

Are you a workplace union **representative** or **activist**?

Are you interested in making the union **stronger** and **more effective**?

Would you like to get **new skills** and **additional resources** to help you recruit **more members**, get **more people involved**, **develop new reps** and **raise the profile of the union**?

If you answered yes to any of the above then **READ ON...**

INTRODUCING THE TUC ACTIVIST ACADEMY

The Activist Academy is a new programme from the TUC and unionlearn aimed exclusively at union reps and activists. By linking training to activity and action the Activist Academy helps reps develop their skills and provides them with support and resources to build a stronger union in their workplace, branch and beyond.

Activist Academy courses are delivered via a national network of Centres of Organising and Recruitment Excellence (COREs) based at specially selected TUC Education centres. All training is linked to an ongoing workplace or branch-based campaign. Most courses last six days and are delivered in three two-day blocks.

THE IMPORTANCE OF WORKPLACE REPS AND ACTIVISTS



There are around 200,000 lay reps and activists in the UK. For the majority of members their workplace rep is the face of the union. In workplaces that have reps – even where there is just one – union members are more likely to regard the union as more relevant and effective.

In UK workplaces that recognise a union there are around three million non-members. The latest research suggests that up to two-thirds of these have never been asked to join the union. Workplace reps and activists are ideally placed to both recruit non-members and get the members we already have more involved.

ACTIVIST ACADEMY: WHAT'S IN IT FOR REPS AND ACTIVISTS?

A key objective for the Activist Academy is to provide reps and activists with additional skills, resources and support to help them make the union stronger in their branch or workplace. All reps attending Activist Academy courses receive the following:

- **Specialist training in organising and campaigning** – delivered by experienced and specially briefed trade union tutors. On the course you will cover key organising and campaigning skills such as mapping, identifying collective issues, recruiting new members, campaign planning and also how to improve communication between the union, its members and potential members. All training is accredited and when you complete the course you will get the Activist Academy certificate in Organising and Campaigning.

- **Support from the TUC Activist Academy and your union** – linked to the campaign that you either bring to the Activist Academy or develop during the training. All Activist Academy course participants will have access to support, advice and guidance from the TUC and/or their union. Activist Academy mentoring and support will help you develop your campaign using the skills that you develop during the course. You will also have access to special TUC resources via the unionreps website and become part of the TUC Activist Academy Reps and Activists network.
- **A route into the Organising Academy** – for those interested in becoming full-time union organisers via the TUC's prestigious Organising Academy Trainee Organiser programme. If you complete the Activist Academy course you will get an automatic interview for the Organising Academy candidate pool, meaning that you won't have to attend one of the Organising Academy Summer Development Centres.

Training at the Activist Academy will also help you develop strategies to make your work with members easier, less stressful and more effective. Getting more members involved helps share the workload of running the workplace union, but it can also make the union more effective at the bargaining table, helping you to represent your members more effectively.

The Activist Academy can help you develop and win workplace and branch campaigns on issues that members care about. It can also help you use your precious time more effectively, with an end goal of getting members turning up at meetings, responding to surveys and questionnaires, and doing their bit to recruit new members and get others involved.

HOW TO GET ON A COURSE

Activist Academy Centres of Organising and Recruitment Excellence (COREs) are listed overleaf. Details of course dates can be obtained from COREs directly or by visiting the TUC website:

www.tuc.org.uk/activistacademy.

You can also get course dates and additional information by emailing activistacademy@tuc.org.uk. Guidance on submitting applications can be obtained from Activist Academy COREs.

"My involvement in the TUC Activist Academy course has brought immediate benefits to me and my branch in helping us not just to recruit new members, but also to find new activists. It was great to be involved."

Rick Arrand,
FBU Rep

CORE contacts

Northern TUC

Newcastle College

T: 0191 2004823 E: tracey.errington@ncl-coll.ac.uk

Yorkshire & the Humber TUC

East Riding College, Hull

T: 01482 382526/382512 E: dave.parr@eastridingcollege.ac.uk

Park Lane College, Leeds

T: 01132 162452 E: j.botterill@parklanecoll.ac.uk

Midlands TUC

South Birmingham College

T: 0121 6946344 E: rob.anderson@sbc.ac.uk

South Nottingham College

T: 0115 9508154 E: colin.nolan@snc.ac.uk

Southern & Eastern Region TUC

Lewisham College, London

T: 020 8694 3424 E: rossina.harris@lewisham.ac.uk

Ruskin College

T: 01865 517810 E: nwilliams@ruskin.ac.uk

North West TUC

The Manchester College

T: 0161 279 7243 E: kduffy@themanchestercollege.ac.uk

Wirral Met, Liverpool

T: 0151 237 2751 E: bob.kelly@wmc.ac.uk

South West TUC

City College, Plymouth

T: 01752 305278 E: JTerry@cityplym.ac.uk

Wales TUC

Bridgend College

T: 01656 302511 E: ryoung@bridgend.ac.uk

Trade Union Education in Scotland

Stow College, Glasgow

T: 0141 564 7500 E: arichardson@stow.ac.uk

"If we are serious about organising and recruitment we need to give our activists the tools they need to recruit new members *and* new activists. The TUC has set up the Activist Academy to do just that. It will give reps new skills and access to additional resources to help them build a stronger union in their workplace and branch."

Brendan Barber, TUC General Secretary



**BUILD A STRONGER
UNION WITH THE
TUC ACTIVIST ACADEMY**