

# **Partner Pack for updates to the Plan 24-30 Route Maps and the Promise Story of Progress**

The Promise Scotland have published updates to the Promise Story of Progress (on December 17 2025) and the Plan 24-30 Route Maps (on December 19 2025) to help Scotland keep the promise and better understand how change is happening and where improvement is needed.

Included in this comms pack you will find:

- Suggested text that can be used in your newsletter or on your website
- Social media posts and graphics

Any help and support in spreading awareness of these updates is greatly appreciated.

## **Newsletter text**

There have been significant updates to Plan 24-30, Scotland's plan to keep the promise made to Scotland's children.

The promise, that all of Scotland's children will grow up loved, safe, respected and fulfil their potential, must be kept by 2030.

## **Route Maps**

Detailed updates to all route maps have been published, with milestones, commitments and clear outcomes from now, to 2030. Taken together, the 25 make up Scotland's shared planning framework to keep the promise.

In each route map the promise's calls to action have been translated into clear, measurable outcomes with timebound milestones to support delivery from all those working to keep the promise.

All 25 route maps have been developed by The Promise Scotland, in collaboration with stakeholders, to outline, for as many years as is possible:

- what must be delivered for the promise to be kept,
- who is responsible for doing it,
- when it must be done, and
- how route maps depend on each other for progress.

**Find out more on the Plan 24-30 website.**

## Promise Story of Progress

The Promise Story of Progress aims to help Scotland to understand how change is happening and where improvement is needed. Updates have been made on the three kinds of data that build the Promise Story of Progress, with each offering a different but equally important perspective:

- At a national level, the data shows what is changing over time
- At an organisational level, learning shows how those changes are happening
- The experience lens shows whether those changes are being felt

The Promise Story of Progress will help practitioners, leaders and organisations to help give context to their own data and learn how to make improvements, all while understanding how Scotland is doing. It will be consistently updated from now until 2030. See how Scotland is progressing, what is being learnt, and how it is being felt, here.

## Social Posts

### Post 1: Route Maps



### Copy for partners (generic)

#### *Facebook/LinkedIn:*

Significant updates have been made to the Plan 24-30 route maps – including clear outcomes, milestones, and commitments from now to 2030 – to help everyone working to keep the promise.

The route maps are national level plans, which build on the progress and positive changes already made. Taken together, the 25 make up Scotland's shared planning framework to keep the promise.

We will be working to translate the outcomes and milestones of this national plan into our own work to support delivery and accountability to keep the promise.

Find out more on the Plan 24-30 website here:

<https://www.plan2430.scot/the-route-maps/>

***Instagram:***

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Find out more on the Plan 24-30 website [www.plan2430.scot](https://www.plan2430.scot).

***Bluesky/X:***

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Find out more here: <https://www.plan2430.scot/the-route-maps/>

***Copy for partners involved in developing route maps***

***Facebook/LinkedIn:***

Over the last few months, we have been working with The Promise Scotland, and a range of other partners, in making significant updates to Plan 24-30.

We've supported development of XX INSERT ROUTE MAP XX, which includes setting out key commitments, including XX INSERT ONE/TWO EXAMPLE COMMITMENTS XXX

This makes up one part of Scotland's shared planning framework to keep the promise to children, young people, families, and care experienced adults.

Find out more on the Plan 24-30 website: <https://www.plan2430.scot/the-route-maps/>

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Find out more on the Plan 24-30 website: [www.plan2430.scot](http://www.plan2430.scot).

### ***Bluesky/X:***

We have worked with @thepromise.scot and partners in making significant updates to Plan 24-30.

We've supported development of XX INSERT ROUTE MAP XX, which includes setting out key commitments, including XX INSERT ONE EXAMPLE COMMITMENTS XXX

Find out more here:

### **[Post 2 – Promise Story of Progress](#)**



### ***Facebook/LinkedIn:***

Updates have been made to all three questions in the Promise Story of Progress to help Scotland better understand progress, promoting better conversations, informed actions, and culture change.

The Promise Story of Progress will help practitioners, leaders and organisations to help give context to their own data and learn how to make improvements, all while understanding how Scotland is doing. It will be consistently updated from now until 2030.

Find out more here: <https://www.plan2430.scot/the-promise-story-of-progress/>

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See how Scotland is progressing, what is being learnt, and how it is being felt, on the Plan 24-30 website [www.plan2430.scot](https://www.plan2430.scot).

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Find out more here: <https://www.plan2430.scot/the-promise-story-of-progress/>

#### **Tags:**

The Promise Scotland –

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