

Aims

- Increase membership
- Develop communications
- Improve bargaining positions
- Create fairer workplaces
- Provide better trained representatives
- Strengthen relationships

Objectives

- Keep members informed of what is going on in the union and their workplace
- Recruit non-members
- Encourage existing members to become more involved in the union
- Build stronger links with Full Time Officials

Structure

- Create a leadership and team structure.
- Establish clear lines of responsibility and management that everyone involved in the campaign understands.

Recruitment Letters

New Starters Induction pack/ non members

Role/responsibilities

- Induction
- Branch officials
- Steward
- Safety rep
- Learning rep
- Education officers
- Sick stewards
- Trades union council
- Labour party

Mapping profile

- Knowing who is and is not a member

Resources

- Identifying Organising Committee Toolkit.doc Subject: relevant information
- Keeping information updated
- List of contacts

Meetings

- To be held on a monthly/bi monthly basis
- Chaired by Branch President
- Notified by Branch Secretary
- Meeting to be open to all stewards/ reps
- Minutes to be kept of all meetings

Agenda to include the following:

- Workforce Profile (Gender/Language/Ethnicity/Age)
- Setting targets
- Resources
- Education for reps
- Political organization

All minutes to be forwarded to relevant officer including update of activity on recruitment successes or otherwise

Mapping the Workplace

| | Day shift | Rotating shifts | Night shift | Other shifts |
|-----------------|------------------|------------------------|--------------------|---------------------|
| Warehousing | | | | |
| Packaging | | | | |
| Production | | | | |
| Satellite sites | | | | |
| | 16-25 | 25-40 | 40-55 | 55-60 |
| Age | | | | |
| | British/Irish | Asian | European | Other |
| Ethnicity | | | | |
| Shift patterns | | | | |
| | Male | Female | | |
| Gender | | | | |
| Part time | | | | |
| Members | | | | |
| Non members | | | | |

Recruitment strategy

Monthly

Current

Aim

Actual

Workforce %

| | |
|------------------------------------|--|
| <u>Recruitment strategy</u> | |
| Monthly | |
| Current | |
| Aim | |
| Actual | |
| Workforce % | |
| | |

Roles and Responsibilities

| | Name | Name | Name |
|--------------------------------------|------|------|------|
| Branch Functions | | | |
| Updating notice boards | | | |
| Maintaining Induction material | | | |
| Delivering Inductions | | | |
| Offsite functions | | | |
| | | | |
| Trades council delegates | | | |
| | | | |
| Labour constituent delegates | | | |
| Community research/projects/links | | | |

Representatives Skills Matrix

| | Stewards | Safety | Learning | Dual |
|-------------------|----------|--------|----------|------|
| Stage 1 | | | | |
| Stage 2 | | | | |
| Stage 3 | | | | |
| Other | | | | |
| Areas covered | | | | |
| Areas not covered | | | | |

