

# Partnership Action for Continuing Employment

Digital Toolkit



**PACE**



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

# Contents

<b>Introduction</b>	<b>3</b>
<b>How you can help</b>	<b>4</b>
<b>Key messages</b>	<b>5</b>
<b>Suggested web copy</b>	<b>6</b>
<b>Suggested social media posts</b>	<b>9</b>
<b>Case studies and marketing materials</b>	<b>11</b>
<b>Useful contacts</b>	<b>12</b>

# Introduction

---

Partnership Action for Continuing Employment (PACE) is the Scottish Government's initiative dedicated to helping individuals and employers with the advice and support they need when faced with redundancy.

As a PACE Partner, your support is required to continue to raise awareness of the support PACE provides.

This **digital toolkit** can be used across your marketing and communications channels to help promote the PACE offer, and your involvement within it.



# How you can help

Help spread the word about PACE.  
**You can share:**



Information about PACE on your website



The PACE animation film and case study films



Information on your social media channels



Promote PACE at events with the marketing materials available



Link to the PACE website [redundancyscotland.co.uk](https://redundancyscotland.co.uk) on your site and social channels

# Key messages

---

**'Anyone who has been made redundant or is facing redundancy can get help from PACE.'**

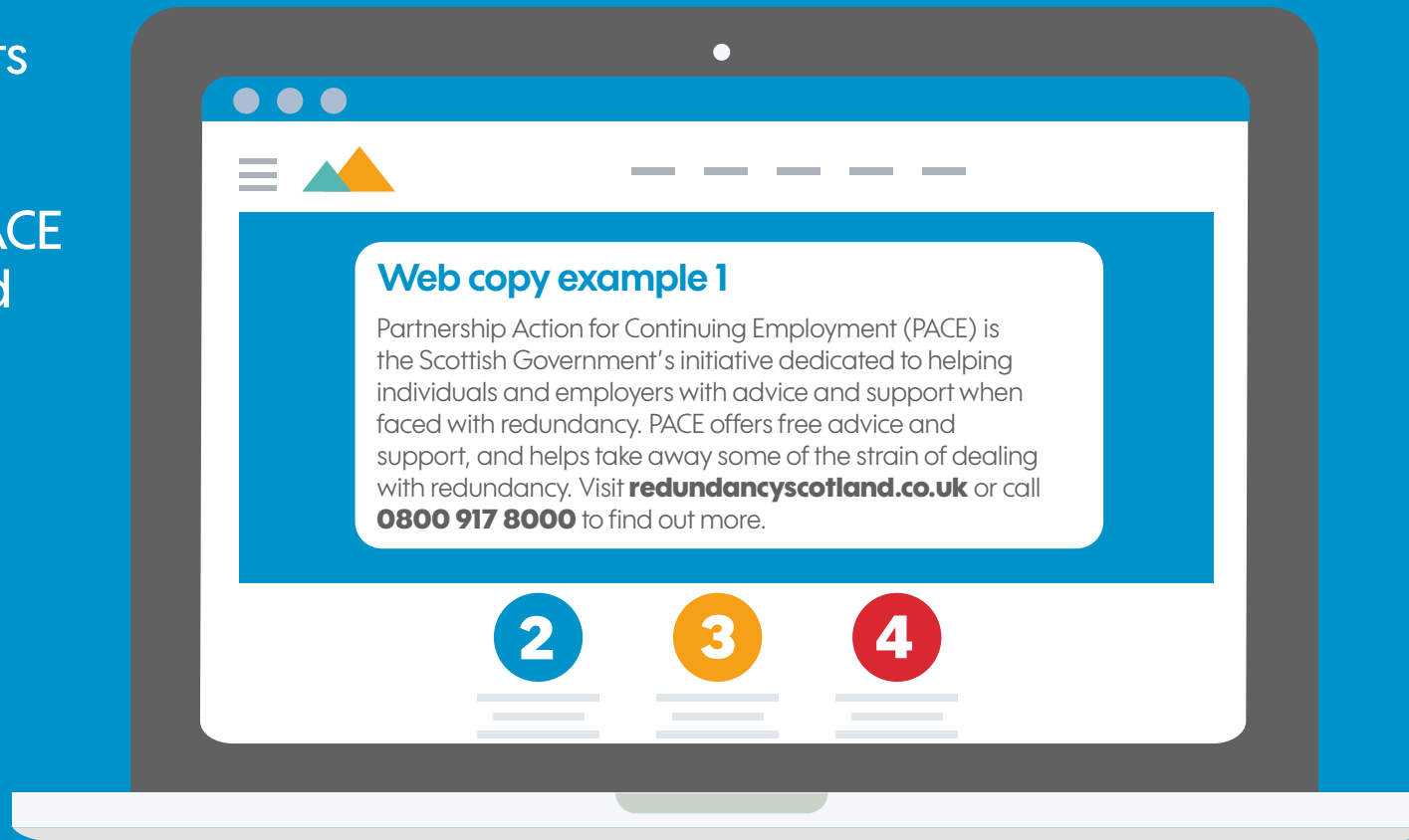
**'PACE can support your employees through the redundancy process, no matter the size of your business'**

**'To get help and support, visit [redundancyscotland.co.uk](https://redundancyscotland.co.uk), call the helpline on 0800 917 8000 or drop in to your local Skills Development Scotland centre.'**

**'Free, expert advice is available on the next steps following redundancy from PACE, including careers guidance support, money and benefits advice, information on funding and training, and even advice on starting up a business.'**

# Suggested web copy

Use one of these standard texts on this page or next to feature the PACE Partnership on your website. Use along with the PACE logo, which you can download on page 8.



# Suggested web copy

## Web copy example

**2**

If you've been made redundant or are facing redundancy, Partnership Action for Continuing Employment (PACE) can help. PACE is a Scottish Government initiative, and is a partnership of 23 organisations providing free advice and support to anyone facing redundancy. PACE can help with money and benefits advice, searching and applying for jobs and information on funding. Find out more at [redundancyscotland.co.uk](https://redundancyscotland.co.uk) or call **0800 917 8000**.

## Web copy example

**3**

If your business is under threat of redundancy, Partnership Action for Continuing Employment (PACE) can help. PACE is a Scottish Government initiative, and is a partnership of 23 organisations providing free advice and support to anyone facing redundancy.

PACE can help you as an employer by supporting your employees through the redundancy process, offering free, impartial advice. Help is available to all individuals or number of employees affected by redundancy, no matter the size of the business. Visit [redundancyscotland.co.uk](https://redundancyscotland.co.uk) or call **0800 917 8000** to find out more.

## Web copy example

**4**

Partnership Action for Continuing Employment (PACE) is the Scottish Government's initiative dedicated to helping individuals and employers with advice and support when faced with redundancy.

(Insert company name) is a member of the PACE Partnership, made up of 23 organisations which include the Scottish Government, Skills Development Scotland, Business Gateway and the Department for Work and Pensions. PACE Partners respond to redundancy situations through providing skills development and employability support to minimise the time people affected by redundancy are out of work.

PACE advisers can provide advice and support to help employees claim state benefits, find work and access funding and training. Further information can be found by visiting [redundancyscotland.co.uk](https://redundancyscotland.co.uk) or by calling **0800 917 8000**.

# The PACE logo

You can use the PACE logo on your website and on print /online publications to promote PACE services, and you as a PACE Partner.

 **DOWNLOAD  
THE LOGO HERE**

If you require help or approval, please email [marketing@sds.co.uk](mailto:marketing@sds.co.uk) Use the PACE logo on a white or light coloured background to achieve maximum contrast.





# Suggested social media posts

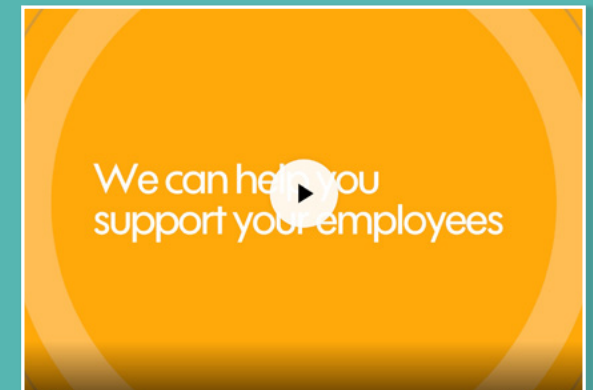
Connect with other PACE Partner organisations across all channels and share their PACE messages to help reinforce the message.

**You can use the PACE animation video to help visualise the PACE offer to those facing redundancy, and these social media assets can be added to your posts to attract attention and highlight the message.**



**Asset aimed at individuals**

[!\[\]\(003082e50e3009141f59bd5df831749f\_img.jpg\) \*\*DOWNLOAD HERE\*\*](#)

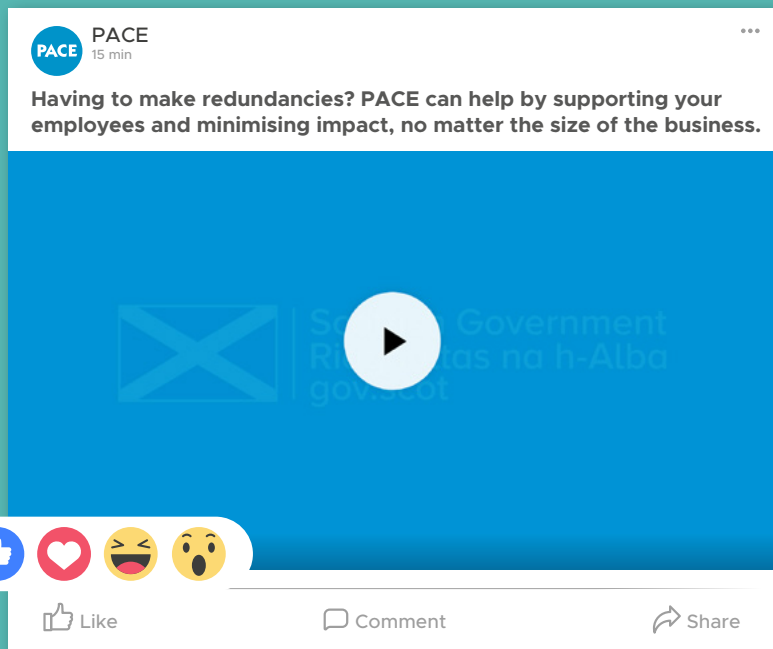


**Asset aimed at employers**

[!\[\]\(cf531ed27e91483460120fcc057b3901\_img.jpg\) \*\*DOWNLOAD HERE\*\*](#)

# Suggested social media posts

Here are some copy ideas for social media posts. Feel free to use these across your channels.



- Having to make redundancies? **PACE** can help by supporting your employees and minimising impact, no matter the size of the business.
- Facing Redundancy? Check out PACE at **Redundancy Scotland** for government funded training and career planning tailored to you.
- Facing Redundancy? Check out PACE at **Redundancy Scotland** for expert CV advice and interview tips.
- Visit **Redundancy Scotland** today for free advice on the best way to approach redundancy issues for your business.
- Is your business facing redundancy? **PACE** can support your employees through the redundancy process, no matter the size of the business or number of employees. Visit **Redundancy Scotland** or call **0800 917 8000**.
- Facing redundancy? The **PACE** Partnership can provide support and help make the decision that's right for you. From government funded training and a specialist career planning service, find out more at **Redundancy Scotland** or call **0800 917 8000**.

# Case studies

The Skills Development Scotland Communications and Marketing team promote the great work of the PACE Partners.

One of the most effective ways of doing this is through case studies, both in written and video format.

You can share the two case studies opposite on your social media channels to help bring the PACE offer to life.

## Get involved

We really want to highlight the great work done by partners providing PACE support. If you'd like to share your PACE success stories, in either a written or filmed case study highlighting the PACE Partnership, please contact [marketing@sds.co.uk](mailto:marketing@sds.co.uk), and we'll do the rest.

## Examples of video case studies



PACE in Practice  
**Ageas (Kwik Fit)**



PACE in Practice  
**Alan Hamilton**

**For further help and support in  
promoting PACE please contact**

Joanne McAdams  
Skills Development Scotland  
joanne.mcadams@sds.co.uk  
03000 134615

**PACE**



Scottish Government  
Riaghaltas na h-Alba  
gov.scot