**PACE RESOURCES AND MATERIALS**

**PACE Helpline** Tel: 0800 917 8000 (Mon-Fri 9-5)

**PACE Website** [www.redundancyscotland.co.uk](http://www.redundancyscotland.co.uk)

**PACE Guide**  [PACE national guide](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.skillsdevelopmentscotland.co.uk%2Fmedia%2F41081%2Fsds-pace-national-guide-sds-1372-may19_p3.pdf&data=02%7C01%7CJoanne.McAdams%40sds.co.uk%7C62e753c75da64678229208d7d7052bf7%7C33ca6d475e4f477484f1696cbb508cbe%7C0%7C1%7C637214289522315694&sdata=7fcfTTJElxM6S3PhfNEW9BLu1XVhqqvhxTmozTJKYaI%3D&reserved=0)

<https://www.skillsdevelopmentscotland.co.uk/media/41081/sds-pace-national-guide-sds-1372-may19_p3.pdf>

**PACE Animation Film** [PACE animation](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fedufilter%3DNULL%26v%3DBGpp35DT3Vc&data=02%7C01%7CJoanne.McAdams%40sds.co.uk%7C62e753c75da64678229208d7d7052bf7%7C33ca6d475e4f477484f1696cbb508cbe%7C0%7C1%7C637214289522325689&sdata=JPsJ7meIkW%2BTZ5a03ZtHurQtaWEzPizPk0LgwaY5bfo%3D&reserved=0)

<https://www.youtube.com/watch?edufilter=NULL&list=PL4YvCbmqHvLHvcqvTHL5wy-YHmzG48Z4d&v=BGpp35DT3Vc>

**PACE Presentation** [https://youtu.be/1y3iU-54L7E](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2F1y3iU-54L7E&data=02%7C01%7CJoanne.McAdams%40sds.co.uk%7C2e8f6e2eaaa04a65ecee08d7d6241d65%7C33ca6d475e4f477484f1696cbb508cbe%7C0%7C0%7C637213322902205005&sdata=kh9wAuXCnMT%2FMxR8KBYTbQQ4tk4rq4UWxu%2FIRmnvJOs%3D&reserved=0)

**PACE Film** <https://youtu.be/RyjbkjOW8KQ>

**Marketing Campaign**

Radio advertising will commence on all main radio stations across Scotland, as well as some of the smaller stations from Monday 6 April for two/three weeks.

YouTube animation will be used as a pre-roll advert on YouTube, targeted at adults of working age across Scotland and a focus on those searching for jobs. This will also commence on 6 April for two/three weeks.

In addition, there will be targeted Facebook advertising from week commencing 6 April.

The Scottish Government

2 April 2020