

Peter Underwood

For years we have put forward clear arguments and presented sensible policies. Surveys show that people like our policies and rate them higher than other parties in many cases. But our problem is that people don't vote based on what they think, they vote based on how they feel.



We need a clear strategy to engage with people on an emotional level. In the past we have only done this in a negative way – fear of climate change, sadness at loss of biodiversity, and anger at incompetent and deceitful governments.

What we need to create is a clear and coherent image of what being 'a Green' really means. We need to present a positive vision of a Green future. We need to look like a party that will win elections and do a good job of running the council, the city, or the country.

We need to make sure that our mainstream communication channels are appealing to mainstream voters. We need to appeal to enough voters to win elections not just aim for a few extra percent in the polls.

As a party that cherishes and celebrates diversity we should be using our platforms to amplify the voices of our liberation groups, not speak on their behalf. We need to show the public that there are people like them in the Green Party otherwise they will not want to join us or vote for us.

We know we have limited resources and so that's why it's even more important that we are smarter in how we communicate. We need to catch the eye of the press and the public. We may not be able to create the wave but we should be the surfer riding it that everyone is watching and applauding.

So what do I bring to this?

I spent years working in Westminster with Government Ministers and senior officials developing messaging and working out how to present government policy. I've written speeches, press articles and notices, government papers, and replies to parliamentary questions and correspondence. I have produced communications strategies, briefing notes, and prepared Ministers for debates, events, and select committee hearings.

I studied marketing as part of my Masters in Business Administration and that course, alongside years of experience in management and governance roles, equips me well for the wider role of GPEX. Having spent the last five years on the Green Party Regional Council I'm also very familiar with the inner workings of the party.

As someone who believes that power comes from the bottom up, I believe everyone on GPEX is answerable to the membership and has a responsibility to ensure that as a body and as a party we not only abide by the letter of our rules but also the spirit of Green politics in the way that we do our business. I promise to work in a collaborative and consultative way to achieve our shared objectives.

I hope you will put me as your first choice for the External Communications role.

