

Organising and Recruiting in Scotland

UNISONdirect: 0800 5 97 97 50

ISSUE 01 / AUTUMN RECRUITMENT 2004

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

STARTING WORK?

JOIN A UNION.

A Guide to recruiting new starters in your branch or workplace

AGENDA 4 CHANGE

Branches share their stories of success.

GET YOUR
RECRUITMENT
MATERIALS
(many free during the TV campaign)

TV Ad Says "Join UNISON...

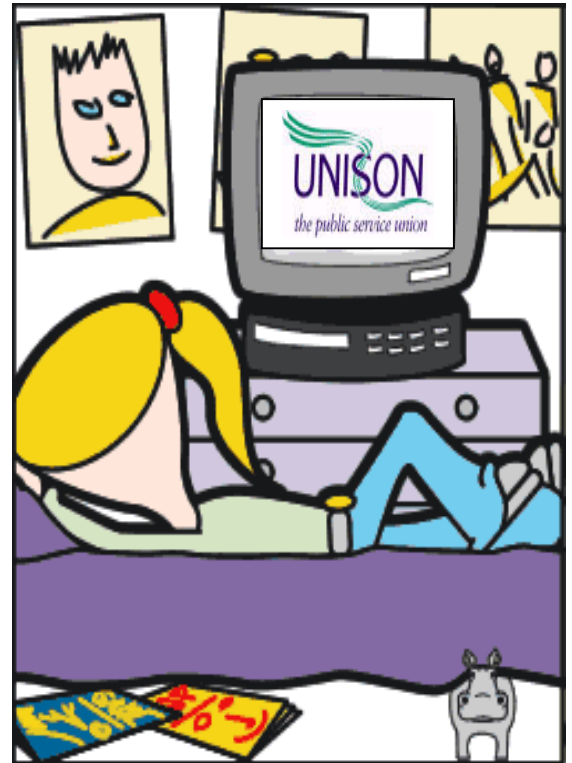
YOU'RE ONE IN A MILLION"

A UNISON T.V. ADVERT IS TO BE BROADCAST FROM 6 - 24 OCTOBER 2004. THIS HAS BEEN FUNDED BY UNISON'S GENERAL POLITICAL FUND COMMITTEE. £1M IS TO BE SPENT ON AN ADVERT WHICH IS PLANNED TO SUPPORT A MAJOR RECRUITMENT CAMPAIGN FOR AUTUMN.

The theme is UNISON 'your friend at work', and will make use of the new recruitment materials around this. The TV campaign will run from Wednesday 6th October until Sunday 24 th October. The advert will appear on ITV1, Channel 4, Five and satellite.

Look out for UNISON's Communications Department who shall be producing resource packs of current literature material, materials specific to supporting the television ad campaign, and advice on how to use it and how to order more. Coming to your branch soon. A provisional date for the national press launch has been set for Monday 4 October.

Watch the website for updates on what's planned in Scotland



FOR UPDATES CLICK BELOW

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

AUTUMN RECRUITMENT SPECIAL

JOIN UNISON
YOUR FRIEND AT WORK



Sign up a New Start

In a perfect world every potential member would be approached by a UNISON rep on their first day of work and invited to join UNISON. New guidance has been issued to help branches achieve that.

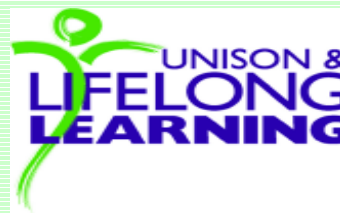
How can we contact new starters and recruit new starters? One way is to get employers to provide lists of new employees on a regular basis. Ask your employer to provide as much detail about new employees as possible, such as work location, occupation, payroll number and so on.

What If the employer refuses to provide the information? Some employers hide behind the Data Protection Act and say it prevents them disclosing the information. This is incorrect. Employers may disclose personnel data that is necessary for the pursuit of our legitimate interests, which includes information on new employees for the purposes of recruiting them into the union.

The best way is a personal approach - get a steward or other active union member to talk to your new colleague. However, even with the best will in the world, it is not always possible to make a personal approach. If that is the case where you work, then, **as a minimum, write to new starters** with a welcoming letter giving basic information about the union. **All you need to know about contacting new starters** and the Data Protection Act, along with standard letters you can send your employer and new colleagues, can be found in a new booklet, Recruiting New Starters - Branch Guidance. This can be ordered from UNISON communications just click www.unison.org.uk/acrobat/13836.pdf

KEY RECRUITMENT FACTS

- WE HAD IN JANUARY 2004 = 149,500 MEMBERS
- OUR NATIONAL TARGET IS 4% GROWTH = 155,480 AT DECEMBER 2004
- OUR CURRENT TURNOVER OF 9.25% = 13,829 LEAVERS.
- THEREFORE, 19,809 NEW MEMBERS NEED TO REACH TARGET
- ONLY 8,198 HAS BEEN ACHIEVED UNTIL 31 JULY
- SO WE NEED 2,717 NEW MEMBERS EACH MONTH UNTIL END OF YEAR TO MEET TARGET
- IF EACH OF OUR 2,889 STEWARDS RECRUITED 5 NEW MEMBERS FROM NOW UNTIL THE END OF THE YEAR WE WOULD HAVE 22,643 NEW MEMBERS
- A GROWTH OF APPROXIMATELY 6%



Are you arranging a recruitment campaign/road show in Social Work or in any of the NHS Institutions?

Remember that the [Learning@Work](#) unit can help branches by attending the road show or any Learning Events that the employers are Organising and talking about the benefits of all the courses that we can offer such as

- ◆ **Literacy and numeracy** either on a one to one Or as a course called **starting points**
- ◆ **Return to Learn**
- ◆ **Improve your Study Skills**
- ◆ **Introduction to Computers**
- ◆ **English as a second language (ESOL)**

Courses can be organised jointly between services as Joint Future. Independent and Voluntary Sector staff can also be included.

If you want further information phone Barbara Diamond on 0141 342 2850 or Karen Barclay on 01224 620624 or e-mail us.

Education and Training Planner 2004

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

INDIVIDUAL LEARNING ACCOUNT ROADSHOWS

Individual Learning Accounts are to be re-launched in October 2004. Lifelong Learning Adviser/Union learning Reps are invited to participate in the roadshows, hosted by ILA Scotland

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

[Click here for Lifelong Learning Advisers Courses](#)

<http://www.unison-scotland.org.uk/education/lifelongad1.html>

Recruiting? We've Got What You Need

Recruitment,



is key to maintaining the strength and influence of UNISON; the union has produced a new range of recruitment materials around the theme of "Your friend at work".

Use the new "Your friend at work" materials to reinforce your local recruitment message and campaign. Some branches get agreement from their employer to mail materials to every member of staff via the payroll run or internal mail. The core new "Your friend at work" materials such as application forms are free of charge, but we have to charge for the related promotional items to guarantee we can keep enough in stock and not run out at crucial moments.

Some items including the paper bag, pens and envelopes will be available free of charge during the period of the TV advertisement recruitment campaign.

Your Friend at work New Materials

- **Membership application form** - generic (folded), stock no 1088, no cost;
- **Membership application form** - generic (flat), stock no 1087, no cost;
- **Membership application form** -, no cost; 10 good reasons booklet - generic, stock no 2130, no cost;
- **Composite direct debit** - generic, stock no 1099, no cost;
- **Carrier bag**, stock no 2320, £1 for 20;
- **Coaster**, stock no 2261, £1 for 20;
- **Paper bag**, stock no 2270, Available free of charge during the period of the TV advertisement recruitment campaign.
- **Sticker**, stock no 2271, 20p/sheet of 15;
- **Pen**, stock no 2272, Available free of charge during the period of the TV advertisement recruitment campaign.
- **Post-it notes**, stock no 2273, 35p each;
- **Envelopes**, stock no 2279, Available free of charge during the period of the TV advertisement recruitment campaign.
- **T shirt**, stock no 2280, £9.50 each;
- **Postcard**, set of five, stock no 2281, £1 for 100.

When ordering priced items please include a cheque (payable to UNISON) with the order.

Click here for the [Online publicity catalogue](#)

(You will need your membership number and branch code to hand). You can also order by **telephone**, but you must register first for this service. To register, branch officers need to [download a registration form](#) (Acrobat PDF file, 133Kb).

All items ordered by telephone will be sent to the delivery address stated on the form.

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Scottish Branch Round up

Agenda for change

GRAMPIAN HEALTH BRANCH –

EVER GET THE FEELING YOUR BOSS DOESN'T KNOW WHAT YOU DO?

By Michael McNeil UNISON Regional Officer.

This was the banner headline of a flier circulated by the Grampian Health Branch to all their members.

Even though UNISON (unlike other unions) had not agreed to AFC, it was felt that it would be useful to encourage members to start working on updating their job descriptions. Whether or not AfC is agreed this would not be a waste of time and the branch saw it as an issue to organise around.

New representatives

Members were asked to talk to their colleagues and nominate someone to be an AfC rep. The rep would be asked to attend a briefing on UNISON's position and to be briefed on the guidance circulated on job descriptions and specifications. A number of briefings were offered throughout Grampian, in different locations and at different times. For once, this approach didn't fall flat on its face. **OVER 40 NEW REPS WERE RECRUITED.** The technical part of the briefing was well received, but just as importantly it provided an opportunity for the UNISON message to be cascaded into areas where we don't have stewards. How to recruit around the issue also featured.

An email list has enabled the reps to be kept updated on both national and local developments.

Next steps

It remains to be seen how many of these issue based reps will stay the course but that one flier about a current issue has produced the biggest reaction for years. It is hoped that UNISON training on the job evaluation scheme will be offered in the near future

Forth Valley Health Branch AGENDA FOR CHANGE

Forth Valley health branch decided to organise and recruit around Agenda for Change was main objective being to recruit workplace contacts AND KEEP THEM ON BOARD!!

By Mandy Clark, TUC Academy Organiser with UNISON.

Strategy - Membership health checks Jan – June 2004

A dedicated AFC organising team was set up which included stewards that were flexible in their time. Workplace visits were organised after identifying where the members are and where it would be most beneficial to visit. This was billed as a membership health check. This entailed obtaining a list of members at that workplace and meeting with the members to update their details - for the forthcoming AFC 2nd ballot and for mapping purposes. Making sure job descriptions and workplaces were correct on the RMS. AFC information was also given out and emphasis was placed on the fact if members wanted to know what was happening with AFC then a workplace contact had to come forward.

In the larger workplaces namely the 2 main hospitals in Forth Valley, weeklong membership health checks were put in place to catch the different shifts and weekend workers. These visits have been extremely successful especially in the smaller workplaces.

In the 6-month period, 56 workplace contacts have been recruited and 2 new stewards.



AFC workplace contacts meeting

A meeting was then set up for 29 June where key speakers, Eddie Egan, Chair Scottish health committee and Tom Henery AFC project leader for Forth Valley health attended to brief all contacts on the current AFC updates from the union and employer's side. In the afternoon a group discussion took place with stewards taking an active part in the workshops and encouraging contacts to be more. The feedback was positive from the contacts they felt they knew more about AFC and felt more confident about taking it back to their workplace to inform colleagues. They also wanted more information about AFC and workshops will be set up to accommodate this. A network link with the branch has also been set up.

Ayr Hospital Prize Draw Pulls in 26 Members in One Day

Ayrshire and Arran Health Branch held an 'Agenda For Change' presentation, and recruitment stall at Ayr hospital. The branch offered a £50 prize draw for anyone who joined unison on that day. 16 new members were signed up on day one, with several more completed forms arriving in the post.

Still an analysis on what could have been done better was held in the branch, this identified potential for reaching more staff, by having more than one stall, including one in dining area. This resulted in a further 26 new members being signed up on 7th July!

