

**TIME TO
GROW**

**... OUR
STRATEGY
TO BUILD
A BIGGER,
STRONGER
TSSA**

tssa


Time to GROW ... our strategy t

What are we trying to win?

There are many reasons why our thousands of members have already joined the TSSA. We need to make sure everyone else understands why they should join now.

Respect in our workplace

- Fair pay and pensions, job security, respect and equality in the workplace

A better future for our community

- A publicly owned railway, a well-funded effective National Health Service, high quality education

Power to challenge and create change through our politics

- TSSA members leading through involvement in the Labour Party and in our communities
- TSSA members campaigning to challenge attacks on working people and their families

Note: Issues identified through polling data of 2000 members during General Election and key TSSA conference policies

It's an ambitious vision, but one worth fighting for. So where do we start?

- It's up to us. We still face a declining membership, a slow weakening of our power but it's achievable to turn this around.

- It's a Tory majority government. We now face further attacks to our human rights, employment rights and cuts in our communities.

There is plenty to do, so we have to take key steps towards our vision now. We start by building a bigger, stronger TSSA in our workplaces.



It's now Time to GROW

o build a bigger, stronger TSSA

Time to Grow is a simple but effective strategy

Our members want respect in our workplaces, a better future for our families and communities, and the power to create that change. To achieve this we need strength to win in the workplace and our communities. We will not build this overnight, so first we need a strategy to build power. That's what our Time to Grow strategy is about.

Our strategy is simple, but effective. It can be summarised in the points below.

If we (1) grow our membership and (2) more members are active in the union, we can win in the workplace.

- 1. We are building a bigger, stronger union to achieve our vision.**
- 2. To become bigger, we need to GROW our membership.**
- 3. To become stronger, we need active members who will talk to others and lead campaigns to win our issues, in the workplace and community.**
- 4. We show our strength from acting together, collectively, uniting us as a union of members in which everyone has a role to play.**
- 5. Over the next three years, targeted projects and initiatives planned by branches, workplace committees and self-organised groups, will increase membership in our workplaces and increase activism of members.**

You can help by getting involved. Pledge to be part of building a bigger, stronger TSSA:

www.tssa.org.uk/t2g



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What will we do to ensure we grow and move towards our vision?

There are twelve sets of actions we need to take to implement our strategy and move towards our vision.

Grow our membership

1 Set Goals

Over the next 3 years we will start to grow our union. To turn around our declining membership we need to decrease the number of leavers and increase the numbers of people joining our union, so we will no longer be declining or standing still. We will set goals at all levels of our organisation to help us focus and achieve this aim. Our Executive Committee will lead planning with Divisional Councils, Branches and SOGs on what their goals for recruitment will be and how they will achieve this.

2 Be visible and active

We know from past and recent experience that when TSSA members are visible and active in the workplace, TSSA becomes known to potential members and we attract people to us. To become more visible we need to improve our communications and increase activity and the number of people involved in the union. We will develop appropriate and effective materials to support recruitment and visibility in the workplace. We will increase the number of workplace activities for recruitment and engagement of members and potential members, especially in key workplaces. And last but not least, we will find and train more leaders, activists and workplace representatives, to be visible in the workplace every day.



o build a bigger, stronger TSSA

3 Make members the face of the union

Our members are the union, so our communications need to reflect our membership, our faces, our stories, our vision. All communications and materials will be designed to educate, engage potential members and encourage existing members to get active in the union. Through training and support, our active members will be able to directly promote the union and our vision with potential members, community leaders, politicians and decision makers. Our members, existing and new, will be the face of our union and play a role in building a bigger stronger TSSA.

4 Stand up for respect & equality, be relevant to all groups

TSSA is committed to equality and diversity. We can grow our union by becoming champions of issues that challenge inequality and injustice, or simply appeal to a specific group. A first step will be to find and recruit leaders from groups who are underrepresented within our workplace and union structures.

5 Start from day one, talking to new employees

A person's first experiences in their job need to include the TSSA. Sporadically we are attending induction sessions and meeting with new employees when they first start their job. We will bargain to extend our rights to attend inductions, enforce existing rights and systematically approach new employees.

6 Conduct union wide priority growth projects

There are some areas where we know there is significant potential to grow our membership. As a union we will develop and resource priority projects in areas where we can grow. All members will be able to get involved and support our priority projects in some way. For areas where there is no priority project, members will still gain from these successes. As we grow, we also build resources that can be used to organise other workplaces. As we learn from these projects we can apply our learning and new resources into other areas. Our initial priorities will include Network Rail, HS2, Crossrail, TfL, and exploring new areas and groups of workers to be part of our union.

Get active

7 Work as a team

TSSA has established a variety of workplace representative roles such as Industrial (general) Reps, Health and Safety Reps, Equality Reps, Learning Reps, and Neurodiversity Champions. We also work within existing company structures, such as Company Councils. To create opportunities to recruit, leaders, activists including reps and champions of all kinds need to work together as an organising team in the workplace and as part of their branch. In that way they can support each other, share experiences and develop a plan for organising their workplace and tackling local issues. We will support groups of members that commit to recruitment and organising initiatives, such as branches, organising committees and self-organised groups.

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8 Be trained in recruitment & organising skills

TSSA leaders, activists, branch officials and workplace representatives will be trained to recruit, organise and campaign on local and national issues. All existing active members will be given the opportunity to attend organising and recruitment training in 2015-2016, to learn and refresh their skills. This will become standard practice for all new active members.

9 Know our workplaces, areas & constituencies

To organise effectively we need to get to know our workplaces, areas and rep's constituencies so we can identify potential members. To then recruit new members and identify new leaders and activists we will have to prioritise conversations with potential members and create recruitment opportunities through our workplace activities. Without knowing who works in our areas, what they do, what communities exist within the workplace, what issues they have, we will not be able to focus this work effectively and efficiently.

10 Find and prioritise issues that will grow our union now

We know from past and recent experience that people don't always join the union because they should, but because we are tackling the issues that they care about. Therefore our recruitment conversations with people should not focus just on the benefits of joining the union, but on issues. Even then, we know people don't join in large numbers after we have resolved their issue, they join through the process of our organising around the issue. To grow we need to revive our practice of agitating around local issues, not just national ones, and campaigning for small wins. We will plan for our recruitment through this process, applying the elements of our strategy.

11 Use collective bargaining & other company engagement to recruit & organise

TSSA has always seen collective bargaining as an opportunity to organise. We will continue to specifically plan for and use collective bargaining and other ways we engage with companies, as opportunities to recruit.

12 Learn from ourselves & others

As we execute our projects, campaigns and general activities, we will record our learning and establish what works. We will draw from the strengths of our union movement and meet with other unions and community groups to find their strategies for growing and encouraging active members.

o build a bigger, stronger TSSA

Time to Grow is our strategy for the first steps towards our vision

We have an ambitious vision. Our first steps must be to grow over the next three years so we can achieve our vision in the long term. Without power in our workplace, we won't be able to win for workers across the industry or in our communities. If we implement the twelve actions in this strategy we will build a bigger, stronger TSSA that will be ready to realise the vision our members have today.





How to join TSSA

Become a TSSA member and join others in campaigning to look after your interests. To protect your interests at work the best thing you can do is join a union. Joining us is simple and only takes a couple of minutes:

www.tssa.org.uk/join

Pledge to grow our union

Be part of building a bigger, stronger TSSA. Make your pledge to get involved here:

www.tssa.org.uk/t2g

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