



# MAPPING YOUR WORKPLACE

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## **“Mapping” is a key tool to winning any Organising Campaign**

Mapping, put very simply, enables us to know who works in a given workplace including those not in our traditional bargaining units. We can then identify where our members and non-members are so we know at the outset our level of union support in every area.

Before any mapping process in a 100% Unite campaign can take place, a target workplace must be identified with us using a grading system of known union density - basically the number of Unite members as a proportion of the workforce. The National Organising Department will talk you through this when you send your application in.

Following this all shop stewards/ reps must be brought together to discuss and plan the campaign. That means agreeing who does what and how long it should take and holding weekly meetings to discuss progress and feedback especially on workplace issues being raised and how to deal with them. **It is vital that all your shop stewards/ reps are part of the campaign and driving it from Day 1.**

The first stage of mapping is to get a list of all those who work in the target workplace. This can be done in a variety of ways using a variety of information sources. These can include, for example:

1. Asking your employer
2. Asking your shop stewards/ reps to fill out the workers list for you
3. Union presentation on induction courses
4. Fire lists
5. Clock Machines
6. Deliveries to the site
7. Schedule sheets
8. Directories
9. Contacts in each Department
10. Contacts in your company's Wages Department
11. Sandwich bags

Once the workers have been written onto the map, we then need to cross reference the map with our membership list, highlighting our members on the map (see Map Type 1 for how this should look)

**Note: Please remember we must also map workers not in our Bargaining Unit. They may not be the initial target but we do need to know where they are for future targeting.**

Then each section/department on the map must be gone through in detail with our shop stewards/ reps. Each shop steward/rep will be allocated an area and tasked with speaking to every worker in that area about the union. All workers must be spoken to at least once.

All workers will be scored 1-4 on the map (see below). Each shop steward/rep will then be tasked using a contact card (see below) to speak to all the 2's in their area to ask them about joining the union, then the 3's.

Responses/joiners must be recorded on the contact card and reported to the weekly planning meetings where the map is updated.

Each shop steward/ rep will be given an initial task of targeting twenty non-members before the next weekly planning session. When each of the twenty has been spoken to, and this has been reported back, then a further twenty non-members will be targeted and so on. Members sitting beside workers scored as being 2 or 3 will also be tasked by shop stewards/ reps to speak to non-members (see Map Type 2 for how this should look).

Most recognised sites are made up of the following:

Shop Stewards/Reps Supporters (Apathetic) members Non-members Anti-union (about 0-5%)
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We use the following system to score workers on the map:

1 = member 2 = non-member (but a supporter) 3 = need to be persuaded 4 = Anti-union
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## Contact Cards

As part of mapping the workplace – make up a contact card (see the example below) for each non-member so that we can keep records of which non-members we have spoken to and what issues they have raised or objections regarding joining the union. When a worker joins we must immediately task them to speak to another worker who works alongside them, who is not in the union. New joiners will be given at least five names from the map of non-union members they know or work beside.

Example of a Contact Card:

<b>Name:</b>	Susan Smith spoken to on 11/10/2011
<b>Department:</b>	Chiller Room
<b>P/t/F/t/Agency:</b>	Part-Time
<b>Issues raised:</b>	Line speeds
<b>Unite Member:</b>	No
<b>Joined:</b>	<b>Yes on 11/3/2011/No</b> If No, why? _____
<b>Task Given:</b>	Ask Susan to speak to John, Louise, Barry, Rob and Shaun in Chiller Room re: line speeds and join up
<b>Follow-up:</b>	Meet Susan 15/10/11 to get update re: the 5 non members she was getting to join re: line speeds.

