



## Women's Equality Party Conference

26 November 2022

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Title: **To plan activities to raise the public profile of the party**

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Proposed by: **WE Barnet Branch**

Proposer: **Kay Lauer**

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Type of motion: **Special debate**

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### **Motion text:**

- 1 The motion calls for a debate and plan of action about how to raise the profile of the party.
  - 2 The debate should be centred around which activities could raise the party's profile. As an example,
  - 3 the motion suggests unified campaigns- rather than separate branch campaigns to amplify the
  - 4 party's message? The motion also calls for a campaign to encourage people to register to vote –
  - 5 with a WEP logo in a corner of the page. This motion suggests sending a short film about WEP's
  - 6 activities (feminism in action) to Politics and Sociology departments of local colleges and
  - 7 universities and to girls-only sixth forms and women-only Oxbridge colleges.
  
  - 8 To engage other sections of society, this motion suggests sharing an online "Dear Younger Brother
  - 9 letter" based on the Afterword to *Speak* by Laurie Halse Anderson.
  - 10 [https://en.wikipedia.org/wiki/Speak\\_\(Anderson\\_novel\)](https://en.wikipedia.org/wiki/Speak_(Anderson_novel))
  - 11 LHA uses the mechanism of a letter from a man to his male family members and friends, to
  - 12 addresses how men's attitudes can promote healthier attitudes towards women. The online letter,
  - 13 including the WEP logo, could be sent to personal contacts/public figures/organisations.
  
  - 14 WEP should look at building bridges with other organisations supporting women. These may be
  - 15 social e.g. The Women's Institute (WI) or economic e.g. The Pipeline. <https://execpipeline.com/>
  
  - 16 The motion should consider contacting women in business, reported in the news as suffering
  - 17 gender discrimination. This would help engage women across different sections of society and
  - 18 spread our message. A knock-on impact might boost party finances with donations.
  - 19 <https://www.marketplace.org/2019/06/04/the-campaign-finance-of-womens-suffrage/>
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20 We need to hear, consider and plan activities as a party to raise the party's profile amongst the  
21 wider public.

22 The motion calls for a discussion, a follow-up meeting, and a timetable of activities. A suggestion  
23 that one activity per month is planned.

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### **Motion rationale:**

24 When canvassing or talking to family and friends, I am usually met with people never having heard  
25 of WEP, not knowing specifically what we stand for, and not understanding why we aren't content  
26 for existing parties (Labour, Lib/Dem) to represent our needs.

27 The current position of women in society is not improving. Violence against Women and Girls is in  
28 the papers, almost daily. The overturning of Roe v Wade highlights the danger of monied  
29 conservative influences against women in society. As I draft this motion, women are being killed on  
30 the streets of Iran. Too often governments' response is superficial.

31 We need to engage voters from all spheres of life and new members can bring new skills to the  
32 party. This might be in finance, marketing, academia etc.

33 Increasing disenchantment with the Conservative Party may create an opportunity for WEP at the  
34 next election.

35 A UK election will be held within the next two years and WEP needs to position itself to have  
36 maximum impact. WEP needs to work to be seen, not just as having a valid cause, but as being a  
37 credible player for change. Activities should demonstrate our credibility in different areas of  
38 government. For example, publishing the annual cost of VAWG and alternative uses for that money  
39 will boost our economic credibility. A statement of support for persecuted women abroad  
40 (Afghanistan, Iran) could boost our image for foreign affairs and engage women in the UK from  
41 these communities.

42 Building bridges can be a powerful tool to raise the party's profile.

43 The Pipeline, mentioned above is an organisation that monitors gender diversity. It recently found  
44 that companies with more than a third of women on their executive committees, make 10x the  
45 profits that companies with all male executive committees.

46 <https://execpipeline.com/>

47 Collaborating with The Women's Institute (WI), might expand our support to women living in rural  
48 areas <https://www.thewi.org.uk/>. While both the organisations above may want to remain apolitical,  
49 they might be willing to work together on campaigns – equal pay and maternity conditions, domestic  
50 abuse and primogeniture.

51 WEP is a small party with limited resources. A programme to raise the party's profile is likely to  
52 generate awareness of policies, increase membership and skills, boost finances and increase equal  
53 representation.

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54 The motion calls for all members to get involved although the campaign would be co-ordinated  
55 either centrally or through a designated branch – perhaps with the designation moving every three  
56 months. The idea of the designated branch is put forward as Central Office is already very busy and  
57 getting branches involved in this way would offer different ways for members to get involved.

58 The motion works towards WEP's objective of equal representation.

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