

Lifelong Learning

Check Out Learning



WHAT IS CHECK OUT LEARNING?

Check Out Learning is Usdaw's campaign to develop Lifelong Learning in retail stores. Over the last 15 years it has brought learning into hundreds of stores and helped thousands of members back into learning. It works by helping reps teams to develop the skills to promote and support Lifelong Learning and link it into the store's day-to-day activities.

Check Out Learning is successful because it is a retail campaign. It works in all the different types and sizes of store. It can kick-start learning from scratch or give new ideas to refresh an established learning team.

Learning has always been popular in retail, but recent developments make it even more important:

- Store restructuring highlights the need and confidence to learn new skills.
- Increased use of technology requires good digital skills.
- Apprenticeships offer new opportunities but need good Maths and English skills.

Check Out Learning can help to tackle all these issues.

Check Out Learning also helps to deliver other Usdaw campaigns such as good mental health, equality and pensions. It offers free or subsidised learning which links into these campaigns and, of course, Usdaw reps have used it to set up learning in everything from sign language to family history.

But it's not just about learning. Check Out Learning helps to build Usdaw's organisation and membership:

- The Union Learning Rep (ULR) role, gives members a chance to get involved with Usdaw in a different way. It has encouraged thousands of members to become Usdaw reps.
- The campaign raises Usdaw's profile in the store.
- Learning engages members in Usdaw in a positive way and encourages new members to join.

Getting started ... and keeping it going

The Check Out Learning campaign starts with a learning promotion. Whether you are promoting in a large store or across a cluster of smaller stores you will need agreement to run the campaign so contact your Divisional Lifelong Learning Project Worker or raise it with your Area Organiser. They will ask the company for support to run the events. Once you have this you are ready to go.

Plan the campaign

Involve the whole rep team in the campaign and use the rep meetings to plan activities and responsibilities. You can choose one rep to co-ordinate the campaign but spread the load. Your Project Worker or Mobile Union Learning Rep (MULR) will help you. You will need to:

- **Choose ULR** — Existing reps can be ULRs but try to get new people to take on the role. Get your ULRs in place as soon as possible. Agree time off with management for reps and ULRs on the campaign day(s).
- **Agree a theme** — The simplest way to get started is to run a general learning campaign and survey people to find out their interests.
- **Offer learning** — Give people a chance to sign up for learning on the day. You can use Usdaw's own courses through the Learning Gateway or work with local providers.
- **Publicise the campaign** — Make sure you cover the whole workplace. There is a range of Usdaw materials to help you.
- **In smaller convenience stores** — ULRs from nearby stores can drop off information, promotional materials and surveys and arrange to collect them at a later date.



WHETHER YOU ARE PROMOTING IN A LARGE STORE OR ACROSS A CLUSTER OF SMALLER STORES YOU WILL NEED AGREEMENT TO RUN THE CAMPAIGN.

USDAW'S CHECK OUT LEARNING CAMPAIGN HAS BROUGHT LEARNING INTO HUNDREDS OF STORES AND HELPED THOUSANDS OF MEMBERS BACK INTO LEARNING.

Deliver the campaign

The best Check Out Learning events offer different ways to be involved. Make sure that it's quick and easy for people who can't spend much time on the survey but offer other things for those who can. You can let people:

- Try out a course on a tablet/laptop.
- Take a quiz with a prize.
- Complete a quick assessment.
- Talk to someone for advice.

Try to find ways of getting everybody involved. You can:

- Run the campaign over several days.
- Have special events for night shift staff.
- Organise relief staff for checkouts.
- Hand out survey cards in advance.
- Use social media to contact members and advertise events.
- Include nearby convenience stores in any promotions so they don't miss out.

Review the campaign.

Once the campaign day is over, follow it up quickly. Meet as a rep team to:

- Look at any survey results to plan future learning.
- Follow up people who have signed up for learning and get them started.
- Plan any ULR training.
- Feedback the results to staff and management and let them know what's happening next.
- Keep the buzz going with photos of the day, information on social media, information about learning opportunities.

“ To see people go back into learning after such a long time and gain qualifications and up their skills has had a great positive impact on people and their work. It has also given the store a boost in morale. ”

“ Our Check Out Learning day led to a sign language course. It's had so many benefits. One member used her new skills to teach her cub pack the basics of sign language as part of their new disability badge. ”

Keeping it going

Once you have your first campaign day under your belt you have the foundation for embedding learning into the store. Successful learning stores:

Are organised for learning

They have good ULRs but see that learning is the responsibility of the whole rep team. It is regularly discussed at rep team meetings and new ideas and plans agreed by the team. Learning is linked into all Usdaw activities – Usdaw campaign days, membership week, Spotlight Days etc.

Run smart campaigns

Limit the number of campaign days but make them special and different. Choose a subject theme or link in with things happening in the store. Reps have run campaigns around the reading challenge, digital skills, dementia, payslips, apprenticeships. Offer learning which complements Usdaw campaigns such as maths and pensions, distance learning courses with mental health or equality.

Make learning visible

Learning is not just something that happens on campaign days. Have regular updates on noticeboards or social media platforms. Ensure management include learning in staff briefings. Organise presentations and celebrations for successful learners. Make sure learning is discussed in store forums. See if you can get a room and a computer for learning that people can book.

You'll know you are on the right track when members come to you to ask about learning.

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USEFUL RESOURCES

Project Workers/MULRs

You can contact your Lifelong Learning Project Worker through your Usdaw office or through your Area Organiser. Your Project Worker will be able to put you in touch with a Mobile Union Learning Rep. You can get contact details for your Project Worker at www.usdaw.org.uk/LLLProjectWorkers

ULR role

You can find out more about the ULR role in a special booklet here www.usdaw.org.uk/392

There is also a leaflet that contains useful information www.usdaw.org.uk/ULR

You can find out more about the things that ULRs do in the case study section www.usdaw.org.uk/LLLCASESTUDIES

Ushaw's Online Learning Gateway

Ushaw's Learning Gateway is where members can access a range of mostly free courses, in a range of subjects including English, Maths, digital skills, higher education, distance learning and many more www.usdaw.org.uk/LearningGateway

GET ORGANISED FOR LEARNING

Further details are available direct from your Union Learning Rep or Lifelong Learning Project Worker via your Divisional Office or Ushaw's Education and Training Department:

South Wales and Western

Cardiff Office

Tel: 029 2073 1131
email: cardiff@usdaw.org.uk

Eastern

Waltham Cross Office

Tel: 01992 709280
email: walthamx@usdaw.org.uk

Midlands

Redditch Office

Tel: 01527 406290
email: redditch@usdaw.org.uk

North Eastern

Leeds Office

Tel: 0113 232 1320
email: leeds@usdaw.org.uk

Scottish

Glasgow Office

Tel: 0141 427 6561
email: glasgow@usdaw.org.uk

Southern

Morden Office

Tel: 020 8687 5950
email: morden@usdaw.org.uk



North West

Warrington Office

Tel: 01925 578050
email: warrington@usdaw.org.uk

For further information, contact:

Education Department

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188 Wilmslow Road
Manchester M14 6LJ

Call: 0161 224 2804/249 2400
email: education@usdaw.org.uk
Web: www.usdaw.org.uk/training

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