


**ORGANISING TO LEARN &  
LEARN TO ORGANISE**  
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- **Trade Union Movement is built on educating people to empower themselves and learn what they are entitled to and how to stand up for themselves**
  - **Many members feel they have missed out on learning and find it difficult to re-engage. There are many reasons for this.**
  - **Some didn't enjoy school and don't have the confidence or skills to get back into learning. For many, learning is expensive and difficult to get to when working shifts or looking after children. And our members' jobs don't always provide training, lead to recognised qualifications or have a clear career path.**
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**EDUCAT**   
**AGIT**  **TE**  
 **RGANIZE**

# **EDUCATE / LEARN - DEFINITION**

**The act, process, or experience of gaining knowledge or skills – this Knowledge or skills is gained through education and learning**



# **AGITATE - DEFINITION**

**to attempt to stir up public opinion,  
for or against something**

**to discuss or debate in order to draw  
attention to or gain support for  
something (a cause, etc.)**

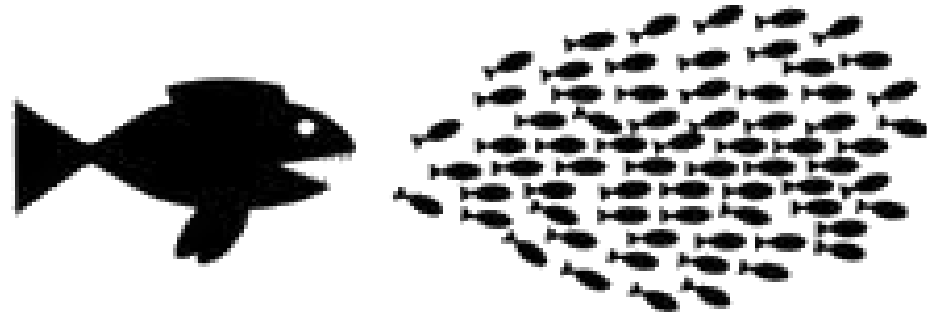


# **ORGANISE - DEFINITION**

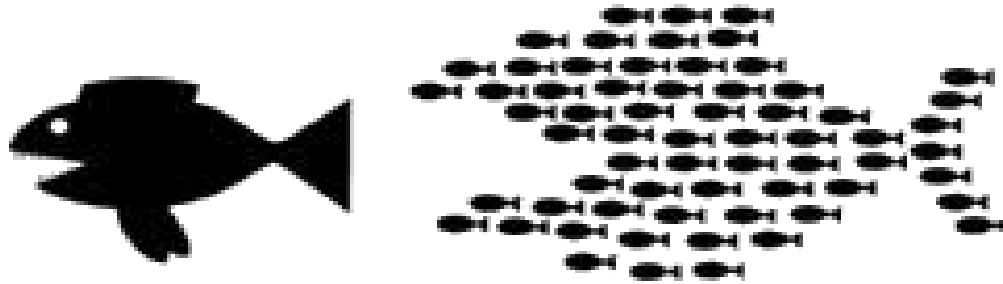
**to form as, or into, a whole,  
consisting of interdependent or co-  
ordinated parts, especially for  
united action: to organise a  
committee or to form a labour union**



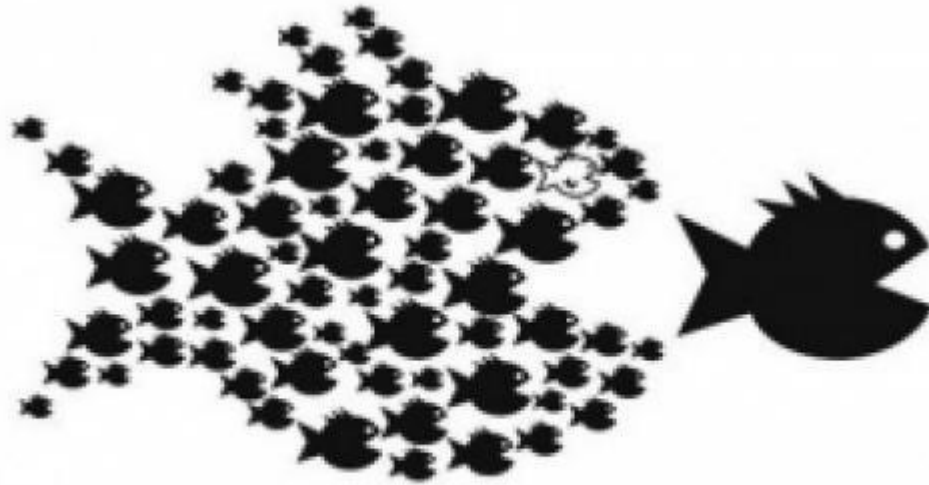
# WHICH ONE DO YOU WANT TO BE?



***ORGANIZE!***




**THIS ONE!**



**ORGANIZE!**



# ORGANISING

- **Union Organising is about empowering people and changing lives - at the heart of this are trained union representatives who make a real difference in today's workplaces**
  - **Training & Learning are Key**
  - **Reps improve workers' terms of pay and conditions; enable access to skills and training; promote equality and fairness; and ensure safer working environments.**
  - **If you ask any organiser what are the core values of organising are - you will get many different answers:**
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# **10 THINGS OF WHAT ORGANISING IS ABOUT AND WHY ITS IMPORTANT!**


- **Organising is not an end in itself – We organise because organising helps us build strong, effective unions capable of delivering for members in the workplace and beyond**
- **Strong unions matter within and beyond the workplace – Union density is vitally important in having a strong voice in the workplace. Unions are a force for good in the workplace, in the community and across society as a whole**



# **10 THINGS OF WHAT ORGANISING IS ABOUT AND WHY ITS IMPORTANT!**

- **Unions need to invest more in organising and recruitment – Increased investment pays off. The relative success of the last 10 years is in part underpinned by the increased focus on, and investment in organising. Each union will have different organising priorities and focus and will need to allocate resources to reflect these. For example, public sector unions may need to focus more resource on reps and building workplace organisation than on employing new organisers**
- **We need to think more broadly about resources – UK unions have a relatively low subs base. How do we increase the resources we have available to organise, represent and support members and potential members. How do we secure more resources from employers - facilities and facility time, recognition, support for organising**

# **10 THINGS OF WHAT ORGANISING IS ABOUT AND WHY ITS IMPORTANT!**

- **It's not about 'organising vs. servicing'! – All unions need to be able to represent and service their members. The key is how is this done: ensuring that wherever possible issues and concerns are dealt with by well-trained, confident local reps, freeing up union officers and staff to play a more strategic, facilitating role. It also means using our 'wins' – whether at the bargaining table, or in disciplinary and grievance cases – as opportunities to build the union.**
  - **Reps / stewards are key – Unions need to promote, support and value the role of reps by ensuring they have enough resources including facilities and facility time, access to training and development opportunities, and access to quality advice and guidance. We know where we have good, active reps, potential members are more likely to know about the union, and more likely to believe the union has their interests at heart.**
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# **10 THINGS OF WHAT ORGANISING IS ABOUT AND WHY ITS IMPORTANT!**

- **For unions to grow, they will need to innovate – Innovate in the way we campaign and what we campaign on (eg migrant workers, job losses, funding); the partnerships we develop (eg community organisations, other unions, ULRs); the training provided (ICTU Training Programme, LRA, Own Union Training); the way we communicate (exploiting new media and technology – Facebook / Twitter and email / other networks at work); and facilitating participation through member networks and mapping your workplace.**
- **Members and potential members want unions to be relevant to them – This means organising and campaigning on the issues that matter to them and creating a sense that the union reflects their professional/occupational concerns. It means, where possible, engaging positively with employers.**

# **10 THINGS OF WHAT ORGANISING IS ABOUT AND WHY ITS IMPORTANT!**

- **Communication is vital – Members want to know what their union is doing and why. They also want to feel that the union listens to them and acts on their concerns. Communication between members is also important, particularly in professional contexts. Unions can help members network with each other.**
- **Investing more in organising is vital, but it's not enough – We need to think imaginatively about extending union membership and collective bargaining coverage. For example, workplace by workplace, company by company organising is resource intensive. Can we organise sectorally - within the Public and Private Sectors e.g within Health, Education, Local Government, Business & Commercial & Distribution Sector?**

# YOUR UNION TEAM

- **Branch Secretary**
  - **Branch Chair / Vice – Chair**
  - **Branch Organisers**
  - **Health & Safety Reps**
  - **Union Learning Reps (ULRs)**
  - **Branch Committee Members**
  - **Union HQ Officials**
  - **Union Project Co – Ordinators**
  - **Others – ULRs / Unions – Networking is essential**
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# EDUCATION


**At the heart of organising is Education:& Education is at the heart of everything:**

- **Reps : to do their role to their fullest potential**
- **Members : of what the union can offer and do for them – Essential Skills – ICT/Numeracy/Literacy – other training – OU and FE Colleges**
- **Management : of how the union can be of benefit to them – better trained workforce**
- **Staff : of what is on offer to them by way of training & Learning opportunities**

**ULRs are the key to all this**



# **ULR FUNCTIONS:**

- **analysing learning or training needs;**
  - **providing information and advice about learning or training matters;**
  - **arranging learning or training;**
  - **promoting the value of learning or training;**
  - **consulting the employer about carrying on any such activities;**
  - **preparing to carry out any of the above activities;**
  - **undergoing relevant training.**
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# REPORTING

**Reporting is vital to the ULR Role:**

- **Gives the Project Co–Ordinator information on what the ULR is doing**
- **Gives an update on progression / statistics / figures / targets met etc.**
- **Provides feedback to the Department who are funding the Union Learning Project**
- **Allows promotion of successes**
- **Increased Union activity / presence / visibility in the workplace**

**Information sheet on reporting in  
your packs for reference**



# In Conclusion



**EDUCATE ... AGITATE ... ORGANISE**

**Educate ... Yourselves because  
we'll need all your intelligence**

**Agitate ... Because we'll need all  
your enthusiasm**

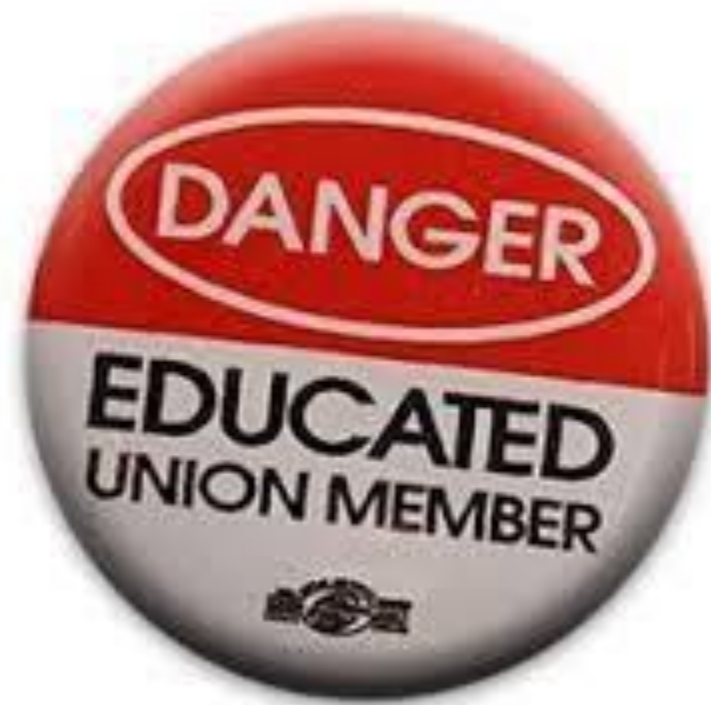
**Organise ... Yourselves because  
we'll need all your strength**





**TOGETHER WE ARE STRONGER**





# Thanks

## Learn to Organise and Organise to Learn

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