



# Electoral Strategy

Version 1.0. - Ratified 10th February 2026

# 1. Purpose of this document

This strategy document is intended to help members collectively decide how Your Party Scotland intervenes in the 2026 Holyrood elections in a way that is principled, realistic and strengthens the party in the longer term. It is designed to guide discussion and invite amendments leading up to our founding conference by providing strategic choices and approaches. At Your Party Scotland's founding conference there will then be further debate, amendments and final voting.

## 2. Political Context

2.1. Your Party Scotland is being founded in a period of deep political instability and polarisation, both internationally and within Scotland and the UK:

2.1.1. Internationally politics is increasingly polarised, from the resurgence of far-right nationalism and imperialism, to the inspiration of millions through the global Palestine solidarity movement.

2.1.2. In Scotland the existing political settlement is in crisis with the SNP's popularity falling (as they offer no meaningful social change nor route to independence); UK Labour's time in office has demonstrated their abandonment of working-class people and politics as well as international solidarity; Reform UK poses a real threat of filling this vacuum and becoming the second largest party at Holyrood, normalising and furthering far-right ideas and exploiting economic insecurity and political alienation.

2.1.3. There is a clear space for a strong and credible left alternative. Polling in November 2025 indicated that around 15% of Scottish voters expressed an interest in voting for Your Party Scotland, demonstrating significant support if it can be organised and mobilised ([Scottish political snapshot, November 2025 | YouGov](#)).

2.2. At the same time Your Party Scotland faces significant challenges to electoral success:

2.2.1. It is a new party with limited funding and uneven organisational development across the country.

2.2.2. Branches are still forming and a permanent national leadership structure is still in the process of being established.

2.2.3. The party faces mainstream (capitalist) media hostility or exclusion, making grassroots campaigning, community engagement and alternative communications even more crucial.

## 3. Overall electoral objectives

3.1. Electoral activity is not only about election success but is part of a wider strategy of growing membership, movement-building and social transformation.

3.2. Your Party Scotland's approach to the 2026 Holyrood elections aims:

3.2.1. To win seats where possible, and to test the party's potential under real election conditions.

3.2.2. To raise the profile of Your Party Scotland across the country, developing a distinct political identity rooted in class politics, solidarity and genuine democratic participation.

3.2.3. To grow a strong activist base, with branches embedded in workplaces, trade unions and communities.

3.2.4. To shift the national political agenda to a socialist left, using the election as a platform to amplify social movements, working-class struggles and marginalised voices.

3.2.5. To increase political consciousness, confidence and participation, especially among non-voters, disaffected working-class communities and movement activists.

## 4. Overall strategic approach to Holyrood 2026

4.1. Your Party Scotland should prioritise standing candidates on the regional list in a limited number of regions where the party is strongest, while standing fewer candidates elsewhere for visibility:

- The regional list system is more favourable to smaller parties.
- This focussed strategy is more manageable for Your Party Scotland as a new party.
- This increases the chances of winning seats.

## 5. Decision to stand and candidate selection

5.1. If conference decides that Your Party Scotland will stand candidates in 2026, clear and democratic processes are required to implement the conference electoral strategy decision.

5.2. Within three weeks of conference members will elect an Electoral Organising Committee to oversee candidate selection until a permanent national leadership is in place.

5.3. The Electoral Organising Committee's remit will be:

- Deciding where and whether to stand, working closely with the relevant local branches and establishing local and national capacity.
- Selecting candidates.
- Ensuring accountability to members and shared political principles.

5.4. It is recognised that, due to time constraints or registration processes, some Your Party Scotland members may stand as local independents and any such arrangement must be transparent to members and voters.

5.5. The initial decision to stand is made by branches or regional groupings. They may decide to:

- Stand Your Party Scotland candidates.
- Endorse independent socialist candidates.
- Not stand, based on tactical or political considerations.

5.6. Candidate selection is carried out locally, with:

- Online participation.
- A simple majority vote of 50% plus 1 from a quorum of at least 10% of the relevant electorate.

5.7. The national leadership or temporary Electoral Organising Committee:

- Coordinates strategy.
- Supports branches.
- Resolves disputes.
- Ensures adherence to shared political principles, whilst preserving local democracy.

## 6. Electoral alliances and relationships with other parties

6.1. Regardless of whether Your Party Scotland stands candidates, we will need a clearly outlined approach to other parties, independents and alliances in the run-up to Holyrood 2026 elections.

6.2. Any formal alliances must be:

- Democratically approved by membership.
- Transparent.
- Based on clear political principles as per the Your Party Scotland Political Statement.

6.3. Your Party Scotland will:

- Seek cooperation with independent socialists, socialist parties, and other parties that may align with our values such as the Greens.
- Avoid unnecessary splitting of the left vote.
- Aim to build a progressive bloc to limit the advance of Reform UK.

## 7. Campaign funding

7.1 Your Party Scotland is a member-led party, not funded by big businesses or corporate wealth. Election campaigning will therefore be funded by:

- Members dues.
- Local fundraising.
- Donations in line with Your Party rules and values.

7.2. Any MSP elected to take the Scottish average wage, to be determined and communicated by the SEC, with salary above that contributed to campaigns.

## 8. Campaign and political messaging

8.1. Political positioning:

8.1.1. Your Party Scotland will offer clear, unapologetic class-based politics, rooted in the party's political statement. This will be distinct from other managerial approaches, and inspired by successful left campaigns that combine radical clarity with accessibility (e.g. Mamdani and Connolly).

8.2. Policy focus:

8.2.1 For 2026's Holyrood elections Your Party Scotland will develop and finalise a small number of flagship policy commitments, developed through online consultations; conference; community and workplace assemblies.

8.2.2. Policies should be in line with our political statement and rooted in lived experience.

8.2.3. These policies should be targeted at non-voters, new voters and politically disengaged and/or disaffected working-class communities. Low paid and precarious workers, as well as public-sector workers, trade-union activists and movement campaigners, should also be a priority.

8.3. Campaign methods:

8.3.1. Campaign strategies often develop during the course of an election and to an extent will be specific to branch areas and their resources. The following is not an exhaustive list, but our campaign in 2026 should include the following:

- Activity based campaigning, not just electoral canvassing.
- Linking election work to ongoing campaigns and struggles.
- High visibility through stalls, leafleting, postering and protests.
- Strategic use of social media, local press and community radio.
- Use of high profile Your Party figures such as Jeremy Corbyn and Zarah Sultana.
- Canvassing for election and party building.
- Fundraising - locally and nationally, tied to campaigns and community engagement.
- Deep community organising and engagement, rooted in local issues and needs.