Asda has a long history of supporting the local communities we serve. It defines the way we work and the way we do business.

When I first started working in my local store, Asda Blantyre, nearly 20 years ago, I had no idea that one day I’d be responsible for all of Asda’s stores in Scotland. And I couldn’t be more proud.

From our award-winning apprenticeship scheme and Community Life programme, to the innovative support we give our farmers and suppliers, we’re committed to doing the right thing for our colleagues, customers and communities.

That’s because, at Asda, we recognise that with scale comes responsibility.

Where our local communities need us, we want to be there.
**ASDA in Scotland**

We employ more than 20,000 colleagues in our 61 stores and two depots across Scotland.

We support a further 10,000 jobs in Scotland through our supply chain and invest more than £1.1 billion every year with Scottish suppliers.

Asda is Scotland’s second largest supermarket, serving 1.9 million customers every week.

We have two depots that serve the whole of Scotland, and our dedicated Asda Logistics Services team works hard to keep our stores freshly-stocked 24/7.

We are at the cutting edge of e-commerce with our home shopping, click & collect and new automated pick-up point services.

**Save money. Live better.**

Unlike other retailers, we have a single pricing structure for all of our products in all of our stores. This means we offer the same low prices in every store across the country, from the Borders to the Highlands.

We were proud to be named ‘Britain’s Lowest Priced Supermarket’ for the 18th consecutive year by The Grocer magazine.

We have a national price cap on our petrol, meaning drivers across Scotland can enjoy our low prices everywhere.

No one filling up at Asda is forced to pay a premium for their fuel because of where they live.

And we help to push down the prices of our competitors – reports by the Office of Fair Trading and The AA found that motorists pay less for fuel if they live near an Asda.

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**£1.1bn**

Investment in Scottish suppliers every year

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**FACT**

We are Scotland’s second-largest private sector employer.

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**QUOTE**

“Asda gets a gold star for its national pricing policy.” – The AA
Hire for attitude, train for skill

All of our colleagues have the chance to ‘learn while they earn’ with fully-funded Level 2 and 3 retail apprenticeships, accredited by Babcock Training Ltd.

For those looking to step up, we offer flexible managerial and section leader training at our Asda retail academies in Livingston and Hamilton.

For colleagues looking to progress to store managers and beyond, we offer our colleagues a fully-funded, three year Retail and Distribution BA Honours degree.

At any time, around 10% of our Scottish colleagues are in training or development. That’s more than 2,000 individuals, improving their skills and progressing their career.

We work with Jobcentre Plus to target local job seekers and help the long-term unemployed return to work.

We give everyone the chance to prove their potential. We offer unemployed young people the opportunity to gain accredited skills and valuable work experience, with the prospect of a real job at the end of it.

Asda has been working with Remploy, who help people with disabilities or health conditions find employment, for over a decade. In 2008 we signed a partnership agreement making Remploy a preferred recruitment partner.

COLLEAGUE CASE STUDIES

Ann Frances Linton,
Asda Hamilton
Having started out as a checkout operator aged 17, Ann Frances Linton is now Manager of Asda’s Retail Academy in Hamilton, overseeing the training and development needs of nearly 1,000 business leaders. “20 years ago I’d never have guessed where I’d be now! There’s so much more to retail than stacking shelves.”

Brian Maher, Asda Hamilton
When Brian Maher, who is profoundly deaf, was made redundant after 13 years in the same job, he feared he might never work again because of his disability. Brian turned to Remploy’s employment services where he received tailored support. A four week placement at Asda’s superstore in Wishaw led to a permanent job as a home shopping service crew colleague at Asda’s Hamilton store.

FACT

We pay our apprentices the same as our other colleagues, and we are one of the only major retailers to pay under-18s the same as older colleagues. We do not offer zero hours contracts to Asda colleagues.

FACT

Our President and CEO Andy Clarke began his retail career aged 17 as a supermarket trolley attendant!
At the heart of your community

Community Life is about making the communities around our stores – our ‘Asda miles’ – better places to live, work and grow up. Every store has a Community Life Champion whose role is dedicated to supporting their local community.

They do everything from local litter picks to delivering meals on wheels!

We’ve opened our stores up, free of charge, to local groups and good causes – using our foyer space, training rooms, wi-fi, cafes and car parks to provide space for the community to come together.

Since Community Life began three years ago, our Community Life Champions have spent nearly 50,000 hours volunteering in their local communities!

They have raised more than £4 million for local charities - money that stays in the local community, going where it’s needed most.

We won Large Company of the Year 2015 at the Scottish Business in the Community Awards.

 TICKLED PINK

Tickled Pink is our registered charity, which raises funds to support the brilliant work of Breast Cancer Care and Breast Cancer Now.

Tickled Pink has allowed for ground-breaking investment, including the creation of the UK’s first ever national Breast Cancer Tissue Bank at Dundee University.

 We won an ‘Outstanding Community Contribution’ award for our efforts to make our stores more dementia-friendly!
Elizabeth Arkbuckle, Community Life Champion, Asda Toryglen
Elizabeth was awarded Volunteer of the Year by Scottish Business in the Community. “Being a Community Life Champion is the best job in the world! I work with a range of different people and groups, from the Sports Council to the local meals on wheels service. I love the flexibility and freedom to make the role my own and do what’s best for our local area.”

Ann Binks, Community Life Champion, Asda Coatbridge
Ann was instrumental in setting up and running the Coatbridge Community Food Bank. She teaches cooking classes for vulnerable young people and also helps to run a local soup kitchen, where she and Asda colleagues spent Christmas Day cooking dinner and giving out gifts. Ann says she “bursts with pride” when she sees the difference Asda makes in the local community.

Yvanne McLaren, Community Life Champion, Asda Dundee Milton
Yvanne loves working with young people in the local community. “Every day is a new opportunity and a chance to make a real difference. I work with around ten local schools to teach kids about healthy eating and where their food comes from – when I’m in the store I often hear a little voice say “Mum that’s the Asda lady, the one who made me try rhubarb!”

Linda Anderson, Community Life Champion, Asda Chesser
Linda has worked with Asda for 27 years and supports around 40 local charities and good causes in Edinburgh. “I have so much fun being a Community Life Champion, and the work is really worthwhile. My favourite thing is helping local projects to secure grants from the Asda Foundation – the look on people’s faces when you tell them they’ve been successful is the best!”
Asda Foundation

The Asda Foundation is a charitable company that provides grants to good causes across the UK.

Each project we support is nominated by the people and communities we serve.

The Asda Foundation’s Colleague Hardship Fund also provides support to colleagues and immediate family members who find themselves in significant financial hardship.

Supporting social enterprise

We want the 5p carrier bag charge to have long-term social - as well as environmental - benefits for the customers and communities we serve. That’s why we have chosen to invest the proceeds in supporting social enterprises.

Our partnership with Social Investment Scotland offers innovative loan funds to help Scottish social enterprises grow and develop.

The funds are continually reinvested to support more good causes.

Foundation Case Studies

Asda Middleton Park

When Asda colleagues from the Middleton Park store heard that patients in the Acute Geriatric Unit at the Aberdeen Royal Infirmary were facing a lonely Christmas Day without gifts or visitors, they immediately stepped in. The Asda Foundation provided a £800 grant to buy every patient in the unit gifts of pyjamas, cosy socks and sweet treats. Colleagues from the store wrapped them in festive paper and delivered them to the ward at Christmas!

Asda Kilmarnock

The Buchanan Centre in Kilmarnock provides a valuable service delivering meals on wheels to local elderly residents, but was struggling with outdated facilities and a lack of volunteers. The Asda Foundation provided a £10,000 grant to build the Centre a new kitchen, and the store manager and his team went out in their own cars to deliver the meals!

Breadshare

Breadshare is a non-profit-distributing company in Edinburgh that aims to make healthy and organic bread more accessible. The organisation received an Asda loan of £30,000 to develop a franchise of community bakeries across Scotland, delivering healthy and nutritious bread at affordable prices.

Last year the Asda Foundation invested more than £300,000 in community projects and good causes in Scotland.

It's a really exciting venture and one that we're very proud to be part of!

- Alastair Davis, CEO, Social Investment Scotland
We love local

We have a dedicated Scottish buying team and pride ourselves on sourcing high-quality goods from local suppliers and producers across Scotland.

Where Asda can take a local product and find it a UK or even international market then everyone benefits: sales increase, customers get better choice and quality, and suppliers get the confidence and scale to make the move from small to medium to large businesses. That means more local jobs and more investment with local primary producers.

We were the first supermarket to launch a Scottish range of own-label products under the ‘Chosen By You Scotland’ brand, and we run regular ‘Meet the Buyer’ events for potential new suppliers to present their products to the buying team.

Asda’s Scottish Supplier Development Academy, delivered in partnership with Scotland Food & Drink, provides expert advice and insight into supermarket trading disciplines to help smaller suppliers to grow their business. Participants have seen sales growth of up to 330%!

We source large volumes of Scottish food for our stores in England, Wales and Northern Ireland, including:

- More than £35m of Scottish beef
- Nearly £32m of Scottish seafood
- Nearly £50m of Scottish milk
- More than £32m of Scottish seafood
- More than £150m of Scottish whisky & spirits

**SCOTTISH SUPPLIER DEVELOPMENT ACADEMY**

Asda’s Scottish Supplier Development Academy, delivered in partnership with Scotland Food & Drink, provides expert advice and insight into supermarket trading disciplines to help smaller suppliers to grow their business. Participants have seen sales growth of up to 330%!

**SUPPLIER CASE STUDY**

Malcolm Allan

Falkirk-based butchers Malcolm Allan have been working with Asda for more than 30 years. The company started supplying lorne sausage and black pudding to the Asda distribution centre canteen in Grangemouth, and thanks to being such a hit with colleagues, the products were soon on shelves in Asda’s Scottish stores. Asda now stocks 46 Malcolm Allan lines in all of our Scottish stores and to meet this demand their Falkirk site has grown to employ more than 150 local people.

**FACT**

We invest more than £1.1 billion every year with Scottish suppliers. We also support our suppliers to develop their product ranges and grow their business.
Farming for a better future

As a business founded by dairy farmers, we understand the importance of the rural economy. That’s why we work in partnership with our suppliers in Scotland to build a robust and sustainable supply chain. This means we can continue to deliver the best quality products at the best possible prices.

To improve the support we give our farmers, we developed our award-winning Asda FarmLink programme. FarmLink aims to strengthen our relationships with our producers to bring consistency of supply, better quality products and financial stability for farmers.

Our farmers let us know what works for them, and what extra support they need. In return, we offer them financial rewards for supplying top-quality products and expert help to meet our specifications.

SUPPLIER CASE STUDY

Ben Barron, Leitfie Farm, Alyth

This 500 acre family-owned farm has been supplying high-quality beef to Asda for more than 30 years. As a member of Asda’s FarmLink scheme, Ben benefits from Asda-subsidised breeding services and improvements in processing. He is joining the Asda sustainable sourcing team on a trip to the US to visit some of the leading farmers in soil health. “Working with Asda has really helped the farm to innovate. Taking part in FarmLink has opened up new opportunities and I’ve learnt a lot from the Asda team about new industry and market developments. As a result we’ve been able to drive efficiencies, deliver better value and continue to improve the quality of our beef.”

FACT

We’ve paid out more than £72 million in bonuses to farmers for improving the quality of their produce.

FACT

Asda has funded more than £700,000 in research to support our farmers. Last year we sent a group to China and Nebraska to study genetics!
Zero food waste

At Asda we hate waste of any kind, and none of our stores send food to landfill.

Surplus food that is suitable for human consumption is sent to our leading food charity partner FareShare to be redistributed to their network of charities and community projects. Other surplus stock is made into pet food or converted into energy at an anaerobic digestion plant.

Working with FareShare offers a simple and practical way for us to turn an environmental problem into a real benefit for communities.

We help by:
• making it easier to purchase the right amount of food;
• clearer labelling on use-by dates;
• improving our packaging to keep food fresher for longer;
• providing information and guidance on how to use and store leftovers.

“This programme has immense environmental impact by diverting food away from the waste stream, and it also saves hundreds of charities millions of pounds a year.”
- Lindsay Boswell, FareShare CEO

We also pay for our suppliers to send their food waste into our networks, so we can help to avoid food waste from our supply chain going to landfill.

In its first year, our FareShare partnership removed more than 1,500 tonnes of food waste from Asda’s supply chain.

Last year, Asda in Scotland donated the equivalent of 265,000 meals to more than 140 good causes.

With around half of Scotland’s food waste coming from households, we want to help our customers reduce their food waste and save money.

We help by:
• making it easier to purchase the right amount of food;
• clearer labelling on use-by dates;
• improving our packaging to keep food fresher for longer;
• providing information and guidance on how to use and store leftovers.

“We love wonky veg! Ugly, funny shaped vegetables – we won’t see them go to waste. We take these wonky veg and chop them, grate them and mash them into our other products.”

All our ‘Chosen By You’ and ‘Butcher’s Selection’ meat used innovative ‘skin’ packaging. This not only reduces the amount of packaging needed, it also doubles the meat’s shelf life. We get longer to sell it, and our customers get longer to enjoy it.

FACT

In its first year, our FareShare partnership removed more than 1,500 tonnes of food waste from Asda’s supply chain.
Green is normal

Our sustainability programme not only covers our own operations and products, but also helps our colleagues, customers and the communities we serve to be more sustainable too.

Since 2007 we have reduced our overall Scottish carbon footprint by 17%, despite opening many new stores.

That’s the equivalent of taking 73k cars off the road!

Last year in Scotland we recycled more than 18,000 tonnes of card and plastic.

Thanks to our innovative double-decker lorries, we now travel 18 million fewer road miles than in 2005 and have improved the efficiency of our fleet by 50%.

We help our suppliers improve their resource efficiency by sharing best practice guidance, knowledge and experience through our Asda Sustain & Save Exchange. There are more than 150 active members in Scotland and the numbers are growing all the time.

By 2020, 100% of the ten critical commodities for our own-brand products will be sourced sustainably: seafood, beef, tea, coffee, sugar, cocoa, cotton, timber, palm oil and soy.

We know that our customers have something to say about sustainability... and we want to listen. We have the UK’s largest consumer insight panel on green issues, and we use this insight to improve our goods and services.

93% of our Scottish customers tell us they care about being green!

£15m

invested annually to reduce CO₂ emissions from our stores and offices

FACT

By 2020 we are aiming to reduce our absolute carbon footprint and our water usage by 30%.

FACT

To date we have helped our suppliers achieve £4m savings in waste, energy and water and avoid around 14,700 tonnes of CO₂.
Making healthy choices

By offering quality and healthy options at accessible prices, we want to make it easy for our shoppers to make healthy choices.

We have invested hundreds of millions of pounds to reduce the price of essential items like fresh fruit and veg so that our customers can rely on everyday low prices for their five-a-day options.

We are constantly reformulating our own-brand products to reduce salt, calories, sat-fat and sugar, without compromising on quality.

Our pharmacies offer free blood glucose checks to help identify the signs of diabetes. We also provide full health checks including BMI, cholesterol and blood pressure tests.

Our pharmacists carry out free medicine reviews, give weight management advice and even provide personalised quit smoking plans.

Our Healthy Eating Schools Toolkit, aligned with the Curriculum for Excellence, gives our Community Life Champions all the information and resources they need to deliver healthy eating sessions for primary school pupils. Last year we taught more than 15,000 young people about healthy eating.

Last year we cut the sugar in our own-brand soft drinks by 22%. That’s equivalent to removing 814 tonnes of sugar!

We’ve set out to reduce the cost of expensive treatment for our customers by selling IVF drugs and cancer drugs on a not-for-profit basis.

GPs recommend us for our low-cost flu jabs and anti-malaria tablets!

Last year we became the UK’s first large retailer to commit to having public access defibrillators and CPR trained staff in all of our stores.
How we can help your community

• Speak to the store about local community projects that could benefit from funding from the Asda Foundation

• Enlist the help of our Community Life Champions to volunteer in the local community – anything and everything!

• Tell us about a group that would like to use our Community Centre – meeting rooms, facilities and wi-fi, free of charge

• Spread the word about our investment loans for social enterprises – up to £50,000 available

• Let us know about local charities that would benefit from food donations – we’ll put them in touch with our partner FareShare

• Suggest a local area to be tidied up by an Asda Litter Pick

• Put us in touch with a local school whose pupils would like to learn more about healthy eating – we run interactive sessions in store or in schools