

Organising and Recruiting in Scotland

UNISONdirect: 0845 355 0845

ISSUE 03 / AUTUMN RECRUITMENT 2004

<http://www.unison-scotland.org.uk/>

20 forms filled and returned in one week from a call centre leaflet drop by **Gas branch** on Oct 6th.

Over 11 million viewers see TV advert on 6th of Oct

Activists and stewards from **Glasgow health Branch** had a stall in the canteen for only an hour and a half during which time they managed to recruit 15 new members.

Ayr hospital agenda for change presentation, and recruitment stall offered £50 prize draw for any anyone who joined that day 16 signed up with several more coming in post.

"This week UNISON launched its "One in a Million" recruitment drive with a new television advert scheduled at peak times over the next three weeks with a total of 3,000 spots. The union is once again at the cutting edge when it comes to exciting and innovative ways of reaching out to new members and the ads give fresh impetus for branches to get out and start recruiting."

Dave Prentis 8th October 2004.

On the 6th of October nationally Channel 4 news at 7.20 p.m. had 1,051,000 viewing adults, Coronation Street at 7.45 p.m. 10,300,000. So a strong debut for the campaign!

UNISON branches throughout Scotland are in the midst of the most ambitious recruitment campaign ever, see details in this Newsletter.

One is a lonely number

Join UNISON and...
You're one in a million

UNISON is Britain's biggest trade union. We have more than 1.3 million members working across the public services. As a UNISON member you are never alone.

To join us call **0845 355 0845** now or speak to your local representative.

UNISON
the public service union

www.unison-scotland.org.uk/joinus

Branch Activity

Over the following pages we have listed branch activity in Scotland. To highlight the range of recruitment initiatives that unison branches are undertaking. In the following weeks this newsletter will highlight the successes branches have had in their local recruitment projects. Finding out what activities have increased branch membership and why?

If your branch activities have not been included in this list, let us know. If you would like to generate some recruitment activity in your branch or workplace, contact your branch secretary or UNISON staff.

Scottish UNISON Branches AUTUMN Recruitment Activities

All information below is accurate to our knowledge but for good reason dates may change always check with your branch to ensure up to date information

HEALTH

Sept

1 st	Lanarkshire Health	Coathill Hospital	A4C
2 nd	Lanarkshire Health	Monklands Hospital	A4C
3 rd	Lanarkshire Health	Cumbernauld Hospital	A4C
6 th	Lanarkshire Health	Hartwood & Wishaw Hospital	A4C
7 th	Lanarkshire Health	Kello & Strathclyde Hospital	A4C
8 th	Lanarkshire Health	Lanark & Lady Home	A4C
9 th	Lanarkshire Health	Cleland & Wishaw	A4C
10 th	Lanarkshire Health	Road meetings	A4C
11 th	Lanarkshire Health	Wishaw General Hospital	A4C
13 th	Lanarkshire Health	Kirklands & Beckford St	A4C
14 th	Lanarkshire Health	Stonehouse Hospital	A4C
15 th	Lanarkshire Health	Udston	A4C
16 th	Lanarkshire Health	Blantyre	A4C
17 th	Lanarkshire Health	Hairmyres Hospital	A4C
21 st	Lanarkshire Health	Hairmyres Hospital	A4C
21 st	Lanarkshire Health	Lecture Theatre, Hairmyres Hospital	CHP's Staff Consultation Recruitment Stall
22 nd	Lanarkshire Health	Lecture Theatre Wishaw General Hospital	CHP's Staff Consultation. Recruitment Stall
29 th	Lanarkshire Health	Lecture Theatre Monklands Hospital	CHP's Staff Consultation. Recruitment Stall
10 th	Argyll and Clyde	Dykebar, Paisley	A4C
11 th	Argyll and Clyde	Inverclyde Royal	A4C
15 th		Nursing T. SECC	A4C
16 th		Nursing T. SECC	A4C
20 th	Argyll and Clyde Branch	Lochgilphead	A4C & Clinical Strategy
20 th	Tayside Health	PRI Hospital	A4C
21 st	Argyll and Clyde	Oban	A4C
21 st	Argyll and Clyde	Mull	A4C
22 nd	Tayside Health	Ninewells Hospital	A4C
22 nd	Lanarkshire	Wishaw General Hospital	CHP's
23 rd / 24 th	Lothian	Napier University	Student Nurses
24 th	Ayrshire and Arran	Ayr Campus	Student Nurses
24 th	Argyll and Clyde	RAH Paisley	Student Nurses

Health

28 th	Grampian	Elgin	A4C
28 th	Grampian	ARI	A4C
Oct			
1 st	Argyll and Clyde	Ravenscraig Hospital	A4C
5 th	Argyll and Clyde	Merchinston Hospital	A 4C
5 th	Argyll and Clyde	Ross House Hospital	A4C
4 th / 5 th / 6 th	Grampian	Cornhill, Westholme, ARI	Postcard
4 th	Glasgow	Parkhead Hospital	Stall
6 th	Glasgow	Southern General	A4C
11 th	Glasgow	Gartnavel Hospital	Stall
11 th	Scottish Borders Branch		Stall
12 th	Dumfries and Galloway	Dumfries NHS	Occ/health
12 th	NHS 24	A & C Staff HQ	Partnership working
13 th / 14 th	Grampian Health	Westholme	A4C
14 th	Ayrshire and Arran	Ailsa Hospital	A4C
15 th	Ayrshire and Arran	Ayrshire Central	A4C
17 th	Argyll and Clyde	Inverclyde Hospital	A4C
18 th	Argyll and Clyde	Vale of Leven Hospital	A4C & Clinical Strategy
19 th	Scottish Borders		Health Centre/ GP Surgery staff
20 th	Fife	Kirkcaldy	Student Nurses
20 th	Tayside	PRI	A4C
22 nd	Tayside	Ninewells	A4C
22 nd	Scottish Borders		A4C
22 nd	Glasgow	Southern General	A4C
22 nd	Lanarkshire	Hairmyres Hospital	A4C
26 th	Dumfries and Galloway	Dumfries	A4C
27 th	Lanarkshire	Monklands	A4C
27 th	Highland	Belford	Site Visits
28 th	Glasgow	Southern General	A4C
Nov			
1 st / 2 nd	Glasgow	Southern General	A4C

8 th 23 th	Highland Highland	Caithness and Sutherland Belford	A4C Site Visits
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Other Activity

Ayrshire and Arran	Contact all new starters.
Argyll and Clyde	Message on all payslips with phone number.
Lothian	Mail shot to all members of staff under 27.
NHS Grampian	Targeted departments through internal mailing, with follow up.

Local Government

<u>Sept.</u> 28 th	Dundee City	All council offices	Poster Campaign and follow up
<u>Oct</u> 4 th	Aberdeen City		Postcards
4 th 4 th	Aberdeenshire Aberdeenshire	Care Homes (woodhill House) All other council offices	Postcard and Follow up Postcards
4 th / 24 th	Moray	Postal	Recruit a friend with prizes
4 th / 24 th	Perth	Pullar House	Postcard/Poster/ Roadshow
5 th	East Lothian	Bruton Hall Musselburgh	Postcards
5 th / 7 th	City of Glasgow (FE)	College of Commerce	
6 th / 7 th	Renfrewshire		Branch Dev Day
6 th / 7 th	City of Edinburgh		Postcards
11 th – 26 th	City Of Glasgow	Land Services	eight stalls
14 th	City of Edinburgh		Branch Dev Day
14 th	North Lanarkshire	School Clerical Staff	Meeting of members
25 th	Dumfries & Galloway		Branch Dev Day

Other Branches

Aberdeen Universities

Sept. 28 th	Non Members Mailed recruitment materials	
5 th Oct	Lunchtime meeting	
Oct 5 th	Aberdeen university	Postcard / Global email
Oct 5 th	Robert Gordon	Postcard / Global email
Oct 6 th / 7 th		Lunchtime meetings

Gas Branch

Oct 6 th	Call Centre Edinburgh	Postcard Distribution
Oct 28 th	City Point, Glasgow	Stall / Site Visit
Nov 2 nd	Call Centre Edinburgh	Follow up recruitment

Glasgow University Branch

Oct 6 th	All Campus	Postcard distribution
Nov 8 th – 12 th	All Campus	lunch bags to all staff One to One follow up.

Scottish Children Reporters Branch

Nov 16 th - 18 th	All staff event	Stall and recruitment activity
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SCRC

29 th		Branch Dev Day
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Ongoing

Highland Local Government

Targeting New starters
Aim to send letters out to all Home Carer members with an application form to recruit a colleague.

South Lanarkshire

Targeting new start through internal phone directory and with employers
Stewards to be issued with welcome packs for new starts in workplaces
Each Departmental stewards committee is discussing success to staff induction's. This is now in place in Housing and Social Work.
Monthly Draw for New Members

South Ayrshire

UNISON recruitment message on all payslips

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