



GMB LONDON REGION

www.gmb-asda.com/support

GMB YOUR VOICE IN ASDA

June 2025

Abuse Of Flexibility Policy

Dear members,

We are seeing a growing pattern of Asda management abusing the Flexibility Policy, misusing it to pressure colleagues into unreasonable changes, with no proper consultation or process being followed. This is unacceptable, and it must stop. The Flexibility Policy was never designed to ignore your personal circumstances, childcare commitments, second jobs, or caring responsibilities. Yet too often, managers are:



- Forcing through shift changes without proper meetings
- Ignoring the need for representation at flexibility discussions
- Disregarding valid personal and family responsibilities
- Quoting “business needs” with no transparency or justification

Let's be clear, Flexibility works both ways – not just when it suits management.

- Your rights matter.
- Your voice matters.
- Your union stands with you.

If you've been affected by changes to your hours or feel pressured into accepting unfair shifts, contact your GMB rep immediately. We will not allow policies to be twisted and used against hardworking colleagues.

Together, we push back. Together, we hold them accountable.

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