



*The communications union*

**NORTH WEST REGION**



# ***North West Regional Strategy & Development Plan***

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# CWU North West Regional Strategy/Development Plan 2020

This strategy is written following the objectives outlined in the new Regional Committee Constitution to oversee all non-industrial work within the Region and under the direction of the NEC. The strategy is ambitious but we believe it is achievable.

- The Northwest Region will build stronger relationships with Branches to encourage a One Union approach with wider participation at Regional level
- The Northwest Region will build strong and supportive relationships with local and national Trade Unions, organisations and individuals who support our CWU values, principles and policies.
- The Northwest Region will work as One Union to fulfil the objectives outlined in the Regional Committee Constitution

## Objectives

- To support the development of the union's work within the wider trade union movement, including building stronger links to TUC Regional Structures.
- To support the development of the union's political work, including building stronger links with the relevant Labour Party structures.
- To support the development and delivery of the union's Organising and Recruitment Strategy.
- To support the development and delivery of the union's Equality and Education, Learning & Training Strategy.
- To support and oversee the work of our Branches and implement strategies such as the CWU measures of success.
- To develop Regional priorities and campaigns that support the general strategies of the union.
- To support the development of the union's Communications and Engagement Strategy.

## Organising

- Encourage the creation of opportunities to recruit and organise within all workplaces
- Work with Branches to develop, educate and support Reps in all workplaces
- Make succession planning part of everything we do
- Co-ordinate recruitment and organising activities across the Region on specific campaigns
- Attend and support Industrial campaigns

## Equality

- Develop and expand the Equality Agenda across the Northwest
- Support CWU Local, Regional and National campaigns
- Work with the CWU Local, Regional and National Leads, Northwest TUC and other Trade Unions on common issues and campaigns
- Help the cause of all equality strands by standing together as one
- Identify individuals in each equality strand and find cross-overs so there are no gaps in our approach
- Acquire and complete all relevant and developmental training
- Be the go-to people for Reps, Branches and Regional Leads for equality strand related enquiries
- Raise awareness on all equality strand issues
- Organise at least one Regional event for each equality strand per year
- Challenge and develop ourselves
- Create networks within our equality strands and beyond
- Plan and run workplace events
- Work with the National Leads to build on the work previously done by the Advisory Committees
- Support and attend as many equality-related meetings and events as possible
- Campaign to improve workplace policies to encourage inclusivity for all workers

## **Training, Education and Development**

- Plan, schedule and deliver local training in the Region for Reps and Officers
- Organise and run Regional education events
- Work closely with branches to develop and build stronger foundations for all activists
- Encourage individual training and development for all
- Create and maintain education facilities and Learning Centres within workplaces across both the Postal and Telecoms and Financial Services constituencies

## **Communications and Media**

- Embrace all methods of communication; traditional and contemporary
- Keep regular updates of Regional activities on social media platforms
- Create and maintain a Regional website, Facebook and Twitter presence
- Encourage Branches to create innovative and interesting ways to communicate with colleagues and members
- Work with the Education and Development Lead to provide Comms training where needed

## **Political**

- Continue the excellent work of being a CWU flagship Region for political activism
- Maintain an excellent political agenda with good connections internally and externally.
- Work with Leads to arrange speakers for meetings and events.
- Co-ordinate and organise delegations to attend demonstrations, marches and Labour-led events and Conferences

- Encourage membership of the Labour Party
- Continue to run a Councillors network in the North West.
- Increase engagement with CLPs and ensure every CLP is affiliated by a CWU branch
- Support CWU candidates / Councillors and bring forward CWU candidates for the future
- Campaign for Labour Metro Mayors and Police and Crime Commissioners candidates
- Extend political training for Branch Political Officers and activists via the North West TULO committee.

## **Health and Safety**

- Develop and maintain a Regional Mental Health Strategy
- Support Labour to protect Health and Safety
- Campaign on issues such as climate change, sustainable jobs, Young Workers and the NWTUC Hazards organisation.
- Include Health and Safety aspects in everything we do
- Organise Health and Safety workplace events

## **Retired**

- Support prominent issues and campaigns affecting Retired members and their families
- Organise and run an Annual Retired Members Forum
- Work closely with Young Workers to share knowledge and experience
- Work with branches to promote Retired Membership

## **Young Workers**

- Work closely with Branches to embed new role description and support Young Workers Officers
- Monitor the attrition rates of Young Workers and provide information and support to the Region on recruiting young workers
- Organise and run Workplace events specifically aimed at motivating and encouraging Young Workers to get more involved with the union
- Hold a political event to encourage young members to become more active with in the Union and the wider trade union movement.
- Work closely with Retired members and other Leads to develop, share knowledge and experience

## **General/Other**

- Schedule and organise an Annual Regional Conference, Regional Executive Committee meetings and Regional Committee meetings as outlined in Rule 7
- All Regional Leads will encourage and support each other, share their knowledge and experience with each other and help to organise Regional events
- Provide or request financial support from the Regional Fund or CWU Headquarters in order to conduct the business of the Region

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