TUO 15/2025

**TRADE UNION ORGANISATION (TUO) NETWORK**

**Reinvigorating Branch Meetings and Branch Activism**

Following the Resolution passed at the last AGM, entitled ‘Improving Napo membership’, Mick Hooson, Chair of West Yorkshire branch explained at the TUO Meeting on 5th February how West Yorkshire branch’s approach had reinvigorated their branch meetings, resulting in increased attendance, activism, new reps and increased branch membership.

*We share key learning points; good practice from other branches that were shared within the meeting and our next steps.*

Learning from West Yorkshire Branch experience

* Identify topics that interest you! And other members of the exec, or that you know are ‘hot topics’ in office.
* Bring senior management along – whether due to their interest or invite their contributions to the meeting.
* Make attending as easy as possible – either online or hybrid.
* Don’t worry about short notice or the specific time – if people are interested enough, they will attend.
* Invite members and non-members – send invites through Napo email systems and through office mail groups.
* Recognise those who are talking/contributing to the meeting, invite them to get involved.

Outcomes of their approach:

* 5 branch meetings with well over 100 in attendance
* Branch - 25% increase in membership from winter 2023 to winter 2024
* More people are getting involved and securing the future of the branch
* High morale amongst active members
* Enthusiasm

Good practice from other branches shared:

* Ask members if they are happy to be added to a private Teams’ channel, using their work email address. Poll members to see what they want (East Anglia)
* Invite local MPs (East Anglia)
* Arranging branch development days and including an element of CPD (e.g. equalities input) which enabled the day to be not facility time but work time (The Mercia)

Next steps:

There was good representation from most branches for this discussion but we’d like to continue this by identifying some extra dates for branches grouped by region and continue this discussion.

If you were present at the last TUO meeting and would like to be on the small working group to discuss further with other branches, please let us know by emailing Pippa.

Further details of next steps are included in TUO 16/2025/

In solidarity,

Annoesjka Valent

National Official – Trade Union Organising