



GMB YOUR VOICE IN ASDA

August 2025

End the Pressure: Your Shift Ends When It Ends

Dear members,

GMB is receiving increasing reports that managers are forcing colleagues to remain at work past their contracted hours. This is due to a reduction of colleague hours across stores. Managers are trying to cover gaps by keeping colleagues on shift against their will.



This behaviour is unacceptable:

- Colleagues are being told they cannot leave when their shift ends.
- This creates stress, exhaustion, and an unsafe working environment.
- Forcing staff to stay beyond contracted hours is not only a breach of contract – it falls into the territory of Modern Slavery Act violations.

Let's be clear

- Your contract defines your hours – you are not obliged to stay beyond them.
- If you choose to work extra, it must be voluntary.
- Managers cannot threaten or pressure colleagues into working overtime.

GMB says:

- Forced overtime is unlawful and will not be tolerated. Say “NO!”
- Low staffing is a management responsibility, not a colleague’s burden. Say “NO!”
- We will support members facing this pressure and challenge any misuse of power.

If you are being forced to stay beyond your contracted hours, Say “NO!” and contact your GMB rep straight away. You do not have to accept this!

Together we are stronger!

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

GMB ASDA London Region

For assistance visit the GMB Members Support Centre
www.gmb-asda.com/support