

Simon Gregg
Asda House
South Bank
Great Wilson Street
Leeds
LS11 5AD

3 February 2021

Dear Mr Gregg

I am writing to you from the Early Years Alliance, the largest early years membership organisation in England, in relation to the recent announcement that Asda will be giving priority access to delivery slots to nurseries via a 'priority pass' and the ability to book recurring delivery slots.

Given the pressure that early years providers are currently under, this is undoubtedly a welcome step and one we thank Asda for taking.

That said, we understand that this offer will only be extended to providers who have a 'non-residential address', meaning that the many thousands of Ofsted-registered childminders who, like nurseries, are delivering vital care and education to children and families across the country during the pandemic, are unable to benefit from this offer.

Given that one of the criteria for the offer is an Ofsted-registration, which all childminders would have, which would confirm that they, like nurseries, are professional providers of early education and childcare, it is unclear to us why they have been excluded from this initiative.

You stated as part of the announcement of this offer that giving nurseries access to priority delivery slots will make it "possible for them to continue serving communities and carrying out their essential role". Given that the same is true of childminders, I would like to urge Asda on behalf of the Alliance's childminder members to reconsider the criteria for this offer and ensure that all early years providers who are providing vital support to families during this incredibly difficult time, and who have chosen the decision to shop with Asda, are able to benefit.

I hope that you will take this into urgent consideration, and I would of course be very happy to discuss this with you directly further.

With kindest regards

A handwritten signature in black ink, appearing to read 'Neil Leitch'.

Neil Leitch
Chief Executive, Early Years Alliance

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