

UNISON - Summary

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. UNISON campaigns for a number of issues: one of its current projects deals with Migrant Workers Participation. This focuses on the issues faced by the UK's migrant workers and aims to help prevent unfair treatment at work. When an organisation like UNISON sets out its aims and objectives it assesses internal and external factors. External factors are assessed through PEST analysis. This stands for Political, Economic, Social and Technological issues.

Political

Political factors include government policies, new laws and foreign influences. Several factors surround the issue of immigration, a highly emotive issue. UNISON aims to dispel bad views such as migrants 'taking' British jobs. It believes this misinformation will not arise if migrants are part of a trade union with proper pay and conditions. Employment legislation is also a key issue. UNISON aims to ensure that laws meet the needs of workers by lobbying the government.

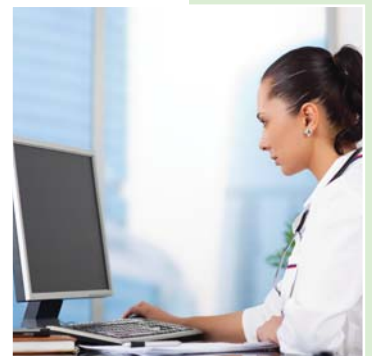
Economic

Most of the UK's migrants come from less economically developed countries. They can earn a better wage in the UK. This allows them to enjoy a better standard of living and send money home to their families. Migrants are important to the UK economy. Government figures show that the working output of new migrants adds 0.5% to the country's Gross Domestic Product. Migrants may have a more positive work ethic than domestic workers. This can give a business a competitive edge. In order to keep attracting migrants to the UK, UNISON wants to ensure workers are paid fairly and have valid career paths.

Social

Numerous social factors, like skills shortages, increase the flow of workers into the UK. Vocational areas, such as care work, also depend on migrant workers. Immigration maintains the UK's labour force. Other social factors affecting migrants include difficulties with British culture or language or not knowing their rights. To overcome these issues UNISON:

- produces workers' rights leaflets in 11 languages
- works with community groups, providing social places for migrants to meet
- provides information on welfare and tax
- runs courses to help migrant workers learn English.



Technological

Changes in technology influence how businesses work:

- Automation of production in factories means less-skilled workers are required.
- The internet has created jobs in information processing, roles that migrant graduates fill.
- Frequent, low-cost air travel means migrants can travel to the UK easily.
- Improvements in online money transfers means migrants can send money home easily and securely.
- Widespread access to telecommunications makes it easier for potential migrants to search for jobs and gain advice through chat rooms on the internet. Working migrants can also communicate more easily with their families in their home countries.

Conclusion

UNISON's work improves migrants' employment opportunities through trade union representation and other support. PEST analysis helps to identify external issues migrants may face. It also helps to identify why they migrate to the UK. UNISON has raised awareness of the economic gain migrants provide to the UK. They represent a skilled workforce necessary to maintain the UK's growing economy.

