



**your**  
right to choose

Welcome to... **YOUR** party\*.



**Don't label me, enable me™**



## Why... **YOUR** party?

“Does anyone seriously believe that the **Body politic\*** in the UK has any relevance to new generations of voters?”

Poor turn-outs prove that politics are a turn-off.”

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### **YOUR Party, stands for:**

- **Youth**

Youth is a frame of mind not a chronological benchmark... if you believe that more lays before you than behind you, you have a youthful spirit.

- **Optimism**

At a time when it is deeply unfashionable to approve of anything, we have a point to prove...

- **Understanding**

Compassion and tolerance are misplaced if 'we' don't have any idea what the problem is.

- **Responsibility**

Where does the Buck/Pound/Euro stop?

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\* Under autopsy the **Body politic** was discovered to be dead (from the neck up at least, and I believe that's an important department for Government).

When you enter Westminster you set your watch back 600 years.



**YOUR party** believes  
that we have a  
**responsibility** to:

- Believe that 'we' can
- Cherish heritage
- Fuel the future
- Heed those in need
- Incentivise invention
- Match risk and reward
- Respect ambition
- Balance benefits and costs
- Reward endeavour, and
- Bring talent and tuition together

'Reasons to be cheerful' and  
support **YOUR party**\*.



**YOUR party is the  
only one with a  
womanifesto\*.**

How can a country even feign a tendency towards proportional representation when the representatives of any party are so biased to able-bodied (I use the term loosely) white, males?

**YOUR Party** will always reflect the true spectrum of our society, but we will not be an easy target or a soft touch.

**YOUR Party** will tell it like it is. There is an historic tendency to believe that there are things that gentlemen don't discuss (and ladies managed to procreate without lifting their petticoats).

Which is more obscene? The dearth of what we might call character in the underbelly of society, or our reluctance to acknowledge that it is becoming obese.

Queensberry rules just don't wash in a street fight:

**Who gives a shit that dole  
dodgers are taking the piss?**

**YOUR party**



Please delete\* as appropriate.

Are you?



- Black / white / red / yellow / orange / green / blue / indigo / violet
- English / Scottish / Welsh / Irish / Foreign descent
- Rich / Poor / Prosperous / Hard-up / Well-off / (Un)comfortable
- A believer / Agnostic / Atheist
- COE / Anglican / Catholic / Muslim / Hindu
- Conservative / Labour / Liberal / SNP
- Gay / Straight / Hetero / Homophobic
- Able / Disabled
- Smoker / Non-smoker
- Young / Middle-aged / Old

**YOUR Party says: Don't label me, enable me™**

\* Where are the demographics of democracy when discrimination can only be positive or negative? **YOUR Party** seeks to neutralise discrimination.



So, how many types of voters are there?



Just one.

The individual.

**YOUR Party** is based on the power of 'one'.

**Everyone and anyone\*.**



**“You prove it’s your planet, not by staking ownership, but by taking responsibility.”**



**“The meek shall inherit the Earth, after ‘we’re’ through with it...”**

[www.webwisdom.com](http://www.webwisdom.com)

It makes sense to look after the planet.

Does anyone have another up their sleeves?

I didn’t think so.

Unless we start to accept forward responsibility we are sentencing our children and their children to an uncertain future.

**Who would wish that to be their legacy\*?**

\* George Bush was made President by the most powerful democracy on the planet, and has withdrawn from the Kyoto Agreement based on commercial reasoning.

Makes you kinda proud to be part of the ‘rat-race’ doesn’t it?



**WARNING:**  
The future does not come  
with an air-bag as standard  
equipment.



There is always the fear that the puppet master also has strings. We are all responsible to or for someone, or something\*. But what do we do when we see that our leaders show no signs of anticipating the future? Who is looking where we're going.

All actions have consequences. Where the Planet is concerned, inaction has even greater consequences.

We can not 'leave well alone' because all is NOT well.

In the absence of common sense, does common sense become **Uncommon sense**?





## Can **YOUR** Party demonstrate uncommon sense?



Consider this.

Cigarettes and tobacco products could carry an additional cost (not a tax) to cover an insurance premium\* for private health treatment in the event that the smoker succumbs to a smoking related disease. These premiums might be subsidised by the tobacco companies themselves (part-absolution from a moral responsibility).

The burden of cost and expectation then falls to the individual and their insurer rather than the Nation.

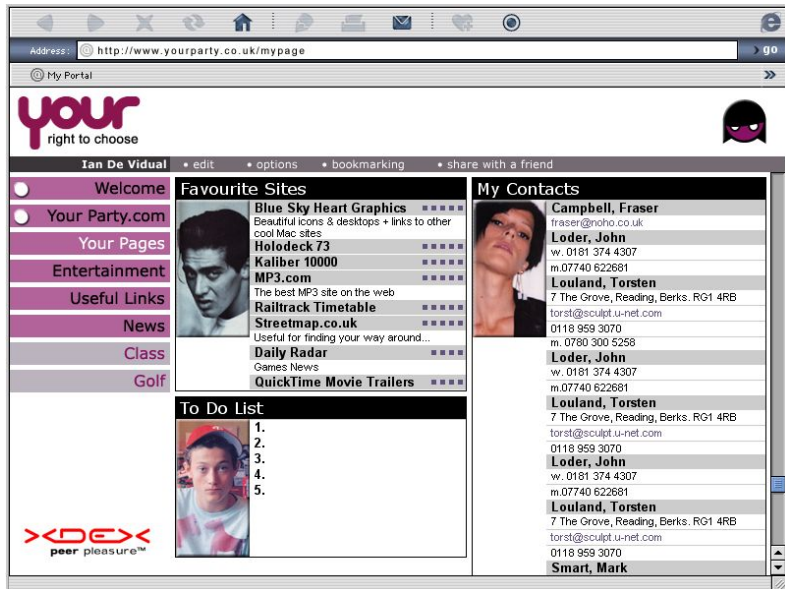
**You can provide freedom of choice, and embrace even stupid choices if they are based upon individual responsibility.**

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\* How often does the smoker become the 'occasional smoker' when faced with a medical or an insurance renewal form? I could quote a statistic, but then I'd be a damned liar too.



## Can YOUR Party demonstrate their USP?



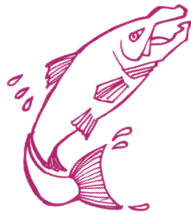
**YOUR Party** has the technical capability to provide each and every voter (potential or otherwise) with their own personal portal. The Internet has been the subject of much speculation (intellectual and financial) but it has yet to become completely relevant to the individual. If 'we' prove that we can deliver something as challenging and until now elusive as a compelling and relevant Internet tool, then we start to actually fulfil 'promise', rather than just make promises\*.

**YOUR Party** can provide each member with an online voice, and we will have the mechanism to listen to them.

\* Rhetoric, like Rhett in the film 'Gone with the Wind', says: Frankly (my dear) I don't give a damn. Hot air rises and leads to deflated expectations.



## Is launching a new political party a thankless, nay pointless, task?



I nearly adopted the salmon as the Party motif. This symbol of the courageous struggle to overcome huge odds and 'swim upstream' appealed to me, but it is 'just' a creature of habit. These are not actions informed by choice, and choice is fundamental to **YOUR Party**. Instead, I designed a mascot, deliberately androgynous, definitely cool\*.

Part of me believes that it is pointless to try to overcome the huge inertia of a disinterested public. We tend to believe that we, 'the one', can't make a difference so we whine, whimper, moan to those who will listen. We *know* it won't be our M.P., the system of power isn't based with the people. If it were, we wouldn't have *paradigms*, we wouldn't even have *models*, we would have straightforward ways of doing things. These ways would be understood by the people, and their elected representatives would talk sense, because they would be 'people'.

The intention is to attract attention and provoke thought. Not by shock tactics, but by a surefire strategy, that of being relevant and relating to the huge disenfranchised group of potential voters who *don't*. People usually feign indifference, we could give them something to believe in.

**YOUR Party would be a real choice, especially for those  
who feel they currently have none.**

\* The salmon is perhaps better suited as a creature of habit to the Parties currently on offer. Their differences are now slight, but they do tend to revert to type if unable to duck a challenge. We may not win a seat, but we will have the best T-shirts.