



North West Regional 2021 Strategy & Development Plan

CWU North West Regional Strategy/Development Plan 2021

This strategy is written following the objectives outlined in the Regional Committee Constitution 2019 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 supports 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 embed the Equality Agenda across the Northwest
- Support CWU Local, Regional and National campaigns
- Work with the CWU Local, Regional and National Leads, TUCNW 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
- Support and promote the CWU Contact Centre Charter

Training, Education and Development

- Produce at least six short videos throughout the year as part of our communications strategy and look at producing small workshops on using phones and tablets, to create / edit videos with the free software that's built in or available to download.
- Produce updated Cyber Security workshops and information packs that can be run in the region, looking at the threats of identity cloning, Phishing attacks and the growing threat of phone hacking.
- Promote the mental health resources /training, along with the wellbeing sessions that are currently being run across the region.
- Gather together a collection of courses available for Reps and members across the region and promote this using Sway and other software as part of the communications strategy.

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
- Support CWU industrial campaigns when called upon
- Co-ordinate the region's activity for the 2021 Local, County, Mayoral and PCC Elections - Helping those candidates that support CWU objectives and campaigns.
- Promote Postal Votes amongst our membership
- Set up a system that allows for the region to pay all branch affiliations via one bank transfer direct to the Labour Party in Newcastle. This will ensure every CLP is affiliated by a CWU branch
- Affiliate the North West Region to all North West CLPs
- Increase engagement with CLPs and TULO Officers
- 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.
- Support CWU candidates/councillors and bring forward CWU candidates for the future
- Extend political training for Branch Political Officers and activists via the North West Regional Learning Committee and NW TULO
- Work with CWU Head Office to review CWU CDPs in the North West.
- Promote new and progressive employment legislation advice to all Labour MPs.
- Labour Unions continually pressing all Nominees, sitting Candidates and LGC selection committees to insist on active trade Union membership.

- Improved contact and communications with Labour MPs across the region.

Health and Safety

- Support the call to action to adopt a Zero Covid strategy to suppress the virus to save lives and livelihoods,
- Commit to the Trade Union Clear Air Network Charter (TUCAN/Greener Jobs Alliance) and support other organisation's campaigns for the health and environmental concerns of our members and the wider Trade Union movement.
- Work with the CWU North West Mental Health Network and continue to support all campaigns, events and to share communications.

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
- Create a recruitment strategy for the Region and Branches
- Work with Branches to map their Retired membership

Young Workers (YW)

- Achieve 75% of NW branches to have an elected YW's Rep.
- Ensure a minimum average attendance at national events of 75%. and NWWYW Regional committee meetings an average attendance of 50%.
- Have all elected YW's officials' details, branches and activity mapped.
- Ensure all YW's Reps have access to the YW's job role which was created 2019 to give guidance and an action plan to help them grow within their roles.
- Host a minimum of one joint event per annum to encourage YW's Reps to develop relationships with others and engage in their own interests.

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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The communications union

NORTH WEST REGION