



GMB YOUR VOICE IN ASDA

August 2025

## Respect the policy! Respect colleagues!

Dear members,

GMB is hearing from more and more colleagues that managers are misusing the term “needs of the business” to get around the Flexibility Policy.

This means:

- Colleagues are being pressured or bullied into changing hours, shifts or even departments.
- Managers are ignoring personal circumstances such as childcare, caring responsibilities and health needs.
- The Flexibility Policy is being treated as if it only benefits management – not colleagues.



**Let's be clear: the Flexibility Policy was put in place to protect colleagues and ensure fairness. Flexibility is supposed to work both ways, not be used as a tool to force through unwanted changes.**

GMB says:

- No colleague should feel intimidated into moving hours or roles.
- “Needs of the business” does not give managers the right to override the policy.
- We will challenge any bullying or misuse of flexibility and support members every step of the way.

**If your manager wishes a discussion about your hours, shifts or department INSIST on having a GMB Rep present.**

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](http://www.gmb-asda.com/support)

**GMB ASDA London Region**

For assistance visit the GMB Members Support Centre  
[www.gmb-asda.com/support](http://www.gmb-asda.com/support)