

The logo consists of the letters 'GMB' in white on an orange square background, with 'ASDA' in white on a black rectangular background below it.

**GMB**

ASDA

The background of the header features a stylized orange-tinted image of the London skyline, including the Tower Bridge and several skyscrapers.

**GMB LONDON REGION**

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

GMB YOUR VOICE IN ASDA

MARCH 2023

## **'MIDDLE RATE' – MISLEADING DATA?**

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Dear members,

Your GMB Retail Forum has met with ASDA twice in collective consultation on the proposal to remove the 'middle rate' pay supplement in 39 ASDA stores.

During these meetings we discussed ASDA's rationale behind the proposal in the business case, where they say they had analysed the job market in those areas and found that competitors were not paying more than ASDA were.

In our most recent meeting, GMB highlighted that we believed the data ASDA has collected around competitor rates of pay is fundamentally wrong. After initial review, we found that at least 88 competitor rates of pay were incorrect, almost half of the data ASDA has gathered. This has made GMB even more dubious of the argument ASDA is trying to make to justify trying to take away hundreds, if not thousands of pounds a year from our members in those stores.

GMB have already been contacted by many of our members who tell us they are disgusted by ASDA's attempts to devalue them. With competitors paying a premium rate of pay in those areas, and colleagues still struggling to make ends meet in the middle of a cost-of-living crisis, our members cannot fathom why ASDA would put threaten them with a fire and rehire situation to try and take away their financial stability.

We're trying to gather as much information as possible from our members to help challenge ASDA's proposal, as well as understand the kind of impact this would have on our members. You can help us by scanning the QR code or visiting [bitly.ws/B3ns](https://bitly.ws/B3ns)

If you are impacted by this issue and would like assistance, or you are seeking support or advice 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)