

From: [REDACTED]
Sent: 08 April 2022 15:29
To: [REDACTED]
Subject: RE: Myth Busting video

Thanks both.

I just checked the headlines and they were real! I'm a bit conscious of the video combatting today's misconceptions rather than harping back to the expenses scandal. Below are some real headlines from 2020-22 without the word 'expenses. Maybe we could use the top 4?

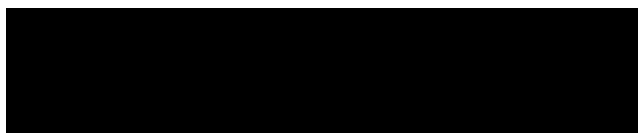
1. MP pay rises as thousands lose jobs
2. MP defends renting flat in London
3. MP spent £8,000 on leaflets in one month
4. Taxpayers learn the cost of their MPs
5. You will pay for MPs' cabs
6. It pays to be related to an MP!
7. Here's exactly how much our MPs cost the taxpayer in the last year
8. IPSAs increased funding



claiming cash to rent Lond



BBC NEWS | Entertainment



IPSA

www.theipsa.org.uk

From: [REDACTED]

Sent: 08 April 2022 14:31

To: [REDACTED]

Subject: RE: Myth Busting video

Hi

Yes, fine with me, just a late thought/worry about those newspaper headlines that are featured.

Are they all made up or real, or a combination? We should probably try to use real ones if we can so that we are challenging real myths!



From: [REDACTED]

Sent: 08 April 2022 14:16

To: [REDACTED]

Subject: RE: Myth Busting video

Hi

Extremely thorough! I agree with all of it.

Thanks very much

■

From: ■

Sent: 08 April 2022 13:12

To: ■

Subject: RE: Myth Busting video

Hi team,

Here's my feedback for ■ to the myth buster. Let me know what you think.

■

Thanks ■ as I said yesterday, it's much more what we were hoping for.

Some suggestions from us:

Introduction

14 – I like the people footage but maybe something with more people facing the camera?

<https://www.shutterstock.com/video/clip-1042199395-office-managers-business-people-commute-work-morning>

7 – I like the ■ voice and the image of the woman talking but it doesn't seem to quite fit the male voice and the woman on screen. How about this:

Man being interviewed <https://www.shutterstock.com/video/clip-1022552302-good-looking-young-reporter-asking-some-questions>

26: Could we change the headline 'MP claimed £5 for church collection' to 'MPs spending shame'.

Section 1 – MPs don't decide their own pay or business costs, the Independent Parliamentary Standards Authority (IPSA) does - great

Section 2 – MPs can only claim for costs they incur while carrying out their parliamentary duties

41 – man on laptop with Westminster in the background – he isn't spending any money, maybe we can cut this piece

46 – man and woman at desk. I know we're moving on to staffing and office costs but when this image comes up we have 'costs incurred while carrying out their parliamentary duties' in mind

I like the factory footage (44) and the hospital footage (52) for this section and some further suggestions:

Giving a local talk <https://www.shutterstock.com/video/clip-1028669897-woman-podium-chairing-neighborhood-meeting-community-centre>

Community meeting: <https://www.shutterstock.com/video/clip-1028669912-group-making-notes-whilst-attending-neighborhood-meeting>

Section 3 – Most of MPs costs are for their staff and constituency offices to help local people

Staff: <https://www.shutterstock.com/video/clip-1044846544-smiling-indian-businesswoman-hr-team-member-executive>

50 - the hard hats would work better in section 2 but we have other footage for that now so maybe we could cut this piece?

I like the footage of 4 people standing talking (56)

52 - When it says the words 'to help local people' could this be listening to local resident:

<https://www.shutterstock.com/video/clip-1060155365-group-people-drinking-coffee-chatting-informal-meeting>

Other image of helping local people: food for homeless <https://www.shutterstock.com/video/clip-1068506021-volunteers-serving-hot-soup-homeless-community-charity>

Section 4 – MPs can't claim for personal costs like food and drink in their normal working day - great

Section 5 – There are rules in place to decide what MPs can and can't claim. All spending is closely monitored by IPSA and published on our website


1:06 – I'm not sure if the man on the train is the right footage for 'rules in place'.

Perhaps:

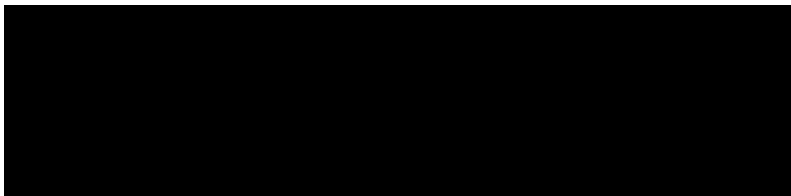
Calculating <https://www.shutterstock.com/video/clip-1032838679-stressed-young-woman-checking-bills-taxes-bank>

Checking <https://www.shutterstock.com/video/clip-9296129-young-professional-woman-works-on-financial-reports>

1:05 We really like the rolling Scheme but could this please be the latest 14th edition please? It is the new Scheme towards the end.

Closing - we love the end sequence with the squares. 

Thanks



IPSA

www.theipsa.org.uk

From: 

Sent: 07 April 2022 11:08

To: 

Subject: Re: Myth Busting video

Hi 

Thank you very much.

Here's V2 of the video.

<https://vimeo.com/696641789/be8009921a>

I think it's working much better. Obviously the the stock images have watermarks on them at the moment which will be removed once footage is paid for.

The news library footage is very specific to particular events and people and wasn't that useful in the end, as it featured MPs who were all recognisable.

Let us know your thoughts.