

WEP in Scotland
Building our movement
02/06/17
14:00-17:00
Venue tbc

Facilitator:

- Celia Wilson (WE Central Office – Senior Campaigns Coordinator)

Breakout session facilitators:

- Amy Marshall (Policy Committee Scotland Movement-builder),
- Siobhan Jess (Stirling branch leader),
- David Renton (Lothian treasurer)

Introductions (20 minutes)

- Brief reflections from Scottish policy, branch and campaign representatives
- Kirstein Rummery, Amy Marshall, Siobhan Jess, Penny Haddrill, Billy Welleans, others to be confirmed

Icebreakers (Breakout session 1: 20 minutes)

We will use this introductory portion of the afternoon to set bold aspirations for WE in Scotland, talk about our goals for womens equality in Scotland and to introduce current and new members to one another.

- Quick introductions
- What inspires you about WE?
- If you could see WE in Scotland achieve one thing in the next 6 months, what would that be?

Building our branches, engaging our membership (Breakout session 2: 30 minutes)

Vital to the success of any movement is its active membership base. We want to ensure that our party in Scotland is engaged, excited and ready to lead the way to successful election bids in 2019 and beyond. We will use this session to explore:

- What members want from their branches i.e. fundraising, membership meetings, informal talks etc.
- What best attracts and sustains member involvement – how do we empower volunteers to work with us
- What activities and campaigns would members get involved in locally, and whether these campaigns should differ slightly from the central campaigns of WE
- Where we need to network and build allies
- Where we should be spreading our message, with whom, and how
- How we should be communicating within our branches and with new members
- How we build and sustain new membership
- What actions we need to take to make our movement more intersectional

Feedback to whole group (10 minutes)

Break (20 minutes)

Building our national profile (Breakout session 3: 30 minutes)

To build an effective movement we need to build our profile in Scottish politics so that we have the right messages for the Scottish policy landscape. As part of this process we also need to ensure we also have the right structures in place to enable us to respond to these needs. This session will be used to explore:

- How we effectively influence political circles i.e. cross party groups, building relationships, working with MSP's etc.
- Where we should focus our limited resources i.e. on building our media presence, on campaigning or on building our policy messages
- What the relationship between Scotland and central WE in England should look like
- What policy messages do we need to promote in Scotland and how we need to differentiate these from the rest of our movement
- How we can begin to build an effective media presence
- Where, and how, we make our policy positions speak to the Scottish electorate
- What resources, infrastructure and expertise is required to be more autonomous in Scotland
- What would autonomy actually look like for WE in Scotland and how could our elected reps be empowered

Feedback to whole group (10 minutes)

Questions/reflections on the afternoon (10 minutes)