

# **Industrial wins**

Organising, building strong and effective workplace and sector trade unionism, is about winning for the members on the workplace and industrial sector issues that matter to them.

Over 75,000 new members have joined Unite since the National Organising Department was established in 2005 - over 6,000 have joined in 2011 to date.

100% Unite will build on these achievements by closing the gap in our organised workplaces to ensure all those who benefit from Unite's work become members of the union.

## **Workplace success highlights in 2011:**

### **Cranberry Foods**

Unite members and organisers fighting for recognition at Cranberry Foods have faced significant challenges from union busters the Burke Group. But for the first time in its history the Ethical Trading Initiative (ETI) has taken a decisive line over the use of union busters against UK workers.

The ETI has made it clear to leading retailers, including Tesco, ASDA and the Co-op, it views Cranberry Foods' use of the Burke Group during the CAC process as a breach of the Base Code. The pressure on those retailers means Cranberry Foods may well be forced to hold a further ballot on the issue of recognition.

This is a major step forward in our effort towards making the ETI an effective lever for workers. We are moving the ETI to develop a clear position on issues related to "freedom of association" that forces corporate members to act against anti-union activity in their supply chain operations.

### **Sainsbury's**

The first six months of 2011 has seen a successful and productive period of activity in the on-going Sainsbury's campaign. The National Organising Department has delivered 1,221 new Unite members in Sainsbury's retail during the period.

### **Local Government**

As part of our targeting work ahead of 100% Unite activity several regional campaigns have focused on Local Government. 1,739 new Unite members joining in the nine months up to July 2011 demonstrates significant growth and a strong organising base for 100% Unite.

## **Case study highlights**

### **Food Sector**

The National Organising campaign ran from 2005 to 2008. In that time 18,101 new members were recruited. Two years later, in 2010, the total Unite membership figure within the same companies had grown to 19,811.

This clearly demonstrates that the long-term approach of organising activity to build sustainable structures works. Not only has it delivered real and tangible benefits for our members it has bolstered the union's finances.

Poultry producer Moy Park is a good example. In the organising campaign 2,216 members joined Unite. Two years later, and in spite of a factory closure, that membership rose 15 per cent to 2,539 supported by a successful strategic campaign, led by a sustainable shop steward structure, to make over 1,000 agency workers permanent employees of the company.

## **Aviation National Organising Campaign**

Delivering sustainability was instrumental at EasyJet in the aviation sector. The organising campaign led to 1223 members joining the union. Membership stabilised over the next two years at 1225.

This proves that where we organise, build representative structures and campaign on key issues membership is sustained.

## **Other industrial wins in industrial sectors**

### **Aviation**

- Beating the union busters, the Burke Group, for the first time in Europe
- Increasing Unite membership in aviation by 10 per cent since June 2005
- Winning sector pay whilst on holiday for cabin crew
- Negotiating good facilities agreements
- Concluding dozens of recognition agreements with both airlines and contractors, including winning a CAC ballot for call centre recognition.

### **The meat industry**

- Unite has achieved almost 90 per cent union collective bargaining density in the white meat sector and over 50 per cent in red meat
- The union has signed dozens of recognition agreements and established a sector combine to share best practice and lobby collectively
- Major progress on winning equal treatment of agency workers and the directly-employed, with over 1,300 agency workers now confirmed in permanent work
- The first supermarket agreement on the implementation of equal treatment of agency workers and the directly-employed and ending semi-permanent agency working in their supply chain
- The first sector inquiry into the two-tier labour market in the meat industry by the Equalities and Human Rights Commission
- Over 12,000 new members
- Over 300 new shop stewards
- Plants saved from closure
- Plans to build a global meat workers combine

### **Building cleaning**

- Six agreements establishing the London living wage across Canary Wharf and the City of London, including fair share
- 2,500 new members – 80 per cent migrant workers.

### **Logistics - parcels:**

- Over 4,000 new members
- Over 40 new Shop Stewards
- 10 per cent pay award, establishing a £10.50 hourly rate of pay

### **Conclusions**

- 3,356 new stewards and workplace reps in Finance, Aviation, Non Profit, Logistics and Food
- The Burke Group being beaten for the first time in Europe
- Parity pay for a whole sub sector of UK Wal-Mart(ASDA)
- Organising of migrant workers