

Asda ALS Managers

Last update: 1 Jul 2025

Latest Bulletin

ALS Managers Petition Update

Posted on: 1 July 2025

We are really pleased that the government body overseeing the union recognition process has agreed that you should get a say on whether the GMB is able to negotiate directly with ASDA on your behalf, to improve your pay and conditions. We will keep you updated with further news on when and how you will be able to vote but, for now, a big thank you to all of you that signed the petition.

You'll also be aware that ASDA have awarded managers a pay rise and made some improvements to terms and conditions.

ALS managers should be under no doubt that the only reason ASDA have done this is because a majority of you signed the petition in support of GMB recognition and because they know you will now all be given the opportunity to have a vote on whether you want the GMB to negotiate on your pay and conditions.

ASDA have not done this out of the kindness of their heart but to attempt to bribe you not to form your own union.

If you can achieve these improvements simply by signing a petition, imagine what you can achieve if you actually vote for and form your own union.

My ask of you is not to be bought off by these temporary concessions.

GMB welcomes any improvement in your pay and conditions but forming a union is about winning improvements now as well as protecting you for years to come by giving you an equal seat at the table



when it comes to determining your pay and conditions.

You and your Manager Colleague Voice reps have been asking ASDA to deliver on some of these changes for years, but they have only started listening to you when you demonstrated you were ready to form a union. Don't be fooled into thinking ASDA will keep making improvements, this is a temporary fix to try to prevent you from voting from the GMB.

We will keep you updated on next steps for the ballot.

Thanks again for your continued support – now let's push forward to win you the real change you deserve.

Nadine Houghton, GMB National Officer for ASDA.

Asda ALS Salaried Managers –CAC Report – Update 06-6-25



Posted on: 6 June 2025

Dear ALS Salaried Managers,

I'm really pleased to share with you the results of the CAC's report – which show that you have cleared the first hurdle in your bid for independent union representation at work.

- The amount of GMB members in the proposed bargaining unit is 16.9%
- The amount of managers signing the petition to support recognition is 64.2%

The CAC will look to accept the GMB's application for recognition if the following criteria is met:

- That 10% of workers are members of the union
- A majority of the workers would be likely to favour recognition of the union

We have met those tests. Thank you – and well done.

The findings of the CAC's report now goes to a CAC 'panel' who decide on whether or not to accept the unions application, if they do we will then move forward with arrangements for a vote – to ensure you get to have a say on what representation and voice at work you deserve.



We will keep you updated on next steps but for now thank you for your work in getting this far.

Nadine Houghton,
GMB National Officer

UNION RECOGNITION UPDATE



Posted on: 4 June 2025

Dear ASDA Colleagues,

Thank you so much to all of you who have signed the petition calling for the GMB to be the recognised union for ALS salaried managers.

We know, because you've told us, that there are several issues of concern for you currently:

- Absence policy
- Red circling and banding structures
- The appraisal process
- Bonus metrics
- Your total reward package
- Holiday entitlement

These are all issues that, if you vote for the union to be recognised, we would seek to campaign on to improve your role in ASDA.

As previously communicated, the GMB has now started the formal recognition procedure. This is a legal process through a body called the Central Arbitration Committee (the CAC) and the process is now well under way. In a short time, the CAC will tell ASDA and the GMB whether we have enough evidence to proceed to the next step in the legal process.

If you have cleared this first hurdle, GMB will then hold discussions with ASDA about who would or wouldn't be included in any potential negotiating agreement and we would also look to agree time



scales for your vote on whether the GMB becomes your recognised union.

The most important part of these next steps is of course your opportunity to vote on whether or not you want the GMB to be your voice at work. We will talk to you more about this once we have further details.

If you have any questions please feel free to email me directly on nadine.houghton@gmb.org.uk

Thank you for your continued support.

Nadine

Nadine Houghton

National Officer

GMB Private Section

ASDA DELAY RECOGNITION



Posted on: 20 May 2025

Dear ALS Salaried Managers,

It is extremely disappointing for me to have to write to you today to let you know that, despite GMB's best efforts to work collaboratively with ASDA, your employer appears intent on delaying your attempts to gain union representation at work.

We had hoped that our attempt to work voluntarily with ASDA to secure you a vote and subsequently an agreement for union recognition would move forward positively. Unfortunately, what has actually happened is that ASDA have unnecessarily delayed the GMB making a formal application to the CAC.

To move things forward, I have, today, made your formal recognition application the CAC (the independent government body responsible for overseeing union recognition applications). Unfortunately, this process can be lengthy but at the end of it we hope you will be given a vote and you will finally get to have your say.

That's why it is so disappointing that ASDA have taken this approach – all you are asking for is an opportunity to have your say on how you want to be represented. For you to have a vote and for the



outcome of that vote to be respected. These are basic democratic rights and your employer can choose to respect and facilitate this at any point.

I will communicate next steps with you as soon as I can.

I know that things have been difficult; the removal of your bonus, cuts to sick pay and pay rises that you do not believe are reflective of the role you play in the business but please be assured that things are now progressing in your campaign to win union representation.

In solidarity,

Nadine Houghton, GMB National Officer

RECOGNITION UPDATE



Posted on: 14 May 2025

First of all – an apology from me for sending out the wrong video update yesterday, this was an old message and we'll get a new one out to you all asap.

In the mean time, read on to find out where we are in the campaign to win union recognition for ALS salaried managers:

It is essential that you are given a say on how you want to be represented at work. Every worker should be able to choose, for themselves, whether collective, independent representation through a trade union is in their best interests. Its clear to us that ALS managers need – and deserve – a collective voice at work, through the GMB.

The majority of ALS managers have now signed a petition to say they want the union to be recognised to negotiate on their pay and conditions. Its important that ASDA now pay attention to this. We hope we are now moving forward with agreeing a process that demonstrates to ASDA the strength of feeling on this issue.

The GMB held our first meeting with ASDA on Monday. It's unfortunate it's taken so long to get round the table, given ASDA received our formal application request in April, however we are genuinely hoping there is now a commitment from the business to let you have your say on union representation.

ASDA have requested, and GMB have agreed that we will try to find a way to give you a vote on union recognition through an informal route. We are happy to work with ASDA to try to achieve this, however we



are looking for commitments from them about how this will be organised before we can be sure this is the right way to proceed.

If we can agree an informal process, our hope is that you will be given a fully independent vote, likely through your work email address. This will be completely anonymous and neither ASDA nor GMB will know how any individual has voted.

If we are unable to agree an informal way forward with ASDA we will revert back to the legal route through a government body called the CAC.

I hope to have a further update for you later this week or early next week.

Thanks for your continued support.

In solidarity,

Nadine Houghton, GMB National Officer

ASDA ALS MANAGERS BULLETIN



Posted on: 16 April 2025

Dear ALS Managers,

Please see below for an update on the campaign to win GMB recognition for ALS managers:

If ASDA decide they do not want to voluntarily recognise the GMB to be the recognised trade union for ALS managers, then the union must embark on a legal process to achieve this.

This is done by making an application to an independent organisation called the Central Arbitration Committee (CAC).

GMB have completed the first step in this process by writing to ASDA to request they reach a voluntary agreement with us.

ASDA have now responded to this initial request to ask that we have these discussions through another independent body called ACAS. ASDA have said that if we can demonstrate we have the support to be the recognised body for ALS managers then they will talk to us about a collective agreement to negotiate on your pay and conditions.



We are, of course, happy to engage constructively in those discussions and provide the evidence that supports our claim.

The evidence we will provide is the petition which has been signed by the majority of ALS managers and our membership records which show the levels of membership we have among managers.

This evidence will all be provided confidentially and will be independently verified – ASDA will not see any names or details.

We then have until the 15th May to reach an agreement with ASDA. If we do not reach an agreement by this date, we will be in a position to make the next stage of our application to the CAC.

As you can see, this is a lengthy process and I ask that you bear with us. We will keep you updated on progress every step of the way.

The most important thing you can do is identify any of your manager colleagues that have not signed the petition and ask them to do so – and – for as many of you to join the GMB as possible.

It is important we don't take our foot off the pedal and that we continue to build the campaign to show ALS managers support for the GMB to be their recognised trade union.

Thank you for all of your support so far and watch out for further updates.

In solidarity,

Nadine Houghton

GMB National Officer for ASDA

ASDA ALS MANAGERS – LATEST COMMS UPDATE



Posted on: 16 April 2025

Dear GMB members in hourly paid roles and ALS salaried managers,

The GMB petition for recognition for salaried managers now has the support of over 50% of ALS managers. This means we are now ready to move ahead with the next stage in the campaign for union recognition for salaried managers.



A huge thank you to all managers that have signed the petition so far and to our GMB hourly paid stewards who have helped make this happen.

ALS managers have sent a clear message to ASDA that you expect effective, independent trade union representation and a collective voice in the workplace.

ASDA had until Friday 11th April to provide a formal written response to our initial request, after which we can submit an application to an independent body called the CAC.

If the CAC accept our application and agree that we have the evidence required they can then mandate ASDA to allow an independent ballot of the managers to take place. You then get to vote on whether you want the union to represent you collectively in pay talks and in relation to your terms, conditions, hours of work and health and safety.

If you are a manager that has not yet signed, or you have colleagues that have not yet signed, please use the QR code below to get the petition completed.

Thanks again for all your support and hard work.

In solidarity,

Nadine Houghton

GMB National Officer



