

ORGANISING AND RECRUITMENT IN SCOTLAND

UNISON DIRECT 0845 355 0845

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

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Staff Induction

New UNISON resources have been produced to assist UNISON representatives who attend workplace induction meetings
A power point presentation is available from UNISON website

<http://www.unison.org.uk/acrobat/14734.ppt>

A DVD is to be made available soon watch this space for details.

Young Members Newsletter

Target young members with the first issue of UNISON's young members' newsletter.
It's designed to be informative, useful, and not a thick great document that you'll never find the time to read.

<http://www.unison.org.uk/acrobat/B1843.pdf>

UNISON Organising for Recognition

The voluntary sector, private nursing homes, and Private contractors are examples of growing areas of membership for UNISON. These other members often bring with them the extra challenge of gaining union recognition with a new employer. UNISON has produced a new training module that helps branches develop a campaign plan. This includes how to identify local target employers, map current and potential members, conduct an employer analysis and finalise in a campaign plan. The training takes around 3 hours so could take place at a branch meeting. If your branch would like more information on this contact the Learning and Organising Unit on 0141 342 2889.

Helpful links / resources on recognition**BRANCH DEVELOPMENT AND ORGANISING TOOLKIT**

<http://www.unison.org.uk/acrobat/14616.pdf>

Negotiating Recognition Agreements

http://www.unison.org.uk/bargaining/doc_view.asp?did=1048&pid=560

Model recognition and procedural agreement

<http://www.unison.org.uk/acrobat/B1511.pdf>

Statutory recognition in the community and voluntary sector: A guide

http://www.unison.org.uk/bargaining/doc_view.asp?did=382

Negotiating Recognition Agreements in the Community and Voluntary Sector : A Guide

http://www.unison.org.uk/bargaining/doc_view.asp?did=383

The Central Arbitration Committee

<http://www.cac.gov.ukm/>

Private nursing homes Ayrshire recognition

One telephone enquiry has lead to over 20 new members and a case for UNISON recognition for one Ayrshire private nursing home. An enquiry from a local branch was passed to West Team Branch Development Officer, Pauline Campbell. Initially an assessment of the potential for organising a union in this workplace was undertaken, this included;

- A check on all existing UNISON members in that workplace.
- A company profile to check if other sites existed.
- The offer of a meeting with members of staff, outside the workplace if staff were worried about repercussion from anti union managers.

An approach was made to the home and a workplace meeting was arranged in a communal area. The UNISON team in attendance was Pauline and Regional Officer for Ayrshire and Arran NHS branch Tracey Dalling.

11 members of staff attended the meeting and they all signed up. Tracey states, *"I outlined the benefits of UNISON membership, emphasising the need for union recognition in the workplace. The issues were pay, rotas and holidays, all of which require formal recognition to make a difference".*

Since then the team have kept in touch with staff in the home. Every issue that arises is an organising opportunity, like the recent deductions from staff wages, which UNISON advised was not legal. This has resulted in the employer thinking again. A point Pauline reinforces

"Its important to build confidence in UNISON, we choose an issue which UNISON successfully took up with the employer."

Demonstrating immediately the benefits of union membership to the staff in that nursing home. A formal request for voluntary recognition has been sent.

UNISON Branches Build Membership in Schools.

East Renfrewshire Local Government builds a network.

Following a proposed unilateral change to job descriptions. **East Renfrewshire Local Government Branch** prioritised organising school staff. The proposals provided the opportunity for the branch to develop a strategy, which would address the concerns of staff in schools, while developing a network of new members, workplace contacts and stewards. First of all the branch had to advise members that they were prepared to take a grievance out and any members who wished to could be part of that. The branch then used two mass meetings to encourage members to come along and join. In the last two years the branch have recruited over 130 new members in schools.

"The issues were identified by our members during local meetings included.

The rewriting of job titles, the amalgamation of school support staff, classroom assistants, Special Needs Assistants and Better Behaviour Assistants. A key issue was the level of Pupil support and integration of care needs into all remits.

These issues were then publicised primarily through stewards and contact meetings held regularly. Also regular letters to members kept everyone up to date. Now the branch have an effective network of UNISON representatives in place to carry on the good work".

Gordon Lees, Branch Secretary

For school staff this means a unison density in schools of over 70%. East Renfrewshire Authority did not impose the new job remit, or titles. **UNISON, a way of getting things done together that you cannot do alone!**



Dumfries and Galloway, On the Buses...

When facing the geographical challenges that Dumfries and Galloway Local Government branch do, a little imagination goes along way. The branch planned an advert on local buses to coincide with UNISON's national T.V. advert. Fortunately with some forward planning the branch were able to access the Regional Pool Funds to pay for this ambitious strategy.

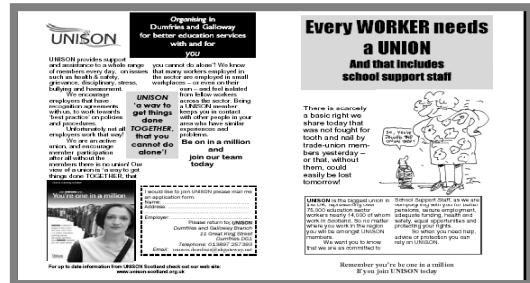
Just as these adverts were appearing on buses. The branch targeted school staff. Over 501 recruitment packs were sent out to schools in one afternoon. The packs was sent to non-members identified by the branch and contained, 10 good reason to join, a branch produced newsletter, and crucially, reply paid envelopes (cheaper

Local Government Largest Membership Increase.

Scotland's recruitment figures in April and May were our best ever. Council staff have raced to sign up for UNISON membership. In only four months nearly 7,000 new members joined local government branches in Scotland. UNISON's recent firm stance on pensions provided the incentive staff needed to sign up. Clackmannanshire increased branch membership by 10% during this period.

In North Lanarkshire 440 new members have signed up **Caroline Lewellyn Branch Secretary** told us *"The branch mailed every member with the UNISON materials on pensions. Also the branch made sure stewards were well-briefed and able to answer questions at a local level. Many council workers were unaware of how serious the pension issue is and joined up immediately."*

than stamps) resulted in a great response. In March they were able to identify at least a 10% response from that mailing alone. The poster campaign for buses boosted the image in the area in the last few months in excess of 100 applications have been received.



Local leaflet sent to all school support staff

Life Long Learning with UNISON Scotland

UNISON offers a range of opportunities for learning for members some examples are described below.

Could members in your branch be benefiting from these opportunities?

STARTING POINTS IS.

- **A 45 hour course**
- **3 hours per week**
- **A chance to gain an SQA qualification access 3 or intermediate I communication skills**

Course covers:

Filling out forms and reports, Writing letters, Improving your spelling, Calculations, Using computers, Writing emails

For more information contact Mandy Clark - 0131 226 2662

IMPROVE YOUR STUDY SKILLS

- **Make effective use of key study skills such as essay writing, library and internet research and statistical analysis**
- **Critically research and analyse contemporary healthcare issues particularly those relating to diversity and patient care**
- **Plan the next educational steps needed to develop your career and acquire a professional qualification**

CREDITS: UP TO 3 CREDITS AT LEVEL TWO AND THREE
For more information contact Mandy Clark - 0131 226 2662

RETURN TO LEARN IS.

- **A 60 hour course**
- **10 sessions – 1 day per fortnight**
- **A chance to gain SQA qualifications in communication skills at intermediate II and personal development skills at intermediate I**

Course covers:

Study Skills and techniques, Report writing, Critical thought exercises, Personal development, Confidence building

For more information contact Mandy Clark - 0131 226 2662

Learning and Organising Unit

Course News



Information session at Forth Valley Health



Information stall at Borders Health

INFORMATION SESSIONS FOR UNISON's LEARNING @WORK PROGRAMME Do you have members in Health and Social Work who may be interested?

Information sessions are arranged by UNISON along with WEA and Health or Social work departments. After discussing the L@W programme and its benefits to staff, information sessions are held at a suitable venue and at suitable times so that staff can come along and hear what we have to offer.

These information sessions are informal, where staff get introduced to UNISON and WEA and hear how the partnership works in this learning opportunity, staff can then ask questions on a one to one or in groups.

If you have a staff group who can not attend the designated times then we can arrange to come out and speak to the group instead.

We can cater for all!

L@W Programme

Consists of:

In Health –

starting points

R2L

Introduction to computers

Improve your study skills

In Social work –

starting points

R2L

For more Information contact Mandy Clark 0131 226 2662

IS YOUR BRANCH STRUGGLING TO RECRUIT NEW MEMBERS?

One to One Recruitment Course

This one day recruitment training course is now available to branches and includes top tips, techniques and tools

"The training was informative easy to understand and friendly."
UNISON steward in NHS.

"Very good day, light-hearted but interesting."
UNISON steward.

A new one-day course to update all your recruitment needs is available, if you are a steward or a branch officer interested in attending this course contact your regional officer, Branch development staff. Or Contact the Learning and Organising Unit by emailing Lucanne Mackay; L.mackay@unison.co.uk

Regional pool funding

Funds for your branch work

Q: What is the "regional pool"?

A: It is a fund set up in 2002, following a conference review of branch funding. It is exclusively for branch development based on organising and recruitment activities.

More than £1m is allocated to the regional pool each year and apportioned to regions by taking into account the number of branches and employers. The region retains unspent money.

Q: How does it operate?

A: Branches can apply for additional finance to assist with recruitment, workplace organisation, member participation and effective local bargaining. Contact Glyn Hawker

Q: Who makes the decisions?

A: Scotland's Finance Development and Organisation Committee decide on funding applications and evaluate the effectiveness of the expenditure.

A branch application should be accompanied by your branch development plan and accounts.

Q: Can you give examples of regional pool funded activities?

A: More than 150 branches have benefited from the regional pool in the past two years. Examples include:

- The Young Members Committee received funding to produce a Scottish young member's handbook.
- Glasgow University branch received funding for recruitment goodie bags for all members and potential members.
- Updating and expanding the resources of the Central area shared branch office which provides administrative support to 7 branches.

Q: Is more information available for my branch?

A: Yes, the national guidelines have been revised in time for the 2004 regional pool allocation.

The guidelines set out the criteria for applications.

City of Glasgow Branch received monies to fund activities identified in a recent branch development plan. This included the establishment of a development forum and a half days activity for branch staff.

Following this a two-day Development Forum took place involving officers and Convenors of the branch took place in September 2004

Orkney Health Branch received travel and subsistence costs for training.

Renfrewshire Council Branch received funding to purchase panic alarms for home care workers for use at recruitment activities.

The **Central shared branch resource** received funds to provide high quality equipment for a new location.

GUIDELINES ON REGIONAL POOL

<http://www.unison.org.uk/acrobat/13875.pdf>

REQUEST FOR FUNDING

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

SCOTTISH FINANCE DEVELOPMENT AND ORGANISATION SUB COMMITTEE FUNDING GUIDANCE

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