

UNISON - Brief

Use of PEST analysis at UNISON

Introduction

UNISON is Europe's biggest public sector trade union. It represents over 1.3 million people who work in public services. It campaigns for many issues. One of its current projects is the Migrant Workers Participation Project. This looks at the issues facing migrant workers in the UK. Like any organisation UNISON has aims. To help it understand what might affect those aims, it looks at internal and external factors. PEST stands for Political, Economic, Social and Technological and is used to look at external factors.

Political factors

Political factors include, for example, government policies, new laws and issues from the European Union. Immigration is an issue that some people feel strongly about. UNISON aims to change certain views, such as migrants 'take' British jobs. UNISON aims to help migrants to be part of a trade union so they can benefit from proper pay and work conditions. UNISON is also keen to ensure that laws meet the needs of workers. It therefore puts pressure on the government on such issues.

Economic factors

Most of the UK's migrant workers come from poorer countries. They can earn a higher wage in the UK. This allows them to enjoy a better standard of living. They can also send money home. Migrants are vital to the UK economy. Government figures show that new migrants add value to the UK. They contribute 0.5% to the UK total working output. They replace the UK's shrinking workforce. Many people feel that migrants have a better attitude towards work than UK workers. This can give a business a competitive edge. UNISON aims to ensure workers are paid fairly with good career prospects.



Social factors

Some social factors, such as skill shortages in care work, increase the number of migrant workers to the UK. However, migrants can face social problems with understanding English or British culture or not knowing their rights. To help solve these issues UNISON:

- prints workers' rights leaflets in 11 languages
- works with community groups - these provide social places for migrants to meet
- provides facts on welfare and tax
- runs courses to help migrants learn English.

Technological changes

These have changed how businesses work:

- Automation often means less-skilled workers are needed.
- The internet has opened up more jobs in ICT. Many migrant graduates fill these roles.
- Low-cost air transport means migrants can fly to the UK.
- Online money transfers mean migrants can send money home simply and safely.
- Advances in telecommunications means migrants can search for jobs or get advice through online chat rooms. Working migrants can also keep in touch with their families abroad.

Conclusion

UNISON aims to improve migrants' working lives by providing them with help and support. PEST analysis shows the external issues migrants may face. This helps UNISON to set strategies to help them. UNISON has raised awareness of the benefits migrants bring to the UK. Their skills are needed to maintain the UK's growing economy.

