



GMB LONDON REGION

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GMB YOUR VOICE IN ASDA

SEPTEMBER 2024

ASDA'S £30 MILLION "INVESTMENT"

Dear members,

Recently, ASDA announced in the press that they recognised the struggle that stores had in achieving a good service to customers, and so they were investing £30 million into hours in stores to support stores going forward.

GMB has learned that the majority of this "investment" is actually just ASDA holding back the cuts they were going to make in the 3rd quarter of this year, and does not constitute any new resources going into stores to provide a better service to customers, or a safer workplace for colleagues.



Senior ASDA management tells GMB that the remainder of the "investment" won't really make a difference, especially after being spread over 600+ stores. They say it's unlikely to result in any new colleagues, that it's more likely to be used to balance the books and avoid having to ask colleagues if they'd like to go home early, or take holiday, to save on wages.

It's disappointing that ASDA have tried to placate our members' concerns about a lack of hours and resources by trying to pull the wool over their eyes with gimmicks like this.

OUR MEMBERS' DEMANDS ARE CLEAR: MORE HOURS IN STORES ARE NEEDED, OR THIS BUSINESS WILL FAIL!

With ASDA's chair, Lord Stuart Rose, publicly calling for ASDA's co-owner Mohsin Issa to step aside, and market share declining dramatically, change is clearly needed so that ASDA can become a thriving business once again.

We do not believe this can happen while ASDA refuses to engage meaningfully with its workers. ASDA must listen to the workers to get things right for the customer.

If you are impacted by this issue and would like support or advice, please contact our office directly at 01603 626492, or visit our GMB Members' Support Centre at www.gmb-asda.com/support

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For assistance visit the GMB Members Support Centre
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