



**workplace**  
**community**  
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Gala People – Shaping Our Values

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The Gala Magazine is part of the Gala Group CSR Programme



**IN THE COMMUNITY**  
Raising money for charity

**AROUND THE MARKETPLACE**  
Teaching local schoolchildren to read

**CARING FOR THE ENVIRONMENT**  
Thinking green in everything we do

**CHANGING THE WORKPLACE**  
Helping Gala employees go further

**COMPETITION**  
Win your charity of choice £1000

**EVENTS AROUND GALA**  
What's going on in our clubs and casinos

*Welcome to Gala's new Corporate Social Responsibility (CSR) magazine, where we get to tell you about all the things we as a company, and you as employees, have been doing in your local communities, out in the marketplace, in the workplace itself and also for the environment.*

No company works in isolation, but rather as part of the community in which it operates. And everything a company does impacts on those around it, from its customers and workforce to the environment. Whether you look at the big picture and how Gala's use of resources effects the planet, or the small picture and how its training programmes encourage and educate its staff, it all comes under the umbrella of 'corporate social responsibility'. And we believe that by being socially responsible as a company, not only will Gala become more profitable, it will be a better place to work.

This magazine is our opportunity to celebrate and share all the good work that we've been doing, from the awards we've won to the environmentally friendly policies we're incorporating. But most especially it's our chance to talk about all the fantastic volunteering and charity work that you, the staff, have been organising in the clubs and casinos around the country, raising untold sums of money for some really great causes, and to encourage you to keep up the good work.



Neil Goulden,  
CEO, Gala Group



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The paper used in this report is manufactured from pulp sourced from fully sustainable forests that includes recycled fibres and has been produced without the use of elemental chlorine. Printed using environmentally friendly vegetable based inks.



### With the efforts of so many directed towards Breakthrough for Breast Cancer our fundraising made maximum impact

Breakthrough for Breast Cancer carries out vital breast cancer research and raises awareness of the disease. It's also the adopted charity of The Bingo Association, and thanks to a combined effort from Gala Bingo clubs around the country, we've helped raise some serious money.

One of our biggest success stories so far for Breakthrough is that of General Manager Sandy Monaghan (right) and her team at Gala Wigan Station Road, who raised £11,513 for the charity as part of an industry-wide Bingo for Breakthrough initiative. Unsurprisingly, this figure broke the records and made them the top bingo fundraiser, for which they received a special award from Breakthrough.

So how did they manage to more than double their target of £5,000? "Enthusiasm, bravery and commitment," says Sandy, as well as a healthy dose of dedication and imagination.

Inspired by the film *Calendar Girls*, 12 ladies (above) from Station Road ditched their uniforms in favour of strategically placed bingo



*"It's important to help raise awareness of breast cancer – for me that's real caring in the community"*

Sandy Monaghan,  
General Manager,  
Gala Wigan Station Road

props and posed 'nearly nude' for the calendar. The end product was such a success they sold all 3,000 copies, with orders coming from as far afield as Canada. But Sandy and her team didn't stop there, they also produced a bookmark and CD and held fundraising Bingo for Breakthrough games at the club.



John Kelly was one of the first to congratulate them, observing that they'd managed to "turn a serious charity event into enormous fun". And that, it would seem, is the secret of their success.

## A charity windfall from Worthing

Following on from the success of the Wigan ladies' risqué calendar, the management and staff of Gala Worthing will be making a 'naughty nudes' calendar of their own with a seasonal theme, for sale at £2.50 in the run-up to Christmas, with a minimum of £1.50 going to Breakthrough.

This, combined with a number of other fundraising events staged by Gala Worthing throughout September and October should raise funds aplenty. The staff have volunteered to wash customer's cars at £2 a go, will hold a bric-a-brac and toy sale, pick-a-ticket stall and 'Guess the birth of the baby' competition. All proceeds go to Breakthrough and we'll tell you how much they raised in the next issue.

## Bristol for Breakthrough

Three Gala clubs in the Bristol area – Bristol Hengrove, Bedminster and Fishponds – have attempted a daredevil abseil down the Bristol Avon gorge. Organiser Ted Wiltshire persuaded a whopping 72 people to get involved in this brave effort for a great cause, and as every abseiler was kitted out in one of Breakthrough's signature pink wigs, it was a real sight to behold.

There'll be an update on how they got on and how much they raised in our next issue.

*There are ways to help others besides doing charity work, as Gala staff found out when they gave up some of their time to become 'reading partners' for kids at their local schools*

## Investing in *our future*

Business in the Community launched the Right to Read scheme in 1999 to improve literacy standards in 7–11 year olds, following research that found that one-to-one reading for an hour a week over a 12-week period can advance a child's reading age by six months or more.

Gala got involved with the campaign when Robert Field asked for volunteers from Gala Centre and nearby clubs to give up one hour a week to read with kids at local schools, and their experiences are testament to the fact that it really works.

Helen Parker, Licensing Assistant at Gala Centre, read with kids at Heathfield Primary last term and noticed a difference almost immediately. "We worked with a group of four children, taking it in turns to read with them," she says. "By the fourth week the change was remarkable – many had gone up not one, but two levels."

And it's not just their reading confidence that gets a boost from all that one-to-one attention,

Suzanne Martin from Gala Group's Finance Department helps a boy at Heathfield Primary get to grips with the story

their inner confidence grows too. The reading partners all noticed the kids' positive response. "Their faces would literally light up when we walked into the room," Helen noted, demonstrating that a little undivided attention goes a long way to making a child blossom.

Front of House Team Leader at Gala Bingo in Mansfield, Patricia Canham, had a similar experience at Samuel Barlow Junior School, where she saw shy, timid children come out of their shells as they got to know their reading



Ruth Hipwell puts her listening skills to good use

partners. "They really respond if you use a little expression, to make it more fun," she says. "We had lots of giggles." And expression is also a vital introduction to punctuation, showing them how to add emphasis and pause after a full stop.

Before they can start their job as reading partners, however, volunteers have to acquire Criminal Records Bureau Certification and do a half-day training session, where they're taught 'listening skills', such as how to encourage children to talk about what's happening on the page and put into words what they see. They're also taught how to help children focus on the words by following them across the page with a finger or ruler, highlighting illustrations so they connect the words with the pictures.

So inspiring has the experience been that it's motivated many of the volunteers to take on more ambitious projects. Patricia Canham and her team have committed to improving the nursery at Samuel Barlow Junior by creating a new area in the playground, with a big wall painting and soft tarmac, and they're holding auctions and car washes to raise money for the work. "It's been great for the community," Patricia says. "People from Gala Centre and Bingo have all pulled together to help."

And Gala's Right to Read campaign is set to grow, with managers at Gala Bingo clubs in Top Valley, Stratford, Enfield, Tooting and Surrey Quays all agreeing to take part in future campaigns. It's just one hour, one afternoon a week, so anyone from our casinos and clubs can volunteer. And the bigger our input, the greater our impact.

*If you're interested in becoming a reading partner at a school near you and joining our Right to Read campaign, contact Robert Field on [right2read@galagroup.co.uk](mailto:right2read@galagroup.co.uk) For more information about the Right to Read scheme, visit the website at [www.bitc.org.uk](http://www.bitc.org.uk)*

## Blooming *marvellous*



### Show you care – say it with flowers

There are many ways to boost community spirit, but few come in the glorious technicolour displayed in the Pride in the Meadows campaign, where staff from Gala Centre and St Ann's Bingo planted bulbs in 2002 and 2003 on Queen's Walk in the Meadows area of Nottingham with help from children at Welbeck Primary and Bosworth schools.

We'd like to thank Nottingham City Council who provided the bulbs, and staff from the Parks Department who supported the plantings. The result was a beautiful blanket of yellow that brought new life to the area in springtime and provided a cheery spectacle that everyone in the community could enjoy.

After the success of these planting sessions, Caroline Hoggard of Nottingham in Bloom contacted Gala to see if we'd like to sponsor an award at their annual celebration of Nottingham's floral displays. We agreed, sponsoring the Best Community Project Award in 2004, which was presented to Bulwell Walkway Tenants and Residents' Association for their colourful raised bed and beautiful hanging baskets. The judges said it "was an excellent example of a community working together to improve the area".

We use 1,000 tonnes of bingo tickets per annum  
– all from recycled paper

# Go for **green**

Being a caring company isn't just about looking after your staff, customers and the community in which you work, it's about caring for the environment too, by not being wasteful and reusing and recycling wherever possible.

## PAPER

- All our bingo tickets are printed on recycled paper, and we aim to recycle used bingo tickets in future too
- We are presently trialling separate bins for recycling card and paper at some sites
- Crushing boxes, cartons and paper in your bins will reduce trips to the landfill site and cut costs

## FLUORESCENT LIGHTBULBS

- We are one of the few companies in the UK who recycle our fluorescent tubes. Almost every part of the bulb can be reused, from the glass to the bayonet ends



## GLASS

- Over 50 bingo and casino sites currently recycle glass, and more will follow
- Our recycle bins are for 'mixed glass', so there's no need to sort glass according to colour
- Remember that glass from breakages, whether it's glasses or windows, can also go in the recycle bin

## PLASTIC

- All the Klix cups from Gala Centre drinks machines are recycled, and each cup gets made into a pencil (*above*)
- Likewise with all the toner cartridges from our printers and photocopiers

## ENERGY

- Simple things like turning off unnecessary lights could save us millions each year
- Passive Infrared Devices (PIR), which switch off the lights when no movement is detected, are being installed in the back offices and toilets of all our new-build sites and could reduce our energy consumption by up to 30%
- All our catering equipment will be annually serviced to save on the number of repair callouts we spend money on every year

*If you have any suggestions for recycling or resource-saving*

Contact Chris Dwyer on:  
**0115 948 5090**

This Remarkable Pencil is made from one recycled vending cup

*"We must be the change we want in the world"* Gandhi

Think you care about your environment and community but can't see how you can make a difference on a global scale? Go to [www.wearewhatwedo.org](http://www.wearewhatwedo.org) and let them make you think again

If every person made a few small gestures, the cumulative effect would be global and really *could* change the world. The point is not to give up before you've even begun. Whether it's at work or at home, those day-to-day actions count, because they add up and inspire others to do the same. We are what we do, so make sure you don't do nothing and try out some of the everyday actions suggested on [www.wearewhatwedo.org](http://www.wearewhatwedo.org) and help save your community and the planet.



## Switch off the lights and your PC

How many offices leave the lights and computers on all night? Turn them off and save money, electricity and the Ozone layer.



## Turn your thermostat down by 1 degree

The next time the office is too cold, put on another layer. Likewise, if it's too hot, make them turn it down and save fuel.



## Use both sides of a piece of paper

How much paper do you waste printing off things accidentally or in duplicate? Don't bin it, reuse the blank side.



## Use a mug not a plastic cup

Why waste plastic when you could just wash up your mug and use it again.



## Don't overfill the kettle

If you're making one cup of tea, put a single cup's worth of water in the kettle.



## Register as an organ donor

And send a company email to inspire others to do the same.



## Read to a child

Not only is it great quality time, it increases a child's reading capability (*see 'Investing in Our Future' on page 4*).



## Give your change to charity

Those loose coppers just weigh your pockets down, so give your change to charity instead.



## Give blood

Don't stop at giving *your* blood, organise a mobile blood unit to visit your workplace and encourage others too.



## Buy Fair Trade products

Petition your company to buy Fair Trade tea and coffee. We are in discussion with Klix to use ethically produced tea and coffee in Gala Centre's drinks machines.



## Turn off the tap while brushing your teeth

And think of all the water you'll be saving.

Think global, act local!

*A winning combination of team spirit and community mindedness have made a difference in Nottingham*



## Showing **you care**

**Cares is a business-led voluntary programme in the UK, where workers give up their time to help out in the local community. Gala was a founding member of Cares in Nottingham, and have got involved with 14 separate events this year, where team building and community work have gone hand in hand. It's our vision to see further Cares initiatives spring up all over the UK, so that even more staff can contribute to the communities in which they live and work.**

### **Community centre makeover**

On Monday 20 September, following a fundraising bonanza that involved a cake sale and raffle at Gala Centre, 14 members of the finance department rolled up their sleeves for a *Ground Force*-style renovation of the garden at Abbey Street Community Centre in Worksop. The centre is a drop-in refuge for vulnerable 16–25-year-olds, and was a beneficiary of some Gala TLC last year when a team including John Kelly redecorated the interior. This time, however, it was the garden's turn for a mini makeover.

The organisers of the revamp were Financial Accountant Jenny Kysela and Group Analyst Rebecca Turner, who pulled the project together in a remarkable two weeks, showing that if you really put your mind to it, anything's possible.

*85 people volunteered for Cares community work in 2004*

Jenny begged, borrowed and just fell short of stealing in her effort to raise the resources and funds needed, appealing for

*Facing page: Gala Centre finance dept. get their green fingers busy.*

plants and garden equipment via a mailout to local businesses, an ad in the local paper and even a slot on BBC Radio Nottingham. These donations, in conjunction with the £425 raised in the raffle and cake sale and £500 donated by Gala, provided the materials they needed, from soil to plants, swings to bark chippings.

*1,085 hours of Cares community activity donated this year*

They even got a free skip from Lipdawn Ltd, use of a van for the day from the VW garage in West Bridgford, and persuaded K and H Gardening Services to lay a patio at cost price.

When the big day dawned all the volunteers, plus much-appreciated help from those who use the centre, toiled tirelessly from 8.30 in the morning till gone 8 at night, mowing lawns, trimming hedges, planting flowers, erecting fences and building a huge play area with some swings, slides and a climbing frame. Annie Fletcher, the centre's manager, praised the team's efforts saying, "It's a great transformation and will be of great benefit to our users."

Not only was it a job well done but a hugely rewarding experience for all involved. "We all enjoyed the teamwork," says Jenny. "Everyone showed enormous initiative, giving themselves tasks and just getting on with it." In fact, it was such a success that they're talking about going back next year to lay a new lawn.

*For more information on new Cares initiatives, please contact Colin Morgan (CSR Manager), on 07753 584324 or you can email him at [colin.morgan@galagroup.co.uk](mailto:colin.morgan@galagroup.co.uk)*

## A fitness challenge

Bingo finance are doing their bit for the community by developing and improving the Broxtowe Estate in Nottingham for local residents. To raise money they've just completed a 100k challenge, with volunteers taking it in turns on the treadmill at Fitness First gym in Nottingham, running or walking as far and as fast as they can in hourly intervals until they reached the 62-mile mark – the equivalent of running from Nottingham to Leeds in 10 hours! They managed to raise a fantastic £525 through their quick-fit campaign, and the work in Broxtowe will begin in the new year. More of that in the next issue...

## Team-building challenge

### **The casinos division experience 'bonding' with a difference**

Fed up with the normal team-building exercises, Chris Clarke, Casino Operations Director, felt that what his Midlands managers needed was not just a good challenge, but the opportunity to get out there and do something constructive in their local communities.

His inspiring idea led to them taming the overgrown gardens of Arkwright Meadows Junior School in Nottingham, providing on the one hand much-needed extra space for the kids to play in, and on the other a satisfying day of hard graft for all those involved.

Let's hope this winning combination of team building while doing something good for the local community sets a trend for the future.

# Gold standard service

**Excellence in customer service is something we're continually striving for at Gala, and our National Customer Service nominations and awards show how much we've achieved**

The National Customer Service Awards are hotly contested between major companies of all sorts. From Tesco to Marks & Spencer, British Airways to Barclays Bank, they all compete for awards that recognise how good they are at looking after their customers. But out of all the household names gathered together on 21 September at Grosvenor House Hotel, London, only one company walked away with two awards, and that was Gala.

One of the main prizes is The Lifetime Achievement Award, which was won by Pat Brown, who's worked at St Ann's Bingo in Nottingham for 32 years. She's a hugely popular figure with the customers and an active charity worker in the local community in

Below: Pat Brown receives the Lifetime Achievement Award from our Bingo Managing Director - Steve McKenna



Nottingham. Sadly for all of us, Pat is critically ill and was unable to attend the dinner, but we'd like to offer our heartfelt congratulations to her.

Our other winner of the night was the Gala IT Help Desk, who won Back Office Support Team of the Year for the huge improvements they've made through new phone technology and quality of service. Gill Lucas was there to receive the award on behalf of the IT team.

But it's not just the awards we won that need commending, it's also the nominations we received. So congratulations to all our finalists, which include Customer Service Manager Farzana Kassam who was nominated for the Newcomer of the Year Award, Gala Bingo in Gateshead who were finalists for the Frontline Service Team Award, and the Rotunda Casino in Glasgow who were highly commended in the Fitness & Leisure Award category. All accolades to make us very proud indeed.



Above: Gill Lucas receives the IT team's award for Back Office Support Team

# Full House

**Peter Winterton scoops Gala's brand-new bingo accolade**

Gala's first ever Bingo Caller of the Year Competition was a resounding success as over 900 fans arrived in their coachloads to cheer on the finalists at Gala Bingo Kingsbury Road, Birmingham on 11 July. The 100 entrants from across the country had been whittled down to a final nine, and standards were high.



Hats off to Peter Winterton, Gala's 2004 Caller of the Year

There's a lot more to calling a game of bingo than meets the eye, as Bob Smith, competition organiser and general manager of Gala Bingo Morecambe, explained: "Judging was based on the contestants calling techniques, technical knowledge, pace, pronunciation, professionalism, personality and ability to be a good ambassador for bingo."

Winner, Peter Winterton from Wednesbury, was delighted to carry off the 2004 title and trophy, saying, "I love every aspect of my job, so to be recognised like this is just sensational."

The two runners-up were Kelvyn Davies from Fenton and Brett Hyjrak from Bognor Regis.

# Hot shoe shuffle



The Gala Casinos Croupier of the Year Award 2004 was sponsored by Bacardi.

Gala's annual Croupier of the Year Award was fought out on 9 September 2004 between six finalists from Gala casinos across the UK.

Nick Potter, managing director of Gala Casinos and one of the eight judges, spelt out what they were looking for: "Being a croupier is about more than just technical skills – there's customer interaction, appearance and more. We want to identify those who really stand out from the others." And standing out is about more than just how fast you can deal; it's about having sharp eyes, a sharp, mathematical mind, and the patter to put your customers at ease.

Murat Salih (*left*), a croupier at Gala Casino on Regent Street, Northampton, was delighted to win the title and trophy, saying, "To be crowned the best out of so many croupiers from across Gala Casinos in the UK is the ultimate accolade."

**This year's Croupier of the Year Award winner Murat Salih let his fingers do the talking as he shuffled, chipped and dealt his way to the top**

Our congratulations go out to runner-up Steven Costello of Princes Casino in Glasgow.



## Thumbs up for safety

**Gala Group go for the British Safety Council's Sword of Honour**

After two rigorous five-star health and safety audits in July 2003 and August 2004, Gala are again eligible to apply for the BSC's top award, the Sword of Honour.

The audit included a vigorous assessment of Gala's safety management systems, covering topics such as fire safety, staff training, environmental management and communication. Both Kilmarnock Bingo and Bournemouth Casino scored in excess of 92% – the highest available achievement – and for Kilmarnock this was their fourth consecutive award. We'll find out whether we were successful in November, so watch this space...



## Clickety Chicks

### The amazing story of how one night's charity bingo raised £17,000 for Scotland's neediest children

One of our biggest fundraising events in recent years has been the Clickety Chicks charity bingo nights held in Edinburgh to raise money for National Children's House (NCH) Scotland. NCH help children in the UK with disabilities and behavioural problems, and the £17,000 raised by this year's Clickety Chicks made a big dent in the £100,000 they need to raise every year to do their good work.

The first Clickety Chicks was held in 2002 at the George Hotel in Edinburgh, raising £13,000, and was followed by Clickety Chicks 2004 at Edinburgh's prestigious Harvey Nichols store. Gala provided the bingo know-how, stewards and a caller, in the form of Scottish Bingo Caller of the Year, James O'Kane, and guests paid £55 a head for six treble-chance games of bingo and a three-course meal prepared by Harvey Nichols' own chef.

As well as the sums raised that night through tickets sales, an auction, raffle, and charity games played in Darnley and all three of our

Edinburgh clubs, it was great to see how the event brought bingo to a whole new audience. The Glasgow Herald reported that "DJs are doing it, rockers are doing it, now even Harvey Nichols is doing it. So why is bingo suddenly so cool?" The answer, as we all know, is because it's a great night out.

Clickety Chicks coordinator Andy Reid and his team found the whole experience enormously rewarding: "Edinburgh House makes a big difference to the lives of the people who use its resources," said Andy, "and by helping them, Gala have the chance to make a real difference in the community." Colin Flynn, NCH Scotland's Marketing Director, heaped praise upon the Gala staff who ran the evening, saying, "We couldn't have raised this kind of money without the professional expertise that Gala provided." A great job all round.

*2005 will see Clickety Chicks double in size, as evenings are held at the Waterside Hotel, Inverness on 25 February, and once again in Edinburgh's Harvey Nichols store (date to be confirmed).*



## Flying high

### Gala Casinos and Bingo join forces to raise money for a children's charity

When it comes to raising money for charity you don't get more daredevil than throwing yourself out of a plane, and that's exactly what 'Casey'

Caseman, Pit Boss at Gala Casino Russell Square, agreed to do, despite admitting he was "absolutely terrified" at the prospect.

The funding to do the jump was raised jointly by the Russell Square Casino and Gala Bingo Stratford. Casey raised £700 in sponsorship for the Evelina Children's Heart Organisation, a charity that supports the families of heart children treated at St Thomas's and Guy's Hospitals in London.

Martin Heaney, Training and Communications Officer at Gala Casino Russell Square and coordinator of this event, is planning another charity spectacle next year, so watch this space to find out what stunt they'll pull next.



## A gaming golfathon

### A marathon effort for Macmillan

Playing a round of golf in the name of charity doesn't sound like much of a hardship, but how about playing four consecutive rounds, all in the space of a single day? That was the idea behind Macmillan Cancer Relief's Longest Day

The golfers from left to right: Colin McGill, Brian Bar, Grant Harrison, Raymond Craig, Colin Liddle and Paul Culloch



Challenge, where championship golfer Justin Rose lent his support to the appeal for golfers to play 72 holes in 24 hours on or around the longest day of the year, with all funds raised going to Macmillan's work supporting people living with cancer.

Six members of staff from Gala Casino in Dundee, teed off at 7.30 prompt on 21 June from Elmwood Golf Club in Cupar, Fife. And over 300 shots and 22 miles later, they finally reached the 19th hole at 7.30 that evening. "I went home afterwards and slept for fourteen hours," said Assistant Manager Paul Culloch. But their sterling effort was worth it as they raised just over £1,000 for Macmillan.

*"Even for me completing four rounds of golf in one day would be no easy task. I really take my hat off to anyone having a go."*

Justin Rose, championship golfer

# Triple peaks

**An intrepid team of Gala employees decided to raise money for charity the hard way... by scaling the UK's three highest mountains in 24 hours**

This daring group of fundraisers from Gala's IT department took on a real charity challenge in July this year at the Vanco Three Peaks Challenge, where the team of seven walkers and two drivers scaled Scotland's Ben Nevis, Scafell Pike in the Lake District and Snowdon in Wales.

The boys were well-prepared, having trained for some time beforehand, and team leader Andy

Wilson was delighted to be "raising money for such a worthy cause". That cause is Care International, an organisation dedicated to improving essential services like water and farming in the developing world.

Despite some of the team being struck down by the flu and adverse weather conditions – "It seemed to start raining every time the minibus stopped," Steve D'Arcy, Gala Network and Telecomms Manager said – they managed to finish their gruelling trip in just over 25 hours 44 minutes and raise over £7,000.



Some of the peak performers from left to right: Ian Carter, Phil Ashworth, Steve D'Arcy, Rhodri Evans, Andy Wilson, Jon Lees and Gary Burgess

# A superbike stand-off

**Gala Bradford attempt a bike-riding, sky-diving marathon of fundraising**

A sponsored bike ride is one thing, but a sponsored superbike ride is quite another. Not content with a mere two wheels, staff from Gala Bingo Bradford rode high atop a 25-seat superbike on Saturday 18 September



Lord Mayor, Councillor Irene Ellison-Wood and the team from Gala Bradford couldn't fail to win a smile on a bike like that.

to raise money for local charity 'Buy a Child a Smile', who help enrich the lives of children with terminal illnesses and severe disabilities. A week of bingo fundraising raised the money to hire the bike, and when the Mayor of Bradford waved them off, the serious fundraising began.

Departing at midday, they headed off on their 5-mile round trip, stopping off *en route* to wave their collection tins. And despite rainy weather they completed the journey having collected £250 along the way and over £1,500 in sponsorship, raising a whopping £3,500 in total, but that's not the end of the story...

... Assistant General Manager Brad Mitchell promised bingo customers that if they raised £1,000 in the first week of fundraising he'd do a sponsored parachute jump. And as they did, the big day has been set for October. So good luck with the jump, Brad, and we'll let you know how he did in the next issue.

## Christmas spirit

**Cash for Kids – helping to make Christmas special for children in need**

Christmas is meant to be a magical time, but for the children of families in difficult circumstances who have no money for presents it can be a very different story. Cash for Kids was devised as a way of helping these children in West Central Scotland over Christmas, via a fundraising drive from mid October to Christmas eve, and last year they raised a staggering £900,000 in just eight weeks.

The main fundraising events include two star-studded charity lunches and The Gala Ball, which this year will be held at the Glasgow Hilton on Sunday 19 December. Gala have donated £4,000 to Cash for Kids and our four Glasgow casinos will organise and run a charity casino at the ball.

The highlight of the night is the surprise star guest – Ronan Keating appeared last year – but for those who aren't lucky enough to get a ticket, you can listen in from midnight live on Clyde FM.

# Your opinion counts so use it

## It's your chance to say what you think.

During the month of November we'll be running the company's third employee survey, Opinion 2004, to find out exactly what you think about all aspects of Gala and your job. If you're wondering why we conduct the survey each year, the answer's simple: we value your opinion. We want to know what you think – of your job, your line manager, your career prospects and whether or not you feel valued, as well as your opinions on the company and whether you understand its long-term goals. This is your chance to say what

you really think, whether it's good or bad, and all in total confidence. The survey itself couldn't be easier to fill out, simply answer the questions by ticking a box according to whether you agree or strongly agree, disagree or strongly disagree and either post it through the survey collection box at your club or mail it in the prepaid envelope.

Whether you feel dissatisfied or delighted with your job, whether you see it as a short-term thing or job for life, this survey is relevant to you and helps us gain a vital insight into how you feel about Gala and how we can improve things to

make the company even more successful. It's also a chance for feedback on areas such as morale and responsibility, as well as company culture and whether or not you feel proud to be a Gala employee. From social responsibility to job satisfaction; training to teamwork, all angles are covered.

And remember, the more people who respond, the more accurate a picture we'll get. This is your opportunity to have a say and make things happen, so use it.



# Live the dream



**Whether your ambition is to learn to play the piano or get a marketing diploma, our Learning Voucher and Scholarships schemes can help you achieve it.**

One of life's great lessons is summed up by the phrase "You get out what you put in", and one of the things Gala appreciate most is that to get the best out of people you need to invest in them, which is why we spend over £1million a year on training and development.

*"Anyone can do it. It was so easy... I'm so proud of what I've achieved. I'm in the second year and I've enjoyed every minute. All you have to do is get the forms from the Intranet and agree the detail with your manager, then send it in to the training team, who judge your entry. It makes me feel even better about Gala as an employer"*

Mavis Foley  
– Administration Manager, Wolverhampton Casino



But it's no good having all these opportunities on offer unless everyone knows they're available to *all* staff members, from trainees to managers.

At the moment there are two levels of funding, a Learning Voucher scheme and a Scholarship scheme. Every year we offer over 50 £200 Learning Vouchers to anyone with more than 12 months' service, and they can be used to study anything, from pottery to poetry, car mechanics to languages, because they don't have to be related to your job in any way; they're intended simply to encourage you to study and add another string to your bow.

In addition to Learning Vouchers we also offer at least £10,000 for Scholarship funds every year, where employees can apply for a £1,000 contribution to their studies for up to three years, making them eligible for a total of £3,000. The Scholarship scheme pays for courses that are directly linked to your present job or future aspirations within the company, and are designed to help you climb the career ladder.

Recently employees have used them to study for Certificates in Personnel Practice, Marketing, Financial and Accounting courses.

*"Nothing is more important to the Group than our investment in our people."*

John Kelly

One happy beneficiary of the Scholarship Scheme is Mavis Foley (*below left*), Administration Manager at Wolverhampton Casino, who completed her Foundation Level 2 NVQ in Accounting and began studying for Level 3 this September. So stop putting your dreams on hold and grasp them now – with our help.

*For more information on Learning Vouchers and Scholarships, visit the Gala Intranet and navigate to the Learning Directory, or contact Christine Wilson at [christine.wilson@galagroup.co.uk](mailto:christine.wilson@galagroup.co.uk) or Karen Bates on [karen.bates@galagroup.co.uk](mailto:karen.bates@galagroup.co.uk)*

# Charity medley

**From SAS weekends to skydiving jumps, charity bingo to cha-cha, staff at Gala Bingo in Doncaster are organising a host of fundraisers for a local charity**

Proving that lots of small activities are just as effective at raising money as one big one, staff from Gala Bingo in Doncaster embarked on a marathon of charity events between July 2004 and June 2005 to raise money for a new hospice for local charity Blue Bell Wood, who support children with terminally ill conditions. Presently less than halfway through their calendar of events, they've already reached their £5,000 target, and are hoping to double it by the final whistle in June.

Events pushed off, quite literally, with a 4-mile hospital bed push (*below*) into Doncaster Town Centre.

Four other teams from the club chose an assortment of escapades to raise money, from an SAS training camp weekend to a charity sky dive. And if that doesn't leave you out of breath, there was also a half marathon and a sponsored abseil!

For the more sedate there was a charity bingo game, cake sale and tombola, and in the pipeline is a charity calendar and record-breaking cha-cha slide. All of which shows that teamwork wins out every time.



The SAS Gang



The Sky Dive Gang



The Abseil Gang

The Bed Push Gang



# 'Tis the season to be jolly

**Christmas comes but twice a year...**

The staff of Gala Bingo in Nottingham St Anns are such fans of Christmas that they could think of nothing better than having turkey and Christmas pud in the middle of August this year – all in the name of charity of course.

Deputy Manager Mick Broadley and Assistant Manager Rory Lee came up with the novel idea because, Rory says, "We wanted to do

something a little different." They certainly managed it, and Mick even donned a Santa suit for the occasion, while Rory dressed up as his elf.

Five hundred out-of-season revellers snapped up the £2.50 tickets for a bucks fizz reception, Xmas dinner and lucky dip, helping them raise £2,000 for Leukemia Research UK from donations and charity games, where the top prize was a weekend for two in Paris, courtesy of travel agent Travelsphere.



Gala Bingo staff Linda Allan, Pam McGlade and Karen Arkle, present the new Gala strips to East Hartford School.

**Cramlington Bingo felt that charity begins at home when they donated the funds for their local school's football kit**

There's nothing like sport to capture a child's imagination, which is why Cramlington Bingo bought their local school a new football strip.

East Hartford Junior specialises in teaching kids with learning difficulties, which involves a great deal of one-to-one work. The club first got involved with them last Christmas by donating raffle prizes to help them raise money. And it was such a success that when they needed a new football strip, the headmaster approached the club for help.

The club donated the money from the promotional fund, and £250 later 15 football strips adorned with the Gala Bingo logo were ready for action. "The kids were delighted to have a brand-new football kit," says General Manager Steve Grabham. And Gala's generosity was rewarded by a team's worth of smiling faces (*left*). It's hard to think of a better advert for a community-spirited company than that.

## Bend it like bingo

# Winner takes all



## When does gambling stop becoming a pastime and start becoming a problem?

Although most people in the gaming community gamble for fun, there's no getting away from the fact

that problem gambling exists. And as such we have a responsibility to address it, which is why we've joined forces with GamCare, the UK's only national lo-call helpline offering gamblers telephone counselling. GamCare are strictly neutral; neither pro or anti gaming, they're simply concerned about the damage that can be done to people's lives when gambling gets out of control, and provide support for those who have been harmed by gambling dependency as well as promoting responsible gaming.

In association with GamCare, we've produced stickers and leaflets containing their helpline number to display on cashpoints and in all our

casinos and clubs, and we also contribute financially to GamCare and run a policy of 'self-exclusion' to help addicts resist temptation.

**"The responsibility for an individual's gambling is his or her own. The responsibility to exercise a duty of care is that of the operator"**

In our drive towards responsible gaming, it's you the employees who play the most pivotal role, as it's you who have day-to-day contact with the customers, and that's the reason we are training all our staff so they can identify and deal with problem gamblers. The on-site training provides an important insight into the psychology of gambling addicts and uses role play to show how to react unconflictually.

*For more information on Gala's GamCare training programs, contact Karen Bates at [karen.bates@galagroup.co.uk](mailto:karen.bates@galagroup.co.uk). Find out more about GamCare at [www.gamcare.org.uk](http://www.gamcare.org.uk).*

# Charity partnership



## Gala Casinos and the British Heart Foundation join fundraising forces.

Gala Casinos have chosen the British Heart Foundation - the UK's biggest fifth largest charity - as their official charity partner for 2004/5. We'll be assisting them with high-profile events like the London Marathon, as well as holding fundraisers in our casinos for events like sponsored runs and benefit nights, with celebrity guests and big auction prizes.

The BHF does vital work raising awareness of heart disease - Britain's biggest killer - as well as raising money for research into circulatory and heart disease.

*For more information on their work, see the website at [www.bhf.org.uk](http://www.bhf.org.uk).*

## COMPETITION:

# Let your imagination soar, and win your charity of choice **£1,000**

Whether your charity activity is wild and wacky or devil may care, we want to know about it, and the more out of the ordinary the better. As an incentive to get you planning some really novel charity escapades we're offering the most innovative activity a prize of £1,000 - to be donated to the winner's charity of choice. That's got to be the icing on the cake for any fundraising endeavour.

Any Gala club, casino or department is free to enter, just jot down the details of your chosen charity activity - telling us what you got up to, what you achieved and including photographs of the project - and send them in for us to judge. You'll see how imaginative the winning activity will be in its own special feature in our next issue.

**Please send all submissions to Colin Morgan (CSR Manager), Gala Group, New Castle House, Castle Boulevard, Nottingham NG7 1FT, or email to [colin.morgan@galagroup.co.uk](mailto:colin.morgan@galagroup.co.uk)**

