

250811 (189) FOI Fair Work Videos

From: [Freedom of Information](#)
To: [REDACTED]
Cc: [Freedom of Information](#)
Subject: FOI - Fair Work Videos
Date: 11 August 2025 09:27:26
Attachments: [REDACTED]

Dear [REDACTED]

Thank you for your Freedom of Information request of 20 July 2025. We are responding to you under the Freedom of Information(Scotland) Act 2002 [FOISA].

FOI REQUEST (20 July 2025)

I am writing to request the following information under Freedom of Information legislation.

Regarding the three videos on <https://www.southofscotlandenterprise.com/fair-work>, entitled "Security", "Opportunity", and "Effective Voice",

1. Were these videos produced by internal South of Scotland Enterprise employees, or by an external contractor?
2. If the videos were produced internally, how many SOSE employees were involved, and what was the budgeted cost of the video productions?
3. If instead the videos were produced externally, who received the contract for the video production, and what was the cost of that contract?
4. How many views has that webpage above received since 20/7/2024 (in the last 12 months).

RESPONSE

1. An external contractor was used on this occasion to allow for further creative expertise/support.
2. Not applicable. The videos were not produced internally.
3. Contractor used was The Union, total cost of £17,008 (excl VAT). It is important to note this contract covered more than just video production. The videos were part of a broader creative concept designed to promote Fair Work in an engaging and accessible way. This included the development of rhymes, characters, and static imagery intended for use across multiple channels, including digital, workshops, and training materials. The content is intentionally evergreen, ensuring longevity and relevance over time, due to the use of animated elements. Fair Work is a strategic priority for SOSE, and this investment supports long-term engagement. The materials will be reused in future phases of the campaign, ensuring both cost-effectiveness and continuity. The creative outputs are central to our approach to connect meaningfully with businesses and organisations.
4. The Fair Work section of the SOSE webpage has had 860 views and other Fair Work content across the website has received 1,260 views. We saw a 360% increase in page views to our Fair work page during the phase 1 campaign period (Aug/Sept 24)

compared to the previous 4-week period.

You have the right to request a review of the way in which this request has been processed. Should you wish to exercise this right, you will need to contact us within 40 working days of receipt of this email.

If you remain dissatisfied on completion of the review, you have the right to appeal to the Office of the Scottish Information Commissioner and thereafter to the Court of Session on a point of law only:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS
Telephone: 01334 464610

www.foi.scot

or for online appeals:

www.foi.scot/appeal

Regards,
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www.southofscotlandenterprise.com