



ABERDEEN CITY BRANCH
BRANCH COMMITTEE MEETING
WEDNESDAY, 13 MARCH 2019
COUNCIL CHAMBER - TOWN HOUSE

Item		Lead Officer	Timings
<u>BUSINESS</u>			
1	<u>Chair Introductions</u>	Jim Currie	2mins
2	<u>Apologies</u>		2mins
3	<u>Appointment of Scutineers</u>	Jim Currie	2mins
4	<u>Minute of Previous AGM 14 March 2018 (Pages 3 - 16)</u>	Jim Currie	2mins
5	<u>Transformation</u>	Kenny Luke	30mins
<u>OFFICER REPORTS</u>			
6	<u>Branch Secretary Report (Pages 17 - 20)</u>	Kenny Luke	5mins
7	<u>Service and Conditions Officer Report (Pages 21 - 24)</u>	Brenda Massie Mark Musk	5mins
8	<u>Treasurer Report (Pages 25 - 26)</u>	Elizabeth Herlihy	10mins
	<ul style="list-style-type: none">• Annual Accounts – will be issued separately• Approval required for Bank Signatories• Approval required for Auditor(s)		
9	<u>Communications Officer Report (Pages 27 - 42)</u>	Alexander Ryland	5mins

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| 10 | <u>Education Officer Report</u> (Pages 43 - 44) | Elizabeth Herlihy | 3mins |
| 11 | <u>Equalities Officer Report</u> (Pages 45 - 46) | Steven Dongworth | 3mins |
| 12 | <u>Membership Services Report</u> (Pages 47 - 50) | Karen Finch | 3mins |
| 13 | <u>Welfare Officer Report</u> (Pages 51 - 52) | Brenda Massie | 3mins |
| 14 | <u>Health and Safety Report - to be circulated at the AGM</u> | Alison Robertson | 3mins |

BRANCH OFFICERS/STEWARDS

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| 15 | <u>Ratification of Branch Officers</u> (Pages 53 - 54) | Jim Currie | 3mins |
| 16 | <u>Ratification of Branch Stewards and Health and Safety Representatives</u> (Pages 55 - 56) | Jim Currie | 3mins |
| 17 | <u>Election of Delegates to attend Local Government and National Conference</u> | Jim Currie | 3mins |

QUESTIONS FROM MEMBERS

- | | | | |
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| 18 | <u>Any Questions from the Floor</u> | Jim Currie | 15mins |
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Should you require any further information about this agenda, please contact Karen Finch, 01224 522723 or kfinch@aberdeencity.gov.uk



ABERDEEN CITY BRANCH

ANNUAL GENERAL MEETING

14 March 2018

St NICHOLAS ROOM, TOWN HOUSE

12noon (91 in attendance) and 5pm (17 in attendance)

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Item	Discussion
1. Opening Comments by the Chair	The Chair opened each meeting and welcomed members in attendance. He thanked Sandra from the Resource Centre as this was to be her last meeting due to her upcoming retirement.
2. Apologies	Apologies from Members were recorded.
3. Appointment of Scutineers	Sarina Griffiths and Alexander Ryland were appointed for the lunchtime meeting and due to the lower attendance at the evening meeting Jim Currie volunteered if required.
4. Minute of Previous AGM 2017	The minute was proposed as a correct record by Cherry Lawson and Kenny Luke at the lunchtime meeting and agreed at the evening meeting.
5. Transformation	<p>The AGM were advised on the current position of the Transformation Programme. Some of the issues facing members related to the re-structure of ACC and members being uncertain where they would be in the structure and where they would be located.</p> <p>UNISON along with other unions were involved in the various TOM board meetings to ensure that processes were followed correctly and not to make the decisions.</p> <p>Deirdre advised that No Compulsory Redundancies was a political statement rather than an ACC policy and that so far Councillor's had given a commitment to this. Any reduction in head count would need to be gained by voluntary redundancy and looking at the current vacant posts.</p> <p>At this stage, members asked various questions/raised issues which included:</p> <ol style="list-style-type: none"> 1. Redeployment – what is the current position on this? Response – ACC trying to get people into posts that are essential. The current policy for redeployment is 12 weeks where after that time the person would leave ACC. This is being

Item	Discussion
	<p>challenged at present.</p> <p>2. Business Services – What happening with this? Response – these are admin posts from across ACC and being brought together into one team. There is a process that needs to happen with full consultation with the unions. We need members to keep us informed with what is happening in their areas so that we are fully informed and able to represent them. There has been a delay in establishing the Business Services Unit.</p> <p>3. Aberdeen City Health and Social Care Partnership – not part of ACC however still being affected by it as not able to recruit to posts as being told there will be people in redeployment as part of transformation, staff are under severe pressure to deliver with reduced staff numbers Response – we need to know the details of these cases so that we can open discussions with management. It is important that staff welfare is considered during this process and it may be that some things won't be done until staffing situation sorted</p> <p>4. VS/ER – previously applied was told no, will I get the opportunity to apply again? Response – all those employees that have applied in the past will be looked at again to see if the posts can be disestablished in the new structure. Where the post is required but the postholder wants to go, bumped redundancy could be considered. This would mean that someone could go voluntary with the service retaining the essential post against a non essential post that would be deleted.</p>
6. Branch Secretary's Annual Report	<p>The AGM had before it the Branch Secretary Report. The Branch Secretary spoke to her report and highlighted a number of campaigns and pieces of the work undertaken by the Branch over the past year which included:</p> <p><u>Target Operating Model (TOM)</u> UNISON, along with the other Trade Unions have a presence at the TOM board meetings. It should be emphasised however that we are present but are not involved in the decision making.</p> <p>UNISON – our branch has also assisted the other Trade Unions by offering a mythbusting session re jargon used.</p> <p>The branch continues to assess the potential changes with the protection of hard won terms, conditions and pensions.</p> <p>UNISON with the support of the other Trade Unions led the stance against the challenge to formal opportunities to meet with Elected Members (Joint Consultative Committee) and the reorganisation of</p>

Item	Discussion
	<p>Health & Safety Committees.</p> <p>Out of adversity often comes benefit. For this branch this has come in the form of a vibrant Branch Committee which has grown up partly in response to the TOM. Whereas there was a problem achieving a quorum up to this time last year, we now have monthly half day quorate committee meetings. There is a greater engagement of Officers and Stewards with many more people giving up valuable time and energy. This means that there is proper discussion and widespread decision-making which is greater democracy and a greater representation of our branch members.</p> <p><u>VS/ER</u></p> <p>Generally, there have been a number of queries from members around VS/ER over the last year. The initial tranche of VS/ER diminished staff numbers considerably as management sought to reduce posts. Following the more recent announcement that the organisation is expected to further reduce the head count by almost 300 posts, the branch committee continue to encourage members to keep a note/log of any tasks previously performed by officers who have left or an increase in tasks where there wasn't before.</p> <p><u>Bon Accord Care</u></p> <p>The most significant piece of work UNISON has been involved in at Bon Accord Care has been the Holistic Review. During this time there were several challenges to how services were being redesigned. BAC demonstrated on more than one occasion when UNISON challenged the proposals that this was truly a consultative process. Services were advised that the proposed changes were unworkable and the proposed structure was revisited.</p> <p>The review is now complete with staff now settling into the new structure ahead of the new Financial Year. Additional support is still being put in place for some Senior Support Worker roles to optimise the chance of meeting the needs of that role. This means new ways of working. Systems which were already in place prior to the Holistic Review continue to be reviewed to ensure that employee wellbeing is given consideration on an equal footing to the provision of service.</p> <p><u>SSSC Mythbusting Day</u></p> <p>In conjunction with Bon Accord Care and third sector colleagues the branch held an event at the Beach Ballroom in June 2017, focussing on people working in the care/housing support sector. The event ran on a drop-in basis and there were workshops providing information on qualifications, SSSC registration, a</p>

Item	Discussion
	<p>member's experience of the SSSC and the pitfalls of social media.</p> <p><u>Children's Services</u> School Support Assistants Work with this group of staff continues to progress in order to reach a satisfactory outcome. It has been a long road since the paperwork was submitted almost 18 months ago.</p> <p><u>Lochside Academy</u> Support has been given to staff moving from Torry and Kincorth Academies. UNISON has had to challenge several crazy things, the craziest of which was that potentially displaced staff could not apply for VS/ER.</p> <p><u>Aberdeen Health and Social Care Partnership</u> The main focus for this branch's involvement has been in two parts. The first part was in shaping the processes to fill posts. The major problem with this for our members has been that the pay grades of local authorities and health boards differ greatly and the trade union involvement has been to ensure as much parity where possible.</p> <p>UNISON supported the initiative of the Ethical Care Charter Committee which has oversight of Companies in the voluntary and private sector and their compliance with the charter.</p> <p><u>Adult Services Social Work</u> UNISON conducted a survey of members in Criminal Justice the results of which were taken to management with an assurance changes would be put in place.</p> <p><u>Stalls during 2017/2018</u> One of the ways we contact our members is by holding a series of stalls based on themes like:</p> <ul style="list-style-type: none"> • Pay Ballot • Member Learning • Target Operating Model <p><u>Member support</u> The branch website has been redeveloped to include a "Get Help" section of the new this is proving a useful tool for members who can use the form to get in touch with the branch.</p>

Item	Discussion
	<p>We are also endeavouring to improve communication with our members, highlights this year have included a newsletter, more use of social media and where possible communicating with members via e-mail. If you'd like to hear from us more, please update your contact details online at www.unison.org.uk/my-unison/</p> <p><u>Sport Aberdeen</u> The Branch has supported members in Sport Aberdeen during 2017 to challenge the behaviours of this organisation re redesign and the non-payment of the 2016/17 pay award.</p> <p><u>Pay Award</u> At time of writing this has not been settled. It has been difficult to muster enthusiasm with members re the dwindling pay in real terms when members fear for their jobs. Aberdeen City responded well to the online consultations that took place in 2017. However this was not translated into members prepared to take industrial action against this austerity government.</p> <ul style="list-style-type: none"> • Members noted the report and additional information provided.
7. Service and Conditions Officer Annual Report	<p>The AGM had before it the Service and Conditions report. The Service and Conditions Officers spoke to their report and highlighted the various issues that they had dealt with over the year, which included the following:</p> <p><u>Target Operating Model</u> Perhaps the biggest issue the branch has been dealing with this year is the transformation of the organisation. The branch continues to challenge options presented to protect Terms and Conditions of members.</p> <p><u>VS/ER</u> The branch has dealt with a number of queries in relation to VS/ER as the employer seeks to reduce the head count of the organisation. This has led to concerns about reduction in staff leading to increased workload for those who remain. The branch encourages members who have been affected by this to contact the branch and keep note of extra tasks they are being requested to carry out.</p> <p><u>Aberdeen Health and Social Care Partnership</u> Alongside colleagues from Grampian Health branch we continue to have an involvement in the joint staff</p>

Item	Discussion
	<p>forum, integrated working and some project groups.</p> <p><u>Ethical Care Charter</u> A working group was set up following the adoption of UNISON's Ethical Care Charter by the Aberdeen Health and Social Care Partnership, the Council and Bon Accord Care. The purpose of the group was to ensure that the Ethical Care Charter is implemented across the partner organisations.</p> <p><u>Bon Accord Care</u> In consultation with the branch, perhaps the biggest change over the past year for members in Bon Accord Care was the implementation of the Holistic Review. We continue to work with Bon Accord Care to resolve issues as and when they arise.</p> <p><u>Expansion of Early Years Care</u> The branch had taken part in the briefings organised by the service in terms of staff development and planning for the future. It is noted that alongside the plans for expansion that members are concerned about their workload, pay and conditions.</p> <p><u>Living Wage Accreditation</u> The branch were pleased to note that Aberdeen City Council has been recognised for its commitment to the Living Wage.</p> <ul style="list-style-type: none"> • Members noted the content of the report
8. Treasurer's annual report and audited accounts	<p>The AGM had before it, the treasurer report. The Treasurer spoke to her report and highlighted the following:</p> <p><u>Income and Expenditure</u> – the treasurer presented the annual accounts which had been submitted and approved by Unison Head Office. The treasurer advised that there had been a surplus of £11,235 which was mainly due to some events not being progressed during the year.</p> <p><u>Bank Signatories</u> – the following people were proposed as bank signatories: Jim Currie, Elizabeth Herlihy, Brenda Massie and Kenny Luke</p> <p><u>Auditors</u> – the auditors were Andy Pitbaldo and Jonathan Kitching.</p>

Item	Discussion
	<p>The Treasurer thanked all those who had assisted with the accounts especially the auditors. The Chair thanked the Treasurer for her hard work over the year with all aspects of the treasurer role.</p> <ul style="list-style-type: none"> • Members noted the content of the report • Members noted the content of the approved accounts • Members approved the bank signatories • Members ratified the auditors
9. Branch Officers' Annual Reports	<p>The AGM had before it annual reports from the following Branch Officers –</p> <ul style="list-style-type: none"> • Communication Officer • Membership Services Officer • Education Co-ordinator Report • Welfare Officers Report • Health and Safety Officer Report <p>The Communications report provided details of the Communications Plan which looked at the different methods of communication available to the Branch and when they might be appropriate to use. It also analysed who the different stakeholders are for the Branch, identified how they should be communicated with, what the key messages are, and when this should happen.</p> <p>A Branch Communications Group was recommended to be established. The volunteers would develop campaign ideas and plans for the branch. As this is not permitted facility time, the Group would meet outwith working hours. The Communications Officer will chair this group and report regularly to the Branch Committee on its activities and recommendations, seeking permission for campaign plans and funding as required.</p> <p>The report provided information on prospective campaigns for the year ahead.</p> <p>The Membership report provided details of the new members and the lapsed membership for the period January 2017 to January 2018. 200 members joined and 237 memberships lapsed. The report also provided details of the benefits available to all members. The Membership Services Officer asked members to remind colleagues who were current members of the benefits and for non-members to promote the benefits to them to show the additional benefits of being a member of Unison.</p> <p>The Education Co-ordinator report provided details of training available to members and activists which</p>

Item	Discussion
	<p>included:</p> <p><u>Member Training</u></p> <ul style="list-style-type: none"> • Deaf Awareness on 28 February 2017 • Dementia Awareness on 8 March 2017 and 9 March 2017 • Dyslexia Awareness on 31 March 2017 • Your Skills, Your Future on 17 November 2017 <p><u>Activist Training</u></p> <ul style="list-style-type: none"> • Dealing with Paperwork on 18 January 2018 • Branch Officer Residential weekend which covers useful training and networking is held in May each year and all Officers are encouraged to attend • Organising Steward Training – all Stewards are required to be accredited which is done following attendance at training over 5 days <p>The Welfare report advised that Branch welfare officers were the first point of contact for members who were experiencing personal, emotional or financial difficulties, or for those who needed advice. They also help members apply for help or funding. The branch welfare officer is the local representative of There for You, Unison's charity.</p> <p>If you haven't heard of There for You before, they provide support and a confidential service for members (and their dependents) over the phone or in person. All There for You grants and activities are paid for by donations from UNISON members and UNISON itself.</p> <p>One way you may consider supporting There for You is by taking part in the UNISON lottery, a monthly prize draw which raises money for the charity and awareness about the work that the charity does. Recently re-launched, you can find further details here unison.charitylotteries.co.uk</p> <p>The Health and Safety report provided details of Stress in the workplace which included information on the symptoms of stress, the help available to members if they were wishing to seek help and support, stress management and statistics in relation to those absent with Stress related conditions.</p> <p>The report also provided information on Musculoskeletal injuries and that these were the highest common cause for being off work.</p> <p>A H&S rep is a fellow worker elected by other union members to look after the health and safety at work of</p>

Item	Discussion
	<p>people they work with. Much of what they do benefits everyone in their section, both union and non-union workers.</p> <ul style="list-style-type: none"> • Members noted all of the reports provided.
10. Ratification of Branch Officers	<p>The AGM had before it a list of nominations which had been received in terms of the timescales permitted in Unison rules for Branch Officer positions, and agreed to appoint to these positions as follows –</p> <p>Chairperson – Jim Currie Joint Branch Secretary – Deirdre Macdonald Joint Branch Secretary – Kenny Luke Treasurer – Elizabeth Herlihy Joint Service and Conditions Officer – Mark Musk Joint Service and Conditions Officer – Brenda Massie Joint Equalities Officer – Steven Dongworth Joint Equalities Officer – Cherry Lawson Communications Officer – Alexander Ryland Education Co-ordinator – Elizabeth Herlihy Labour Link Officer – Valerie Taylor Young Members' Officer – Naomi Gray Health and Safety Officer – Alison Robertson Welfare Officer – Brenda Massie Membership Services Officer – Karen Finch Minute Secretary – Karen Finch</p>
11. Ratification of Branch Stewards and Health and Safety Reps	<p>The AGM agreed the list of prospective stewards and health and safety representatives as follows (with Directorates changing due to the Target Operating Model within ACC, these are based on the current directorates until everyone had been moved into new areas) –</p> <p><u>Corporate Governance/OCE Stewards</u> Carol Ince - Archives Steven Dongworth - Civic Alexander Ryland – Customer Service Mark Musk – Revenues and Benefits Brenda Massie – Revenues and Benefits</p>

Item	Discussion
	<p>Karen Finch – Legal and Democratic Leslie Tarr – IT and Transformation Valerie Taylor – IT and Transformation</p> <p><u>Education and Children's Services Stewards</u> Elizabeth Herlihy - Schools Tommy Reid – Children's Services Kenny Luke – Museums and Galleries Naomi Gray – Museums and Galleries</p> <p><u>Communities, Housing and Infrastructure</u> Alison Robertson Angela McLeman - Kittybrewster</p> <p><u>Aberdeen Health and Social Care Partnership</u> John Connon – Adult Services/Criminal Justice Ian Robison – Adult Services Ross Cunningham – Len Ironside Centre</p> <p><u>North East College</u> John Slater – Aberdeen Campus Gwen Watt – Fraserburgh Campus</p> <p><u>Health and Safety Representatives</u> Mark Musk Alexander Ryland</p>
12. Election of Delegates to attend Local Government and National Conferences	<p>The Chair advised that the Branch were not in a position until closer to the events to nominate the delegates for these meetings and requested approval for the item to be referred to the Branch Committee for a decision on those to attend the conferences.</p> <ul style="list-style-type: none"> • Members approved the referral to the Branch Committee.
13. Emergency Motion	<p>The AGM had before it an emergency Motion proposed by Alexander Ryland and seconded by Stephen Dongworth. The terms of the emergency Motion were as follows:</p>

Item	Discussion
	<p>No Compulsory Redundancies</p> <p><u>AGM notes:</u> Aberdeen City Council's administration committed to "no compulsory redundancies" as part of coalition negotiations after the 2017 Local Government Elections 2017.</p> <p>The Target Operating Model which was approved by Council on 23 August 2017 committed to fundamental changes in the structure of the organisation and creating a "leaner workforce". The Chief Executive has communicated to staff that the Council "hopes" this can be achieved without use of compulsory redundancies, a statement UNISON has challenged. In the first year of the five-year transformation programme this has led to a 370 FTE reduction in staff as approved in the Council Budget on 6 March 2018, to be achieved primarily through voluntary severance, early retirement, and deleting vacant posts.</p> <p>UNISON has developed Transformation Principles to hold the implementation of the Target Operating Model to account and ensure that our members have greater job security and public services continue to be delivered in house.</p> <p>However, UNISON is encouraged that the administration has responded to its campaigning and approved a commitment to "no compulsory redundancies" at the meeting of Council on 5 March 2018.</p> <p><u>AGM believes:</u> The Council should never resort to making employees compulsorily redundant. Our members need job security and the Target Operating Model has created a high degree of uncertainty about the future of the organisation.</p> <p>Reductions to the workforce will create an unnecessary burden on those who remain through higher workload, create a negative working environment, challenge the ability of our members to delivering their usual high standard of public services, and threaten the livelihoods and wellbeing of our members. There needs to be a clear and permanent commitment to no compulsory redundancies which goes beyond a "political commitment". UNISON is concerned that this new way of describing the current approach is creating ambiguity.</p> <p><u>AGM resolves:</u></p>

Item	Discussion
	<ul style="list-style-type: none"> • To campaign against compulsory redundancies and unnecessary or harmful reductions in the workforce at Aberdeen City Council. • To utilise the UNISON LabourLink to maintain a commitment to no compulsory redundancies within the current administration. • To instruct the Branch Secretary to negotiate a formal “no compulsory redundancies” policy with the Council to be approved by the Staff Governance Committee. • To endorse the Transformation Principles which the Branch Committee published in December 2017 and instruct the Branch Secretary to report on how these are being promoted, whether they are being met by the Council, and actions being taken to challenge the Council where they are falling short. <p>• Members in attendance supported the emergency Motion.</p>
<p>14. Guest Speaker – Kay Sillars, Pay and Bargaining Team, Unison Scotland.</p>	<p>The AGM heard from Kay Sillars who presented information in relation to the following topics:</p> <p><u>Change</u></p> <p>Since the financial crisis there have been massive cuts however pressure for change isn't just about the cuts, it is about demographic change</p> <ul style="list-style-type: none"> • Population is growing and aging and more diverse not just ethnicity • Different demands on services – school meals requiring vegetarian/vegan options and halal meat • Working women are no longer providing the range of free care they did in the past or are working and trying to meet these demands • Climate change – potholes, flooding, winter, refuse collections/recycling <p><u>Reforms</u></p> <p>The last reform of Local Government was in 1996 which created 32 Local Authorities</p> <ul style="list-style-type: none"> • Is this still the case? Can LG be reformed to provide better services/joint services based around community need? • Christie Reform, Local Tax Reform, Local Government Reform, Local Government Review all going on • Police/Fire and Rescue- National Services <p><u>Moving on</u></p> <ul style="list-style-type: none"> • Childcare expansion is positive allowing people to retrain into early years provision • Need to participate to give the LG Committee a steer on what each area are facing and what they want

Item	Discussion
	<ul style="list-style-type: none"> • We know change is needed but what should it look like • Budget pressures – better align services to the needs of those in receipt of the services
15. Meeting close	The Chair thanked Kay for her interesting presentation and brought the meetings to a close and thanked all members for attending.

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BRANCH: Aberdeen City

DATE: 13 March 2019

OFFICER: Branch Secretary

TITLE OF REPORT: Annual Report - AGM

RECOMMENDATIONS:

That the Branch – note contents of this report

MAIN ISSUES:

TARGET OPERATING MODEL – CASE FOR CHANGE

As we enter year 2 of the TOM/Case for Change, I look back and reflect on what has been an extremely challenging year for our members.

Cuts and re-organisation in 2018/19 led to the loss of 370 jobs, through redeployment, VS/ER and natural wastage. Posts remain in budgets but not advertised, with no guarantee of being filled going forward.

The Branch throughout this difficult time has worked tirelessly in representing our members, holding the authority to their promise of **No Compulsory Redundancies**.

The fact that we enter Year 2 of the TOM with this guarantee still in place reflects the hard work done on your behalf by all our Branch Officers, stewards and workplace representatives.

With massive cuts to The Council's budget of £45 - £50m in 2019/20 confirmed, we face much more tougher times ahead, but **be assured** that the Branch will continue to work on your behalf, assessing and challenging all potential changes, and will always fight to protect **ANY** attempt to reduce our hard-won terms, conditions, salary grades and pension rights.

With the continuing financial constraints, we must, more than ever, be a united and committed Branch, ensuring we continue to get a fair deal, with no erosion of Conditions of Service, or any threat of outsourcing, removal of non-statutory services, or the withdrawal of no compulsory redundancies.

We will also intervene to tackle the increased workloads which will inevitably be created by the Digital Transformation of services.

The Branch is leading the way in tackling Mental Health stigma, and have been instrumental in Aberdeen City Council introducing a Mental Health Action Plan. We will work in partnership with Management to implement training, advice, and all other

mechanisms to support the mental health and wellbeing of all our members as we face ever increasing workloads as jobs are cut and not replaced.

The Branch has also been in the forefront of developing a strong working relationship with Management, and along with our colleagues in the other Trade Unions, have been successful in agreeing to meet weekly with Managers at Director and Chief Executive level. In these forums, we can hold Management to account, and to agree/disagree on each issue brought to the table.

We have a vibrant and proactive Branch Committee working on your behalf. There is a strong engagement of Officers and Stewards with many more people giving up valuable time and energy.

This means that there is proper discussion and widespread decision-making which is greater democracy and a greater representation of our branch members. Always remember that these activists protect and promote **YOUR** interests, so if you have any issues, your Branch representatives are there for you.

We are always looking for new/returning stewards, so if you feel you can contribute and give up your time to help in our support of all our members, please come and speak to a Branch Officer.

VS/ER

The offer of VS/ER was taken up by a large number of members in 2018/19 – the programme continues, and VS/ER will be available on the same terms as last year.

Any member who applies and is turned down should speak to their local steward who will take their case up through the appropriate management channels.

With such swingeing cuts facing us into the next financial year, it should now only be in exceptional circumstances that VS/ER is turned down.

PAY AWARD

On 19 December 2018, COSLA tabled a revised and improved pay offer for local government workers:

The pay offer is for a period of three years and covers the period 1 April 2018 to 31 March 2021. The award for 2018 will be backdated to 1 April 2018 application date.

The pay offer and associated elements which make up the package are as follows: -

- 2018/19 an increase of 3.5% (capped at £80,000, on or above which a flat rate of £1600 will apply), backdated to 1 April 2018.
- 2019/20 an increase of 3%
- 2020/21 an increase of 3%
- In each of these three years the Scottish Local Government Living Wage will rise by the percentage uplift referred to above.

- A commitment to establish a reference group with the SJC Trade Unions to oversee the process of consolidation of the Living Wage, reporting on progress to the Scottish Joint Council. Councils should aim to achieve consolidation preferably by March 2021, however it is recognised that a small number of councils may require additional time for consolidation. Where this is the case, an agreement will be reached locally with the trade unions which will incorporate a firm commitment that any such extensions will carry a final implementation date of 2022.
- Reaffirmation of COSLA's policy statement on pay parity.
- A commitment to re-open negotiations with the Trade Unions in the event of another Local Government bargaining group's total pay offer value being revised such that it becomes greater than the sum agreed between COSLA Employers and the SJC Trade Unions for the SJC workforce for the period of the agreement.

The Scottish Local Government recommended **ACCEPTANCE** of this offer in a consultative ballot of members which commenced on the 7th January 2019, and which closed on the 31st January.

As a specially convened Branch Committee of 9 January, Aberdeen City Branch agreed to also recommend **ACCEPTANCE** of this revised offer.

UNISON SCOTLAND members voted overwhelmingly in favour of accepting this offer.

At the time of writing, arrears from 1 April 2018 have yet to be paid to members.

BACKGROUND PAPERS / LINKS: None

REPORT AUTHOR DETAILS:

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BRANCH: Aberdeen City

DATE: 13 March 2019

OFFICER: Joint Service and Conditions Officers

TITLE OF REPORT: Annual Report

RECOMMENDATIONS:

That the Branch – note contents of this report

FINANCIAL IMPLICATIONS: None

MAIN ISSUES:

TARGET OPERATING MODEL

The next phased of the Target Operating Model is underway. The branch continues to challenge options presented to protect Terms and Conditions of members.

VS/ER

At the time of writing, VS/ER remains an option to reduce head count. Those who had applied before and were unsuccessful have been encouraged to re-apply.

ABERDEEN CITY HEALTH & SOCIAL CARE PARTNERSHIP

There have been a few changes to the Health Partnership leadership over the last twelve months, with both Judith Proctor and Tom Cowan moving on. Sally Shaw was appointed as interim Chief Officer before she also moved on and Sandra Ross was then appointed as Chief Officer.

David Benison has been appointed to the Head of Operations post. It is intended that he will be with the partnership for a short time working with the interim Leadership team looking to develop the organisational structure and strategy.

Alongside colleagues from Grampian Health branch we continue to have an involvement in the joint staff forum and some project groups.

With the various changes within the partnership organisation, the strategy and structure of meetings is currently under review.

ACHSCP Conference

This year's conference theme was Share, Discover, Grow, Events were held over the first week of October. The main conference event was on 2 October, where the city and health branch had a joint stall. The vent itself included a whistle stop tour of ongoing projects and several stalls providing information on things like patient foot care, self-directed support and the localities.

Administration Review

This appears to be an ongoing issue. A meeting was held in November looking at the breakdown and recommendations in the Transformation Plan. As the Partnership leadership structure and strategy is currently under review it is understood that any further work on the Administration Review is on hold pending more information about the leadership structure.

Fair Work Survey

UNISON surveyed members working under the Aberdeen City Health & Social Care Partnership, including those working in commissioned services. The survey focused on members' experiences of the workplace, with specific reference to the Scottish Government's 5 Fair Work Principles (Security Opportunity, Fulfilment, Respect and Effective Voice).

The Executive Summary in relation to the survey is available on request.

Partnership staff on the move

Staff from Denburn and the White Zone at the Health Village moved to 1st floor North in Marischal College.

The move which included the interim Partnership Leadership team will mean that there will be rooms available for training and development in the Stuart Watson Learning Centre.

Staff from Summerfield House were expected to be included in Phase 2 of the move. Discussions are currently ongoing with this.

BON ACCORD CARE

The Branch continues to meet regularly with the Managing Director and HR. As Sandra Ross took up the post of Chief Officer with the Health Partnership, Alistair Maclean continues as interim Managing Director

We were part of the group tasked with updating the Supporting Performance document and most recently Mark attended a meeting about the TUPE transfer of employees based at Horizons to Aberdeen City Council.

We continue to work with Bon Accord Care to resolve issues as and when they arise.

EARLY YEARS EXPANSION

The branch continues to be involved in discussions around early years education provision in the city.

STARS IN SCHOOLS

The branch delivered goodie bags to members based in Aberdeen City schools in November.

UPDATE YOUR CONTACT DETAILS

UNISON is moving more of its communications online and would like to keep in

touch with you in future. Please take time to make sure your details held on UNISON's membership database are up to date (including your e-mail address).

This can be done online at <https://www.unison.org.uk/my-unison/> or by contacting the Resource Centre at Alford Place on (01224) 620624 or by e-mail at GrampianResourceCentre@unison.co.uk

We would like to send you important information about meetings, events, and changes in your workplace.

BACKGROUND PAPERS / LINKS: None

REPORT AUTHOR DETAILS:

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BRANCH: ABERDEEN CITY

DATE: 13 March 2019

OFFICER: Treasurer

TITLE OF REPORT: Financial Report for AGM

RECOMMENDATION: That the AGM accepts change to Branch Financial Rules, this Report and the Income/Expenditure Report issued separately

FINANCIAL YEAR 2018:

First of all I wish to thank everyone who helped me with my treasurer duties. The audited Income and Expenditure Account and the General Fund Balance Sheet should be submitted to Head Office on time this year. Printed copies of the audited accounts will be available at the AGM. Requests for copies will be accepted after the AGM. Special thanks to Anna Jagodzinska and Graeme Snape who are doing a thorough examination of the accounts.

BRANCH FINANCIAL RULES

The Branch Financial Rules currently do not allow honoraria to be paid. To allow honoraria to be paid to the scrutineers these rules need to be amended. Amount will be taken from funds by Head Office, the correct income tax will be deducted, then payments will be made direct to their bank accounts with P60s issued subsequently.

INCOME & EXPENDITURE

Income was slightly less than 2017.

- The number of recently retired members increased from 11 to 13.
- The other income of £40 was a cheque from 2016 written back into the accounts.
- Administration expenses was less than previous year.
- Conference and group meetings stayed about the same.
- Branch Committee expenses increased as half day meetings with refreshments (sandwiches, fruit and drinks (hot and cold)) continued with additional Executive Committee meetings.
- Other meetings increased due to increased participation by activists
- Publicity increased by over £2K from £3.4K to £5.7K thanks to Alexander Ryland and his efficient use of social media and newsletter skills.
- Spending on Education rose slightly this year as there was only one Member learning course held in 2018. Activist training increased with many activists taking additional training after their ERA accredited Steward Training. The budget for this will increase this year.
- Donations increased this year. This included donation to Big Sleepout that took place in Duthie Park in December, donations to many charities including donations to SSPCA and Myeloma UK from last year's auditors.

- Affiliations remained about the same.
- Spending on Local activities decreased slightly. Spending included local events, flowers and fruit for members who have been sick long term and a donation to the retired members section.

EVENTS

The first ever Grampian Pride event was celebrated in May 2018 in conjunction with other local branches. This included having a well decorated float and a stall inside the charities tent on the Beach Boulevard.

The Branch celebrated Stars in Schools Day in November 2018. Goodie bags with promotional items were delivered to members in various schools throughout the city. There was a recruit a friend competition. Two members won £50 vouchers for Union Square shopping Centre.

UNISON PREPAID CARD (VISA)

The treasurer has a prepaid card to allow her to purchase hotel accommodation, rail tickets etc. for delegates on authorised journeys and welfare items such as fruit and flowers for members who are off long-term sick.

The authorised cheque signatories will be ratified at the AGM.

REPORT AUTHOR DETAILS:

Elizabeth Herlihy

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BRANCH: ABERDEEN CITY
DATE: 13 March 2019
OFFICER: Communications (Alexander Ryland)
TITLE OF REPORT: Communications Annual Report

RECOMMENDATIONS:

That delegates to the Annual General Meeting:

1. Note the contents of the report and outcomes of the Communications Plan 2018/19 as approved by the Branch Committee;
2. Approve the expenditure outlined in the report for the 2019/20 budgeting period;
3. Approve the Communications Plan 2019/20 and instruct any changes to be reported to Branch Committee on a regular basis.

FINANCIAL IMPLICATIONS:

Approved expenditure in 2018/19 on communications activities has included:

- Annual website hosting fees (£72);
- Social media advertising using Twitter & Facebook (£500);
- Printing of AGM invitation leaflet (£100);
- Printing and postage of newsletters in February (c.£1500).

The implications for 2019/20 will include the following:

- Annual website hosting fees (£72);
- Social media advertising using Twitter & Facebook (£1000);
- Printing of AGM invitation leaflet for 2020 (£100);
- Printing and postage of newsletters in February (£2000).

Any further expenditure will be agreed when required by Branch Committee.

MAIN ISSUES:

What is the Communications Plan?

The plan looks at the different methods of communication available to the Branch and when these might be appropriate to use. It also analyses who the different stakeholders are for the Branch, identifies how they should be communicated with, what the key messages are, and when this should happen.

The plan empowers any member of the branch to bring campaign ideas to the Branch Committee and be able to lead these campaigns with the support and approval of the Branch Committee. Campaigns should contribute to achieving one or more of the plan's objectives for the year. Communication is the responsibility of all Branch Officers and will be supported by the UNISON local, regional and national structures.

Branch Communications Group

No volunteers were found for a Branch Communications Group and there has been difficulty in sustaining interest as this is considered "extra-curricular". However, the Branch Executive has been able to fulfil these functions.

It is anticipated that the Branch Executive will continue to fulfil this function in the future as a targeted leadership group for communications with members, management and the media.

What were our campaigns this year?

Our main campaigns in 2018/19 focused on the Target Operating Model and Mental Health.

The TOM campaign developed after the agreement of our Transformation Principles, ratified by last year's AGM. A clear branding approach was used throughout the communications in the campaign. A significant amount of effort went on behind the scenes to co-ordinate, negotiate and influence the outcome of the Council's "Case for Change".

Our first All-Member Meeting (beyond AGM) was held, and quarterly newsletters were introduced. In addition, the branch has made better use of mass emailing facilities to ensure that local messages are sent out quickly. Social media saw a significant increase in engagement, with the use of video content to reach thousands of people across Aberdeen City, targeted at those with links to or interests in the Council. This also resulted in positive press coverage.

The mental health campaign has been developing over the course of the year led by Les Tarr. This has seen significant gains with mental health first aid training for all stewards, and a causing the Council to introduce a mental health action plan. These were supported by social media advertising and press coverage after the first Staff Governance Committee in June 2018.

How do we use the communications plan?

Branch Officers should refer to the plan periodically when considering how best to communicate about a workplace issue or campaign. The plan should be refreshed annually by updating the objectives and headline campaigns as a minimum, to be approved by the Branch AGM.

PERFORMANCE AGAINST OBJECTIVES:

No.	Operational objective	Communication objective	Outcome
1	To ensure the employer maintains a commitment to no compulsory redundancies by putting pressure on management both internally and externally, including use of the media;	Ensure that the employer is aware of opposition to compulsory redundancies and use collective pressure to prevent this;	<p>There is a continuing political commitment among the Administration Group and an expectation that any change would require a vote of Full Council. This has been incorporated into our TOM Principles campaign.</p> <p>We have made effective use of social media, newsletters, email, and the press to get this message out to members and the public.</p>
2	To engage constructively with the Transformation Boards and represent members views and experiences	Feedback regularly to members on the changes being proposed, seek input to our responses to change, and encourage openness	The transformation boards were disestablished shortly after this plan was approved. We continue to put forward the case for our members through other appropriate channels.
3	To support members with their mental health, creating a positive attitude and openness in the workplace about dealing with mental health;	Inform members how to access services, where help is available, and how to keep healthy;	A campaign has been ongoing on this topic and won concessions through a mental health plan from the Council. It has also been raised at Staff Governance Committee and we have made use of the media to highlight the environment our members are working in.
4	To support members through the VSER process while this is in place and ensure that it is not misused by the employer to remove staff unfairly;	Signpost to information about the process and tell members what their rights are under this;	Members have been continuously supported through this and some have now left the organization. The branch has used meetings with management and direct engagement to challenge the inconsistencies in application.
5	To ensure that non-members are aware of the protection which a union provides through collective bargaining by holding stalls and other events;	Recruit new members by highlighting the benefits that unions bring to individual members of staff;	There was significant activity during the Spring phase of the Target Operating Model, including stalls, all member meetings, and social media advertising. This all highlighted opportunities for non-members to join. Additionally, we have made a point of distributing union materials through the workplace, such as

			newsletters and leaflets.
6	To improve branch communications through a Communications Group, getting feedback from ordinary members and using innovative new methods;	Engage people in union messages and activities and increase awareness and understanding of campaigns;	This objective was not met as a Communications Group could not be established. This was due to lack of interest amongst members. However, the Branch Executive has taken on the responsibilities envisaged for the group and is working effectively.
7	To challenge austerity and unnecessary cuts, highlight the importance of the services our members deliver, and promote social responsible public service delivery.	Outline our members' concerns and ensure that these are central to our campaigning, and ensure commitment to our ten principles is maintained.	We continue to highlight this locally and nationally as a union. The Council budget in 2018/19 had a significant impact on service delivery but was primarily framed as a restructure. We have been able to raise the risks with management and hold them to our transformation principles. The challenge is to continue this into the more significant phase of cuts to come.

ACHIEVEMENTS FOR 2018/19:

Target Operating Model campaign

The transformation programme has been a significant organizing and campaigning issue for the branch this year. Initially focusing on supporting members through the VSER application process, this fundamentally changed in August 2017 when the Target Operating Model was announced.

The communications approach in 2018 was developed by setting out our principles for change (also known as “red lines”). This provided Branch Officers with a common platform on which to represent members’ interests. These were communicated using a leafleting campaign, social media advertising, blogs and emails to members. We have also raised awareness directly with elected members and management on this.

Throughout the process of change, UNISON was negotiating directly with management and elected members to put forward our members’ interests. This included several major victories including additional posts in Business Services, redesigning the structures of several services, and commitments to no compulsory redundancies.

This year, further cuts of 260 FTE have been announced. In total we will have lost 780 FTE since the VSER process began in 2017. This is 1 in 6 of our colleagues, excluding ringfenced social workers/teachers.

Our campaign this year will focus on clear communication about the impact on staffing numbers, the mental health implications, and the impact on services for the most vulnerable in our city. Our red lines continue to form the basis of the campaign strategy – this year we know more of what to expect and can plan ahead with greater precision than before.

UNISON Scotland Communications Awards 2018

Last year the branch website and social media accounts won the Gold Award in the Best Online Presence category of the annual UNISON Scotland Communications Awards.

This year, the new branch newsletter won the Bronze Award in the Best Printed Publication category of the annual UNISON Scotland Communications Awards.

BACKGROUND PAPERS / LINKS:

Branch Communications Plan 2018/19

UNISON Aberdeen City website – <https://aberdeenunison.co.uk>

UNISON Aberdeen City Twitter / Facebook - @abdncityUNISON

APPENDICES:

Appendix A – Branch Communications Plan 2019/20

REPORT AUTHOR DETAILS:

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Communications Officer / Steward – Customer
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Branch Communications Plan 2019/20

Document control

Version	Reason	Updated by	Date
0.1	Update to 2018/19 plan	A Ryland	27 Feb 2019

About the branch

Aberdeen City Council is a Scottish unitary authority with more than 6,500 FTE staff (including 1,800 teaching staff). UNISON represents 1 in 3 non-teaching staff and has members in partner organisations and arms-length organisations. The branch has a small number of dedicated stewards and one full time officer funded through the FAIR agreement.

Summary

It is important for the local branch to outline the way it wants to communicate and the message it needs to get across. This Branch Communications Strategy outlines the key objectives for the year and the methods by which these will be communicated. It gives an overview of the main campaigns which will be undertaken and any predicted costs associated with them. This strategy should be updated annually including a review of the previous year's campaigns. This will provide the necessary learning to continuously improve our communications every year.

Branch communications are everybody's responsibility. The Branch Secretary will often lead communication as the Full Time Officer, and the Communications Officer will ensure that communication channels are available to use and the strategy prepared. However, a devolved approach to communications empowers all branch officers, stewards and members to let people know the benefits of being in a trade union, the campaigns we are running, and our key messages.

Objectives

The objectives of the Branch Communication Strategy are designed to be SMART and ensure that there is a measurable outcome. Each of the objectives should fit with the Branch Business Plan, comply with UNISON policy and the Rule Book, and be designed to further the cause of the Union. These will be renewed annually as part of the refresh of this Strategy.

For the year **2018/19** the branch communications objectives are:

No.	Operational objective	Communication objective
1	To ensure the employer maintains a commitment to no compulsory redundancies and campaign for our hard won terms and conditions by putting pressure on management both internally and externally, including use of the media;	Ensure that the employer is aware of opposition to compulsory redundancies and changes to terms and conditions, and use collective pressure to prevent this;
2	To support members with their mental health, creating a positive attitude and openness in the workplace about dealing with mental health;	Inform members how to access services, where help is available, and how to keep healthy;
3	To support members through the VSER process while	Signpost to information about the

	this is in place and ensure that it is not misused by the employer to remove staff unfairly;	process and tell members what their rights are under this;
4	To ensure that non-members are aware of the protection which a union provides through collective bargaining by holding stalls and other events;	Recruit new members by highlighting the benefits that unions bring to individual members of staff;
5	To challenge austerity and unnecessary cuts, highlight the importance of the services our members deliver, and promote social responsible public service delivery.	Outline our members' concerns and ensure that these are central to our campaigning, and ensure commitment to our ten principles is maintained.
6	Raise the profile of the branch as a campaigning organisation and encourage more members to support us as stewards, and more non-members to join.	Use multiple channels to communicate an anti-cuts and pro-jobs message, including newsletters, social media and press. Build a stronger relationship with the press and invest in online advertising to support campaigns.

These objectives can be measured through membership surveys, recruitment figures, and successful commitments to policy outcomes by the employer.

How the branch will manage communications

Communication isn't the job of just one member or indeed the Full Time Officer. It is a responsibility that all members should take on to ensure that the objectives of the Branch are fulfilled and shared as widely as possible. A devolved approach to communication will be taken in order to empower members to take responsibility.

Running a campaign

Campaigns may be led by any member of the Branch and brought to the attention of the Branch Committee for adoption and resourcing at any quorate regular meeting. Campaigns should have a short plan of action (see Appendix A) and be in line with the Communications Objectives. This should outline the objective, background, stakeholders, key messages, methods and other resources for the campaign.

New and urgent campaigns and communications matters may arise during the course of the year before the Branch Communications Strategy is refreshed. Plans for these campaigns should be attached in an Appendix and reviewed in the AGM report. This Strategy is not so prescriptive as to prevent this kind of flexibility as matters arise in the workplace.

Roles and responsibilities

National Support

The Area Organiser will provide support for media campaigns and national co-ordination. They will work with the Branch Secretary to ensure this meets the needs of the Branch.

Branch Committee

The Branch Committee will be responsible for oversight of campaigns and approving activities which are not otherwise noted in the Branch Communications Strategy. They will also provide the funding and resourcing for campaigns to take place.

Branch Secretary

The majority of communications are likely to be carried out by the Branch Secretary through regular engagement with the employer and members, representation and negotiation activities. This is a key role in disseminating the messages of the Branch and ensuring a consistent and clear line is presented to everyone. As the Full Time Officer they may also be requested to provide additional support to a campaign within the remit of their position.

Communications Officer

The Communications Officer will retain responsibility for drafting the Branch Communications Strategy and preparing an annual report on the performance of the Strategy at the Branch AGM. They will also be responsible for the general maintenance of digital channels and recommending methods of communication to the Branch Committee.

Campaign Leaders

Each campaign will be assigned a campaign lead and report on outcomes to the Branch Committee. They may also seek help and support for the Branch Communications Group if this is active.

Branch Campaigns Group

The Branch Campaigns Group will consist of volunteer lay members of the Branch. It is the responsibility of the group to review the communications strategy, design and run campaigns during the year, and provide support to the Branch Committee to promote its objectives. A call for members will be made each year alongside the elections at the AGM. If the group has no members, the Branch Committee may appoint people to it.

Stewards and local reps

Distributing information to members within services will be supported by local reps. They will be empowered to hold workplace meetings, recruit new members and meet all new staff to speak on behalf of the Branch about the benefits of working together in UNISON.

Stakeholder Analysis

Who	What	How	When
Corporate Management Team	<ul style="list-style-type: none"> Views on transformation and business strategy Impact of change on members jobs and working environment Feedback from members on direction of the organisation 	<ul style="list-style-type: none"> Joint TU meetings Engagement with HR Direct discussions with the Chief Executive where appropriate. 	<ul style="list-style-type: none"> Monthly Monthly Ad hoc
Elected Members	<ul style="list-style-type: none"> Concerns about reports which affect members Impact of business change on service delivery and capacity Political campaigns that members could support (e.g. living wage) 	<ul style="list-style-type: none"> One-to-one meetings with members as appropriate Attendance at group meetings as appropriate Elected member/TU engagement sessions 	<ul style="list-style-type: none"> Ad hoc Ad hoc Monthly
Local media (EE, P&J, NorthSound)	<ul style="list-style-type: none"> Promote events and public campaigns Highlight appropriate workplace issues if escalated (e.g. strike) Challenges to public perception of council services 	<ul style="list-style-type: none"> Press releases and interviews with local journalists Use of national media unit to engage with the press 	<ul style="list-style-type: none"> Ad hoc Ad hoc
Stewards & Officers	<ul style="list-style-type: none"> Understanding employment matters and providing representation Supporting and challenging change within their services Training opportunities to better represent members 	<ul style="list-style-type: none"> National newsletters with advice on employment matters Targeted emails and advice for representatives Discussions at branch meetings and local engagement with reps Clear training route for all reps 	<ul style="list-style-type: none"> Bi-monthly Ad hoc Monthly

Who	What	How	When
Members (office-based)	<ul style="list-style-type: none"> • How to access services from the union and understanding what we do to help • Who representatives are and what they do • Getting help with issues at work (both employment and personal) • Creating a mentally healthy workplace 	<ul style="list-style-type: none"> • Leafleting relevant areas of the workplace, using social media and writing blogs • Holding workplace meetings to highlight specific issues • One-to-one meetings about problems and representation • Signing up mental health champions a supportive culture 	<ul style="list-style-type: none"> • Monthly check or update • Quarterly (or as required) • Ongoing • Ongoing
Members (frontline)	<ul style="list-style-type: none"> • Provide points of contact for those not based in offices • Highlight the impact of different working environments • Support members with workplace issues 	<ul style="list-style-type: none"> • Ensure contact information is signposted and online • Engagement with members and managers in these areas • One-to-one meetings about problems and representation 	<ul style="list-style-type: none"> • Monthly • Quarterly • Ongoing
Non-members	<ul style="list-style-type: none"> • Outline the benefits of collective bargaining; • Ensure understanding of workplace solidarity as a safeguard for jobs; • Recognise that the union is here to help and ensure change works for everyone (not just disrupt). 	<ul style="list-style-type: none"> • Stalls in core offices for general recruitment drives • Stalls for specific recruitment drives or campaign activities • Targeted use of social media with particular demographics • Stewards visiting all new members of staff with a leaflet 	<ul style="list-style-type: none"> • Quarterly in Marischal College and Town House • Ad hoc • During campaigns (subject to budget for campaign) • Monthly or when a new employee starts

Note: While timescales in the “when” column are assigned, this should be considered a minimum for regular updates of different types of communication activities. If actions are required more regularly or for specific issues, this should be carried out.

Methods of communication

Social media

The Branch currently has a social media presence on Twitter and Facebook. Access will be available to multiple branch officers to ensure that this is updated regularly. The Branch Secretary will be responsible for posting any significant updates in line with the role of the Full Time Officer.

Social media will continue to be used for promotion of the following activities:

- Campaign messages for the local Branch in line with objectives;
- National campaigns and information, often through retweeting or posting links;
- Raising awareness of events for members to attend;
- Highlighting workplace issues that deserve attention;
- Providing answers to commonly asked questions;
- As a channel for members to get in touch through direct messaging.

If a member chooses to use social media to ask for help, these discussions should use the private messaging functions and not be held in the public sphere. Alternatively, the conversation can be taken offline or moved to another channel (e.g. email) in order to continue the conversation.

Advertising through social media will be used to target members and potential members with key campaign messages. This will use the demographic targeting features of the social media advertising platforms. No personal data will be required or accessed – this service is provided directly by the sites on a price per click/impression basis.

Press relations

The relationship with the press will be primarily managed through the Branch Secretary. Branch officers who wish to approach the press about an issue should co-ordinate this through the Branch Secretary to ensure that best practice is followed in terms of releasing information. This is a useful but risky approach to communication in terms of managing the relationship with the employer.

Press releases will be used sparingly, but may be required in order to highlight issues of particular concern where discussion with the employer has failed. Advice should always be sought from the Area Organiser or Regional Organiser before going to the press.

Workplace activities

Interacting with members in the workplace is an important part of communications. This should be actively encouraged by local reps. Activities may include:

- Workplace meetings within a service focused on specific issues of concern;
- Providing updates via email, online or other means to local members;
- Introducing local reps to new staff within a service, including a membership form.

Individual reps are empowered to hold these kinds of events in their service without the wider approval of the Branch. Events requiring branch approval will include:

- Stalls and sign-up events held in council offices;
- Protests or visibility campaigns outside council office.

From time to time the branch may also hold events in support of specific campaigns, to increase recruitment, or to raise awareness of workplace issues. These events will be signed off by the Branch Committee and should specify whether they are for members only or open events.

Current year campaigns – 2019-20

Each campaign will have a brief plan of action to be developed and presented to the Branch Executive and Branch Committee as required. These may be developed through the year by the person assigned to lead that campaign. Any member can lead a campaign with the consent of the Branch Committee. In the current financial year the following campaigns have been approved.

Campaign name	Objective	Priority	Timescale
Mental health	<ul style="list-style-type: none"> To create a positive culture around mental health; To provide support to members in difficult situations; To highlight the impact of stress at work; To ensure members can access trained and aware stewards. 	Must Have	Ongoing
Target Operating Model	<ul style="list-style-type: none"> To challenge transformation which is not in the interests of our members or the public; To ensure that VSER is implemented appropriately and fairly; To campaign against privatisation and reduced services; To protect terms and conditions, pensions and prevent compulsory redundancies for our members. 	Must Have	Ongoing

Financial resources

To support these activities the following financial resources are expected within the current year.

Description	Budget
Social media advertising	£1,000
Workplace meetings fund	£1,000
Website hosting	£72
Retired members events	£1,000
Community engagement fund	£1,000
Newsletter fund	£2,000
Total spend	£6,072

Appendix A: Target Operating Model

Purpose/Objective

To challenge the Target Operating Model and ensure that our members' interests are represented through the process. To support members through VS/ER where appropriate, ensure that redeployment and re-training is adequate, and to fight against redundancies.

Background

In August the Council approved a plan to restructure toward a Target Operating Model. This plan gives a high-level overview of how the Council expects to achieve a £125m reduction in its annual spending by 2022/23 and what the organisation will look like to achieve that. It requires a dramatic change in the way services are delivered, focusing on commissioning services and using technology to automate them.

Understandably this causes a lot of anxiety for our members. It is a stated ambition to have a smaller and leaner organisation, with more flexible contracts and ways of working. There is a drive to use artificial intelligence and streamline the way services are delivered. While UNISON is not opposed to change that improves public services and makes our members' jobs easier and more efficient, we have significant concerns about this level of change and cuts.

Aberdeen City Council is already the lowest funded in Scotland per head, and has faced tens of millions in cuts already. Many of our budgets are protected by law, and many more are stretched to breaking point. Further cuts threaten our ability to deliver essential services to the people we serve, and puts jobs in the firing line. The Chief Executive has asked for a stronger partnership with trade unions, so we are going to be engaging with this fully to make sure that your voices are heard.

Stakeholders

- Members going through the VSER process or whose workload is impacted by the reduction in staffing resource and causes potential workplace stress;
- Management who are leading transformation programmes and proposing changes;
- Members of the public who receive services, community groups who campaign for them, and other local networks which expect the council to deliver in the public interest;
- Other trades unions who are experiencing the same issues and can campaign together.

Key messages

- 1 in 6 of our colleagues have been cut since 2017, impacting the quality of our public services and support for vulnerable people in our city;
- While change happens, we will protect our members jobs from austerity and support vital public services our city needs;
- Our transformation principles must be adhered to for the union to provide support – we will apply these to all negotiations without exception;
- No compulsory redundancies, including by the back door, and protection of our hard won terms and conditions and pensions;
- Public services should be delivered in house first to protect jobs, services and communities;
- Appropriate action must be taken to counter any action which breaches our position (e.g. lodging complaints, staging a protest, involving councillors);

- Communicating with and consulting our members in an open and transparent way is essential to managing this change, for both UNISON and the Council.

Methods

- Publish our principles for transformation and distribute to members, councillors and workplaces;
- Hold localised workplace meetings to discuss plans and issues with those affected;
- Establish a working group with elected members to build closer relations;
- Promote messages using social media with targeted advertising to potential members;
- Engagement with local political groups, national support and media as required;
- Work with the regional office to develop targeted campaign plans as budget proposals emerge and the transformation process evolves.

Other Resources

Council transformation proposals

Target Operating Model – <https://committees.aberdeencity.gov.uk/documents/s73076/CTOM%20-%20Appendix%20A.pdf>

Interim Functional Structure – <https://committees.aberdeencity.gov.uk/documents/s77474/TOM%20-%20Appendix%20C.pdf>

Chief Officer job profiles – <https://committees.aberdeencity.gov.uk/documents/s77472/TOM%20-%20Appendix%20D.pdf>

Transformation updates

Our ten transformation principles – <http://aberdeenunison.co.uk/2017/12/unison-aberdeen-city-sets-stall-against-cuts-to-protect-jobs-and-local-services/>

Response to interim functional structure consultation – <http://aberdeenunison.co.uk/2017/12/unison-challenges-interim-functional-structure/>

Campaign page on website – <http://aberdeenunison.co.uk/campaigns/target-operating-model/>

Getting support

There For You - UNISON support services- <https://www.unison.org.uk/get-help/services-support/there-for-you/>

ACAS – Information on redundancy rules - <http://www.acas.org.uk/index.aspx?articleid=1611>

Legal issues

Thomson's Solicitors advice on employment matters (UNISON legal cover) - <https://www.thompsonstradeunion.law/support/legal-guides-and-resources?topic=Employment+Matters&union=UNISON>

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BRANCH: ABERDEEN CITY

DATE: 13 March 2019

OFFICER: Education Co-ordinator

TITLE OF REPORT: Education Annual Report

RECOMMENDATION: That the report is accepted and that training of members and activists will be supported.

MEMBER LEARNING

The Branch recognises the value of training and supports activists and members to take advantage of relevant training.

At the start of last year one free member learning courses was run at Café Coast on the Beach Boulevard.

- Deaf Awareness on 4 May 2018

The course was free with a soup and sandwich lunch provided.

Many thanks to staff at Grampian Resource Centre who handled the bookings.

Kevin Duguid, UNISON Regional Learning Development Organiser, Lowlands & Uplands will be helping to organise more courses this year.

ACTIVIST TRAINING

The Branch recognises the value of training and supports activists to take advantage of relevant training.

To be accredited new stewards must attend the 5 day Organising Steward course.

The Organising Steward Course is held at the Resource Centre, 7 Alford Place, Aberdeen.

Further courses are available to stewards to update and develop their skills including opportunities to shadow more experienced stewards.

The branch recognises that training costs are different depending on location and travel arrangements.

Officers and stewards will be encouraged to complete relevant courses when it suits them. It is noted that if courses are undersubscribed they may be pulled by the trainer.

Last year two courses were run locally for activists:

On 18 January 2018 a Dealing with Paperwork course was run by Kevin Duguid. It was really good with everyone benefitting from it as it dealt also with electronic communications and learning styles. All improved their speed-reading scores and scanning technique.

On 8 and 9 November 2018 a Mental Health First Aid course was run at Marischal College by Dr Anthony Anagboso for 14 activists. It was an excellent course with all participants receiving a copy of the workbook and a certificate afterwards.

The Branch Officers weekend (Residential) will take place in Glasgow on the weekend of 10 to 12 May 2019. All Officers will be encouraged to attend this worthwhile training.

REPORT AUTHOR DETAILS:

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BRANCH: ABERDEEN CITY
DATE: 13 March 2019
OFFICER: Equalities Officer
TITLE OF REPORT: Equalities Annual Report

RECOMMENDATIONS:

That the Branch -

- (a) Note the contents of this report

FINANCIAL IMPLICATIONS:

MAIN ISSUES:

Since the last AGM, I have worked with colleagues from other branches to organise UNISON's contribution to the first Grampian Pride event. We paid for sponsorship which allowed UNISON branding to be used at the event, in event materials, websites, etc. We also had a float (the first UNISON float to ever take part in a UK Pride event) and a stall at the Pride village where we talked to many attendees about what we do, giving them information, leaflets, etc.

Preparations are underway for Grampian Pride 2019, which will be held on Saturday 25th May 2019. Aberdeen Branch have committed £1,000 towards the event. We are looking as sponsorship of the event in the region of £2,500-£3,000. We intend on running with a 'Rainbow Resistance' theme, and are actively looking for more volunteers to help in the organisation of our participation, as well as members to march with us on the day.

We will be holding some events such as pizza and beer night (26th April), and a Young Members and LGBT BBQ (4th May) in the run up to Pride to encourage participation.

I do not intend on standing for Equalities Officer again, however, will carry on taking part in the organisation of PRIDE and other LGBT issues.

BACKGROUND PAPERS / LINKS: n/a

REPORT AUTHOR DETAILS:

Steven Dongworth
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BRANCH: Aberdeen City

DATE: 13 March 2019

OFFICER: Membership Services Officer

TITLE OF REPORT: Membership Figures and Information

RECOMMENDATIONS:

That members note the content of the report.

FINANCIAL IMPLICATIONS:

None

MAIN ISSUES:

(1) Membership Figures

Between January and December 2018, the Branch recruited a total of 183 members.

Over the same period the branch had 248 lapsed memberships. As the Council went through transformation and reduced the number of employees via Early Retirement or Voluntary Severance this had an impact in the membership figures.

A breakdown of the joiners and leavers is presented in the table below.

Month	Joined	Lapsed
January	12	31
February	31	14
March	21	15
April	21	23
May	24	23
June	14	6
July	11	41
August	5	11
September	8	9
October	8	38
November	14	9
December	14	28
Total	183	248

(2) Membership Benefits

Membership of Unison comes with many benefits, from free legal services and statutory rulebook benefits to discounted stays at our holiday village and a range of exclusive financial deals.

Visit the website to access each of the services below:

<https://www.unison.org.uk/> or Telephone: 0800 0 857 857

Travel

- Croyde Bay Holiday Village is situated on the north Devon coast and has been owned and operated by Unison for more than 80 years. It is a popular addition to the benefits of Unison membership, offering competitive rates, with special discounts for Unison members and families. There are additional discounts for low-paid Unison members.
- Travel Club

Legal services

- Employment law (accessed via your UNISON branch or regional office)
- Personal injury – at or away from work, on holiday or on the roads
- Serious injury at work – including brain injuries and spinal cord injuries
- Industrial disease or illness
- Basic will writing and reduced rates for more complex wills and conveyancing
- Defending work related criminal allegations
- Free initial legal advice on any non-employment issue from UNISON's lawyers. This service entitles you to receive up to 30-minutes of telephone advice.

UNISON members' families are also covered for:

- Personal injury – away from work, on holiday or on the roads
- Reduced rates for wills and conveyancing

Motoring

- Insurance with LV
- Breakdown cover with LV
- Vauxhall Associate Partners – Preferential discounts on cars

Insurance

- Personal Insurance, travel insurance
- Family Insurance
- Home Insurance
- Pet Insurance
- UNISON protect accidental death insurance

Financial

- Lighthouse Financial Advice
- Lighthouse Mortgage and Protection Advice
- Pre-paid Plus Mastercard
- UNISON energy
- UNISON Rewards (earn cashback on online purchases)

Wellbeing

- Health plans
- Vision Express
- Dental plans

Learning and development

- Personal and career development courses (main UNISON site)
- Courses for reps and activists (main UNISON site)

There for you, UNISON's welfare charity

- Members experiencing financial and emotional difficulties can contact our welfare charity, There for You. For more information on the Charity and the services available either go the website:
<https://www.unison.org.uk/get-help/services-support/there-for-you/> or contact the Branch Welfare Officer for assistance.

BACKGROUND PAPERS / LINKS:

REPORT AUTHOR DETAILS:

Karen Finch
Membership Services Officer
Aberdeen City Unison Branch

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BRANCH: Aberdeen City

DATE: 13 March 2019

OFFICER: Welfare Officer

TITLE OF REPORT: Annual Report

RECOMMENDATIONS:

That the Branch – note contents of this report

FINANCIAL IMPLICATIONS: None

MAIN ISSUES:

Branch welfare officers are the first point of contact for members who are experiencing personal, emotional or financial difficulties, or for those who need advice. They also help members apply for help or funding.

If you are aware of a colleague who has been on sick leave for a period of six weeks or more or they have recently lost a family member, please let the branch know so we can arrange something to let them know they are in your thoughts.

There for You

The branch welfare officer is the local representative of There for You, Unison's charity.

If you haven't heard of There for You before, they provide support a confidential service for members (and their dependents) over the phone or in person

- debt advice;
- listening and support;
- financial assistance;
- breaks and holidays;
- personal advice.

You may have financial problems for reasons including:

- relationship breakdown;
- loss of income;
- being off work/suffering from a long illness/recovering from surgery;
- needing to buy equipment because of a disability;
- caring for someone with additional support needs or an illness.
- living on the breadline and needing to pay for a major bill or vital item

All There for You grants and activities are paid for by donations from UNISON members and UNISON itself.

One way you may consider supporting There for You is by taking part in the UNISON lottery, a monthly prize draw which raises money for the charity and awareness about the work that the charity does. Recently re-launched, you can find further details here unison.charitylotteries.co.uk

Winter Fuel Grant/School Uniform Grant

There for You also run annual grant schemes for Winter Fuel and School Uniforms, further details can be found using the link below.

Lighthouse Group Advice

This service is one of the many available via UNISON Living. They can assist you with financial issues whatever your circumstances

Grampian Credit Union

All members of UNISON who live or work in Aberdeen and Grampian can join Grampian Credit Union for savings and financial services, including a current account and a range of flexible loans.

BACKGROUND PAPERS / LINKS:

<https://unison.org.uk/get-help/services-support/there-for-you/>

REPORT AUTHOR DETAILS:

Brenda Massie
Welfare Officer
Aberdeen City Unison Branch

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Aberdeen City Branch

Annual General Meeting 2019 Officer Nominations

Branch Officer	Name
Chairperson	Jim Currie *
Branch Secretary	Kenny Luke
Minute Secretary	Karen Finch
Service and Conditions (Joint)	Brenda Massie Mark Musk
Treasurer	Elizabeth Herlihy
Communications	Steven Dongworth
Education	Elizabeth Herlihy
Equalities	
Health & Safety	George Ferguson
International	
Labour Link	Valerie Taylor *
Membership Services	
Recruitment & Organisation	
Union Learning Rep	
Welfare	Brenda Massie
Young Members	

*Nomination Form received after closing date

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Aberdeen City Branch

Annual General Meeting 2019 Steward & Health & Safety Reps Nominations

Post	Name	Employer/Department
Steward and H & S Rep	Mary Coutts	Bon Accord Care
Steward	Elizabeth Herlihy	ACC/E & CS
Steward	Leslie Tarr	ACC/Digital & Technology
Steward	*Valerie Talyor	ACC/Digital & Technology
Steward and H & S Rep	Tommy Reid	ACC/Integrated Children & Family Services
Steward	Brenda Massie	ACC/Revenue & Benefits/Customer Experience
Steward	Mark Musk	ACC/Revenue & Benefits/Customer Experience
Steward	Alison Robertson	ACC/Environmental Health & Protective Services
Steward	Alexander Ryland	ACC/Customer Experience
Steward	Steven Dongworth	ACC/Governance

*Nomination Form received after closing date

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