

SCOTTISH GOVERNMENT LANDING PAGES

In the service of Scotland



Scottish Government
Riaghaltas na h-Alba
gov.scot

WHAT IS A LANDING PAGE FOR US?

A landing page is a:

- bespoke digital public engagement page for a policy area on the consultation hub
- host for a collection of simultaneous digital engagement activities for a short, time limited period
- non-permanent place for information and media related to the engagement activity
- central place / URL to direct all media and publicity during the engagement period

WHERE DOES A LANDING PAGE LIVE?

The screenshot shows the top navigation bar of the Scottish Government website. The logo on the left includes the Scottish flag and the text "Scottish Government Riaghaltas na h-Alba". To the right is a search bar with the text "Search" and a magnifying glass icon. Below the navigation bar, a breadcrumb trail contains the links "Home", "Let's Talk Scottish Education" (circled in red), "Find Consultations", and "We Asked, You Said, We Did". The main content area is a dark blue banner with two columns. The left column is titled "Scottish Government consultations" and contains the text "Find and take part in consultations that interest or impact you. You can also view published responses and analysis." The right column has two sections: "Find consultations" with a sub-link "Search for consultations" and a right-pointing arrow, and "Stay updated" with a sub-link "Join our mailing list" and a right-pointing arrow. Below the banner, there is a featured section on the left with the text "Featured: [Electoral reform consultation](#)" and "The Scottish Government's consultation paper on electoral reform considers possible improvements to..." followed by a "More" link with a right-pointing arrow. To the right of this text is an illustration of a hand putting a ballot into a ballot box.

NATIONAL DISCUSSION ON SCOTTISH EDUCATION

The screenshot shows the top navigation bar of the Scottish Government website with the logo and a search bar. Below it is a breadcrumb trail: Home > Let's Talk Scottish Education > Just Transition > Final Consultations > We Asked, You Said, We Did. The main heading is "Let's Talk Scottish Education" with logos for the Scottish Government and COSLA. The text invites everyone to join the National Discussion, offers a survey, and provides a link to download the survey in Gaelic. At the bottom, there are three blue boxes with white text: "Take the survey", "Host a group discussion", and "Other ways to get involved", each with a "More" button.

This section is titled "More information" and contains three blue boxes with white text. The first box is titled "Who is running the National Discussion?" and mentions the Scottish Government and COSLA. The second box is titled "Who should get involved and why?" and states that everyone's views are valued. The third box is titled "More information" and mentions that qualifications and assessment systems are being reviewed. Each box has a "More" button at the bottom.

Why are we having a National Discussion?

There is some great learning taking place in Scottish education. Here are just some success stories.



There is excellent work taking place in education across Scotland, supporting our learners to reach their potential.

NATIONAL DISCUSSION ON SCOTTISH EDUCATION

The page hosted:

- an online survey to share your thoughts
- a suite of downloadable toolkits for teachers, communities and parents to use in delivering a group engagement session
- a feedback form for teachers, communities and parents to complete with the outcomes of their group engagement session
- video content explaining the discussion in English and British Sign Language, and written content on the background to the work
- links to translations of the survey in multiple languages

NATIONAL DISCUSSION ON SCOTTISH EDUCATION

The responses from the engagement are still being analysed but we are pleased with the results:

- 22,359 unique page views during the live period
- 5,500 responses to the National Discussion on Scottish Education survey on Citizen Space
- 197 feedback forms from group engagement sessions on Citizen Space

ENERGY STRATEGY AND JUST TRANSITION PLAN

The screenshot shows the top of the Scottish Government website. The header includes the Scottish Government logo and a search bar. Below the header, there are navigation links: Home, Let's Talk Scottish Education, Just Transition, Final Consultations, and We Asked, You Said, We Did. The main heading is "Energy Strategy and Just Transition Plan (ESJTP)". The text below explains that the way energy is used and generated will be transformed in the coming years, affecting jobs, the way we live, and the way we do business. It mentions that a new Energy Strategy and Just Transition Plan will be published later this year, providing a whole-system vision and route map for Scotland's future energy system. A video player is embedded at the bottom, showing a man speaking with the text "so we will not allow this to happen again." and a "Watch on YouTube" button.

The screenshot shows the "Our approach" section of the website. It features a grid of six blue boxes, each with a title, a short paragraph of text, and a "More" button. The boxes are arranged in two rows of three. The first row includes "What are we doing", "How we'll do it", and "What are Scotland's Just Transition Outcomes". The second row includes "What we have done so far", "How can you get involved", and "Dialogue challenge: Energy Strategy and Just Transition Plan". Below the grid is a "Contact us" section with the email address energystrategy@gov.scot.

ENERGY STRATEGY AND JUST TRANSITION PLAN

The page hosted:

- a linked Dialogue crowdsourcing activity
- series of public engagement and stakeholder engagement events running during the live period
- Online survey for energy sector workers
- video welcome and explanation from Just Transition Minister
- background content on the National Just Transition Planning Framework and public engagement strategy

ENERGY STRATEGY AND JUST TRANSITION PLAN

After the closing date there had been:

- 1,901 page views during the live period
- 75 ideas generated by the Dialogue crowdsourcing activity
- 17 public engagement workshops, including with CEMVO and with communities living near nuclear sites
- 1,000 responses to a survey from energy sector workers

The work has informed the current consultation on a draft Energy Strategy and Just Transition Plan and new public engagement activities are being planned and delivered.

WHAT WE ASK OF TEAMS

To ensure that teams are prepared for the amount of work involved we ask them to be prepared for the following:

- develop content management and communications plans
- respond to our emails
- share draft content
- organise promotions and any translation work in good time ahead of launch
- read and act on our guidance and recommendations
- take part in training on how to manage the platform

They also need to genuinely have multiple engagement fronts!

OUR OFFER

To help teams along we offer:

- an inception meeting to first discuss the project
- we liaise with Delib on their behalf
- provide quality assurance and training
- create the activities for their landing page
- update their main page with content updates
- provide access to analytic data
- be responsive to their asks