

REGISTER OF MEMBERS' INTERESTS Pauline Aylesbury

Introduction

This form is issued in accordance with the Ethical Standards in Public Life etc. (Scotland) Act 2000 (Register of Interests) Regulations 2003. The form will be used to compile the **Register of Board Members' Interests**. The main purpose of the Register is to provide information about certain financial or other interests you have which might reasonably be thought by others to influence your conduct as a member of the Board.

If you have no registrable interests, you are still required to submit the form, but you should simply answer "No" to all the questions asked. You will be asked to confirm your Register entry on a quarterly basis, and state whether the entry remains the same or advise of any changes. The Register will be made available for public inspection.

There are six categories of interest: remuneration; related undertakings; contracts; houses, land and buildings; shares and securities; and non-financial interests.

Category One: Remuneration Do you hold any positions where you receive remuneration by virtue of being? employed; self-employed; the holder of an office; a director of an undertaking; a partner in a firm; or by undertaking a trade, profession or vocation or any other work? Yes If yes, you must give the name of the employer(s), the nature of its business and the nature of the post held in the organisation or, if self-employed, you must provide the name and details of the nature of the business. When registering an interest in a partnership(s) or a directorship(s), you must give the name of the partnership or undertaking and the nature of its business. Where you undertake a trade, profession or vocation, or any other work, the detail to be given is the nature of the work and its regularity. When registering a directorship, it is necessary to provide the registered name of the undertaking in which the directorship is held and the nature of the business. Please note that you do not need to register the amount of the remuneration. I am an employee of the Scottish Government with a position of Deputy Director of Marketing, Insight, Brand Scotland and Internal Communications

Category Two: Related Undertakings

Do you hold any directorships which are themselves not remunerated but where the company (or other undertaking) in question is a subsidiary of, or a parent of, a company (or other undertaking) in which you hold a remunerated directorship (as described under category 1)? No If yes, you must register the name(s) of the subsidiary or parent company or other undertaking and the nature of its business, and its relationship to the company or other undertaking in which you are a director and from which you receive remuneration.

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Category Three: Contracts

Have you (or a firm in which you are a partner, or an undertaking in which you are a director or in which you have shares of a nominal value of (i) greater than 1% of the issued share capital of the company or other body; or (ii) greater than £25,000) made a contract with the Board under which goods or services are to be provided, or works are to be executed and which has not been fully discharged?	
No	
If yes, you must enter a description of the contract, including its duration, but excluding the consideration (the amount involved).	

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Category Four: Houses, Land and Buildings Do you own or have any right or interest in houses, land and buildings, which may be significant to, of relevance to, or bear upon, the work and operation of the Board? The test to be applied when considering appropriateness of registration is to ask whether a member of the public acting reasonably might consider any interests in houses, land and buildings could potentially affect your responsibilities to the Board and to the public, or could influence your actions, speeches or decision-making. If in doubt, you may consult with the Standards Commission. No If yes, you must list all relevant interests.

Category Five: Shares and Securities

Do you have an interest in shares which constitute a holding in a company or organisation which may be significant to, of relevance to, or bear upon, the work and operation of the Board?

The test to be applied when considering appropriateness of registration is to ask whether a member of the public acting reasonably might consider any interests in shares and securities could potentially affect your responsibilities to the Board and to the public, or could influence your actions, speeches or decision-making. If in doubt, you may consult with the Standards Commission.

No

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If yes, you must list all such interests. You are not required to register the value of such

Category Six: Non-financial Interests

Do you have any non-financial interests which may be significant to, of relevance to, or bear upon, the work and operation of the Board? It is important that relevant interests such as membership or holding office in other public bodies, clubs, societies and organisations such as trades unions and voluntary organisations, are registered and described.

The test to be applied when considering appropriateness of registration is to ask whether a member of the public acting reasonably might consider any non-financial interest could potentially affect your responsibilities to the Board and to the public, or could influence your actions, speeches or decision-making. If in doubt, you may consult with the Standards Commission.

If yes, you should list all relevant interests.
I am a Fellow of the Marketing Society in Scotland
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