



# Organising For A New Deal

National Executive  
Council Statement  
to 2023 ADM



The last few years have seen us all living through exceptionally uncertain and unstable times. This has had an enormous impact on our members' lives, and on our Union.

Now is the right time to reflect on what has happened and what has changed, while reviewing the organising agenda to address the challenges and opportunities facing the Union.

This National Executive Council Statement sets out our plan to deliver the new deal for workers. Together we can ensure that the Union is a strong and representative voice, dealing with the issues members face, challenging employers when we need to and delivering improvements to workers' rights.

# General Secretary's Foreword



## Our members need a new deal for workers and it is up to us all to organise for one.

The cost of living crisis has hit working people hard. Workers who were on the frontline, keeping our country going during the Coronavirus pandemic have seen their living standards squeezed and their families suffer, as wages have failed to keep up with soaring bills and skyrocketing costs.

The results from our latest cost of living survey in November 2022 were shocking. From the 7,500 low paid workers who responded:

- More than three in four are unable to afford to take time off work when ill.
- 83% felt financially worse off than last year.
- Almost two in three have struggled to pay gas and electricity bills in the last year.
- 15% have had to use a food bank.
- 18% miss meals every month in order to pay bills.
- Nearly three in four reported that financial worries are impacting their mental health.

At the heart of the cost of living crisis is a crisis of employment rights. Because of a lack of decent employment rights, low paid workers are particularly vulnerable to having their hours, wages or terms and conditions cut. Usdaw is clear that workers must be given greater rights and protections, through a new deal for workers.

We all know that, in order to deliver the best possible deal for our members, we need to build the Union's strength. This statement sets out exactly what a new deal for workers should look like, and the practical steps that we can all take to organise for it.

A handwritten signature in green ink that reads "Paddy Lillis". The signature is written in a cursive, flowing style. Below the signature is a horizontal line.

**Paddy Lillis**  
General Secretary

# Section One – A New Deal for Workers

Usdaw's 'New Deal for Workers' Campaign emerged in 2020, in response to the incredible work of our members during the pandemic. The pandemic demonstrated the critical role that many low paid workers play in our economy and society and exposed the deep unfairness and inequalities at the heart of the labour market.

The cost of living crisis has created further hardship for our members and that is why we need urgent action on the campaign's demands.

Usdaw is calling for:

- **An immediate increase in the minimum wage to £12 per hour for all workers**

Every worker deserves a wage they can live on. We need a minimum wage of £12 now, as a step towards £15 per hour.

We also need to end the rip-off youth rates in the minimum wage that allow employers to pay young workers as little as £5.28 per hour. Everyone should be paid the same wage for doing the same job, irrespective of age.

- **A minimum contract of 16 hours per week for everyone who wants it**

A higher minimum wage only works to tackle low pay if workers also get the hours they need. That is why we need a minimum contract of 16 hours per week for all those who want it.

- **A right to a 'normal hours' contract**

Short-hours contracts are very common in retail, yet many workers are routinely working far more hours than they are contracted to. This creates uncertainty and insecurity for workers, because all of the flexibility is with the employer. If you are regularly working over your contracted hours, we believe these hours should be guaranteed in your contract if you want them to be.

- **A ban on zero-hours contracts**

It is not acceptable for workers to be put on contracts that don't guarantee them any hours at all. The Government needs to ban these contracts, once and for all.

- **Improved sick pay**

The pandemic proved that Statutory Sick Pay is fundamentally broken. It is not enough to live on when you can't go into work and so most people cannot afford to be ill. Statutory Sick Pay needs to be paid from day one, at an individual's normal rate of pay, to all workers.

- **Protection at work**

Our members face shocking levels of violence, threats and abuse. That is why we are calling for better legal protection for everyone in the UK, making it a specific offence to abuse public-facing workers, with a sentence that fits the crime.

- **A proper social security system**

The pandemic has shown that anybody can find themselves needing help. We need a fundamental overhaul of Universal Credit, including proper funding, to ensure our social security system provides a genuine safety net when people need it.

- **Job security**

We need stronger protections against redundancy and dismissal, from day one of employment. We also need proper consultation when new technology is introduced in the workplace and investment in skills so workers can adapt to a changing workplace.

- **Fair treatment and equality for all workers**

Everyone deserves equal pay and treatment at work. Nobody should be discriminated against due to their gender, race, disability, sexual orientation or other protected characteristics.

- **A stronger voice at work**

The pandemic and cost of living crisis have shown how workers need their unions now more than ever. We need workers to have a stronger voice at work, through strengthened trade union rights.



# Section Two – Organising in Workplaces

## The Importance of our Reps

The workplace rep plays an essential role delivering for members. A rep's role is not just about putting Usdaw's message out into the workplace; reps are also key in feeding the views of the membership back to the Union. The commitment demonstrated by our reps in organising workplaces and advising and representing members is invaluable and makes a real difference to workers' lives.

The 'New Deal for Workers' Campaign will only be delivered through having an organised army of well-trained and supported reps in workplaces up and down the country, the foundation of any union.

During 2022, almost 2,000 reps left their role in the Union. Whilst a number of reps have left jobs in the sectors where we organise, and therefore left their rep role, we know that there are many more members out there who would make fantastic reps with the right encouragement. Usdaw is committed to identifying this potential so that more members can get involved in the Union. At the same time, we are working on creating even more opportunities for existing reps.

We know that reps are far more likely to remain in the role when they receive ongoing, long-term development and support. Therefore, the Union continues to develop our induction and training programme, run our successful Academy and Stand Down Programmes, and embed our Lay Rep Tutor, Black Members' Development and Political Activists Programmes. We are committed to ensuring that we give active reps the support they need to succeed.



## Recruiting New Reps

Recruiting new reps means identifying those members with the potential skills and abilities to make a difference on behalf of their colleagues. We often hear that many members don't fully understand the role of a rep and can be daunted by the associated responsibilities. It is important that we are clear with potential reps about what is expected from the role and how Usdaw will support them.

The key skill for any rep is the ability to communicate, whether with members, potential members, managers or other reps. If someone starts out with a common sense approach, the ability to talk to people and more importantly the ability to listen, then with training and support from the Union they can make a real difference on behalf of their colleagues.

The support provided by Area Organisers includes a comprehensive induction programme, regular review meetings and ongoing development programmes. We know that reps also support each other providing advice, support and guidance. Many of our reps find their role truly rewarding and continue to be the best advert for encouraging people to join and get active in Usdaw.

## Delivering a Strong Union Presence

One of the aims of the 'New Deal for Workers' Campaign is giving workers a stronger voice at work. Developing a solid rep base enables the Union to organise effectively in more workplaces. Not just organising in the sense of ensuring that all new starters are spoken to about joining the Union, but also ensuring that issues are quickly picked up and dealt with. The more reps we have, the better our ability to deliver improved hourly rates of pay, better sick pay and fair treatment and equality for all workers.

At the same time, we need to ensure that the Union's voice is representative of the workforce. A rep team, across the Union, that understands the issues faced by young workers, older workers, women workers, Black workers, LGBT+ workers, disabled workers and other marginalised groups will be best placed to deal with the specific issues these workers face.

Reps are the key drivers of Union activities within workplaces and work hard to promote our campaigns and key messages. Dedicated campaign activities, such as the ever successful Respect for Shopworkers Week, help to build the Union's profile by engaging members, non-members and the general public on the work we do.

Dedicated reps are an essential part of organising effectively for our 'New Deal for Workers' Campaign.

## Ensuring a Strong Union in the Workplace

### *Recent Challenges*

The retail sector crisis, the Coronavirus pandemic and the cost of living crisis have all come about in quick succession and had a major impact on Usdaw.

The Coronavirus pandemic directly hampered our ability to talk to workers about the benefits of being in a union. With limited access to workplaces, as well as the fact that many of our reps were working under intense pressure to ensure the country safely got through the pandemic, our organising agenda suffered.

The cost of living crisis has resulted in different challenges for the Union. We have always faced challenges due to the high turnover of staff in the sectors where we organise, and due to cost pressures, more and more members are looking to change jobs and sectors. More than 100,000 members left the Union last year.

The crisis also makes it even more important for the Union to demonstrate the exceptional value of becoming and remaining a member. The impact these unprecedented events have had on our membership can clearly be seen. At its peak before the pandemic, Usdaw had around 430,000 members. By December 2022, membership was down to around 360,000. Any drop in membership weakens our voice in workplaces up and down the country. To ensure we can deliver a new deal for workers, it is essential that we reverse this decline in membership.



## *How we Build Back*

The Union's incredibly successful Academy and Stand Down Programmes fully returned in 2022 and successfully recruited over 40,000 new members, putting down a solid foundation for the Union to build on in future years. Usdaw must continue to re-establish a strong rep base in workplaces so that we deliver a strong membership and subsequently a strong voice on behalf of members.

Where we talk about organising workplaces of the future, or the organising agenda of the future, this cannot be organising focused solely on the total number of new members in the workplace. Organising needs to be about ensuring that the Union is a strong and representative voice, dealing with the issues members face, challenging employers when we need to and delivering improvements to workers' rights.

To achieve this, we need to concentrate on key measures, including:

- Ensuring all inductions are covered, to give us the best possible chance of recruiting as many people face-to-face as possible, at the earliest opportunity.
- A network of well trained and supported reps, representing the diversity of the workforce, covering all parts of sites and all shifts, to ensure people are well represented and to aid recruitment.
- Making full use of all the facilities we have in our agreements, so we are as effective as possible in the workplace. This could include making sure the Union noticeboard is kept updated with all the relevant information and is as engaging as possible.
- Actively listening to the views and concerns of members and feeding back effectively from any site or committee meetings, so that members are kept informed.
- Campaigning in workplaces on key issues, such as Freedom From Fear, Supporting Parents and Carers and Mental Health. These activities demonstrate that we are a campaigning Union, focusing on the issues that really matter to our members. They also aid recruitment and ensure we have high visibility in the workplace.

## *Future Challenges*

As we seek to rebuild and overcome the issues facing the Union and our members, we know that we face many challenges. Whilst the Coronavirus pandemic is hopefully a thing of the past, the structural challenges facing the sectors we organise in, especially the retail sector, are likely to be longer-term.

Restructures, the increasing role of online retail and high staff turnover rates will make our organising agenda more challenging. Similarly, technology and automation could make it more difficult to bring workers together, whilst also making work harder.

Whatever new issues we may face, the challenges of the past, such as managers who do not understand the role of the trade union or are difficult when agreeing release, employers looking to undertake restructures or individuals who feel they don't need the protection of a union, will still be there. What's more, if the last few years have shown us anything, it's that we cannot predict all of the challenges of the future.





### *Where we can Succeed*

There are a whole host of opportunities over the next few years for us to overcome the challenges we face and build a strong presence in workplaces. By working to recruit a diverse range of reps and ensuring they are well known on site, we will strengthen our Union. This will make it easier to cover inductions, to talk about what we have delivered and can deliver in the future, and to ensure that everyone feels welcome in the Union. In turn, this will make it easier for us to access some harder to reach groups of workers, such as young workers.

Over the next few years, we must grasp every opportunity available to us to build a vibrant presence in every workplace. Without a strong workplace presence, we will not be in a position to deliver strong agreements or drive forward our collective bargaining agenda. By being active, visible and organised in workplaces, we can lay the foundations for achieving the new deal for workers our members need.

## Delivering Strong Agreements

### *The Importance of Recognition*

Underpinning Usdaw's role in workplaces are our recognition agreements. Recognition agreements set out important things like how reps get time off the job to undertake their role, how members are represented in formal meetings and how we conduct negotiations and consultations. Recognition agreements are crucial in ensuring that reps and members are being treated fairly. All reps should be given a copy of the recognition agreement with their employer during the new rep induction.

There are many different ways to write agreements and it is unlikely that any two agreements will ever be the same. Some agreements will contain very detailed provisions about the time off reps get to undertake their role, how many rep posts have been agreed in each workplace and the exact nature of how discussions should be structured. Other agreements leave a lot of the detail to be discussed and agreed at a local level.

### *Improving Agreements*

There is no 'one size fits all' agreement. The important thing is to know that once the agreement is put into practice, it will allow the Union to have a visible role in the workplace. There will always be opportunities to improve on our agreements and these improvements can be best achieved when it is clear that the Union is representing the whole workforce.

Where we have little or no membership, it will be difficult to negotiate a strong agreement. As we build the membership, we will be better placed to secure an agreement that delivers improved terms and conditions for members.

### *Ensuring Reps are Supported*

One key section of many agreements is around the facilities provided to reps so they can deliver a strong union presence in their workplace. This facilities section will commonly refer to how much time reps can spend with new starters, what tools, such as a noticeboard, reps have to promote the work of the Union and what provisions are in place for the Union to talk to non-members.

Udaw has managed to negotiate some of the best facilities agreements in the trade union movement. These include:

- Arla Foods (2021) agreement. Facilities that are available to reps to allow trade union duties to be carried out are outlined in detail. This includes use of office space, meeting rooms, phones, internal mail, company email and a noticeboard. Arla also agree to make all new employees covered by the agreement aware of details of membership, highlight the positive company-union relationship during the induction period and facilitate time for meetings with reps.



- Martin Brower (2015) agreement. The agreement acknowledges that new starter inductions are a key recruitment opportunity, so relevant literature and an Usdaw application form will be given out as part of the offer of employment. Reps are invited to present at inductions, having been provided with a list of staff covered by the agreement. Reps also receive access to similar facilities as at Arla.
- Tesco Retail (2022) agreement. This agreement states that Usdaw reps must be invited to all inductions and that the person running them must positively endorse efforts to recruit, communicating the benefits of the agreement and membership. Tesco also allows reps paid time off to attend meetings, forums, and consultations.

Strong agreements, which put the Union in a position of strength, allow us to negotiate ground-breaking changes that we can then look to replicate in other companies. For example, in October last year, it was agreed with Tesco that menopause-related absences would not be included in absence calculations. This followed Usdaw's campaign for menopause to be treated as an occupational health issue and for employers to provide better support. This example of best practice will now hopefully be implemented by other companies where we have a recognition agreement.

## *Collective Bargaining and Winning for Members*

Central to our 'New Deal for Workers' Campaign is the goal of driving up pay, terms and conditions in individual companies or workplaces through negotiation. For instance, whilst the Government is in charge of the National Minimum Wage and has the ultimate power to set an immediate rate of £12 per hour for all workers, as a step towards £15, we can and must work to drive up pay through collective bargaining. On hours, pay, sick pay, job security and so many other areas, rather than waiting for others to act, we can go out and win a new deal for workers by driving up terms and conditions.

### *How to Deliver in the Workplace*

Collective bargaining can only take place where a company recognises a union. Usually, this is as a result of voluntary recognition, although unions can apply for statutory recognition, where we have significant membership within a group of workers.

If we want to achieve a new deal for workers, this can only be done through putting pressure on both employers and politicians. To do this, effective organising is crucial.

Membership density is critically important to effective collective bargaining. Where membership density is low, companies are likely to believe that the Union is not a representative voice of the whole workforce. Where we have high density, and effective engagement at site level, it is clear to employers that the voice of the Union is the voice of their workforce. As such, employers are more likely to understand the need to act on what the Union is saying.

### *Negotiated Successes of the New Deal for Workers*

We have been able to use collective bargaining to negotiate significant improvements for our members. For example:

- We successfully negotiated a new minimum 16 hours contract in Tesco from October 2022 for new starters. For those on existing contracts, everyone who wants to will be moved up to a minimum 16 hour contract as hours become available in stores and people will also be moved onto contracts that reflect their normal hours.
- In Saputo Dairy and N Brown Logistics we have negotiated the removal of waiting days for sickness absence.
- We have worked with a number of retailers to ensure they have appropriate policies in place to protect members against abuse, threats and violence. This includes reviewing reporting processes and working with a number of employers to ensure that workers are not required to open and close stores on their own.

## *Looking to the Future*

Challenges in recent years have impacted our collective bargaining strategy. The Covid-19 pandemic created a great deal of uncertainty for businesses and employees, impacting negotiations. However, the Union still achieved effective pay rises across many of our agreements and a significant increase in National Minimum Wage rates.

The cost of living crisis has caused previously unimaginable damage to our economy. Financial uncertainty for companies has led to some caution around investment in staff wages and benefits, whilst high inflation has meant that even significant pay increases have sometimes represented real-terms pay cuts. It is clear that negotiating committees remained dedicated to ensuring the best possible deal for members and we have seen a number of measures negotiated both within and outside of the normal pay review process.

At a time like this it is more important than ever that our workplaces are organised and maintain a strong membership, to allow negotiations with the company to start from a position of strength.



# Section Three – Delivering Through Politics

Usdaw believes that the new deal should apply to all workers, not just those where we have a recognition agreement. While we will remain committed to delivering improvements through collective bargaining we can only achieve improvements for all workers through political means.

The Union's ability to influence and engage with politicians has a significant effect on whether we are able to deliver on our campaign goals. As a union we must make use of all the means at our disposal to implement much needed improvements to workers' rights.

## Campaigning for a New Deal for Workers

Campaign goals such as an immediate rise in the minimum wage to £12 per hour for all workers, improvements to Statutory Sick Pay and the creation of a proper social security system will only become a reality with Government action. This means that, to bring these changes about, the Union must campaign politically. Through political engagement and activism, we can promote the demands of our 'New Deal for Workers' Campaign to the UK Government, the Labour Party and the devolved administrations.

Just as Usdaw reps understand and speak up about the issues that members face at work, our reps' experience and skills makes them ideally placed to represent working people politically. There are many ways that members and reps can get involved in our political work.

One of the quickest but most important ways you can contribute to the Union's political work is by ensuring you are signed up to the Union's Political Fund and encouraging all members to do the same. This fund is vital to the Union's success both politically and more broadly, providing us with resources to speak with one strong collective voice. Other ways members can push our political aims forward include completing Union surveys and petitions, volunteering on our street stalls and organising a workplace visit from an MP. You can also encourage friends and colleagues to make sure they are registered to vote and register for a postal vote, to make sure their voice is heard in elections.

Our Political Activists Programme is an ideal way to get involved and keep up-to-date with our political activities. You can sign up at [www.usdaw.org.uk/Members/Usdaw-and-Politics/Join-the-team](http://www.usdaw.org.uk/Members/Usdaw-and-Politics/Join-the-team)



## Usdaw for Labour

The Union encourages our members to join the Labour Party. Usdaw and the Labour Party have a shared set of values and common aims, with the party being formed by trade unions to represent workers' interests in Parliament. As a result, Labour has worked with Usdaw to set out a plan to deliver many of the goals of the 'New Deal for Workers' Campaign within the first 100 days of a Labour Government. It was a Labour MSP in Scotland who delivered ground breaking legislation to protect retail workers and support from Labour MPs in Westminster helped us to secure legal protections in England and Wales too. Members choosing to join the Labour Party help to ensure the party continues to listen to the Union's aims and to act in the interest of working people. It allows you to attend local Labour Party meetings, represent the Union at your local Labour Party and put yourself forward to attend national conferences. It is vital that we continue to strengthen and reinforce the strong working relationship we have with Labour.

As a Union we have a wealth of talent within our membership. Our members can make a real difference by helping to deliver the next Labour Government. The country needs more people with experience of working in the retail, distribution and manufacturing sectors getting engaged with politics and having their say.

The actions of successive Conservative Governments have made it clear that the Tories will never deliver the changes our members need. The historic cost of living crisis, rising food bank usage and their attacks on trade unions show that they are not on the side of working people. Moving forward it is essential we work together as a Union to help Labour win the next election and deliver a new deal for workers.

# Section Four – Organising for All

Together, women, Black workers, disabled workers and LGBT+ workers make up the majority of Usdaw members and the majority of workers in Usdaw organised workplaces. As such, the issues that matter to these groups are the issues that matter to the Union, to our campaigning, organising and bargaining agendas. Evidence shows that people who experience discrimination are more likely to join a trade union. In 2021 the rise in UK trade union membership was driven by women, with Black women being the most likely to join a union.

The last few years have deepened inequality for workers who were already more at risk of discrimination in the labour market. These inequalities mean that certain groups of workers are more likely to be in low paid, short-hours and insecure work and more likely to experience harassment, abuse and unfair treatment simply because of who they are.

To tackle the issues faced by workers who experience discrimination in the workplace, we need to ensure that their views and their experiences are at the core of the Union's work. As part of our campaign, we must continue to find ways to reach out to these groups of workers. If we ignore the issues faced by any group of workers, we will make our organising agenda more difficult to achieve and therefore be working with one hand tied behind our back.

## Organising and Developing Activists

There is truth in the phrase 'like recruits like'. Being approached by someone you can relate to helps to break down barriers and means potential members can see a place for themselves in Usdaw.

Key to this work is making space for members with shared experiences. The annual Young Workers' Weekend, Black Members' Weekend Workshop and LGBT+ Get-Together bring members together where they are guaranteed to be in a majority. These events have a strong track record of encouraging newer and younger members into union activity. Attendees have gone on to be workplace reps, Regional Councillors, NEC Members, Area Organisers as well as representing Usdaw on labour councils, so it is a model we know works.

The Union's new Black Members' Development Programme, starting in 2023, will support Black members with Union involvement and aims to address under-representation.

Nationally, our work on developing activists is supported by the Union's equality structures and the National Equalities Advisory Group. Regional equality forums work to lead and promote equality campaigns in the regions.

### Campaigning for Equality

Members join the Union because we have something to offer, not just when things go wrong but at other times as well. Campaigns such as the It's Good to Talk mental health campaign, Supporting Parents and Carers, No Room for Racism and Pride in My Union are some of Usdaw's most popular campaigns, because they demonstrate that we understand the pressures members face in their daily lives.

The Union continues to develop existing campaigns and launch new ones to respond to the issues that matter to members, most recently on hidden disability and the menopause as an occupational health and safety issue. These campaigns enable reps to let members and non-members know the Union is listening to them and acting in their interests.

### Working with Employers

Equality campaigns also provide an opportunity for negotiators to improve existing workplace policies. We know it becomes harder for employers to behave badly towards workers who are experiencing issues at work where they have visibly supported workplace campaigns.

Reps and negotiators have secured significant progress, particularly in recent years, to introduce and extend policies on maternity and parental leave and pay, sexual harassment, mental health at work, menopause and domestic violence, improving the lives of our members.



# Section Five – Our Vision for the Future

Without question, Usdaw members have faced incredibly difficult challenges in recent times including the pandemic, the worries of the cost of living crisis and the continual failings of the Conservative Government.

These unprecedented challenges have also brought about challenges for the Union and how we can best support members. There has been a significant drop in the number of reps following the pandemic, which in turn has impacted our workplace presence across the country.

The Union has adapted to huge changes and we have delivered important wins for our members. However, if we are to achieve real and sustained change for the better, we need to look beyond the immediate crisis response and set out a clear, strong vision for our organising and bargaining strategy.

## Building on our Achievements

Ushaw has a great history of fighting for and delivering improved workers' rights. From our role in delivering the National Minimum Wage, securing safe working practices during the pandemic and more recently negotiating a ground breaking menopause policy in Tesco, Usdaw has a history we can be proud of and a history we can build on.

As we look to the future, it is important that we learn lessons from our past. We know how to effectively deliver on our goals through Usdaw reps recruiting and organising in their workplaces, supporting members with localised issues and channelling individual dissatisfaction into collective action.



We know that many non-members in Usdaw recognised workplaces have not joined Usdaw simply because they have never been asked to. Reps remain the Union's most effective tool in delivering highly organised workplaces that make a difference to workers' lives.

## Rebuilding our Rep Base

Central to our vision of the future is to rebuild our base of reps in all the workplaces and sectors where we organise. This means identifying and supporting new reps as well as offering continual development opportunities to the reps we have. This means building on our established training and Academy Programmes as well as developing newer structures such as the Lay Rep Tutor Programme, the Political Activists Programme and the Black Members' Development Programme.

We know that for new reps, we need to focus on the induction programme and ensuring support as people are new to the role. For more established reps, the Union cannot, and will never, take for granted the vital role they perform for members and the Union.

Well supported and competent reps will always be the cornerstone of effective trade unionism. Reps bring the work of the Union to life in their workplace, dealing with member issues, highlighting campaigns and demonstrating why their colleagues need to join Usdaw. With a strong network of reps across the country, organising workplaces and tackling local issues, we will have an effective voice with employers when we sit down to negotiate. Of course, these negotiations will not always be easy. However, the foundations of a strong, engaged membership, at both local and national level, will put us in a much stronger position to challenge employers.

## Delivering Through Politics

Our goals will not only be delivered in the workplace. A future Labour Government is committed to scrapping anti-union legislation, committed to delivering a new deal for workers and committed to growing trade unionism across the country. That is why our Political Activists Programme is an essential part of any future vision of the Union.

This vision of the future is how we win a new deal for workers. We need to build a strong Union, with high levels of membership, that is well organised within all the sectors that we operate, has effective industrial relationships with employers and facilities to support our reps, with great terms and conditions and a Union members can be proud of.

## Summary

It is time to take action and organise for the new deal for workers our members need. This means assessing where we are following the challenges of recent years and looking at how we can deliver the improvements our members need. To do this, your Union is committed to the following steps:

- Relaunching the members' area of the website, to provide you with the updates, information and materials you need.
- Supporting our reps through training and development opportunities.
- Providing bespoke materials for key campaign days and inductions.
- Building a diverse and inclusive pool of activists and reps, for instance through our Black Members' Development Programme.
- Training our next generation of political activists, to advocate for and campaign for a new deal for workers locally and nationally, through our Political Activists Programme.
- Using every possible avenue to ensure that workers' rights and a new deal for workers are high on the agenda for the next Labour Government, which we are committed to delivering at the forthcoming general election.

Our 'New Deal for Workers' Campaign goals are ambitious and will only be fully achieved through effective workplace organising, high levels of membership and union density, and delivering a Government which listens to the needs of working people.



# Rep Action Plan

If you're a rep, you can help to organise for a new deal for workers by taking the following steps:

- Ensure all inductions are covered in your workplace.
- Be aware of where there are gaps in membership in your workplace, and speak to non-members about the benefits of joining the Union.
- Make yourself available to speak to members for a certain amount of time each week or month.
- Make members and non-members aware that your Union is campaigning for better employment rights through our 'New Deal for Workers' Campaign.
- Read through your workplace agreement to check we are making full use of all the facilities available to us.
- Keep your workplace Union noticeboard updated, including with minutes or notes from any meetings with the company.
- Become familiar with the Union's key campaigns, such as Respect Week and Parents and Carers Spotlight Day, and run events in your workplace.



**Head Office**  
Voyager Building  
2 Furness Quay  
Salford Quays  
Manchester  
M50 3XZ

[www.usdaw.org.uk](http://www.usdaw.org.uk)

UsdawUnion



Stock photography, posed by models