

Just Desserts

Now it is time for you to persuade your contacts and potential members that the way to win their just desserts is to begin organising collectively. Use all your contacts, social media, newsletters to call a meeting.

Make the meeting fun and interesting.

But make sure the outcome of the meeting is an agreed collective action that everyone has bought in to and is committed to delivering

Present the Bill

Draw up the local demands and grievances of the workers who are involved and agree how these will be presented to the employers. What are the short-term priorities? What are the long-term objectives? What issues might be easy wins? Use the Give Me Five approach to ensure everything that targets a specific employer or workplace is collective and not individualised.

Home Delivery

Now deliver your action or actions.

Is it a protest?

A petition?

A collective grievance to be submitted to the employer?

A mix of all three?

Some other specific action or event?

Tip

Repeat these steps as often as necessary to keep the momentum going on your campaign.

Twitter and Facebook



@unitetheunion



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DB/8521/28-18

Organising a la carte

A recipe to kick-start a local hospitality sector campaign



Brand standards

Most restaurant and bar chains will have brand standards ensuring consistency of what is offered and delivered at each of their outlets. It is equally important that we offer and deliver a consistent message to hospitality workers.

The minimum standards we want to achieve in this sector are laid down in our 'Fair Hospitality Charter' to be established via workplace organisation and collective bargaining. Stick to these as the core demands of your local campaign, but add any specific local issues you identify into the mix.

Market research

Before opening a new outlet, restaurant and bar chains will conduct market research into local conditions.

Before starting your local campaign you should do the same.

1. What is the area you are planning to target? High street, city centre, shopping centre, retail park or in an airport terminal?
2. What are the restaurant and bars which operate in your selected area?
3. How many are outlets of national or brand-name chains? How many are independent?
4. Is there a key target such as a branch of TGI Fridays that could be the primary focus of your activity?
5. What is the workforce like? Mainly British born (white, black, Asian)? High level of migrants? Which nationalities? Mainly young workers, or mixed age group?

Source your ingredients

You will need a supply of basic campaign materials and resources to use in your campaign.

- Hospitality Charter
- Fair Tips materials
- Contact Cards
- Surveys
- Prepaid envelopes
- Give Me Five Leaflets
- Newsletter templates
- Memory sticks

You should also set up a Facebook Page and WhatsApp group specific to your local campaign.

Recruit your team

Who's going to be on your team? Restaurants and bars will recruit front and back of house teams to prepare and serve the food and drink. You need a team to deliver your campaign too.

Who in your team is good at 'customer facing'? – going out and selling the organising message to workers.

Who is better placed in a 'back of house' role—such as planning and co-ordinating actions, setting up and running the Facebook page and ordering materials.

Are there any existing hospitality members in your target area? Can they be brought into your team early for intelligence purposes?

Do you have a lead officer, branch official or accredited lay companion who can assist where necessary when disciplinary or grievance hearings arise?

Are there local Unite branches, Trades Councils, CLP's, community groups that might be called on for additional support where necessary?

Mis en place

This is a term for preparation used in the hospitality sector. It means making sure all of your ingredients, local mapping, resources and tools are in place before you start. It means having a clear idea of who is committed to doing what and that everything is not going to fall on the shoulders of one person.

Starters

Now it's time to start up a dialogue with the restaurant and bar workers in your target area. Don't go in too heavy at first. Just visit a few key places as customers and strike up conversations.

Gradually introduce some of the campaign materials. See if you can use the contact cards to get phone numbers or emails for potential members. Once you have built up a number of contacts see if you can get a few people to meet up for a coffee.

Explain more about the campaign. Use the 'Give Me Five' approach to see if they can get five of their colleagues to complete the survey. Make a specific time to meet again and collect the survey.

Ask if you can include your contacts in the WhatsApp group.

Get people joining the union.

Serve up your first course

Once you have 10 to 20 survey results returned use this for the front page of the newsletter and distribute the newsletter widely across all bars and restaurants in your target area.

You could use a tool such as Survey Monkey at this stage to draw in more online survey responses, this will help get more contacts

Sides and condiments

At this point get your Facebook page up and running. Post pictures of your campaign team in action. Put up the link for the Hospitality Charter. Put up the survey results and the Survey Monkey link.

Schedule a specific time and date for a discussion on the issues highlighted by the survey on your WhatsApp group. Make sure one person is leading the discussion and that the responses are in line with the campaign objectives.

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