

HOW TO SHUT DOWN YOUR AREA FOR THE STRIKE

SPREAD THE WORD IN ADVANCE

If you want a strong strike in your area, its important to spread the word in advance. Have a think about what languages riders in your area speak and get hold of some leaflets and some copies of this bulletin in the appropriate languages to give out.

Distribute these to riders so they know about the strike before it happens and use that as an opportunity to talk to them and see if they will take part. If anyone says yes, ask if they would be up for giving you their number and working together to make the strike strong in your area. Set up a WhatsApp group for those of you who are working together to organise in your area so you can keep each other up to date.

GET INFLUENTIAL RIDERS ON BOARD

If there are any big groups of riders from one language group or community in your area, or if there is an area where riders regularly hang out, then its likely that riders know each other well and its likely there will be a few riders who are influential with others.

Its worth trying to find out who those influential riders are if you dont know already. A good way to do that is to chat with people about the strike and ask them if there is anyone they would recommend speaking to, in order

to help spread the word. You could also ask them if there is anyone that lots of people go to when they have a problem.

Once youve worked out if there are any influential riders around, you should go find them and speak to them about the strike. If you can get them onboard, then ask them if they can convince other people to take part too. They will be able to bring a lot of people with them.

THE IMPORTANCE OF STRONG PICKET LINES

A powerful strike action requires strong picket lines. A picket line is when striking riders show up to dark kitchens or popular restaurants and take part in the strike together in front of these places. The main purpose of the picket line is to stop orders from being collected by other riders. To do this, its essential that strikers convince other riders to participate in the strike. Its important that for as long as the strike lasts, strikers are physically present at the entrance of the restaurant or dark kitchen to approach any riders intending to do deliveries.

Not all riders will be aware of the strike, and most will be willing to participate when they find out whats going on, so its important to inform riders when you see them arriving. Others will need to be convinced. That means striking riders need to persuade riders who intend to pick up orders not to do so. This will involve clearly and forcefully explaining what the strike aims to achieve, how it will benefit all riders and how riders are more powerful acting together rather than as individuals. It will be much easier to persuade riders

to do the right thing if theres a big number of strikers on the picket line. Thats why we need a good turnout of riders to take part in pickets.

The picket line is also a good place to organise with other riders. When youre on the picket line, speak to other riders who are there, find out their names and take their numbers. If a rider is not involved in discussions, approach them, have a chat and introduce them to others. Ask how they found out about the strike and if they know other people involved. If youre in a WhatsApp group, or you receive information about the strike action through other channels, share that information and get them to join. If you have copies of this bulletin, pass them around. Speak about what you think should happen next and what kind of actions and strategies will work. A picket line is also a good place to have an open meeting to discuss what people want from the strike and what they think should happen next. You can also start a dedicated WhatsApp group for your area to stay in touch with people youve met after the strike.

Strikes are not just about stopping work to hurt the boss. Theyre also about holding a strong picket line and making connections for more coordinated actions in the future. Were building a movement one strike at a time, so lets make the most of the days we are together on strike.

What do you think? If you have ideas for how to win the strike or if you want to write something for the next bulletin, send them to us on +447598260453.

RIDER STRIKE!

REPORTS FROM THE FRONTLINE

REPORTS FROM THE STRIKE ON 14 FEBRUARY

The delivery strikes continue. The Valentines Day strike spread all over the country, with strikes in Inverness, Blackpool, Exeter, Bristol, Cambridge, Norwich, Reading, Brighton, Liverpool and more. According to Rodeo, orders were down by 40 percent in London and by 20 percent across the rest of the UK as a whole. It is estimated the strike will have cost the apps millions of pounds. The strike was reported in national and international news and has inspired strikes in other countries. Riders in Ireland took part on the 14th and riders in Portugal will strike on the 23rd. Its even spread beyond just food delivery. Uber Taxi drivers in Bristol joined the strike on the 14th, along with Uber Taxis in the US and Canada. The companies may be multinational, but now so is the movement.

We think its really important to share information about what is happening in each local area, so we can all be informed and also learn what is most effective. So we spoke to some riders in different areas to gather reports:

LONDON

We received reports from riders in London about strikes in Baker Street, Bermondsey, Bromley, Brick Lane, Chinatown, Dalston, Earls Court, Forest Hill, Notting Hill, and Whitechapel.

NEXT STRIKE: FRIDAY 23RD FEBRUARY, 17:00 – 22:00

More than 100 riders made a motorcade from Scrubs Lane to Notting Hill then to Battersea. They met journalists from AFP and BBC News on the way and also made a noisy protest outside the Deliveroo CEOs house in Kensington. The motorcade ended in Battersea where the police blocked the road in front of the Editions kitchen there. The riders who organised the motorcade said their goal was to attract a lot of media attention to damage the reputation of the companies and this was successful.

In most areas in London, riders picketed Deliveroo Editions and busy collection points like McDonalds again like on the first strike. Riders reported that there were strong strikes in certain areas such as Whitechapel, Dalston and Forest Hill. In Whitechapel, a manager tried to intimidate the striking riders, but when riders stood their ground he backed down: he saw that he wasnt able to make us move, so he stood to the side.

However, some other riders reported that the strike wasnt as strong in their areas this time

Round, mainly because riders stayed at home for Valentines day with their partners rather than picketing. They said that Earls Court, Brick Lane and China Town were very quiet with not many riders working and no pickets. Some riders said that even if Valentines Day was good to hit

the companies hard financially, it probably wasnt the best day to build strong pickets. Even if loads of people stop working, without strong pickets its easier for people to think theyre losing and give up. Next strike we need to make sure we have strong pickets in every area.

London. Knocking down deliveries by 40 percent on one of the busiest nights in one of the companies most important cities in the world is a huge achievement.

In some areas the apps started prioritising orders from small restaurants instead of McDonalds and Editions, which shows the strike was having the biggest impact on the biggest and most profitable restaurants.

Riders that werent striking were still able to gather in big numbers and take deliveries in places like Victoria, which also shows that we need to spread the strike to more areas and organise strong pickets there. To read full reports from different areas in London, scan the QR code to see the full bulletin on our website.

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BBQ FOR STRIKING RIDERS – SUNDAY 10TH MARCH FROM 13:00

All striking riders invited to a BBQ and social at: Pelican House, 144 Cambridge Heath Road, Bethnal Green, London, E1 5QJ.

Come along to meet other riders from different areas and have a nice time. If youre up for helping out with the BBQ, send us a message on Whatsapp: +44 7758 008804

This bulletin is available in Portuguese, Romanian, Bangla, English, Urdu and more languages. Scan this QR code to find the bulletin in another language online.

You can also scan this QR code to find links to different WhatsApp groups for striking riders.



BLACKPOOL

The strike in Blackpool was good. Our target was to close the 3 McDonalds restaurants. We did that. I was at the Rigby Road McDonalds and I left at about 9pm to go home. I left someone else to run the picket and there were about 15 riders there as well, we were mostly Romanians. At Amy Johnson Way it was 3 guys, 1 English and 2 Romanian. At Cherry Tree another 3 guys running the picket initially, but more who were hanging around to keep them company. I think only 20 deliveries left the Rigby Road McDonalds in the five hours we were striking and all of them were Uber Eats orders, directly ordered through the McDonalds website. We stopped all the Just Eat orders at McDonalds, which is the main source of orders. They had to close the app very early on and not take any more orders. At Rigby Road they put 43 deliveries in the bin and had to refund the customers.

The manager at Rigby Road was very angry at me and blamed me for having to throw away the orders and called the police. But its not an offence for me to speak to riders. I can speak to whoever I want. If the rider chooses to cancel the order its up to them. The police came, they said nothing. They said as long as you dont force anyone and dont start a fight, then youre ok to keep doing what you are doing.

5 hours strike per month is not enough. Its mathematics. They lose £1 million in five hours. If they give a pay rise to us, they lose more than £1 million per month. We need to strike more in order to win. There should be a meeting just with the captains of the strike across the country so we can coordinate. If all the big cities in England are striking at the same time, if everyone does it at the same time a few times, then maybe the managers will think: fucking hell. The key thing is to strike the big cities. London, Manchester, Liverpool, Sheffield. If those can all strike that will make a big difference.

BRISTOL

In Bristol, there was a strike of around 60 drivers at the Deliveroo Editions in Eastgate. The strike was called on a WhatsApp group for Brazilian couriers. Starting at 6pm, we created a solid barrier across both entrances to the kitchen, before the police were called and those riders working without visas decided to leave, leaving a smaller group of us who continued to wave riders down and explain what was happening. A few people still collected orders but a lot of incoming riders saw the picket and avoided the site. Organisation beforehand was limited to Brazilian groups, with Somali, Afghani and other workers unaware that strikes had been called. This meant that leadership responsibilities were given to the rider on the picket who could speak the best English. This could be a problem if the rider who can speak the best English is not actually the best leader. There was talk of a next time, with riders swapping numbers and discussing the need for an assembly of different nationalities (such as Brazilian, Bengali, Afghani etc.) and for leaflets and posters in multiple languages, in an effort to unify across these divides.

STOURBRIDGE, WEST MIDLANDS

On 14 February drivers in Stourbridge, West Midlands, joined the strike. We set up a Whatsapp group and added local drivers, and spent a while handing out flyers. We decided to target just one McDonalds and one KFC as we are just starting out and we know they are busy spots. About 20 riders initially picketed outside McDonalds, leading to an impactful protest. As more riders learned of the strike throughout the night, they joined in, with many ceasing work in solidarity and shutting down other McDonalds nearby. McDonalds responded by turning off their delivery tablets, effectively stopping all operations there. Our attention then turned to KFC, which remained operational. Our

picket was successful with less than a dozen orders picked up in the whole night. This strike was a precursor to the larger West Midlands strike we are planning for 1 March 2024.

CONTRIBUTE TO THE BULLETIN

We are going to do more bulletins like this and we want to share reports from different areas. Send us a message or voice note on Whatsapp with updates from your area to +447598260453.

If you would like some copies of this bulletin to give out to riders in your area, please also message +447598260453 on WhatsApp to get hold of some.

You can also collect copies of the bulletin to hand out from the following address between 9:00–17:00:

Pelican House, 144
Cambridge Heath Road,
Bethnal Green, London E1
5QJ.

DOING THE MATHS: WHAT WOULD IT TAKE TO WIN OUR DEMANDS

We have heard some riders saying things like: "We did two strikes. Why are the managers not meeting with us already? What is the point of another strike? Will it even achieve anything?"

We did some maths to try to answer this question...

First off, we wanted to work out how much it would cost the companies to give us what we have demanded. Its very complicated to work out how much it would cost to increase the rate per mile, as the algorithm doesnt work like that anymore. But its relatively simple to work out roughly what it would cost to increase the base rate for each order to 5, so we will focus on that.

Deliveroo is the biggest food delivery company operating in the UK, so we will focus on them. Deliveroos most recent investor report says that in the UK and Ireland in the last quarter they had 40,900,000 orders. The base rate for mopeds and cars is currently £3.15 and for bicycles its £2.90, so it would cost £1.85 per order to bring mopeds and cars up to £5 per order and £2.10 for bicycles. If we estimate that two thirds of Deliveroos orders are done by mopeds and cars and one third are done by bicycles, then we can calculate roughly how much it would cost to increase the base rate to £5:

$$\frac{2}{3} (40,900,000 \times £1.85) + \frac{1}{3} (40,900,000 \times £2.10) = £79,073,333 \text{ per quarter.}$$

We also need to factor in double orders. If we estimate that 20 percent of orders are doubles and that on average a double costs 70 percent less in delivery costs for Deliveroo, then the total cost per quarter for Deliveroo to give riders in the UK and Ireland our demand of a higher base rate is £68 million. That is £272 million per year or £5.2 million per week.

Deliveroo makes more than this in profit, and the UK and Ireland is their most profitable area, so we know they can afford to pay this to riders. But it is a lot of money and we know they wont give it to us willingly. However, if we can use our strikes to cost Deliveroo more money than that, then we have a very good chance of winning our demands.

SO HOW MUCH IS THE STRIKE COSTING DELIVEROO CURRENTLY

Rodeo estimated that the first strike we did on 2 February led to a 50 percent reduction in deliveries in London. They calculated that this cost Deliveroo £1 million in lost orders. We think this is an underestimate and its likely it cost Deliveroo more money than that. Rodeo also estimated that the second strike on Valentines day led to a 40 percent reduction in deliveries in

London and a 20 percent reduction across the UK. That will likely have cost Deliveroo significantly more than the first strike, as normally orders are higher on Valentines day than an ordinary Friday.

There are also several other ways in which the strikes we are doing are causing costs for Deliveroo:

1. Deliveroo sent an email to restaurants before the strike saying that they would refund completely any orders that the restaurant makes and then are unable to deliver after over 45 minutes of waiting time. At almost every restaurant that we shut down there were tens of orders that got made but didnt get delivered. For these orders, Deliveroo didnt just lose revenue, they had to pay out to the restaurant and the customer. This is a huge amount of extra money Deliveroo and the other apps lost, likely hundreds of thousands of pounds across all the striking areas in the UK.
2. There are also longer term costs for them as a result of strike action, including damage to their brand with customers and with restaurants, and also reputation with investors, which can affect the share price. Since 25 January when strikes were announced £120m has come off the total share price of Deliveroo. The share price is very important for the managers at Deliveroo in particular, because the managers all have lots of share options that they are waiting to cash out very soon, which they dont want to go down in value, and they are also trying to avoid a hostile takeover by another company in May (which could happen if the share price dips too low), when Will Shu majority voting rights expire.

WHAT DOES THAT MEAN FOR OUR STRATEGY

Right now, our strikes are costing Deliveroo a very large amount of money. If we struck one day each week in all of the areas we are currently striking, we could probably cost them over £2 million per week in lost orders and refunds. That is not to mention other long term costs.

That is roughly half of what it would cost them to increase the base rate to £5 per order. If we can show the company that we can sustain that pressure through regular strikes and we wont give in, then its very likely they will make us an offer to improve the base rate by something, even if not the full amount we want.

If we can keep the strikes going (whether once per week or once per month), keep the strikes strong in every area, and spread them to some more areas (in London and to other big cities), then we can increase the costs even more and force Deliveroo to give us everything that we want. The same goes for the other apps too.

We need to keep going with these strikes and keep planning together the best way to shut things down. That is how we will win.

What do you think? If you have ideas for how to win the strike or if you want to write something for the next bulletin, send them to us on +447598260453.

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