



What it means to be a WE candidate

Becoming a candidate for the Women's Equality Party is about being a pioneer. You will be the only candidates in UK political history to put women's equality first. This is an incredibly exciting time for the Party. WE are fighting our first elections in 2016 and, if you join us, you will be shaping a new kind of politics.

Standing for public office for any party is tough. Standing for WE will be challenging but rewarding and fun too.

WE are looking for people who share our values and demonstrate them in their everyday lives, who thrive on variety, who relish bringing the best out of people and who are committed to standing up for the views of others.

When you're elected, you will be responsible for representing people in your region, holding government to account and making laws that improve people's lives. You will be able to put women's equality to the very top of the political agenda.

What qualities will WE candidates share?

- a. *Great communicators*
WE candidates are skilled at communicating messages clearly and persuasively. WE candidates enjoy talking to people, listening to opposing views and persuading others about the importance of WE's policies.
- b. *Great strategists*
WE candidates have the ability to understand and prioritise complex issues quickly and identify opportunities to further our goals.
- c. *Great leaders*
WE candidates bring out the best in people. They lead and motivate people by recognising their knowledge and skills and supporting them to contribute effectively.
- d. *Determined*
WE candidates are resilient and driven; they remain positive and determined in the face of challenges, set-backs and criticism. They are able to adapt quickly to changing circumstances and are always willing to learn.
- e. *Great listeners*
WE candidates get along with people from all backgrounds; they are open, approachable and trusted by others.
- f. *Great role models*
WE candidates are committed to the party's policies and values and to serving the public. They show courage and integrity in sharing and defending their belief that equality is better for everyone.

Life as a candidate

If you can show us that you have the qualities set out above with examples from your experiences at work, studying, in the home or when volunteering then WE will select you.

And life for you will change! Being a candidate is hectic and varied – one moment you could be talking to people on the doorstep about problems in their local area, the next you could be debating WE's policies with other candidates on local radio. With our help you will adapt quickly to new challenges.

Evenings and weekends can get busy as you rally your volunteers to canvass, deliver leaflets, take part in debates and answer correspondence. But WE will support you at each stage of your campaign with:

- Induction for all candidates
- Training on handling the media, public speaking, managing your online profile
- Policy support
- Daily media digest
- A means-tested candidate bursary fund
- Four days free childcare during the short campaign

Our unique approach to campaigning

WE candidates are non-partisan.

There will never be a party line on issues outside our remit: to bring about equality for women.

Your views on issues such as housing, healthcare and immigration, for example, are your own and you are free to express them during the campaign. However, we expect all of our candidates to focus their campaign on our core goals and policies - driving women's equality to the top of the political agenda.

- WE are pushing for equal representation in politics, business, industry and throughout working life.
- WE expect equal pay and an equal opportunity to thrive.
- WE are campaigning for equal parenting and caregiving and shared responsibilities at home to give everyone equal opportunities both in family life and in the work place.
- WE urge an education system that creates opportunities for all children and an understanding of why this matters.
- WE strive for equal treatment of women by and in the media.
- WE seek an end to violence against women.

If you have any further questions about candidacy please contact candidates@womensequality.org.uk

WE are excited about receiving your application.