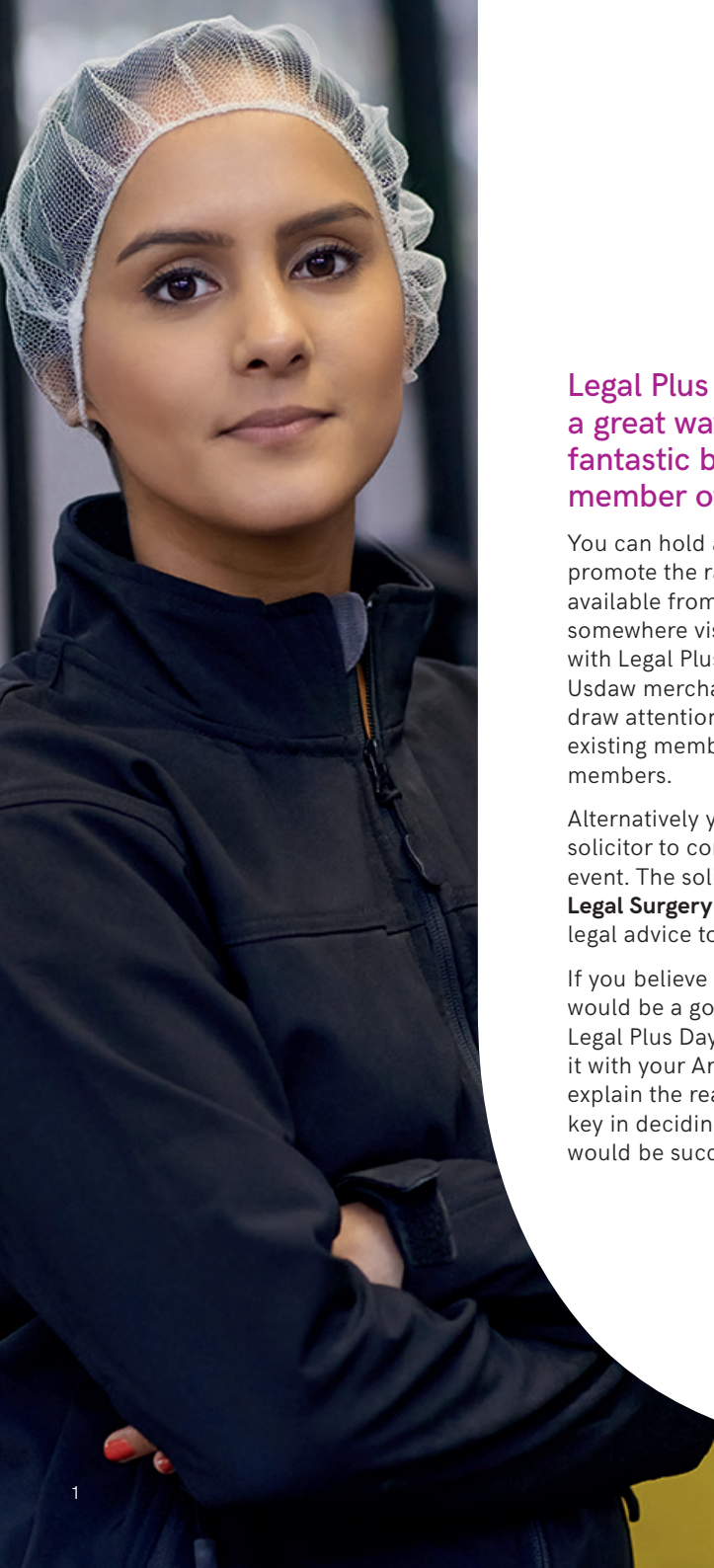




## Legal Plus Days

Advice guide for Usdaw reps



**Legal Plus Days (LPDs) are a great way to promote the fantastic benefits of being a member of Usdaw.**

You can hold an **Awareness Day** to promote the range of legal services available from the Union. A stand/table somewhere visible in the workplace with Legal Plus literature and FirstCall Usdaw merchandise is a great way to draw attention and engage with both existing members and potential new members.

Alternatively you may ask for a Union solicitor to come and support your event. The solicitor could hold a **Legal Surgery** and provide basic legal advice to existing members.

If you believe that your workplace would be a good location for a Legal Plus Day, you should discuss it with your Area Organiser and explain the reason why; they are key in deciding if a Legal Plus Day would be successful.

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### Legal Plus Days

Promote the benefits of Legal Plus to both members and non-members.

Show non-members why they should join Usdaw.

Help members learn about and make use of the great benefits they enjoy with Union membership.

# Why Have a Legal Plus Day?

**Legal Plus Days (LPDs) are a great way to promote the fantastic benefits of being a member of Usdaw.**

Legal Plus Days:

- Promote the benefits of Legal Plus to both members and non-members.
- Show non-members why they should join Usdaw.
- Help members learn about and make use of the great benefits they enjoy with Union membership including:
  - Legal Plus.
  - FirstCall Usdaw\*.
  - Pension Awareness.
  - Free Wills.
  - Employment advice and representation.
  - Free initial legal advice on non-work related matters.

- Can support the Area Organisers, Academy Organising Officers and reps during membership weeks, where the focus is on recruiting new members to the Union.
- Provide members with access to their Area Organiser or rep for advice and support with any work-related problems.



\*Accident, injury and disease cover and keep 100% of your compensation with no 25% deduction by the solicitors.



# What Kind of Legal Plus Day Do You Want?

Once you have ensured the workplace would benefit from a Legal Plus Day you will need to decide what kind of event it should be.

You can hold an **Awareness Day** to promote the range of legal services available from the Union. A stand/table somewhere visible in the workplace with Legal Plus literature and FirstCall Usdaw merchandise is a great way to draw attention and engage with both existing members and potential new members.

Alternatively you may ask for a Union solicitor to come and support your event. The solicitor could hold a **Legal Surgery** and provide basic legal advice to existing members.

## Awareness Day

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- Promote Legal Plus and FirstCall Usdaw with a well-publicised event in the workplace where you can talk to existing and potential new members.
- Hand out leaflets and freebies.
- **The Area Organiser should complete the Legal Plus Day – Awareness Day Form and send it to the Legal Department.**
- **You will not need to wait for authority to proceed. The Legal Department will simply log this for their records.**
- Ensure you have arranged for all promotional items to be supplied to you by your local Union office. Ask for recruitment materials, Legal Plus literature and FirstCall Usdaw merchandise.

## Legal Surgery

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- The workplace has a large number of staff but low membership.
- The workplace has high membership density but low take up of Legal Plus.
- These kinds of places may benefit from one of the Union solicitors attending the event.
- The solicitor can provide a supporting role, build relationships and hold a Legal Surgery for existing members.
- **The Area Organiser should complete the Legal Plus Day – Legal Surgery Form and send it to the Legal Department.**
- **You will need to wait for approval and confirmation from the Legal Department. Please do not contact the solicitors directly.**
- The Legal Surgery should not merely become a Will writing event but should raise awareness of the range of legal services available from the Union.
- If the solicitor will be providing legal advice they may need a private room to talk to the members. Arrange this with the permission of management.
- To make good use of the solicitor a pre-arranged appointment system is essential.





# What Makes a Successful Legal Plus Day?

## Planning

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- Think about where would most benefit from a LPD.
- Is there a workplace where there are many employees but low Union membership?
- Is there a workplace where there is a lack of knowledge and understanding of the Union's Legal Plus service and its benefits?
- Is there a workplace with a large membership but a disproportionately low use of the Union's FirstCall Usdaw Personal Injury service?
- When is the best time to hold the event? When are most people on shift? Holding the event at a time which will cover the majority of people's lunch breaks will enable them to make the most use of the event.
- Where should the LPD be held?
  - A canteen is a good location.
- If the LPD is to include an advice service, an appointment system should be set up in advance so that members can fix a time when they can see the solicitor.



Please complete this form if you would like a Union solicitor at the Legal Plus Day you are holding.

You will need to wait for approval and confirmation from the Legal Department. Please do not contact the Union solicitors directly. If you do not need a Union solicitor at your event, please use the Legal Plus Day – Awareness Day Form.

The Legal Surgery should not merely become a Will writing event but should raise awareness of the range of legal services available from the Union.

Please send the completed form to:

Personal Injury Team  
Legal Department, Usdaw  
Head Office, Voyager Building, 2 Furness Quay, Salford Quays, Manchester M50 3XZ  
email: [personalinjuryteam@usdaw.org.uk](mailto:personalinjuryteam@usdaw.org.uk)

1. Your Name:

Membership No:

Telephone:

email:

2. Workplace/Company where the event is being held:

Address:

Postcode:

Branch No:Branch Name:

No. of members:Potential new members:

Area Organiser:

3. Reason for Union solicitor to attend:

● Store has a large number of staff but low membership density.

● Store has a high membership density but low take up of Legal Plus.

● Store has a high membership density but a Legal Plus Day has not taken place in the last two years.

● Other good, political or organisational reason. Please explain:

4. Date of event:

Start time:

Finish time:

5. These are the kind of events you may want to hold (please tick which one you are arranging):

- a. A stall/table in the workplace promoting Legal Plus and a solicitor to give advice in public but no private one-to-one facilities. ☐
- b. A stall/table in the workplace promoting Legal Plus and a solicitor to give advice in a private place. ☐
- c. Some other kind of Legal Plus event – please describe: ☐

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6. Have you secured the agreement of your store manager for the event?

- Yes. ☐
- No. ☐

7. Please ensure you have ordered supplies of Usdaw promotional materials from your local Usdaw office:

- Recruitment literature. ☐
- Legal Plus literature. ☐
- FirstCall Usdaw merchandise. ☐

**Promotion of the event is important, so make sure posters are put up to advertise the event.  
Contact your Area Organiser if you require assistance or have any issues regarding organisation of the event.  
The Media and Communications Department may be in contact to arrange a photographer for the event.**

#### Privacy Notice

The data you are providing us will be used to process your request to arrange a Legal Plus Day. This is in pursuit of the Union's legitimate activities stated in the Objects in the Rule Book. This processing involves your personal data. The data that we collect about you here will be stored securely. The data will be retained for two years. You have the right to be informed about processing of your personal data, request access to your personal data, and its rectification, erasure, restriction on processing, objection to processing and portability. Usdaw and its Data Protection Officer may be contacted at Head Office, Voyager Building, 2 Furness Quay, Salford Quays, Manchester M50 3XZ. You have the right to complain to the Information Commissioner.

Please use this form to notify the Legal Department of your intention to hold a Legal Plus Day – Awareness Day.

You will not need to wait for authority to proceed. The Legal Department will simply log this for their records. If you want a Union solicitor at your event, then please use the Legal Plus Day – Legal Surgery Form.

Please send the completed form to:

Personal Injury Team  
Legal Department, Usdaw  
Head Office, Voyager Building, 2 Furness Quay, Salford Quays, Manchester M50 3XZ  
email: [personalinjuryteam@usdaw.org.uk](mailto:personalinjuryteam@usdaw.org.uk)

1. Your Name:

Membership No:

Telephone:

email:

2. Workplace/Company where the event is being held:

Address:

Postcode:

Branch No:

Branch Name:

No. of members:

Potential new members:

Area Organiser:

3. Date of event:

4. Please ensure you have ordered supplies of Usdaw promotional materials from your local Usdaw office:

- Recruitment literature.
- Legal Plus literature.
- FirstCall Usdaw merchandise.

Promotion of the event is important, so make sure posters are put up to advertise the event.  
Contact your Area Organiser if you require assistance or have any issues regarding organisation of the event.  
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- Order promotional materials and leaflets from your local office well in advance of the event.

### Promotion

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- There is little point in holding a LPD if no-one turns up. Ensure that the event is far enough in the future so that it can be publicised on the noticeboard; and reps can tell everyone about it.
- Let people know when the event is; where it will be held; and what it is for.
- Send a letter/leaflet to the members before the event setting out what it is for and what services are available.

### Permission

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- Holding a Legal Plus Day at a workplace requires permission from the employer.
- Sometimes employers are wary about LPDs and see them negatively even if there is a collective agreement with the Union.

- Some of the common concerns are regarding chasing claims against the company or stirring up the workforce.
- These can be addressed by highlighting that any promotion of FirstCall Usdaw is simply to highlight the service that members are entitled to which is distinguished from high street providers who will take 25% of our members' compensation and generally will cost more to employers than claims being run by our expert and experienced firms.
- Employees are entitled to compensation if the courts deem that the claim has merit and employers should be insured against any risk of injury to an employee.
- Many of our personal injury claims for members are outside the workplace.
- Solicitors are sensitive to management concerns and being there for general advice or to take a Will instruction can calm these concerns.





# The Role of the Area Organiser

**The Area Organiser is key to deciding where a Legal Plus Day will be effective.**

- The Area Organiser should speak to their Regional Secretary/Deputy Regional Secretary and discuss suitable locations with them.
- The Legal Department can help with identifying workplaces with disproportionate use of FirstCall Usdaw or places where there is low membership density.
- Once a location has been chosen, the Area Organiser should speak to the local rep(s) to ensure that there would be interest in a LPD and agree a date for the event.
- The Area Organiser must complete one of the Legal Plus Day Forms. There are pull-out forms in the centre of this guide.
- The Legal Plus Event Day Form should be sent by the Area Organiser to the Regional Secretary for approval and to enable tracking of LPDs.
- The Legal Plus Event Day Form must then be sent to the Legal Department.

- Only the Legal Department can authorise the Legal Plus Day where a solicitor is asked to attend.
- Once the date is agreed the Area Organiser should obtain permission from the management to hold the event and permission for the solicitors to attend.
- The Area Organiser should work with the rep to ensure that the LPD is properly publicised and to set up an appointment system to see the solicitor.
- If possible a mailshot should be sent to every member at that workplace to let them know about the LPD and the purpose behind it.
- Arrange with the rep for sufficient leaflets/Legal Plus freebies to be made available. (All regions have a stock of leaflets/Legal Plus merchandise.)
- The Area Organiser should check that as many reps as possible obtain permission from the employer to be stood down to make themselves available to participate in the event.
- If you have a solicitor coming to your event and they will be holding a legal surgery, ensure arrangements are made for the solicitor to be able to interview members somewhere private.
- On the day ensure that the arrangements are all in place and the reps understand their role, let other employees know that the event is happening and where to go.

**The Area Organiser is key to deciding where a Legal Plus Day will be effective**

On the day ensure that the arrangements are all in place and the reps understand their role, let other employees know that the event is happening and where to go.



### **Publicise your Legal Plus Day**

Make sure that you publicise the LPD by telling all your colleagues about it and putting a notice up on the Usdaw noticeboard (if you have one).

On the day – go around the shop floor or warehouse and remind everyone that there is a LPD on and that they should visit the stand to find out more about the Union's legal services (and pick up some 'freebies'!)

# The Role of the Rep

**If you believe that your workplace would be a good location for a Legal Plus Day, you should discuss it with your Area Organiser and explain the reason why.**

- Your Area Organiser must complete one of the Legal Plus Day Forms and send it to the Legal Department.
- Also ensure that you are given the time off normal duties to attend and assist at the event.
- The Area Organiser should check that as many reps as possible obtain permission from the employer to be stood down to make themselves available to participate in the event.
- If you have a solicitor coming to your event and they will be holding a legal surgery, ensure arrangements are made for the solicitor to be able to interview members somewhere private.







**Your Feedback is Important to us!**

What do you think went well on the day or what could be done better?

Give your feedback/suggestions to the Legal Department by emailing them at [personalinjuryteam@usdaw.org.uk](mailto:personalinjuryteam@usdaw.org.uk)

If you have taken photos you can email them too.

# What To Do After the Legal Plus Day

## Questions for reps

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- What do you think went well on the day or what could be done better?
- Ask your branch members for feedback.
- How many new members were recruited? What reasons did they give for joining up?
- What leaflets did you use and how were they received?
- Remember to discuss the event at your next Branch Meeting.
- Have all completed free Wills been sent to the Legal Department?
- Have all your members with a Personal Injury claim contacted FirstCall Usdaw (0800 055 6333)?
- Keep in touch with your Area Organiser in case of any follow up queries.
- Do you have any suggestions for including in this leaflet?

## Questions for Area Organisers:

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- You will be sent a feedback form by the Legal Department.





**Head Office**

Voyager Building  
2 Furness Quay  
Salford Quays  
Manchester  
M50 3XZ

**T** 0161 224 2804/249 2400

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

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