available to new born babies who live in Scotland but not necessarily born in Scotland.

Cheers

Redacted (s.38(1)(b))

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 12 January 2026 15:17

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Policy views - Baby Box - New York Mayor Elect Correspondence

Thanks folks, have made those amends apart from one, Redacted (s.38(1)(b))@gov.scot

– the edit on the £400 line just repeats the first line of the script, so are you content to revert to as first drafted (in green below)?

Video script

The Baby Box programme helps to ensure that every family has access to essential items needed in the first six months of a child's life worth around £400, as well as a safe space to sleep.

It includes things like:

- a carrier sling
- an underarm thermometer
- a bath and room thermometer
- a play mat
- and around 15 items of clothes for age 0 – 6 months
- a changing mat
- a redeemable voucher for a reusable nappy and liners
- and many other useful items for mother and baby.

It's a central part of our mission to eradicate child poverty and last year we delivered more than 39,000 of them to parents across Scotland.

It's the only universal scheme of its kind in the UK, that is offered to all parents of new born babies either born or resident in Scotland. and benefits parents by £400 per child and benefits parents by £400 per child and provides essential items for the first 6 months of a baby's life worth around £400.

It's an achievement the Scottish Government is very proud of, so you can imagine how pleased I was to read that the Scottish Baby Box might be about to get a new friend across the pond.

Mayor Mamdani has expressed his desire to mimic the offer here in Scotland, providing something similar to his constituents in one of the most famous cities in the world – New York City.

So, I'm pleased to be able to send him one of our Baby Boxes to his residence the US, which I hope will provide useful inspiration to him, while deepening our cultural ties with a global partner.

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 12 January 2026 15:09

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families

<DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson
<Mairi.Macpherson@gov.scot Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b)@gov.scot

Subject: RE: Policy views - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b)

In addition – I would suggest highlighting the Sling, thermometers, clothes and play mat. FM did a similar video in the summer during the visit to the Western Isles where he highlighted some of the items in the box, might be worth reviewing that to check any cross-over etc.

I would also suggest removing 'new' as some boxes will have gone to second time parents. I've also suggested adding 'across Scotland'. A minor additional suggestion is to replace 'own versions' with 'Baby Boxes' – all highlighted below.

Cheers

Redacted (s.38(1)(b)

Redacted (s.38(1)(b)

Head of Early Parenting Support Unit / Early Child Development Division / Directorate for Children and Families

Tel: Redacted (s.38(1)(b)

11. From: Redacted (s.38(1)(b)@gov.scot

Sent: 12 January 2026 14:44

To: Redacted (s.38(1)(b)@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot

Cc: Redacted (s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b)@gov.scot
Subject: RE: Policy views - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b), small suggestion in re-phrasing below, if you don't mind, which I highlighted in yellow for the ease of finding.

Thank you,

Redacted (s.38(1)(b))

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 12 January 2026 13:31

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: Policy views - Baby Box - New York Mayor Elect Correspondence

Hi folks

Pasted below is video script for Ms Somerville's piece to camera, which we'll film tomorrow but hold until DEXA colleagues give the green light. Grateful for your views by 15:00 if at all possible, appreciating there's a lot going on this week.

Just to note it is very unlikely we will recite that full list of contents, so if there's three or four items officials are keen to highlight then please do let me know.

Best,

Redacted (s.38(1)(b))

Video script

The Baby Box programme helps to ensure that every family has access to items needed in the first six months of a child's life, as well as a safe space to sleep.

It includes things like:

- **a carrier sling**
- **an underarm thermometer**
- **a bath and room thermometer**
- **a play mat**
- **and around 15 items of clothes for age 0 – 6 months**
- **a changing mat**
- **a redeemable voucher for a reusable nappy and liners**
- **and many other useful items for mother and baby.**

It's a central part of our mission to eradicate child poverty and last year we delivered more than 39,000 of them to **new** parents **across Scotland**.

It's the only scheme of its kind in the UK and benefits parents by £400 per child **and provides essential items for the first 6 months of a baby's life worth around £400**.

It's an achievement the Scottish Government is very proud of, so you can imagine how pleased I was to read that the Scottish Baby Box might be about to get a new friend across the pond.

Mayor Mamdani has expressed his desire to mimic the offer here in Scotland, providing something similar to his constituents in one of the most famous cities in the world – New York City.

So, I'm pleased to be able to send him one of our **Baby Boxes own versions** to his residence the US, which I hope will provide useful inspiration to him, while deepening our cultural ties with a global partner.

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 09 January 2026 11:58

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot> Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Thanks Mark.

I think we'll be filming with Ms Somerville on Tuesday morning, so if we can have the green light as close to then as poss, that would be great, while noting it doesn't need to go out on the day.

Redacted (s.38(1)(b)) – happy to chat

Best

Redacted (s.38(1)(b))

11. From: Mark Boyce <Mark.Boyce@gov.scot>

Sent: 08 January 2026 16:48

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Thanks Redacted (s.38(1)(b)), we are on the case and will advise as soon as we have had confirmation that the Mayor's office are aware it's coming.

Mark

Mark Boyce | Deputy Director & Head of Scotland House London and Acting Minister-Counsellor for the Scottish Government in the USA | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b)) | Email: mark.boyce@gov.scot

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 08 January 2026 10:10

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi all,

I note the Cab Sec's desire to get this out the door but we should take a steer from our colleagues based in Washington with regard to contacting Mayor Mamdani's team before taking any further action.

Mark/ Redacted (s.38(1)(b)) grateful for views/updates in relation to engaging with the Mayor's office.

Many thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

International Relations Team Leader | Directorate for Culture and External Affairs |
Scottish Government | 07878322282

Pronouns she/her

11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 08 January 2026 15:04

To: Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Iona Campbell <Iona.Campbell2@gov.scot>

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b)),

We will need the address confirmed to send the Baby Box to Mr Mamdani so that we can advise APS. I've attached the letter to be included in the Baby Box. We understand that Ms Somerville has a Baby Box in her office in Parliament but should a new box be required just let me know when it's needed for and where to send it to.

Thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager**

**Early Parenting Support | Early Child Development Division | Area 2B - South |
Victoria Quay | Edinburgh | EH6 6QQ |**



11. From: Redacted (s.38(1)(b))@gov.scot

Sent: 08 January 2026 14:43

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Baby Box Officials have received advice from Policy Colleagues in the Scottish Government Office in Washington DC, who have spoken with the UKG New York Consulate. They have advised that at present it is currently extremely difficult to engage with Mayor Elect Mamdani's transition team whilst the transition process continues. UKG colleagues have suggested waiting to send a Baby Box and a letter of congratulations until Mayor Elect Mamdani is officially appointed in January 2026. UKG colleagues have also advised that there will be an opportunity for the Consul General to raise this matter directly with Mayor Mamdani in their first meeting planned soon after he is formally appointed, and US Office colleagues have secured a commitment to do that. Colleagues in the US Office, Washington DC can still attempt to approach Mayor Mamdani's team, if that would be preferred, however their view is it would make more sense from both a relationship point of view and for protocol reasons to wait until Mayor Mamdani is formally appointed.

Mark

Mark Boyce | Deputy Director & Head of Scotland House London and Acting Minister-Counsellor for the Scottish Government in the USA | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b))

| Email: mark.boyce@gov.scot

10. From: Redacted (s.38(1)(b))@gov.scot

Sent: 03 December 2025 18:28

To: Redacted (s.38(1)(b))@gov.scot; Mark Boyce <mark.boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Update to Cabinet Secretary - Sending Baby Box to New York

Thanks Redacted (s.38(1)(b))

A very minor point but we are not a Scotland House model so you can just refer to us as the "Scottish Government USA team in Washington DC". I would also clarify that we have spoken with the UK Consulate in New York, as naturally they have the most direct relationship with the mayor-elect's team.

Warm regards

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) | Deputy Head of Scottish Government USA

British Embassy | 3100 Massachusetts Ave NW, Washington, DC, 20008

Cell: Redacted (s.38(1)(b)) | Redacted (s.38(1)(b))

10. From: Redacted (s.38(1)(b))@gov.scot

Sent: 03 December 2025 12:44

To: Mark Boyce (External) <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; DirectorforEIHR@gov.scot; Redacted (s.38(1)(b))@gov.scot; DirectorTCPSJ@gov.scot; DGCommunities@gov.scot; DirectorforChildrenandFamilies@gov.scot; Mairi.Macpherson@gov.scot Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: Update to Cabinet Secretary - Sending Baby Box to New York

Colleagues,

Please see proposed update to Cabinet Secretary for Social Justice regarding sending a Baby Box to Mayor Elect Mamdani for your comment/approval.

PO/Cabinet Secretary for Social Justice

Baby Box Officials have received advice from Policy Colleagues in Scotland House in Washington, who have spoken with UKG. They have advised that at present it is currently extremely difficult to engage with Mayor Elect Mamdani's transition team whilst the transition process continues. UKG colleagues have suggested waiting to send a Baby Box and a letter of congratulations until Mayor Elect Mamdani is appointed in January 2026. UKG colleagues have also advised that there will be an opportunity for the Consul General to raise this matter directly with Mayor Mamdani in their first meeting. Colleagues in Scotland House, Washington can still try to approach Mayor Mamdani's team, if that would be preferred, however for protocol reasons they would advise to wait until Mayor Mamdani is formally appointed Mayor.

Thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T:** Redacted (s.38(1)(b))



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<http://twitter.com/playtalkread> <http://www.playtalkread.scot>

9. From: Redacted (s.38(1)(b))@gov.scot
Sent: 25 November 2025 13:44
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot
Cc: Mairi Macpherson <Mairi.Macpherson@gov.scot>
Subject: RE: Baby Box Meeting

Hi Redacted (s.38(1)(b))

Thanks for the update and note of the meeting. Copying in Mairi for awareness.

Looks like we're waiting on colleagues to confirm the position before we can confirm anything with Ms Somerville. I know that you have a brief and speaking note for Ms Somerville for the proposed boxing video all prepared, which is great.

Thanks again

Redacted (s.38(1)(b))

9. From: Redacted (s.38(1)(b))@gov.scot
Sent: 25 November 2025 12:15
To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot
Subject: Baby Box Meeting

Hi Redacted (s.38(1)(b))
/ Redacted (s.38(1)(b))

Please see update on Friday's meeting,

Attended

Mark Boyce – Deputy Director USA & London Offices

Redacted (s.38(1)(b)) – Comms

Redacted (s.38(1)(b)) – Comms

Redacted (s.38(1)(b)) – International Relations Team Leader

Redacted (s.38(1)(b)) – Deputy Head of International Communications and Brand Scotland

Rachel Sunderland – Deputy Director, Population & Migration Division

Redacted (s.38(1)(b)) - Deputy Head of Office - Washington, DC

Redacted (s.38(1)(b)) - Social Media Manager

Redacted (s.38(1)(b)) – Baby Box Policy Team

Mark Boyce advised that FM or Angus Robertson may have plans to write to Mayor Elect Mamdani so we would typically have that as the single piece of communication rather than more than one. Mark was going to speak to John Webster, Principal Private Secretary to the First Minister to check FM's intentions.

Redacted (s.38(1)(b)) requested that before letter is issued Gracie Mansion address is removed as Mayor Elect Mamdani won't move in their till January.

Redacted (s.38(1)(b)) advised that there is a slot booked in Ms Somerville's diary for filming on Wednesday morning but would look to push this back until we have update on what's happening with letter.

Mark Boyce requested that FM, Angus Robertson and Colin McAllister copied into further email to Ms Somerville to keep them aware.

I am awaiting updates from Mark and Redacted (s.38(1)(b)) and have emailed them today to chase.

Do you want me to resend including Mairi or wait until Mark & Redacted (s.38(1)(b)) have responded? Mairi was copied into my earlier email chasing updates.

Thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager**

Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T: Redacted (s.38(1)(b))



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<http://twitter.com/playtalkread> <http://www.playtalkread.scot>

9. From: Redacted (s.38(1)(b))@gov.scot

Sent: 20 November 2025 17:49

To: Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot

Subject: FW: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b))

Grateful if you could attend this when its set up, cheers 😊

I think its mostly a comms chat – from a policy perspective we are all set – it's the wider links and messaging that seems to be the issue.

Redacted (s.38(1)(b))

8. From: Redacted (s.38(1)(b))@gov.scot

Sent: 21 November 2025 09:12

To: Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>;

Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities

<DGCommunities@gov.scot>; Director for Children and Families

<DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson
<Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Rachel Sunderland
<Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b)@gov.scot
Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

I'm at an in-person recce in Edinburgh at 3.30pm and I suspect it will take around an hour. Happy for you to have a call without me and for me to pick up on Monday before I pitch.

Redacted (s.38(1)(b)

Redacted (s.38(1)(b)

Deputy Head of International Communications and Brand Scotland Policy
International Strategy & Reputation Division

Directorate for Culture and External Affairs (DCEA) | Scottish Government
Mobile: Redacted (s.38(1)(b) | **Email:** Redacted (s.38(1)(b)@gov.scot

8. From: Redacted (s.38(1)(b)@gov.scot

Sent: 20 November 2025 17:57

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot

Cc: Redacted (s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities

<DGCommunities@gov.scot>; Director for Children and Families

<DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson

<Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted

(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted

(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted

(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted

(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted

(s.38(1)(b)@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>;

Redacted (s.38(1)(b)@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Thanks – will put in a call for tomorrow afternoon

I presume US policy here can advise prior to that on any plans for the FM/Cab Sec CEAC please?

Redacted (s.38(1)(b)

8. From: Mark Boyce <Mark.Boyce@gov.scot>

Sent: 20 November 2025 17:42

To: Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot

Cc: Redacted (s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b)@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Redacted (s.38(1)(b)

I can do anytime from 1515 UK time tomorrow. Not sure PO's need to be part of that chat but it might be useful if someone can check with FM and Mr Robertson's office whether they have any plans to write to the Mayor-Elect in advance of our discussion.

I'm meeting HMCG to New York tomorrow night at a dinner and can chat through this and anything else with him then.

Mark

Mark Boyce | Deputy Director USA & London Offices | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b)

| Email: mark.boyce@gov.scot

8. From: Redacted (s.38(1)(b)@gov.scot

Sent: 20 November 2025 17:35

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot

Cc: Redacted (s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>;

Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Removing POs/SpAds for now

Happy to set up a call if that would be helpful – would suggest we do that Friday if possible rather than next week as I know Cab Sec is keen to make progress with this (and PO are already holding a slot in her diary to film on Wednesday morning, 26th)

[@Mark Boyce](#) are you envisaging POs being part of that call? In which case it might be for them to set up, in any case, but just thought it worth flagging the urgency

Redacted (s.38(1)(b))

7. From: Redacted (s.38(1)(b))@gov.scot

Sent: 20 November 2025 12:52

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Cab Sec Baby Box Video

Cheers.

Don't do anything til I've had a chat with PO though – will come back to you

7. From: Redacted (s.38(1)(b))@gov.scot

Sent: 20 November 2025 12:49

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Cab Sec Baby Box Video

Thanks Redacted (s.38(1)(b)), will make the suggested amends to the speaking note. Yes, Thursday morning would work for us and we can easily arrange for a Box to be sent to either Parliament or SAH for this.

Thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager**

Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T: Redacted (s.38(1)(b))



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7. From: Redacted (s.38(1)(b))@gov.scot

Sent: 20 November 2025 12:37

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted

(s.38(1)(b))@gov.scot

Subject: RE: Cab Sec Baby Box Video

Thanks Redacted (s.38(1)(b)). I don't think it should be pitched as directly TO the mayor-elect – think it should be in the third person? This is to go on SG channels to a wide audience (she's already written to him with a direct message) so my instinct is it should say

Mayor Elect Mamdani I'd like to start by congratulating you on your recent success in the New York City Mayor Election.

I was delighted to hear that you have Mayor-elect Mamdani has commended Scotland's Baby Box Programme and has expressed an interest in introducing a Baby Basket Programme in New York.

(then last 2 pars in the third person as well)

We can't really send up finalised comms advice until we've heard from the US team about a) whether Mamdani is happy to engage with any comms and b) if they can place the story with an agency over there so that will have to wait until tomorrow at least, I think. Although I would just flag that she's off sick today anyway so is unlikely to get to this quite very quickly anyway

However I think we can get the filming/pic op lined up. I'll speak to PO after FMQs to see what they can offer. I don't think we want to do it TOO early next week because again, we don't want to commit her until we know what is actually possible from the US end.

Just looking at her diary, she has a slot first thing Thursday morning. Redacted (s.38(1)(b)) had said you could get a box up to SAH or Parliament for her to 'pack' rather than have her go to Leith – do you think that slot might work in principle?

Thanks

Redacted (s.38(1)(b))

7. From: Redacted (s.38(1)(b))@gov.scot

Sent: 20 November 2025 11:30

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: Cab Sec Baby Box Video

Hi Redacted (s.38(1)(b)),

I'm currently pulling together briefing for Cab Sec, I've attached her speaking note for reference. Have you agreed dates, times and location with PO for Cab Sec's Baby Box video? Can you also advise when you will be sending over a comms note on the publicising of the video?

Cheers,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b) – **Baby Box Project Manager**

Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T: Redacted (s.38(1)(b)



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6. From: Redacted (s.38(1)(b)@gov.scot

Sent: 19 November 2025 15:18

To: Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Thanks Redacted (s.38(1)(b), keep me in the loop with how this goes and happy to align comms/timings etc.

I'm not planning to pitch into NYPA until next week. Having a sense of how your conversations go before I do this would be helpful.

Redacted (s.38(1)(b)

Redacted (s.38(1)(b)

Deputy Head of International Communications and Brand Scotland Policy

International Strategy & Reputation Division

Directorate for Culture and External Affairs (DCEA) | Scottish Government

Mobile: Redacted (s.38(1)(b) | Email: Redacted (s.38(1)(b)@gov.scot

6. From: Redacted (s.38(1)(b)@gov.scot

Sent: 19 November 2025 14:53

To: Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Mark Boyce <mark.boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi all

Apologies for slow responses – I'm travelling for work this week.

I am happy to issue the letter from the US office if that is easiest for everyone. I've asked the British Consulate in NY (who apparently have good links into the Mayor-

elect's team) for a connection so we can reach out and give some context before anything landing, and try and get buy in for doing some comms around the "opening" of the box stateside. It's likely to be Friday before they come back to me on that.

Warm regards

Redacted (s.38(1)(b))

6. From: Redacted (s.38(1)(b))@gov.scot

Sent: 19 November 2025 14:03

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b)), Redacted (s.38(1)(b))

Some minor typo's I spotted in the draft release highlighted below, otherwise content from a Baby Box policy perspective.

We also need to confirm if the letter will be sent by colleagues in the US office or from Ms Somerville's PO – grateful for advice on this point. If from Private Office, could someone provide a contact email address for the Mayor.

Based on the letter and the links with US, here's what a draft news release for NYPA could read as (all very rough at this stage).

Scottish Government congratulates New York City Mayor-Elect and offers support to introduce Baby Box programme

The Scottish Government has extended its congratulations to New York City Mayor-Elect Mamdani following his recent election victory and welcomes his interest in Scotland's pioneering Baby Box programme.

Launched in 2017, Scotland's Baby Box programme provides every newborn with a box of essential items for the first six months of life, including clothing, a digital thermometer and a safe sleeping space. The initiative aims to tackle inequality, improve health outcomes and support parents, ensuring every child gets an equal start in life.

Since its inception, more than 360,000 Baby boxes have been distributed across Scotland, with around 90% uptake among families. Independent evaluation highlights the programme's success, with 97% satisfaction and 91% of families reporting financial savings, particularly benefiting first-time, younger and low income parents.

Cabinet Secretary for Social Justice, Shirley-Anne Somerville MSP, said:

We are delighted that Major-Elect Mamdani shares our commitment to supporting families and reducing inequality. Scotland's Baby Box programme has transformed early years support for thousands of families and we are happy to share our experience and expertise to help deliver similar benefits in New York City."

To showcase the initiative, the Scottish Government will send a Baby Box to Gracie Mansion and has offered to arrange meetings between officials to provide guidance on programme design and implementation^s.

The Scottish Government has maintained strong ties with the United States for decades , with a dedicated office in Washington, D.C and longstanding cultural connections with New York City, including the annual Tartan Day celebration.

Cheers

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Head of Promoting Children and Families Wellbeing Unit / Improving Health and Wellbeing Division / Directorate for Children and Families

Tel: Redacted (s.38(1)(b))

6. From: Redacted (s.38(1)(b))@gov.scot

Sent: 19 November 2025 14:09

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

No affliction I'm afraid.

Kind regards

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Deputy Head of International Communications and Brand Scotland Policy

International Strategy & Reputation Division

Directorate for Culture and External Affairs (DCEA) | Scottish Government

Mobile: Redacted (s.38(1)(b))@gov.scot | Email: Redacted (s.38(1)(b))

6. From: Redacted (s.38(1)(b))@gov.scot

Sent: 19 November 2025 13:56

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot

(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot
Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Thanks Redacted (s.38(1)(b), that's great.

Yes, absolutely – we'll arrange filming/pic here but we wouldn't do anything publicly with that content until such time as we have bottomed out what the media offer is.

You'll have to excuse my ignorance here but is the NYPA connected to/affiliated with the Press Association here? If so, we could invite PA to come along to film the Edinburgh component and/or speak to Cab Sec SJ (on an embargoed basis) and then they have the full package between them? If not, we can set up the Edinburgh part for 'internal' content only and then provide the pics/video to you to pass to the NYPA.

Some of this will depend on M's enthusiasm/willingness to take part as well, as you say – so would be helpful to know who from the US office will pick up brokering this once the letter has been delivered.

Draft looks good to me and I don't think we need to do much more with that though we'll take a more considered look and if Baby Box policy colleagues have any thoughts please shout?

For the avoidance of doubt, I don't think we plan to issue anything more generally at this end, IE not an SG 'News Release' – we're happy to keep it to the agency exclusive plus SG social content, although as above, if PA is affiliated that would cover us here in any case.

Thanks

Redacted (s.38(1)(b)

6. From: Redacted (s.38(1)(b)@gov.scot

Sent: 19 November 2025 13:18

To: Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot ; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b)

I suspect it would fall to my team to pitch. We would be going in cold so the more we can offer the better. When are you planning to release the filming/photo? If pitching into the press association, I suspect they'll want it first before it's put on socials.

If this is the case then, can you confirm if there will be a written statement/news release that will accompany the photos? Buy in from M's office may play a part in the

pitch too – if we can agree this in advance. Failing that, we could let them crack on off the back of what we offer. Receiving images will make a better media package all round.

Re contacting M's office, I would suspect this is best handled with policy officials or US office. US office is not based in NY so identifying who would be taking the equivalent pictures will need to be agreed between the media outlet/Mamdani's office/US office.

Based on the letter and the links with US, here's what a draft news release for NYPA could read as (all very rough at this stage).

Scottish Government congratulates New York City Mayor-Elect and offers support to introduce Baby Box programme

The Scottish Government has extended its congratulations to New York City Mayor-Elect Mamdani following his recent election victory and welcomes his interest in Scotland's pioneering Baby Box programme.

Launched in 2017, Scotland's Baby Box programme provides every newborn with a box of essential items for the first six months of life, including clothing, a digital thermometer and a safe sleeping space. The initiative aims to tackle inequality improve health outcomes and support parents, ensuring every child gets an equal start in life.

Since its inception, more than 360,000 Baby boxes have been distributed across Scotland, with 90% uptake among families. Independent evaluation highlights the programme's success, with 97% satisfaction and 91% of families reporting financial savings, particularly benefiting first-time, younger and low income parents.

Cabinet Secretary for Social Justice, Shirley-Anne Somerville MSP, said:

We are delighted that Major-Elect Mamdani shares our commitment to supporting families and reducing inequality. Scotland's Baby Box programme has transformed early years support for thousands of families and we are happy to share our experience and expertise to help deliver similar benefits in New York City."

To showcase the initiative, the Scottish Government will send a Baby Box to Gracie Mansion and has offered to arrange meetings between officials to provide guidance on programme design and implementations.

The Scottish Government has maintained strong ties with the United States for decades , with a dedicated office in Washington, D.C and longstanding cultural connections with New York City, including the annual Tartan Day celebration.

Happy to discuss.

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Deputy Head of International Communications and Brand Scotland Policy

International Strategy & Reputation Division

Directorate for Culture and External Affairs (DCEA) | Scottish Government

Mobile: Redacted (s.38(1)(b)) | Email: Redacted (s.38(1)(b))@gov.scot

6. From: Redacted (s.38(1)(b))@gov.scot

Sent: 19 November 2025 12:31

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.sco; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Can I also check please with international comms colleagues/US policy team that we have a shared understanding of what the choreography should be in terms of the handling at the US end?

SG News will work with Baby Box policy to set up a filming/photo op in Edinburgh for next week (and handle social content via SG channels)

I presume international or US colleagues will be pitching this to NYPA(?) – or to Reuters etc if PA don't bite. Obviously please let us know if we've misunderstood this.

Someone will presumably also need to contact Mamdani's office once the letter has been sent/received, to set out our intentions to do external comms around this and to establish whether he is happy to take part in an equivalent photo op/provide reaction on its arrival in NY.

Assuming that is the case, we'll also need our own pics/video from the NYC end as well (to accompany our own content on SG social channels) which can be sourced at the same time as media get their own assuming someone from SG in the US can go along.

Happy to set up a quick call to talk through this if helpful

Thanks

Redacted (s.38(1)(b))

6. From: Redacted (s.38(1)(b))@gov.scot

Sent: 19 November 2025 11:34

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: FW: Commission - Baby Box - New York Mayor Elect Correspondence

Hi,

Can colleagues please confirm whether the letter from Ms Somerville to Mayor Elect Mamdani should be sent from Ms Somerville's Private Office or from colleagues in the USA office. If from Ms Somerville's PO can you please provide the email address that it should be sent to.

Thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager**

Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T: Redacted (s.38(1)(b))



PlayTalkRead - have fun from day one!

<http://twitter.com/playtalkread> <http://www.playtalkread.scot>

6. From: Redacted (s.38(1)(b))@gov.scot

Sent: 19 November 2025 12:07

To: Redacted (s.38(1)(b))@theapsgroup.com); Redacted (s.38(1)(b))

Cc: Redacted (s.38(1)(b))@gov.scot

Subject: RE: Baby Box - New York

Hi Redacted (s.38(1)(b)),

We have some updates now.

We have discussed the options with coms and have agreed that it would be preferable for the Cab Secretary to record a video message in the office in the parliament with the Baby Box there. I believe she may already have one in the Parliament, but Redacted (s.38(1)(b)) is going to double check with PO and let you know if a new one needs to be send. For now, there is nothing required from you on this matter just now. Thank you again for your quick response last week.

Best wishes,

Redacted (s.38(1)(b))

6. From: Redacted (s.38(1)(b))@theapsgroup.co)

Sent: 19 November 2025 12:00

To: Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot Redacted (s.38(1)(b))

Subject: RE: Baby Box - New York

Hi Redacted (s.38(1)(b))

Is there any update on this requirement?

Kind regards

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Head of Business Services

Mobile: Redacted (s.38(1)(b))

6. From: Redacted (s.38(1)(b))@gov.scot

Sent: 13 November 2025 13:23

To: Redacted (s.38(1)(b))@theapsgroup.com; Redacted (s.38(1)(b)); Redacted (s.38(1)(b))@gov.scot

Subject: Baby Box - New York

Hi Redacted (s.38(1)(b)),

Our Cabinet Secretary wants to arrange for a Baby Box to be sent to the new New York Mayor, Mayor Elect Mamdani, after he expressed an interest in introducing a Baby Box programme in New York, as part of this our Comms team are interested in filming the Cab Sec packing/handing over the Baby Box that will be sent to New York. Would you be able to facilitate this at the Baby Box distribution centre, with some select press/broadcast media invited? Probably some point next week or week after.

Thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – Baby Box Project Manager

Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T: Redacted (s.38(1)(b))



PlayTalkRead - have fun from day one!

<http://twitter.com/playtalkread> <http://www.playtalkread.scot>

5. From: Redacted (s.38(1)(b))@gov.scot

Sent: 19 November 2025 12:09

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>

Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce

<Mark.Boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Copying in Cab Sec CEAC's office.

Redacted (s.38(1)(b)

International Relations Team Leader | Directorate for Culture and External Affairs | Scottish Government | Redacted (s.38(1)(b)

Pronouns she/her

5. From: Redacted (s.38(1)(b)@gov.scot

Sent: 19 November 2025 12:07

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; Redacted (s.38(1)(b)@gov.scot

Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Redacted (s.38(1)(b), for the avoidance of doubt, yes – we will use video content/pics for SG channels to go out once any external media is confirmed

Redacted (s.38(1)(b)

5. From: Redacted (s.38(1)(b)@gov.scot

Sent: 19 November 2025 11:47

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; Redacted (s.38(1)(b)@gov.scot

Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>;

Please find attached letter from Ms Somerville to Mayor Elect Mamdani. We will arrange for a Baby Box to be sent to Mayor Elect Mamdani once the letter has issued.

Please see Comms Handling Plan below:

COMMS HANDLING: Baby Box to New York	
WHAT	Cabinet Secretary for Social Justice will send a Baby Box to New York Mayor-elect Zohran Mamdani following his comments that he is interested in introducing a Scottish-style Baby Box. Policy colleagues have already prepared a letter to Mr Mamdani which will issue ahead of the Box being dispatched
WHEN	W/C 24 th November
COMMS HANDLING	<ul style="list-style-type: none"> • Having discussed with international comms colleagues and US policy team, SG News recommends approaching the New York Press Association with this on an exclusive basis • As a contingency/alternative, we can approach Reuters (either in NY or London) and/or the New York Times via its London office. • If the Cabinet Secretary is content with this approach, we recommend setting up a photo/filming op in Edinburgh next week (diary permitting) of her packing the Box for dispatch to New York. The intention would be that interested media could then procure photos/video of the delivery of the Box to ME Mamdani on its arrival in New York.
KEY MESSAGES (for bids)	<ul style="list-style-type: none"> • [to reflect content of letter once approved and issued – full draft social content to follow in due course]
TIMINGS	<ul style="list-style-type: none"> • W/C 17th November – letter to be sent to Mayor-elect Mamdani thanking him for his interest and highlighting the success of the Baby Box in Scotland; offering to send him an example • W/C 24th – Photo/filming opportunity to be arranged subject to Cab Sec availability either at Leith packing facility or in Parliament/SAH • W/C 24th – PA OR Reuters OR New York Times exclusive to follow

- | | |
|--|--|
| | <ul style="list-style-type: none">• Social content to follow |
|--|--|

Please let me know if you need anything else.

Kind regards,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T: Redacted (s.38(1)(b))**

4. From: Redacted (s.38(1)(b))@gov.scot

Sent: 13 November 2025 16:26

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: FW: Commission - Baby Box - New York Mayor Elect Correspondence

I don't think you guys need to be in this part of the conversation (or not yet anyway) but just forwarding for awareness.

We can deal with Scottish media end of this easily enough but these guys are our conduit to international offices so have just asked them what they/USA offices might be able to do to support

Will let you know what the response is. But likely to mean handling won't be ready to go up til Monday

3. From: Redacted (s.38(1)(b))@gov.scot

Sent: 18 November 2025 12:34

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi all,

I'm content with the proposed approach below. With regards to the letter could we please use the version where Redacted (s.38(1)(b)) from the US Office provide an additional paragraph.

Many thanks,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

International Relations Team Leader | Directorate for Culture and External Affairs |
Scottish Government | Redacted (s.38(1)(b))

Pronouns she/her

3. From: Redacted (s.38(1)(b))@gov.scot

Sent: 18 November 2025 12:25

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce Mark.Boyce@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Redacted (s.38(1)(b)), thanks for this.

Just following up to see if US policy desk colleagues have had chance to consider please? (and re-adding Baby Box policy colleagues)

We need to get a draft letter/ proposed comms handling up to SAS today; on that basis, unless anyone comes back with any other suggestions this afternoon, we will say (broadly) as per Redacted (s.38(1)(b))@gov.scot steer:

1st preference: Approach the NYPA to sell the story in for interest outlets to pick up from there.

2nd: Approach Reuters (either in NY or London) and NYTimes in London.

We will work with policy colleagues to set up a picture/filming opportunity of the Cabinet Secretary 'packing' a BB at this end – either at the main facility or at SAH/SP, which policy have advised should be possible. Would aim to get this lined up for next week, with the letter to go in advance

Hope this sounds OK
thanks

Redacted (s.38(1)(b))

3. From: Redacted (s.38(1)(b))@gov.scot

Sent: 14 November 2025 16:29

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Adding in Redacted (s.38(1)(b)) in Redacted (s.38(1)(b)) absence.

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))@

Deputy Head of International Communications and Brand Scotland Policy

International Strategy & Reputation Division

Directorate for Culture and External Affairs (DCEA) | Scottish Government

Mobile: Redacted (s.38(1)(b))@gov.scot | Email: Redacted (s.38(1)(b))

3. From: Redacted (s.38(1)(b))@gov.scot

Sent: 14 November 2025 16:27

To: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>;

Cc: Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Thanks, and sorry for the late response.

Redacted (s.38(1)(b))/Mark, appreciate you may have some comments to add into the mix on this one.

I think this is a great story of sharing best practice across the pond etc. We may need to be sensitive to the American politics, R vs D, especially following the oval office visit in recent months.

I've copied Redacted (s.38(1)(b)) in from the US policy desk for any advice he may have in this space.

If policy are content, then I'd be suggesting we approach the NYPA to sell the story in for interest outlets to pick up from there. Or we reach out to Reuters (either in NY or London) and NYTimes in London. We might be able to get a bit more engagement if its sold into them as a world story rather and a US story, if that makes sense.

For background:

It may be of interest to know that former FM Humaz Yousaf, first Muslim FM, did a social video back in 2019 of unpacking the baby box. He was health secretary at the time. Linking the faith ties to the new major.

Redacted (s.38(1)(b)) author/presenter/celeb spoke out about our baby box last year on Instagram. She does a lot of work to promote the babybank alliance and Save the Children and is keen to see something similar introduced in the rest of the UK. I will keep an eye on her activity as she may repromoted in light of this recent news. I also had a quick look to see if any international media outlets took note/interest at the time and it doesn't look like they did. The only US interest in the baby box appears to be an academic journal on Lancet.

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Deputy Head of International Communications and Brand Scotland Policy

International Strategy & Reputation Division

<Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot
Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b)),

The Cabinet Secretary has asked why this should be done through UKG? She would appreciate advice on this approach considering it is a Scottish Government scheme.

Kind regards,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Deputy Private Secretary to the Cabinet Secretary for Social Justice – Shirley-Anne Somerville MSP

E: CabSecforSJ@gov.scot | **M:** Redacted (s.38(1)(b)) **Scottish Government | St Andrews House, Regent Road, EDINBURGH, EH1 3DG |**

2. From: Redacted (s.38(1)(b))@gov.scot

Sent: 04 December 2025 09:42

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>

Cc: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice

<DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>;

Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot;

Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted

(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted

(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted

(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland

<Rachel.Sunderland@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

PO/Cabinet Secretary for Social Justice

Baby Box Officials have received advice from Policy Colleagues in the Scottish Government Office in Washington DC, who have spoken with the UKG New York Consulate. They have advised that at present it is currently extremely difficult to engage with Mayor Elect Mamdani's transition team whilst the transition process continues. UKG colleagues have suggested waiting to send a Baby Box and a letter of congratulations until Mayor Elect Mamdani is officially appointed in January 2026. UKG colleagues have also advised that there will be an opportunity for the Consul General to raise this matter directly with Mayor Mamdani in their first meeting planned soon after he is formally appointed, and US Office colleagues have secured a commitment to do that. Colleagues in the US Office, Washington DC can still attempt to approach Mayor Mamdani's team, if that would be preferred, however

Deputy Private Secretary to the Cabinet Secretary for Social Justice – Shirley-Anne Somerville MSP

E: CabSecforSJ@gov.scot | **M:** Redacted (s.38(1)(b)) **Scottish Government | St Andrews House, Regent Road, EDINBURGH, EH1 3DG |**

2. From: Redacted (s.38(1)(b))@gov.scot

Sent: 25 November 2025 14:27

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Redacted (s.38(1)(b)), thanks

We met on Friday with both local (Baby Box) policy and US colleagues to discuss this further; policy are keen that we ensure alignment across all SG portfolios before engaging with NY and will be providing further advice shortly.

As such News's recommendation would be that we postpone the filming until such time as we have received that policy advice/update which will give us more certainty on final comms products and outputs.

Redacted (s.38(1)(b))

2. From: Redacted (s.38(1)(b)) **On Behalf Of** Cabinet Secretary for Social Justice 2024

Sent: 25 November 2025 12:44

To: Mark Boyce <Mark.Boyce@gov.scot>; Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; Redacted (s.38(1)(b))@gov.scot

Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice

(s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot ; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Rachel Sunderland <Rachel.Sunderland@gov.scot>
Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi all

Apologies for coming late to this. I wonder if we can perhaps have a chat to make sure we are aligned across government in terms of communication with the Mayor Elect, for instance I would want to know if FM or Mr Robertson have any plans to write to the Mayor-Elect, and if so we would typically have that as the single piece of communication rather than more than one.

It would also be useful to think through in more detail the proposed Comms plans and how that is raised with the Mayor-Elects office.

Happy to join a call on this tomorrow or early next week.

Mark

Mark Boyce | Deputy Director USA & London Offices | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b))
| Email: mark.boyce@gov.scot

2. From: Redacted (s.38(1)(b)) **On Behalf Of** Cabinet Secretary for Social Justice 2024

Sent: 20 November 2025 16:55

To: Redacted (s.38(1)(b))@gov.scot; Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot ; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b)),

That's really helpful thank you.

Best,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Deputy Private Secretary to the Cabinet Secretary for Social Justice – Shirley-Anne Somerville MSP

E: CabSecforSJ@gov.scot | M: Redacted (s.38(1)(b))

Scottish Government | St Andrews House, Regent Road, EDINBURGH, EH1 3DG |

2. From: Redacted (s.38(1)(b))@gov.scot

Sent: 20 November 2025 16:51

To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Cabinet Secretary for Constitution, External Affairs and Culture 2024 <CabSecCEAC@gov.scot>

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) in the SG's US Office has offered to issue the letter on behalf of the Cabinet Secretary. Redacted (s.38(1)(b)) has also asked the British Consulate in NY for a connection in the Mayor-elect's team so they can reach out and give some context before anything landing, and try and get buy in for doing some comms around the "opening" of the box stateside. It's likely to be Friday before they get back to Redacted (s.38(1)(b)) on that.

We're liaising with Redacted (s.38(1)(b)) in the SJ comms team on the proposed boxing video that Ms Somerville will do next week and will get advice up to Ms Somerville on Monday.

Please get in touch if you need any further info.



2. From: Redacted (s.38(1)(b))@gov.scot

Sent: 13 November 2025 20:43

To: Redacted (s.38(1)(b))@gov.scot; Mark Boyce <mark.boyce@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b))

Thank you for sharing the draft with us. I've made a suggested addition in green as our team would welcome engagement with the mayor-elect's team. Eric Adams has previously turned out for Tartan Day and a brush-by with Cab Sec Robertson.

Warm regards

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))@gov.scot | Deputy Head of Scottish Government USA

British Embassy | 3100 Massachusetts Ave NW, Washington, DC, 20008

Cell: Redacted (s.38(1)(b)) | Redacted (s.38(1)(b))

2. From: Redacted (s.38(1)(b))@gov.scot

Sent: 13 November 2025 09:11

To: Mark Boyce (External) <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; DirectorTCPSJ@gov.scot; DirectorforChildrenandFamilies@gov.scot; Mairi.Macpherson@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: FW: Commission - Baby Box - New York Mayor Elect Correspondence

Hi all,

Please see proposed letter from Cabinet Secretary for Social Justice to Mayor Elect Mamdani:

Dear Mayor Elect Mamdani,

I write to offer my congratulations on your recent success in the New York City Mayor Election.

I was pleased to hear of your interest in Scotland's Baby Box programme and your wish to introduce a similar programme in New York City. The Scottish Government has a strong relationship with our friends in the United States and my officials have previously shared our experience of delivering Scotland's Baby Box programme with colleagues in the US Federal Government.

The Scottish Government began its universal Baby Box Programme on 15 August 2017 with all babies born and resident in Scotland being eligible for it. The programme was introduced to address inequality and improve health and wellbeing outcomes for children and families. At its heart, this programme strongly signals our determination that every child, regardless of their circumstances, should get an equal start in life by ensuring that every family with a newborn has access to essential items needed in the first six months of a child's life. It helps to tackle deprivation, improve health and support parents during the first few months of their child's life. Each Baby Box provides essential items for the first 6 months of a baby's life and can also be used as a safe sleeping space for the baby.

Each Baby Box balances practical items, such as clothing, a digital thermometer and a changing mat, with items designed to have a positive impact on parent-child interaction through the inclusion of books, a baby wrap and a play mat to support attachment, early child development, speech, language and communication development, early learning and play. Each Baby Box also contains information on financial support and important subjects such as safe sleeping practices and breast feeding. The programme supports Scotland's long standing national commitment to provide all children, young people and their families with the right support at the right time, so that every child and young person in Scotland can reach their full potential - Getting It Right For Every Child (GIRFEC).

Since the commencement of the programme in 2017, around 360,000 Baby Boxes have been distributed to families across Scotland with an average of 90% of families taking up the opportunity to receive a Baby Box. An independent evaluation of Scotland's Baby Box was published on 13 August 2021, highlighting the positive impact of the scheme on families, particularly for first-time, younger and low income parents, with 97% satisfaction with the box and contents and 91% families reporting financial savings. [Baby Box: evaluation - gov.scot](#)

I have instructed my officials to arrange for one of Scotland's Baby Boxes to be sent to you at Gracie Mansion to give you the opportunity to see the Scottish Government's Baby Box and what it contains.

My officials would also be happy to meet with your officials to provide advice, guidance and learning from our experience in setting up a Baby Box Programme and would be happy to discuss any of our policies that are supporting children and families. If your officials would find this helpful, they can contact the Scottish Government Baby Box Team at scotlandbabybox@gov.scot.

You may also be interested to note that the Scottish Government has had a USA office since 2001, which is based in Washington, D.C but covers Scotland's interests all across the United States. Given the historic, economic and cultural ties between

Scotland and NYC, the city has been a focal point for our engagement over many years. Each April, thousands of people from across the city, the US and Scotland come together to celebrate Tartan Day - a day declared by the U.S. Senate in 1998 to officially recognize the "outstanding achievements and contributions made by Scottish Americans to the United States". We would welcome the support of you and your team in celebrating the Scottish community in New York; whether they are Scottish by birth, by heritage, or by affinity with our culture and values.

I wish you every success in your new role.

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager** Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T: Redacted (s.38(1)(b))



PlayTalkRead - have fun from day one!

<http://twitter.com/playtalkread> <http://www.playtalkread.scot>

2. From: Redacted (s.38(1)(b)) **On Behalf Of** Cabinet Secretary for Social Justice 2024

Sent: 19 November 2025 11:07

To: Redacted (s.38(1)(b))@gov.scot Cabinet Secretary for Social Justice 2024
<CabSecforSJ@gov.scot>

Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: RE: Commission - Baby Box - New York Mayor Elect Correspondence

Hi Redacted (s.38(1)(b)),

Ms Somerville is content with the letter, which I have formatted and attached. I would be grateful if officials could please confirm the email address to send it to or would it be more appropriate to send it from colleagues in the USA office?

The Cabinet Secretary is keen for the filming to happen next week, PO will hold time for this if officials and comms could please send over lines and any briefing by 16:00

on Monday 24 November. Ms Somerville is also presuming there will be video content for use on Scottish Government channels after any exclusives have been offered, grateful if officials could please confirm this.

Kind regards,

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Redacted (s.38(1)(b))

Deputy Private Secretary to the Cabinet Secretary for Social Justice – Shirley-Anne Somerville MSP

E: CabSecforSJ@gov.scot | M: Redacted (s.38(1)(b))

Scottish Government | St Andrews House, Regent Road, EDINBURGH, EH1 3DG |

2. From: Redacted (s.38(1)(b))@gov.scot

Sent: 13 November 2025 14:11

To: Mark Boyce <Mark.Boyce@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; Director for Children and Families <DirectorforChildrenandFamilies@gov.scot>; Mairi Macpherson <Mairi.Macpherson@gov.scot>; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot; Redacted (s.38(1)(b))@gov.scot

Subject: FW: Commission - Baby Box - New York Mayor Elect Correspondence

Hi all,

Please see proposed letter from Cabinet Secretary for Social Justice to Mayor Elect Mamdani:

Dear Mayor Elect Mamdani,

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The Scottish Government began its universal Baby Box Programme on 15 August 2017 with all babies born and resident in Scotland being eligible for it. The programme was introduced to address inequality and improve health and wellbeing outcomes for children and families. At its heart, this programme strongly signals our determination that every child, regardless of their circumstances, should get an equal start in life by ensuring that every family with a newborn has access to essential

items needed in the first six months of a child's life. It helps to tackle deprivation, improve health and support parents during the first few months of their child's life. Each Baby Box provides essential items for the first 6 months of a baby's life and can also be used as a safe sleeping space for the baby.

Each Baby Box balances practical items, such as clothing, a digital thermometer and a changing mat, with items designed to have a positive impact on parent-child interaction through the inclusion of books, a baby wrap and a play mat to support attachment, early child development, speech, language and communication development, early learning and play. Each Baby Box also contains information on financial support and important subjects such as safe sleeping practices and breast feeding. The programme supports Scotland's long standing national commitment to provide all children, young people and their families with the right support at the right time, so that every child and young person in Scotland can reach their full potential - Getting It Right For Every Child (GIRFEC).

Since the commencement of the programme in 2017, around 360,000 Baby Boxes have been distributed to families across Scotland with an average of 90% of families taking up the opportunity to receive a Baby Box. An independent evaluation of Scotland's Baby Box was published on 13 August 2021, highlighting the positive impact of the scheme on families, particularly for first-time, younger and low income parents, with 97% satisfaction with the box and contents and 91% families reporting financial savings. [Baby Box: evaluation - gov.scot](#)

I have instructed my officials to arrange for one of Scotland's Baby Boxes to be sent to you at Gracie Mansion to give you the opportunity to see the Scottish Government's Baby Box and what it contains.

My officials would also be happy to meet with your officials to provide advice, guidance and learning from our experience in setting up a Baby Box Programme and would be happy to discuss any of our policies that are supporting children and families. If your officials would find this helpful, they can contact the Scottish Government Baby Box Team at scotlandbabybox@gov.scot.

I wish you every success in your new role.

Redacted (s.38(1)(b))

Redacted (s.38(1)(b)) – **Baby Box Project Manager**

Baby Boxes, Parenting and Play | Improving Health and Wellbeing | Area 2C - South | Victoria Quay | Edinburgh | EH6 6QQ | T: Redacted (s.38(1)(b))



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1. **From:** Mark Boyce <Mark.Boyce@gov.scot>
Sent: 12 November 2025 17:01

To: Director, Tackling Child Poverty and Social Justice
<DirectorTCPSJ@gov.scot>; Cabinet Secretary for Social Justice 2024
<CabSecforSJ@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot
Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights
<DirectorforEIHR@gov.scot>; DG Communities
<DGCommunities@gov.scot>; Director for Children and Families
<DirectorforChildrenandFamilies@gov.scot>; Donna MacKinnon
<Donna.MacKinnon@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Mairi
Macpherson <Mairi.Macpherson@gov.scot>
Subject: RE: Commission - Baby Box - New York Mayor Elect
Correspondence

Julie)

thanks for copying this, grateful if myself and Redacted (s.38(1)(b) can have sight of the draft before it goes up so we can comment on it from a US relations perspective.

Best

Mark

Mark Boyce | Deputy Director USA & London Offices | Directorate for Culture and External Affairs | Scottish Government

Mob: Redacted (s.38(1)(b)

| Email: mark.boyce@gov.scot

- 1. From:** Director, Tackling Child Poverty and Social Justice
<DirectorTCPSJ@gov.scot>
Sent: 11 November 2025 11:24
To: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>;
Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot
Cc: Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted
(s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights
<DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social
Justice <DirectorTCPSJ@gov.scot>; DG Communities
<DGCommunities@gov.scot>; Director for Children and Families
<DirectorforChildrenandFamilies@gov.scot>; Donna MacKinnon
<Donna.MacKinnon@gov.scot>; Mark Boyce <Mark.Boyce@gov.scot>;
Redacted (s.38(1)(b)@gov.scot; Mairi Macpherson
<Mairi.Macpherson@gov.scot>
Subject: RE: Commission - Baby Box - New York Mayor Elect
Correspondence

Redacted (s.38(1)(b)

Just extending the copy list to colleagues with an interest


julie

Julie Humphreys (she/her)

Director, Tackling Child Poverty and Social Justice, DG Communities, Scottish Government

I am hybrid working at the moment so the best way to get in touch is on 07500764213 or on Teams. Please note that I am sending this at a time that works for me. I am not expecting a reply at a time that doesn't work for you.

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- From:** Redacted (s.38(1)(b) **On Behalf Of** Cabinet Secretary for Social Justice 2024
Sent: 11 November 2025 14:41
To: Redacted (s.38(1)(b); Redacted (s.38(1)(b)@gov.scot
Cc: Cabinet Secretary for Social Justice 2024 <CabSecforSJ@gov.scot>; Emilie-Louise Purdie <Emilie-Louise.Purdie@gov.scot>; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Redacted (s.38(1)(b)@gov.scot; Director for Equality, Inclusion and Human Rights <DirectorforEIHR@gov.scot>; Director, Tackling Child Poverty and Social Justice <DirectorTCPSJ@gov.scot>; DG Communities <DGCommunities@gov.scot>
Subject: Commission - Baby Box - New York Mayor Elect Correspondence

Hello,

Ms Somerville has read with interest the recent press reports about Mayor Elect Mamdani wishing to develop a New York version of Scotland's Baby Box.

The Cabinet Secretary would like if officials could draft a letter to the Mayor Elect congratulating him on his election. The letter should also include the following regarding the Baby Box:

- Recognising his interest in the Baby Box
- It should talk about how the project speaks to our values as a nation, for example Giving Every Child the Right Start in Life, etc.
- It should talk about the success of the project and what benefit mothers have gotten from the Baby Box
- That we are happy to share our learning as we have developed this project

Ms Somerville would like a Baby Box to be sent to Mayor Elect Mamdani so he can see for himself. She has also suggested that comms pull together something to go alongside this.

She would be grateful if this can be actioned as soon as possible so as not to lose the momentum from his win and for this to get lost in the UKG budget.

Grateful if the draft letter, comms plan and any necessary advice please be with PO by 16:00 on Tuesday 18 November. If there are any issues, do let me know. Please could officials add anyone I may have missed to the copylist.

Kind regards,

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Deputy Private Secretary to the Cabinet Secretary for Social Justice – Shirley-Anne Somerville MSP

E: CabSecforSJ@gov.scot | M: Redacted (s.38(1)(b))

Scottish Government | St Andrews House, Regent Road, EDINBURGH, EH1 3DG |