



# Campaign Toolkit



## Introduction

Welcome to the Scottish Rural Action Campaign Toolkit. The toolkit has been created to allow anyone to run a campaign, either small or large scale. The toolkit provides a background to campaigning, guidance on campaign planning and ‘tools’ that can help in delivering your campaign.

As an organisation that campaigns on a broad range of rural issues, we recognise the importance of grassroots-led campaigning and we aim to support local communities in making their voice heard with decision-makers and in influencing the policy making process.

We hope you enjoy the toolkit and find it a useful guide for beginning your campaign journey – good luck!

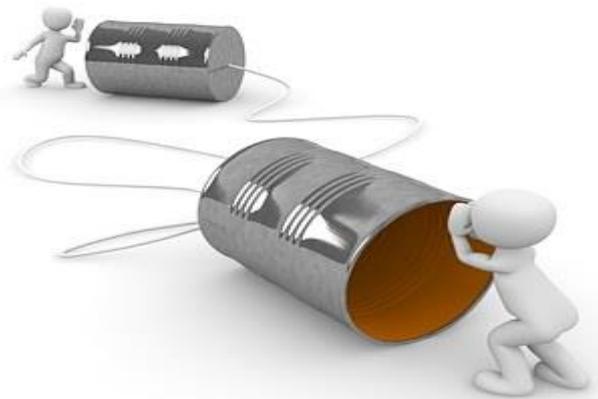


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## What is campaigning?

In short, campaigning is an effective way to create change. The change could be an issue that is social, political, environmental, related to service delivery or even personal. Campaigning, and the methods that an effective campaign may employ are a way to influence people that have the power to make the change you would like to see. Campaigns are around us all the time, perhaps you notice the ones that affect your life or the campaigns that make the headlines with interesting or even controversial methods. Campaigns can be small and involve a select number of people locally or large-scale and have a national following.



Campaigning can also be commercial, for example the ‘Dove Campaign for Beauty’ – although the ultimate goal of this campaign is to sell a product, they are ultimately looking to influence a target audience and create sales. Dove will set targets for sales as part of their campaign journey and a similar approach can be used when designing any campaign – small targets lead to an end win.

Campaigning can have influence and create change in almost anything.

### Why campaign?

Campaigning can help identify and improve issues that are particularly relevant to rural communities. The Scottish Rural Action (SRA) Manifesto and 2017-19 Action Plan identify many areas of rural life that are disadvantaged in comparison to urban living. Some of the issues you may wish to campaign on are:

- Poor local transport
- Poor broadband/mobile provision in rural areas

- Representation of rural communities in local government/council decisions and power
- Poor access to health services in your local area
- Issues around land use

SRA encourage communities and individuals to join us in campaigning, or we can support you to run your own campaign. Some campaigns may be very short-lived and some may run for years.



### What does campaigning actually entail?

A very basic introduction to campaign planning looks like this:

- 1. Identifying an aim – what is it you want to achieve?***
- 2. Who are you trying to influence and what is it you are saying (provide your evidence)?***
- 3. Who can you work with/gain support?***
- 4. What campaign methods are you going to employ?***
- 5. When are you going to do it?***

Some examples of activities you may carry out: writing letter to you MSP/MP/Councillor, lobbying government (if you have the resource), spread your message through local and national media, social media campaigns, petitions, arrange public meetings and publicity stunts are an effective way to raise awareness if your campaign resource allows. New and creative ways of campaigning are developing all the time and it will be choosing what is right and feasible for your campaign.



Milestones are a good way to measure success –campaigning can be a long fought battle and having small achievements along the way can ensure momentum is maintained and motivation kept high. For example, you may set small goals of the number of meetings you hold, the number of leaflets you deliver, the number of press articles achieved etc.

## How to build a successful campaign

Campaigns can vary in length – some may last a few weeks and others may last years. It is helpful to follow some basic planning rules when creating any campaign (see Appendix 1 for Campaign Planner Sheet).

- 1. Set aim/objective – SMART**
- 2. Resources**
- 3. Target audience**
- 4. Partners/opponents**
- 5. Evidence**
- 6. Methods**
- 7. Timing**
- 8. Evaluation**

### *Setting a campaign aim*

Think about what it is you want to change and how things may look once you have changed them. Think about what you would like to achieve and write that down – the overall campaign goal may be difficult to achieve and a long term goal in your overall plan. To maintain momentum, it is a good idea to think of realistic milestones that will indicate progress. Also, having a clear aim to refer back to can be useful to keep the campaign focus and ensure that everyone involved is on board with what you have decided.



Can you provide a solution to the problem?

Think about the problem/issue you are campaigning about and provide alternatives and options for consideration if possible. For example, if a local community centre is to be closed then a group may campaign for improved services at another centre/library/village hall.

Following SMART is a good rule of thumb – is your campaign aim:

- ❖ **Specific** - Ensure sure your aim is clear
- ❖ **Measurable** - Ensure your aim can be measured in terms of success
- ❖ **Achievable** - Ensure your aim is possible!
- ❖ **Realistic** - Ensure your aim is realistic in terms of time, knowledge, resources, evidence
- ❖ **Time-bound** - Ensure you have a clear idea of time for completing your aim

### *Resources*

Consider what resources you have to help with your campaign – such as people, budget, technology and organisations that may be willing to assist.

### *Target audience*

Target audiences can be broken down into two sections – the 'decision makers' and the 'influencers'. The 'decision makers' will be the people that have the power to make the decision(s) regarding your campaign, for example the local council or the board of a private company.



The 'influencers' will usually be the public – they have the power to influence the people who make the decisions and may be engaged through some of your campaign methods. 'Influencers' can also be people in a position of power, so your local Councillor may influence a council committee on your behalf.

### *Partners/opponents*

Consideration can be given to those who could work with you to achieve your campaign aim (allies), those who could support you (supporters) and those who may oppose your campaign aim (opponents). For example if running a campaign on improving bus timetables then allies may be passenger forums, supporters may be the public/passengers and opponents may be the bus company itself.

## *Evidence*

Having a good evidence base will make your campaign stronger. Types of evidence include statistics, personal stories, current research, financial information and professional opinions/testimony.

Statistics – seek out statistics that support your case, such as number of people affected by a reduced bus service or bank closure. If statistics don't exist already you could carry out your own survey, either face to face or using a free online service such as Survey Monkey.

Personal stories are a very powerful way to evidence your campaign – this could be a written or filmed account of how someone is affected by the issue you are campaigning about.



Current research (or research from similar campaigns in other areas) can provide sound evidence and support your cause.

Testimony from professionals can strengthen your campaign, for example an environmental professional may lend their view on foresting operations or the impact of windfarms on wildlife.

Consider who you are presenting the evidence to and tailor it accordingly. Depending on who you are presenting can dictate the evidence. You may want to summarise points but provide a full report/statement as a reference.

Keep a record of what you have sent and when you sent it – always allow time for a response in your campaign timing.

From your evidence you can develop your three or four key messages. For example, if you are campaigning to keep a local primary school open you may state 'If the school were to close then 25 children would have to travel xx hours a day' as one of your key messages.

## *Methods*

Campaign methods are a big subject and another section has been devoted entirely to 'Campaign Methods' for this reason.

## *Timing*

Timing is important as it is easier to campaign for change before a decision has been finalised. Consider your campaign aim and if any decisions or activities are scheduled for a specific time and work your campaign plan around them – for example if your area has been

overlooked in the planned rollout of improved digital/broadband connection then are there meetings or public consultations/announcements that you can schedule activity around?



Consider the time of year – the height of summer and Christmas can be a challenging time to campaign (depending on the nature of your campaign).

#### *Evaluation*

It is always helpful to evaluate your campaign – what went well? Who was involved? What could have been done better? Did you keep to any targets you set?

Taking the time to consider the above points when building a campaign can help towards a creating a well thought out and effective campaign.

#### **SRA Campaign for improving digital connectivity in rural areas**

In 2015 SRA launched a campaign to highlight the issue of poor broadband service to rural areas. The aim of the campaign was to reduce the gap between rural and urban coverage. SRA and community supporters lobbied the Scottish Government to identify which areas of Scotland would be included in the superfast broadband rollout. The campaign milestone allowed communities to identify other ways of accessing broadband. The main campaign method used was a petition to gather support for lobbying the government. The campaign aim of reducing the gap between rural and urban coverage was achieved by the development of Community Broadband Scotland.

## Campaign Methods

Methods of campaigning can vary dramatically depending on your campaign aim, resources, budget and target audience. However, there are certain campaign methods that can be applied even if you have limited time and resource. The methods below are not exhaustive – new and creative ways of campaigning are being developed all the time, but the list highlights some of the tried and tested routes for getting your campaign message heard.

### *Letter Writing*

Letter writing can be a simple yet effective way to highlight your cause – it could be to a politician or decision maker. You may know who it is that can make the decision you want, or, you may write to someone who may help you influence the decision makers – your local newspaper for example. It is preferable to keep letters clear and short, and refrain from aggression or abusive language. It is also a good idea to ask for a reply. You may wish to embark on a letter writing campaign by encouraging others to write too – a powerful way of reinforcing your campaign message.

### *Face to face canvassing*

If it is a campaign issue that affects a particular locality you may wish to embark on face to face canvassing. This could be door to door or on your local high street. Have a clear list of key messages that you want to share and perhaps a particular action for the people you are talking to e.g. like your facebook page, write a letter, come to a meeting...



### *Public meetings*

Public meetings can be a particularly useful method at the start of a campaign – you can gauge interest and identify if the majority of people have the same idea about your campaign aim. Meetings can be open to the public and also to key decision makers – this can be an effective way to get your concerns heard early on in the campaign. Public meetings do take time and preparation, they should be chaired well to ensure an effective meeting is had and progress is made, even if it is small. Take the time to identify who you want to invite and ensure they are able to attend.

### *Meeting with decision makers*

Decision makers are essentially the people who have the power to make the decision. The first step is to identify who it is that holds the power to make the decision on your campaign and then request a meeting. This may be a local councillor, MSP or another government

official. As with public meetings, meetings with decision makers require thought and preparation – what do you want to get out of the meeting? Key points you would like to get across? Who else will be there? It may be worth drafting an agenda and circulating that in advance. Take minutes and circulate to interested parties, and use these to follow up and remind people of what they agreed to do.

### *Stunts*

Stunts are a creative and highly impactful way of getting your campaign message across – they don't always need to be ambitious to create profile. If you plan a stunt, ensure that your message is clear and that you know what you want to say when people ask. In addition, think about how long your stunt will last and will it involve props? Think about how you will alert people in advance of the stunt taking place.



### *Events and Street stalls*

You can run your own event and publicise appropriately – this can be a good way for people to get to know your campaign in an informal way. Street stalls sometimes require permission from the local council so ensure you follow any protocol. As with all events, be prepared with what you want to say and any actions you would like people to do.

## Social Media – Twitter, Facebook and YouTube



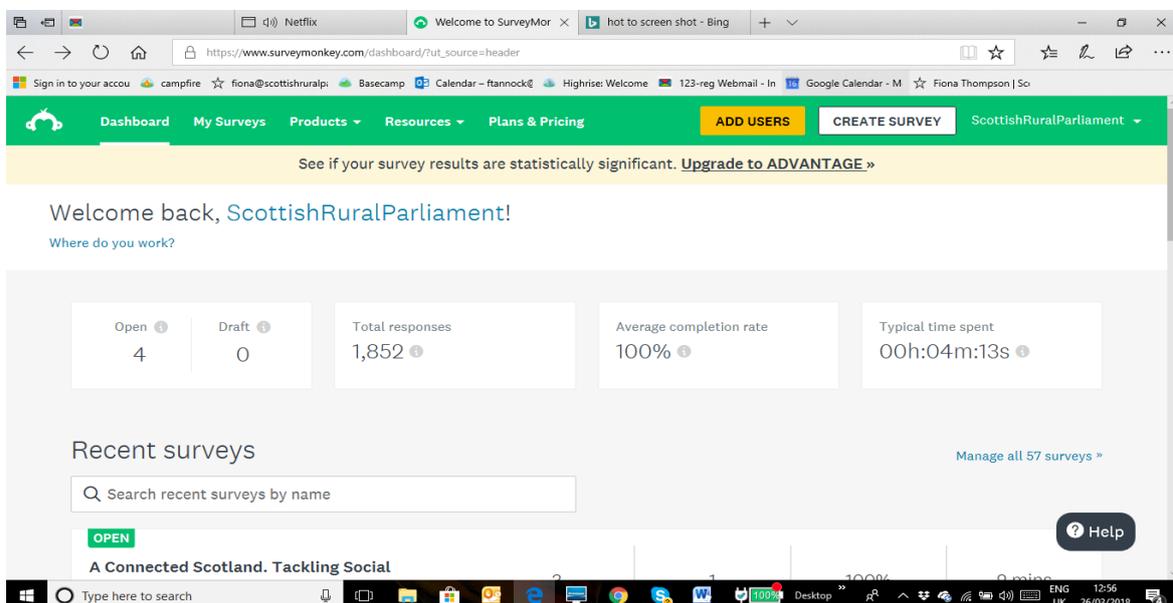
The power of social media is worth harnessing if you have the time and knowledge – or can ask someone who does! Facebook pages are a great way to start and share discussion, as well as accruing followers to your campaign and providing updates. Twitter can be used for creating short messages and you can directly message decision makers if they have an account. You may wish to create a Twitter

account for the campaign, instead of using your personal details. It is important to keep your account up to date or followers will lose interest. Posting clips and videos on YouTube can be a great visual way to communicate your campaign message – even video clips taken using a mobile phone or tablet.

### *Petitions and surveys*

Petitions are a great way to highlight the amount of support you have – decision makers will often respond if they can see the number of people that are supportive. Think carefully about your petition statement/ask and who it is aimed at. You may have a plan for distributing hard copy petitions and/or use an online facility. In line with data protection legislation, you should make it clear on the petition that people should only sign if they are happy with their information being used in the exact way you will use it, and only contact people if you have their consent.

If you have the capacity to arrange a survey this can be a great way to present evidence for your campaign. Survey Monkey [www.surveymonkey.com](http://www.surveymonkey.com) is an online survey facility that is free. You can decide on which questions to ask that will give the best insight in to how well your campaign is supported, or what the key issues are for people. Results can then be used in other areas of your campaigning.



### *Lobbying*

Lobby your MP, MSP or local council – see lobbying section below for a detailed description of lobbying.

### *Leaflet and Factsheet*

Create a simple leaflet that identifies your campaign aim, what you would like to see happening, what people can do to get involved and your name and contact information (this is a legal requirement if you create and distribute a leaflet)

Every campaign is different in what methods are appropriate – choose what is feasible for you and your campaign message.

## Working with the media

Working with the media is a great way to share the work and campaigns that you do. We can use the media to make people aware of local or national issues and get them to join in. Both online and traditional print media are constantly on the lookout for fresh new stories that will keep the interest of their readers.

Local media can also be a good way of getting the attention of local decision makers. If you are campaigning for a change at the local or national government level, remember that they monitor the media and will be more likely to engage with an issue that they see getting attention. Your chances of getting to engage with an elected official may be increased if they think there is a chance they will get some media profile. Sometimes it may be appropriate to invite MSPs or Councillors along to an event and let them know that you have invited the local press, or that you will take pictures and send a press release to the local press.



Appendix 2 – sample press release

Appendix 3 – template press release

### Reader Letters

This is one of the most read sections of local press and therefore a great way to engage local people with your campaign or let people know about your issue.

Start a conversation in the letters page by writing a letter that invites responses, or that is engaging. Ask peoples thoughts on a matter. You can also keep an eye out for related letters and write a response. Always remember to include information about your group and how people can get involved.

## Using Social Media

Not everyone is comfortable with using social media, and it can be time consuming even a barrier to making progress if used incorrectly. However – it can also be a really effective tool to use when campaigning or engaging with issues.



The two most popular platforms are Twitter and Facebook.

**Twitter** should be thought of as a constant stream of information that people and organisations post. How much people post can range from infrequently to several times a day. The downside of Twitter is that it does require time to manage an account, almost in 'real time'. This can be made easier by the use of the app on a smart phone. It also takes a while to build up a profile, which means that lots of people follow your account and engage with what you post. It can be worthwhile to think of Twitter as a longer term investment – it probably wouldn't be worthwhile setting up an account to promote an event next week. But if you have a long-term campaign that you want people to join and share, it can be a fantastic tool.

The plus side is that you can reach a lot of people, and most politicians tend to be on Twitter so you can catch their attention without leaving the house! You can also show support to people engaging with your issue by liking, retweeting and sharing their posts. This should help build up your follower's overtime.

**Facebook** requires everyone to have a personal account. People generally use these to connect with their friends, family and colleagues. People share snapshots of what they are doing, where they are, pictures of the dinner (!), videos, etc.

Increasingly though, people also use Facebook to share news from newspapers, channels, blogs etc.

Facebook also has a function where people can set up groups with are private (only invited people can see what is posted) or open (people who have been given permission to join the group can see everything that people post). Both of these are great tools for campaigning and sharing information.

## Lobbying your MSP and the Scottish Parliament

### What is lobbying?

Lobbying is the term used when an individual or a group tries to persuade a politician or Government official to support a particular campaign or policy.

### How is the Scottish Parliament made up?

The Scottish Parliament has 129 MSP's. For each person in Scotland there will be one constituency MSP and 7 regional MSP's. Your constituency MSP will have been voted in by a first past the post system and the other seven MSP's will have been voted in to the regional role by proportional representation. MSP's will serve a four-year term in Parliament, with many standing for election over several terms.

The role of First Minister is usually filled by the leader of the largest party in Parliament who will form a 'Cabinet' of MSP's that will make up the Scottish Government. The Scottish Government is responsible to the Scottish Parliament for its actions. The Scottish Government is responsible for setting and delivering a legislative and policy agenda for Scotland.



Certain government powers are held at Westminster (UK Government, picture on right) and other powers are held by Holyrood (Scottish Government, picture on left).

The following outlines each government's areas of responsibility:

#### Scottish Government at Holyrood

*Health education and training > law and home affairs > police and fire services > local government, including social work > housing > transport > economic development and tourism > environment > agriculture, fisheries and forestry > sport, culture and the arts > statistics, public registers and records*

## UK Government at Westminster

*Employment legislation > benefits and social security > equal opportunities and discrimination > abortion, human fertilisation, embryology and genetics > some aspects of transport (including railways, safety and regulation) > data protection > constitutional matters > tax and the economic and monetary systems*

See Appendix 5 – How Government Powers are Devolved

How can my MSP help?

MSP's can:

- Contact local agencies on your behalf to raise an issue that you are concerned about. MSP's do not have the power to direct or order any agencies or services but they do have the power to influence.
- If an MSP takes an interest in your campaign they can bring a lot of profile, particularly with the media (see Campaign Methods for ensuring you maximise any opportunities).
- MSP's can ask Parliamentary Questions and raise issues in the Scottish Parliament.
- MSP's can lodge a Parliamentary Motion – a statement that other MSP's can sign up to if they agree.

### **Committees**

Much of the work of the Scottish Parliament is done by committees. The role of the committees is to conduct inquiries, scrutinise legislation and hold the Scottish Government to account. Membership of the committees reflects the balance of parties across parliament. There are different types of committees with their functions set out in different ways <http://www.parliament.scot/parliamentarybusiness/committees.aspx>

### **How to contact your MSP**

It is best to contact your MSP in writing first – or email. Details of how to find out who your MSP is and how to contact them is available at the bottom of this section. MSP's who form part of the 'Cabinet' will also have additional responsibilities that may be relevant to your campaign as well as your local MSP. For example Shona Robison MSP is Cabinet Minister for Health and Sport as well as MSP for Dundee City East.



MSP's will also run local surgeries where you can meet them in person and discuss your campaign/issue. Details of surgeries are available via the MSP's office, social media page, your local library or newspaper.

Petitioning is also a way to have your voice heard. A petition is when you ask the Scottish Parliament

to state a view on a particular matter, or to introduce or amend legislation. Petitions are only considered in areas of 'wide public interest'.

If you are considering a petition then they can be delivered in an electronic or written format, or both. Signatures can be gathered to support your petition. More details on how to submit a petition are detailed below.

### **Contacting your MSP**

[www.theyworkforyou.com](http://www.theyworkforyou.com)

<http://www.parliament.scot/msps.aspx>

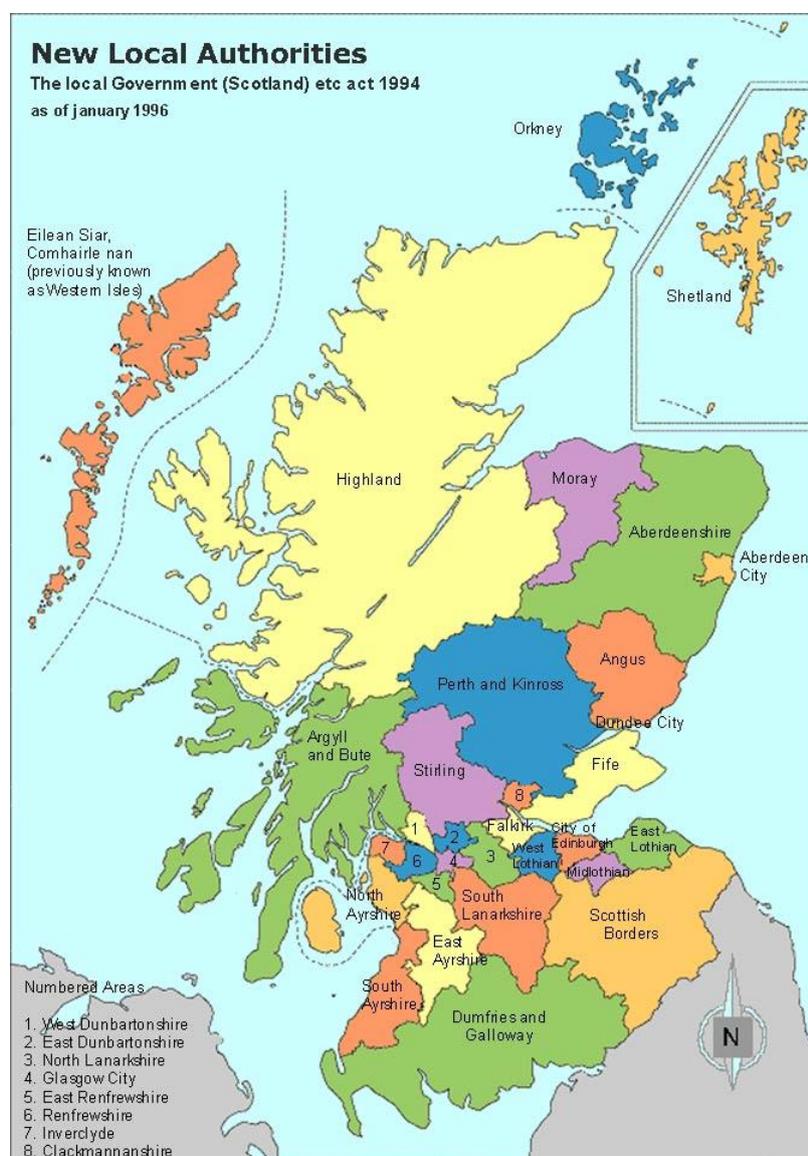
### **Petitioning**

<http://www.parliament.scot/gettinginvolved/petitions/>

## Lobbying Your Local Council

Lobbying your local council may be an option for your campaign if the service/issue you are campaigning about comes under the realm of their responsibility, or if you are seeking to add weight to your campaign with their support.

There are 32 local councils in Scotland. Councils are made up of paid staff and democratically elected Councillors (often known as Council Members). Each of the 32 local authorities will break the areas in to 'wards'. Each 'ward' will have 3 or 4 councillors who have been voted in by the residents of that area. Councillors are elected every four years, with many councillors standing for election through many terms.



Councillors are responsible for making many of the decisions that affect the local community, particularly around services and budget setting. You can find out who your local councillor is by going to <https://www.gov.uk/find-local-council> or by visiting your local council website. Many councillors also have social media accounts that you can make contact and keep up to date with their activities. Many council meetings are open to the public and minutes can be viewed on their website.

Councillors have a role to represent the interests and views of the communities that they are elected by. For campaigning purposes, councillors can make council staff aware of your issue and

seek an answer on your behalf, or help you to influence the council if the councillor agrees with your cause.

Councillors may be party-aligned or independent. The governing party will be the party with the most councillors (e.g. SNP, Independent etc.) A 'Leader of the Council' is usually appointed from the governing party and a Provost/Convenor is appointed who will perform the ceremonial figurehead role for the council, as well as chair many meetings and committees. The councillors that form the opposition parties will often be very good at holding the governing party to account, so if you have a campaign that is not being addressed as you wish then this could be a method to employ.

### **Lobbying your council/Councillor**

- Letter, email, phone call, social media
- Councillor surgery time
- Council meetings
- Individual meetings with councillors



### **Committees and Sub-Committees**

Council responsibilities are usually managed through committees and sub-committees. These committees will be a mixture of council officers and councillors. Attendance by members of the public is often possible at these committees e.g. Planning Committee

### **Community Councils**

Community Councils in Scotland are run by volunteers and usually serve a locality (so one Ward may have several community councils). Community Councils are funded mainly for the administrative cost of running but do not carry any budget for services. Community Councils



allow people to express their views and bring issues to the attention of local councillors, MSP's and MP's such as local events, issues with paths and roads, play parks and upcoming planning applications if appropriate.

**Appendix 1 – Campaign Planning Tool**

Aim	Audience	Evidence	Partnership	Timing	Evaluation



## **Appendix 2 – Sample Press Release**

**EMBARGO: For immediate release**

### **Views sought on rural impacts of planned RBS branch closures**

The announced closure of 62 RBS branches across Scotland in the last week has kicked off debate from village shops to Holyrood and was also raised at Prime Ministers Questions in Westminster.

The Holyrood debate saw cross-party support for calls for a re-think and larger impact assessments to be done. There were even calls for an introduction of legislation to stop the closure of the 'last bank in town' without consultation by the independent Financial Conduct Authority.

There is recognition that rural communities will be the most significantly impacted - as Rachael Hamilton MSP said in the debate "people in rural areas have been forgotten in this decision".

Emma Cooper, Chief Executive of Scottish Rural Action said "Since RBS was bailed out by the British tax payers in 2008, we own 71% of the business. RBS should be acting in the interest of our communities, not just for making profit for its bosses.

"Scottish Rural Action is undertaking this research to find out what the impacts will be on our rural communities and their high streets. Some suggest it may be a good thing as it will free up shop units for other types of businesses, whilst others argue it will drive away business. We expect the survey to show complex results with a range of impacts.

"Scottish Rural Action will take full range of views collected to an evidence session at Scottish Affairs Committee at Westminster on 17 January 2018, so it is important we are able to fully represent rural Scotland.

"We know anecdotally impacts of these planned branch closures will hit rural communities the hardest, and it will be the elderly and those who rely on public transport that will be disproportionately affected. Island communities and villages in the Highlands and Borders may have to do round trips of several hours to do their cash banking. We know that many rural communities do not have reliable high speed broadband or mobile signal to use the digital solutions on offer for a limited number of services."

The survey can be taken at: [www.surveymonkey.co.uk/r/RBSClosures](http://www.surveymonkey.co.uk/r/RBSClosures)

**ENDS**

Notes to Editor

1. Scottish Rural Action aims to be a powerful voice for the people of rural Scotland. We are a non-profit, apolitical organisation which is completely independent of government.
2. Read more about SRA: [www.sra.scot](http://www.sra.scot)
3. RBS branch closure announcement: <http://www.bbc.co.uk/news/business-42192641>



## **Appendix 3 – Template Press Release**

PRESS RELEASE

EMBARGO: Put the date this can be published here, or 'For Immediate Release'

### **Put Your Snappy Headline Here**

Paragraph 1: Try and get a short paragraph that tells the reader what happened, why it's important and make them want to find out more by reading the rest of the press release! If this section isn't engaging, the busy person in the press office may not read on!

Include quotes from people who were there, using this format: Frank McDougal, Chair of Strathvalley Energy Group said "We are here to make people aware of this really important thing that's happening – lots of people we spoke to were shocked to hear the plans and have signed our petition calling for action for local councillors". Local MSP Thelma Smyth said "Lots of my constituents have contacted me about this issue and I will call for action at Holyrood to ensure action is taken". Always make sure you get permission from the person you are quoting.

Make sure you mention how people can get involved, promote your social media or webpage if possible or use the press release to promote your next event.

Keep the press release quite short. Aim for around 3-4 paragraphs.

**ENDS**

### **Notes to Editor**

1. Use this section to give extra information that you wouldn't necessarily want in the article. For example, information about your group.
2. Make sure you give some contact details so journalists can phone or email you with any follow up questions they may have
3. Could you offer a spokesperson to give an interview? This can be appealing for journalists as they will get something unique to their own outlet.
4. Where possible, provide a few pictures of what happened. Remember to identify people in the pictures with their full names and titles (e.g. MP).

## Appendix 4 – SRA Factsheet



## **A powerful voice for the people of rural Scotland**

Scottish Rural Action is the only organisation which seeks to represent the voice of all rural communities in decision-making. We advocate for rural Scotland on the issues our members consider to be the most important; we currently have a focus on broadband, transport, land, business and democracy, but tackle any issues our members tell us are important.

We work by:

- Influencing policy and services at a national, regional and local level to ensure the needs and interests of people living in rural areas are not overlooked.
- Representing the voice of rural Scotland on key Scottish Government decision-making committees.
- Connecting with rural communities through our developing volunteer-led networks to build a grass-roots rural movement.
- Organising the Scottish Rural Parliament every two years to connect rural communities with decision-makers and to raise the profile of rural needs and strengths.
- Providing opportunities for rural communities to connect, share and learn from each other.

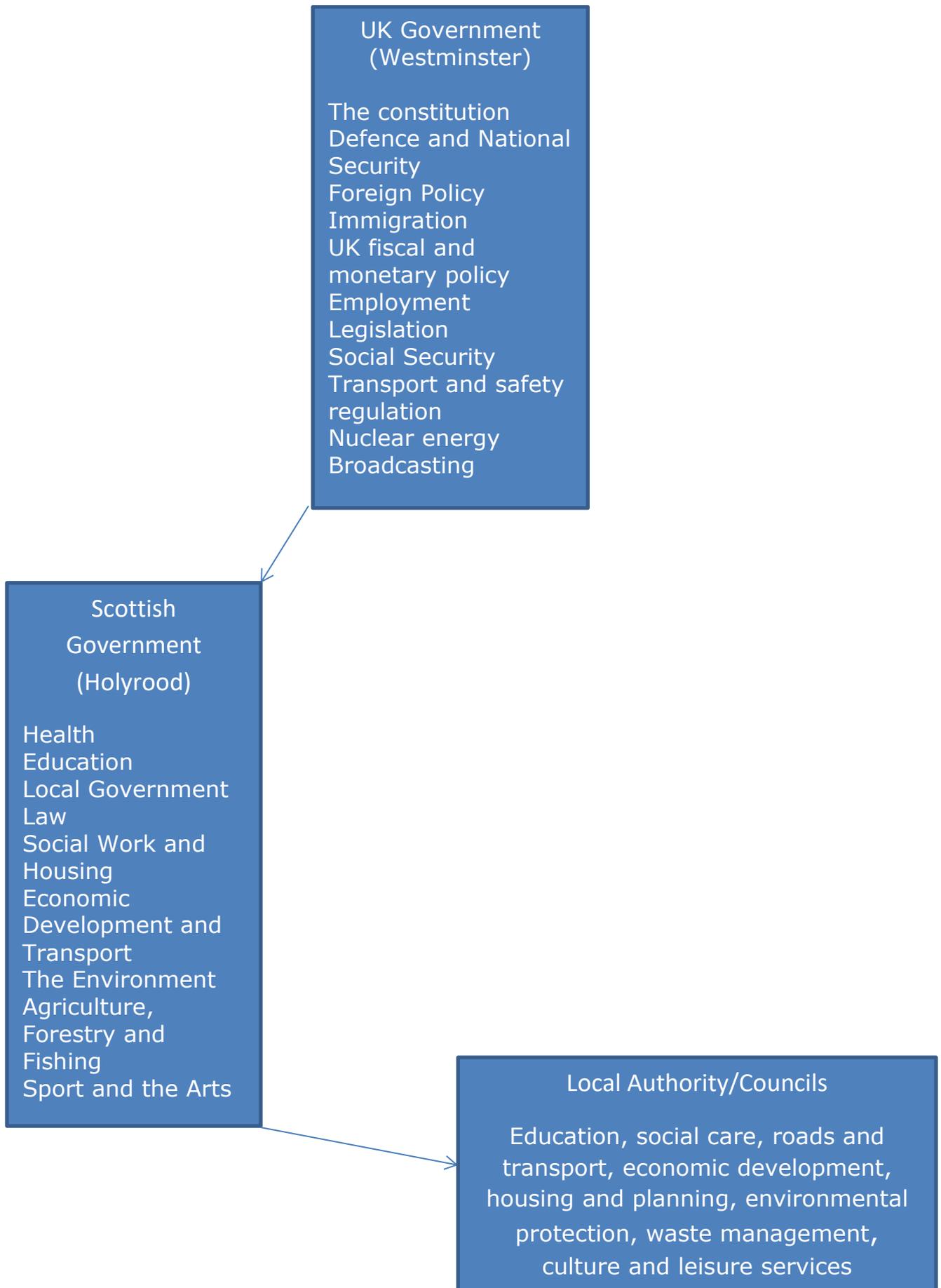


You can get involved by becoming a member, a volunteer, or attending the Scottish Rural Parliament. Membership is free and gives you access to our regular newsletters, online forum and voting rights. Everyone is invited to attend the Scottish Rural Parliament which takes place every two years.

### **Contact Information:**

Scottish Rural Action, 69 Ardbeg Road, Rothesay, PA20 ONN / Web: [www.sra.scot](http://www.sra.scot) / Email: [info@sra.scot](mailto:info@sra.scot) / Twitter: @ScotRuralAction / Facebook: Scottish Rural Action

## Appendix 5 – How Government Powers are Devolved in the UK



## Appendix 6 - Freedom of Information

The **Freedom of Information (Scotland) Act 2002** is an Act of the Scottish Parliament which gives everyone the right to ask for any **information** held by a Scottish public authority.

If you ask a public agency for information they have to tell you whether they have it and provide it for you. There are some exceptions to this, such as when the information is already publicly available, for security reasons or when requests are constantly repeated'.

Such information may well help you develop or support your case when you are campaigning, but remember that much of it may already be available, so you will not necessarily have to resort to legislation to get it.

For more information or to make a request:

- The Scottish Government  
0131 556 8400  
[ceu@scotland.gsi.gov.uk](mailto:ceu@scotland.gsi.gov.uk)  
[www.scotland.gov.uk/About/Information/FOI](http://www.scotland.gov.uk/About/Information/FOI)
- The Scottish Information Commissioner  
01334 464610  
[enquiries@itspublicknowledge.info](mailto:enquiries@itspublicknowledge.info)  
[www.itspublicknowledge.info](http://www.itspublicknowledge.info)

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