

SKILLS FOR STRENGTH 2016

Workshop Programme

| Time Slot | Workshop Title | Facilitator Biography | Workshop Description |
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| 10:45am - 11:30am | Direct Debit Switch+ Campaign. The biggest single challenge facing UNISON in 2016 | <p>Bernie Gallagher is Branch Secretary of Bolton Metro Branch and member of the UNISON National Executive Council and the UNISON National Development and Organisational Committee. As such Bernie is uniquely positioned to provide an insight into the Switch campaign at both Branch and national level.</p> <p>Jayne Clarke is Community and Voluntary Sector Convenor for the Bolton Metro Branch and is currently seconded by the Branch for 3 days a week to lead the Switch+ campaign at branch level</p> <p>Mike Booth is a NW Regional Organiser and Regional Lead for the Switch+ Campaign. Mike has been the driving force behind the pilot Switch projects in Bolton and Wirral.</p> <p>Angela Lysons is a NW Area Organiser and currently leads the Organising Team delivering Switch+ activity in Wirral</p> <p>Karen Hamilton and John Sharp are both NW Local Organisers delivering Switch+ activity in Bolton Metro and Health Branches.</p> | <p>A government ban on unions deducting membership subs from public sector payroll would impact over 150,000 UNISON members in the NW.</p> <p>In the NW Region teams of organisers and activists have been working on a number of pilot campaigns since Sept 2015. This session will be delivered by activists and staff who are involved in those pilots. It will explore the key lessons of those pilots, the scale of the task ahead and practical steps for a successful membership switch and recruit campaign on the ground.</p> <p>A range of available campaign materials will be provided. The session will end with a group discussion on switching within your branch.</p> |

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| | Organising Young Workers – from no union to collective bargaining. A case study from Morocco | <p>Nigel Flanagan is a lifelong trade unionist, first as a branch and regional activist in UNISON, then as a Regional Organiser with the North West Region.</p> <p>Nigel currently works for UNI Global Union, based in Switzerland, leading and managing Organising Campaigns all over the world. You can follow him on Twitter @NigelUNI</p> | <p>Morocco has a huge call centre sector. Staffed mainly by young well educated women and entirely un-unionised until an organising campaign by the Union of Moroccan Workers (UMT).</p> <p>In 6 months the union has recruited members, identified and trained activists and leaders and achieved recognition agreements covering 25,000 workers. This workshop will explore the strategy and tactics deployed, the mistakes made and lessons learned during this incredible campaign.</p> |
| | Devolution: What does it mean for UNISON members, our organisation, and the prospects for a stronger UNISON NW | <p>Pat McDonagh is Chair of Manchester UNISON Branch and also the NW Regional Committee Chair. I am the Workforce Lead Officer for the Public Service Reform team (part of GM Combined Authority) and a UNISON rep on the NW TUC Public Services Committee.</p> <p>Lizanne Devonport is a UNISON NW Regional Organiser</p> | <p>This workshop will explore the devolution agenda and likely impact on the North West. It will look at proposals to change the way public services are managed and delivered and consider how this will impact upon UNISON members.</p> <p>Finally the workshop will discuss the organising opportunities and threats of devolution and explore the key question of what practical steps UNISON Branches and Region can take to ensure a strong UNISON NW in the changing landscape created by devolution.</p> |
| | Growing the Union in Four Seasons Health Care. Next steps for an organised workplace | <p>Bev Craig is an Assistant National Organiser with the UNISON Strategic Organising Unit</p> <p>Ann Kerrigan is a UNISON NW Local Organiser</p> | <p>101 new members and 10 new stewards joined UNISON NW from Four Seasons Health care over a two week period in January / February 2016. This workshop is targeted at UNISON members and activists who work for Four Seasons, or who have a role in supporting and organising members at Four Seasons. The workshop will look at membership recruitment success to date and plan the next steps to building a strong organised workplace at Four Seasons.</p> |

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| 11:45am - 12:30pm | Organising in the New Public Service Workplaces | <p>Roger McKenzie has been an assistant general secretary of Unison for just over 5 years. He has responsibility for organising, recruitment as well as activist and membership education. Roger is a member of the TUC General Council and the Unionlearn board.</p> <p>Prior to his current post Roger was the Unison regional secretary in the West Midlands. Before that he worked for the TUC firstly in the role as race equality officer and then as the Midlands regional secretary. Roger also has a background as a trade union education tutor in both Manchester and London.</p> <p>Roger is a long suffering Aston Villa season ticket holder and is an avid jazz enthusiast</p> | This workshop will look at the challenges of organising workers in the more fragmented and isolated work environments that public service workers now find themselves. It will suggest how Unison can meet these challenges and build a stronger and even more organising based approach. |
| | Supporting new stewards and growing our activist base. | <p>Richard Saundry is Professor of HRM and Employment Relations at Plymouth University. His research interests include the management of workplace conflict, trade union renewal and revitalisation and union learning. He is a Research and Policy Associate at Acas. Richard started his working life at the National Union of Mineworkers where he was Head of Industrial Relations, and subsequently worked at the Universities of Leeds and Central Lancashire.</p> <p>Louise Chinnery is an Education Officer in UNISON'S Learning and Organising Services team. Before UNISON, Louise organised mostly in private sector workplaces, including a stint working for the Service and Food Workers Union in New Zealand. Louise is passionate about the power of trade union education and organising to make real change.</p> | <p>In 2012/13 UNISON NW Recruited 260 new workplace representatives through the first 2 phases of fighting fund projects. Dr Richard Saundry was commissioned by UNISON NW to research the experiences of those activists. The outcomes of that research raises many questions regarding the support and development of new representatives.</p> <p>This workshop will include a candid presentation of the key findings of that research and explore how branches and the NW region improve our support for new workplace representatives. A crucial workshop for anyone who wants to grow the activist base in their workplace or branch.</p> |

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| | Effective Social Media Campaigning: From online engagement to offline action | <p>James Bull is an Area Organiser for UNISON North West.</p> <p>He has a long history of working with the labour movement on digital and online campaigns, beginning with leading the development of the Transport and General Workers Union's South West Union Learning Portal in 2005.</p> <p>He worked as part of the Labour Party's North West digital strategy team during the 2015 general election campaign.</p> | <p>This workshop is aimed at activists who already have a basic grasp of social media and may have already used it to some extent in their union branch. The session will explore how we can use social media platforms to successfully engage with our members, allies and potential allies online, promote our campaigns and most importantly, drive online engagement into offline activity.</p> <p>The workshop will utilise case studies of effective campaigns from the international trade union movement, and explore how branches can use the features of the new UNISON North West 'NationBuilder' website and online campaigning platform to boost their campaigns locally.</p> |
| | Key organising skills. One to one communication & recruitment | Paul Duffy is a UNISON NW Area Organiser and Kathy Sweeny is a UNISON NW Local Organiser. Both have extensive experience of delivering successful organising and recruitment campaigns. | An organised workplace is built on hundreds, or thousands of conversations. It is how we identify issues, recruit new members, get members active, and identify workplace leaders. There is no substitute or short cut. There are some basic techniques that will help though. In this workshop two of our experienced area organisers will go through some of the key principles and techniques of effective one to one communication. |

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| 1:15pm - 2:15pm | Successful union campaigning: Engaging members and supporters to win for workers | <p data-bbox="835 212 1406 635">Ethel Buckley is Head of SIPTU's private sector Services Division. She leads the Union's collective bargaining, industrial organising, membership growth and activist engagement strategies in some of the most union-hostile and difficult to organise industries in the private sector. She heads up a large team of organisers who are deployed across the island to both organise and bargain in industries such as cleaning, security, catering, hotels, retail, warehousing, distribution, financial services, banking, broadcasting, newspapers, print, culture and the arts.</p> <p data-bbox="835 659 1406 888">She was elected to the Executive Council of the Irish Congress of Trade Unions in 2013 and re-elected in 2015. She is a member of UNI Global's Property Services Steering Committee. She is a feminist and a socialist. From Cork, she now lives in Dublin with her husband and three young children.</p> | <p data-bbox="1417 212 2060 379">During this workshop Ethel will describe some of her experiences of running union campaigns – and winning! From Dublin Bin workers to low paid private sector workers, and the current campaign at Clery's Department Store.</p> <p data-bbox="1417 403 2060 539">Ethel's campaigning approach engages union members as well as community allies to win for workers. A must for anyone with an interest in running successful union campaigns.</p> |

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| | <p>Defending Student Nurse Bursaries. The Campaign so far and planning next steps.</p> | <p>James Randall is a UNISON Assistant National Officer for the Health Service Group and has a leading role in UNISON's campaign to save the NHS Bursary.</p> <p>Kat Barber is a second year trainee Nurse and UNISON member. She is a leading activist in the campaign and initiated the Parliamentary petition that achieved over 100,000 signatures.</p> <p>Amy Barringer is a UNISON NW Regional Organiser and Regional lead for Health.</p> <p>Danielle Tiplady is from Kings College London Student Union Nursing and Midwifery Society and is heavily involved in the National Union of Students campaigning activity to defend NHS bursaries.</p> | <p>In the 2015 Autumn statement George Osborne announced the end of student nurse bursaries from 2017, leaving future nurses the prospect of a £51,000 debt for a starting salary of £22,799. Since then UNISON student members have been at the forefront of the campaign of opposition to these government cuts.</p> <p>This workshop will bring UNISON activists together with UNISON student members to learn about the campaign to date and help plan the next steps of this important and growing campaign to defend our future nurses.</p> |
| | <p>Campaigning for Public Ownership: Developing strategies and building alliances to win</p> | <p>Cat Hobbs is the founder and director of We Own It, which campaigns for public services for people not profit. We Own It aims to shift the debate on privatisation by highlighting public support and evidence for public ownership. We Own It's campaigns against outsourcing and sell offs have featured on Radio 4 and in the Mirror, the FT, the Independent and the Guardian.</p> <p>Cat's background is in campaigning and communications. She has lobbied locally and nationally for better public transport, winning a number of victories, as well as working for a credit union and a sustainability consultancy. Her degree is in Philosophy, Politics and Economics.</p> | <p>"We Own It" campaigns for public services for people not profit.</p> <p>This workshop will explore the case against privatisation and outline the local and national strategies that have been used in We Own It campaigns.</p> <p>Finally it will consider the importance and practicalities of building alliances so that we can win.</p> |

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| | First Steps to Building Power and Winning in the Workplace: Mapping and Campaign Planning | Louise Chinnery is an Education Officer in UNISON'S Learning and Organising Services team. Before UNISON, Louise organised mostly in private sector workplaces, including a stint working for the Service and Food Workers Union in New Zealand. Louise is passionate about the power of trade union education and organising to make real change. | <p>This workshop will walk you through the first steps in building power and making a difference in the workplace. We will look at how we map workers / workplaces and wider community connections to establish our baseline strengths and weaknesses.</p> <p>A live map helps us to develop our campaign plan and tells us what to do next. We will then focus on the plan we need to put in place to ensure a win – developing a realistic campaign goal, analysing who has the power to make the change you want, escalating campaign tactics and identifying activists along the way. You will take away some practical ideas for setting up a campaign that's right for you in your workplace.</p> |
| 2:30pm - 3:30pm | Building High Participation Unions & Building Power (or, High Participation is a Prerequisite for Power) | <p>Jane McAlevey is an organizer, author and recently, a scholar. She is a post-doctoral fellow at Harvard Law School's Trade Union Program. Before academia, she worked for 20 years as an organizer, educator and chief negotiator in the labor and environmental justice movements.</p> <p>She is contributor to The Nation magazine, which chose her book, "Raising Expectations and Raising Hell" (Verso 2012), as the "most valuable book of 2012." She is the author of a forthcoming 2016 book with Oxford University Press called No Shortcuts.</p> | <p>The workshop will focus on how workers and the working class can win despite ferocious and fierce corporate-inspired campaigns aimed at destroying all unions.</p> <p>McAlevey will draw on her experiences in right-to-work states in the USA, where she coached workers to win against some of the most notorious union busting firms in the public and private sector. These fights involved super majority strikes and super majority participation in the voting booth.</p> |

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| | How to make a short film with your smartphone | <p>Anna Burton is a film producer for Neontetra films, a film production collective based in London since 2011. She has worked for 16 years with and for the trade union movement and developed and ran the TUC course 'Lights, camera, action' training activists how to make short films for youtube.</p> <p>She loves unions and especially loves films about unions. She is the director of the London labour film festival, which screen films about the world of work and those who do it and is currently working on a North West equivalent.</p> | <p>An exciting 1-hour workshop designed to provide you with the knowledge and tools to make short films on your iphone/android for use in organising and campaigning work.</p> <p>Workshop aims</p> <ul style="list-style-type: none"> • Explore case studies where smartphones have been used to goodeffect • understand basics of screencraft • become familiar with post- production theory • gain awareness of some of the practical editing tools available for use on smartphones |
| | From Learners to Activists – Union Learning as an Organising Tool | Tom Jenkins is a Learning Organiser for UNISON North West | <p>This workshop will demonstrate how Union Learning activity and events have succeeded in recruiting new activists.</p> <p>It will look at specific case studies and show case the range of courses and resources available to branches and UNISON members.</p> |
| | Organising for and around Equalities | <p>Wilf Sullivan is the National Race Equality Officer for the Trades Union Congress.</p> <p>Eileen Best is the co-convenor of UNISON North West's Lesbian, Gay, Bisexual and Transgender Self Organised Group</p> | This workshop will examine how campaigners can effectively campaign and organise around equality issues in the workplace and use equality to build participation and the union. |