

Priority targets corresponding to the three elements are now being proposed and allocated to National and Regional Officers. The detailed preparation period is coming to an end and there will now be two further critical phases to be completed prior to workplace entry:

- a) In the three month period running from June to August lay activists plus relevant national and regional officials will be brought together and specific companies and workplaces will be examined in detail. The key underlying "organising" principles of the strategy will be discussed and accurate information on targets gathered.
- b) In September following the final allocation of 100% workplaces for all Unite Officials, planning sessions will commence with employees and lay activists. Specific workplace strategies and targets will be discussed and agreed.

If not us, who? If not now, when?

We have a choice. We are Britain and Ireland's biggest trade union, the first line of defence for millions of working people. Do we resign ourselves to decline? Or do we reform, re-focus, prioritise and grow to win for our members – building a recharged union that millions of workers in the UK and Ireland can be proud of.

The time is now to become 100% Unite. For our members and our future we must grasp the nettle. Please – play your part.

Len McCluskey

In unity,
Len McCluskey,
General Secretary

www.unitetheunion.org

100% Unite STRATEGY FOR GROWTH



Winning for Workers – Update

As Unite employees and activists you know only too well that our members are facing unprecedented attacks from the Con-Dem Government and from bad employers trying to take advantage of the economic crisis created by the bankers. Jobs, pay, pensions, conditions – they are all on the line.

These attacks have profound implications for the lives of our members and their families. The only reliable protection is strong, well organised workplaces where trade unionism counts. We know that from history and from our own working lives.

As a result Unite is taking a revolutionary step to make sure it is fit for purpose in this changed world. We want YOU to know all about it and, even more importantly, be a part of it!!

"100% Unite" – Growing to Win for Workers

As part of our broader strategy for growth 100% Unite is designed to create stronger membership, more activists and, above all, workplace organisation better equipped to hold its own with any employer or company.



THE THREE CORE ELEMENTS THAT WILL UNDERPIN OUR APPROACH ARE:

100% Unite - Element 1

- Each National Official to prioritise and co-ordinate at least one target from the national agreements in their industrial sector.
 - All regional officials and, crucially, lay representatives associated with the target agreement chosen will work together to achieve our aims.
 - Collation of data on all national agreements by sector

100% Unite - Element 2

- Co-ordinated campaigning bringing together relevant Regional Officials with organisers working together to achieve our objective (e.g. Logistics).
 - 9,000 potential new members in mostly recognised workplaces – now approx 34 officers / Organisers / workplace activists working together

100% Unite - Element 3

- Regional Officers not engaged in Element 1 or 2 will work on a Grade A stand alone target.
 - A Grade = 65% membership density and Shop Stewards Organisation
 - B = 50% density and above and Shop Stewards Organisation
 - C = 40% density and above and Shop Stewards Organisation
 - D = 30% density or below

“100% Unite” – a strategy for the whole Union

Presently we are finalising the roll-out of the key concepts of the plan and discussing the challenges faced throughout our internal structures, including what we are expecting of our employees.

We have also begun mobilising our Union’s constitutional committees, including the Executive Council and Regional Councils. We are redoubling our efforts to involve as many of our lay activists as possible, winning an understanding of the importance of 100% Unite. And crucially we must involve the branches and activists starting with those in our first 342 targeted workplaces.

100% Unite Working Together to Succeed

We have many skills and many varied talents in our great union – staff, officers, organisers and of course our lay activists. 100% Unite will only succeed if we harness ALL these talents to help achieve our goals. The importance of the 100% Unite strategy is such that the whole of our nationally managed organising department (around 86 people) will be allocated to 100% activity for a six month period from September. The team will assist in the launch and start-up period in Unite workplaces before returning to green-field organising.

100% Unite a strategy that will be accountable

The bedrock to any successful strategy has to be the development of an effective management structure that ensures accountability. Clear management roles and defined responsibilities have been developed and agreed with the EC and senior employees including the Regional Secretaries and National Officials.

To this end I have accommodated legitimate concerns by increasing the complement of Regional Coordinating Officers who will supervise and support Regional Officers, assisting Regional Secretaries to deliver 100% Unite on the ground.

Having ensured fair officer allocations, we will continue to monitor and where possible minimise any problems associated with individual members representation.

100% Unite – a strategy for every workplace – Get Involved

100% activity is not confined to the allocation of paid employees to specific targets – indeed it cannot be. Lay activists/branches willing to engage and wanting to grow the Union at their workplace will be actively encouraged to adopt 100% Unite. The support that the union will give by way of training and materials for those activists is now being developed.