

ASDA Retail Salaried Colleagues

Last update: 9 Feb 2026

Latest Bulletin

Letter To Retail Managers

+

Posted on: 9 February 2026

Dear ASDA Retail Salaried Manager,

We know that being a manager in an ASDA store can be difficult with many competing priorities in a business that is currently struggling.

Added to the operational challenges you face there is uncertainty around your bonus, job security and you have no say over what you are paid.

The GMB is asked regularly how we can provide collective representation for the manager population in retail and I want to answer that for you. You may be aware that salaried managers in ALS recently voted for the GMB to be their recognised trade union. They now have their own elected GMB representatives and will soon begin pay talks.

It is important you have independent trade union representation through a trade union that is genuinely prepared to represent **your** best interests – not your employers. While there is sometimes common ground to be found between a trade union and an employer, this will not always be the case. Sometimes your interests will differ to those of ASDA's and it is important you have a trade union that can differentiate between the two.

ASDA want to cherry pick which trade union gets to represent the managers in retail. They are trying to bring in a trade union called USDAW, without first asking you which union you would choose. This is the same trade union ASDA have brought in to represent staff in Leon, EG Group petrol garages and ASDA



Express stores. The recognition agreement between USDAW and ASDA does not allow USDAW members a vote on their pay and it does not allow union members to elect their representatives to sit on the committee that decides pay.

Unfortunately, this is not genuine union recognition or collective bargaining.

The GMB has enough members amongst salaried retail managers to make an application to an independent body called the CAC to be your recognised trade union, giving us the legal right to negotiate on your pay, hours and conditions.

If our application is accepted, you will then get to have a vote on whether you want the GMB to be your recognised union. If you do, you will be able to elect your own representatives and you will get a genuine seat at the table in pay negotiations.

We intend on making this application soon and will update you on the progress of this. Most importantly – we want you to have your say.

If you have any questions, you can email me on nadine.houghton@gmb.org.uk or speak to your regional organiser.

Thank you for your support and lets work together to give salaried managers in retail the representation you need at work and a seat at the table when it comes to deciding your pay and conditions.

Kind Regards,

Nadine Houghton

GMB Private Section National Officers

