



Campaigning and lobbying guidance

For the Paddle UK (England) elected Board Director role, we fully appreciate candidates may wish to campaign across the English membership to present their strengths and suitability for the position.

Any form of campaigning (including the written statement and video) should focus on:

1. Suitability for the role
2. Strengths, characteristics, and abilities to deliver the role effectively
3. Understanding of how the role operates within the wider Paddle UK governance structure
4. Ability to represent the voice and perspectives of the English Membership
5. Commitment to core principles and policies including ways to promote equity, diversity, and inclusion approaches.
6. A focus on how the candidate believes they meet one (or more) of the set out desired skills.

The candidates who are deemed to meet one (or more) of the identified desirable skills by the Paddle UK Nominations Committee, will share a written statement (and where supplied a video) from the candidate outlining their motivation for seeking election and their suitability for the role, with the English voting membership by Paddle UK.

Outside of the centralised communications to membership managed by Paddle UK, candidates who are listed for election are able to campaign on their own, however the following guidelines apply to all campaigning activity. The guidelines on conduct of campaigning activity are designed to promote the principles of fairness, impartiality, equality and transparency.

1. All campaigning activities should be conducted in a transparent and positive manner and be open to external scrutiny.
2. Campaigning should demonstrate positive messaging about Paddle UK and the wider paddling community.
3. Candidates should not use any formal roles they already hold within Paddle UK or connected organisations to campaign.
4. There should be no coordination of campaigns between candidates nor co-campaigning activities.
5. Only candidates standing for election can campaign for themselves. Candidates must not use third parties to run a campaign.
6. All candidates should demonstrate a positive commitment to equity, diversity and inclusion principles in their statements and campaigning materials.
7. Any use of social media should comply with these guidelines and Paddle UK's policies.
8. Candidates should demonstrate respect for others. They should refrain from personal and ad hominem attacks on other individuals including Members and staff.
9. Candidates will be responsible for the conduct of their supporters.
10. Candidates and their supporters must not:
 - a. Reference another candidate's personal traits or character.



- b. Misrepresent another candidate's religious, political, or other views or actions.
 - c. Intimidate any participant in the election, candidate, staff or other.
 - d. Deliberately sabotage any campaign other than their own.
 - e. Deface any campaign materials (such as publicity, online media, social networking sites) of another candidate.
 - f. Make any attempt to influence the impartiality of the Paddle UK staff team.
11. Candidates should not make operational or strategic promises, commitments or make informal deals with other candidates or voting Members.
 12. Candidates are expected to take into account Paddle UK's external reputation when campaigning. This includes demonstrating respect for external stakeholders and partners and not bringing Paddle UK into disrepute by their actions.
 13. Breaches and complaints about campaigning activities will be considered by the Paddle UK Head of Governance, who will make decisions on how to manage any breaches of these guidelines, which will include the option of disqualification from the election.

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