

# **the GALA** magazine

*Gala People – Shaping Our Values*

ISSUE 4



## **LIVERPOOL CARES LAUNCH**

*Cleaning up with Mark Worsfold*

## **SUPPORT MANAGER OF THE YEAR**

*Christine Bailey wins national accolade*

## **YOUR CHANCE TO DRIVE GREENER**

*Environmentally friendly Toyota Prius*

## **ANITA GOODWIN HAT TRICK**

*Nottinghamshire Cares turns 3*

## **TOP COMPANIES TO WORK FOR**

*Gala Bingo ranks in Top 20*

## **BREAKTHROUGH BREAST CANCER**

*Gala Bingo raise over £300,000*

### **See page 12**

*for more on Andy Hill, Gala  
Bingo Club Dover, flying high for  
Breakthrough Breast Cancer*

# the GALA magazine contents

**Community**  
How we look after and work with the communities in which we operate.

**Workplace**  
How we care for our staff, providing good working conditions and opportunities for development.

**Environment**  
How we protect, consider and improve our impact on the environment.

**Marketplace**  
How we look after our customers, suppliers and all those who come into contact with us as a business.

**Gala Extra FunRaiser**  
Look out for the Gala Extra FunRaiser symbol, which shows how we've used our bingo and casino products to raise funds for charity.

**Gala Diversity**  
Look out for the Gala Diversity symbol, which indicates that this project upholds Gala's commitment to Diversity.

**Community Star**  
Winner of the Community Star of the Year at the Gala Awards.

## community

- 2 Drag act
- 2 Cashing in
- 2 Lionhearts
- 2 Scaling new heights
- 3 Ashcombe primary school gets a makeover
- 4 Liverpool Cares clean-up
- 5 3 Years caring for the community
- 6 Keep on clicking
- 11 Opening night at Gala Bingo Harpurheys
- 12 Charity Breakthrough
- 14 On yer bike
- 14 Charity begins at home
- 14 Christmas for kids
- 15 Hearts of gold
- 16 Beyond bravery
- 16 A pet's best friend
- 18 Toy Story
- 18 Why we Care
- 20 Festive Fun
- 20 Breakfast club

- 20 Book - 1, Banana - 0
- 21 Southport to Liverpool bike ride

## marketplace

- 11 A Responsible Player - GamCare
- 21 Access all areas

## environment

- 8 Drive greener
- 21 Lights out
- 21 Going green

## workplace

- 8 Total support
- 9 Discover your hidden talent
- 10 Gala's star performers
- 14 Bristol Bedminster wins
- 15 Say it with flowers
- 17 People power
- 17 Top job - Times Top 20
- 19 Reaping the rewards
- 19 Upstanding citizens
- 20 Future stars on course
- 21 Double Gold for Safety

*We believe that visually impaired people should have access to the Gala Magazine. For an enlarged text version, please contact **Colin Morgan, Group CSR Manager** at [colin.morgan@galagroup.co.uk](mailto:colin.morgan@galagroup.co.uk) or call him on **07753 584324***



There have been some major changes since the last Gala Magazine. We've joined with Coral Eurobet to become Europe's largest gaming and betting operator and changed the company name to The Gala Coral Group, but our commitment to giving something back to our local communities remains as strong as ever.

## Over £300,000 raised for Breakthrough!

In this issue you'll see that we've launched another Cares partnership in Liverpool, while Nottinghamshire Cares turned three years old and Bristol clocked up 250 hours of community time.

We also raised over £300,000 for Breakthrough Breast Cancer, while the casinos, along with Neil Goulden, won an accolade from the British Heart Foundation for the single biggest fundraising effort. A feat matched by our new colleagues in Coral, who raised £300,000 for Cancer Research UK.

In Edinburgh we entertained more 'ladies who lunch' at our Clickety Chicks event, which

also brought bingo fun to Manchester for the first time. £89,000 has been raised so far for NCH at these events, for which Andy Reid, one of our Scottish Assistant Managers, won the Award for Community Star of the Year. Community giving isn't the only thing we do well, though, Gala is also a great place to work, as proven by our Sunday Times nomination as one of the Top 20 companies in the UK to work for.

The real business of Gala, however, is providing a great experience and caring for our customers, which is why we've been giving all employees GamCare training for the past two years. GamCare

rewarded our efforts in March with the official GamCare Recognition Certificate for helping support responsible behaviour.

Your Gala Magazine will be evolving in the next edition. We will also be talking about what our new colleagues in Coral are doing and celebrating our community, marketplace, workplace and environment work across the four businesses.

Colin Morgan, Group CSR Manager



**Tell us about it!** Make sure you keep us up to date with all your activities, whether they're related to the community, marketplace, workplace or especially the environment, by contacting me on 07753 584324 or via email on [colin.morgan@galagroup.co.uk](mailto:colin.morgan@galagroup.co.uk). Please send pictures that are high resolution and also tell us who's in the pictures so we can let the readers know.

### Charities we support



# Drag act



Gala Bingo Region 5 went charity crazy earlier this year, with Yardley raising money for a local lad with cerebral palsy and the Acorns Children's Hospice.

Staff at Gala Bingo Birmingham Great Park took to the stage in drag and pedalled for eight hours while customers bet on how many miles they'd clock up. Assistant Manager Carl Atkins commented, "We'd do anything here to dress up as a woman."



Left to right: Richard Howell (Team Leader), Carl Atkins (Assistant Manager), James Hickey (Main Stage Caller)

# Cashing in



Radio Clyde's Cash for Kids Ball at the Hilton in Glasgow has become a bit of an annual event, one of the highlights of which has to be the Gala charity casino, which this year raised a total of £5,000 for the charity.

Manned by Play & Party staff from all four Glasgow casinos, charity vouchers are exchanged for chips at the tables and all the money from the vouchers goes directly to support children in local deprived areas.



# Lionhearts



In 2005 Gala's casino division chose the British Heart Foundation as their charity of the year, consolidating their fundraising, from dress-down days to collecting and cashing in foreign currency, in a bid to raise money for this important charity.

Neil Goulden, Neal Young, Nick Potter and Nick Pardo took part in the London to Brighton cycle ride, with Neil Goulden raising a whopping £20,000 and the award for the largest sum collected by a single rider.



Neal Young receives the Award from Peter Hollins, Director General of the BHF.

# Scaling New Heights



Staff at Leeds casino are clearly not afraid of heights, as their fundraising escapade of late last year proves – scaling Scaffel Pike in the Lakes to raise money for CLIC Sargent, a charity supporting children who suffer from leukaemia.

They raised a mountain of cash too – £1,500 to be precise – and one of those to make the ascent, receptionist Simon N'Dure, said it was worth all "the hard work and cold" to help such a worthwhile cause.



# Back to School



## Ashcombe Primary School gets a Makeover Community Hero Ray Marshall does it again...in Weston-super-Mare



An Initiative of Business in the Community

20 Gala employees showed their love of community spirit by donating 250 hours of their time.

Giving up your time for the benefit of others is one thing, but donating hard graft to such an unsavoury task as redecorating a school's toilets is quite another, showing real dedication to community spirit.

*"I love it – OK it's a bit sad to love a loo, but I do"*

Natalie, aged 9

Twenty Gala staff took up the challenge this Valentine's Day when, under the watchful eye of team leader Ray Marshall, Learning and Recruitment Officer at Weston-super-Mare, they set to giving Ashcombe Primary School's loo block a *Changing Rooms*-style makeover. Having raised £2,000 beforehand from loyal Gala

customers, the volunteers got down to business, despite sub-zero temperatures and difficult painting conditions. They replaced toilet chains, cleaned and painted the blocks and even laid new floors. And no one could have been more grateful than the school children themselves. To date we've received over 80 letters from delighted children. As one child commented, "It must have been a mucky job," but we think you'll agree it was worth it.

*"The old soap was muddy and bad. Now it gets your hands clean"*

Josh, aged 9



Bottom left: Janette Smith and Shawn Davies. Bottom right: The Team warming up! Top right: Russell Shutt, Ray Marshall and James Sharp. Middle right: Carol Carnevale, Jackie Kershaw, Rachel Kerton, Christine Taylor and Ray Marshall in the finished cubicles



# New Frontiers



# 3 It's a Hat-trick!



## Liverpool Cares Clean-Up Gala joins another Cares Partnership

Having read in the Gala magazine about the community work undertaken by Gala staff for Nottinghamshire, Leeds and Bristol Cares, Mark Worsfold, General Manager of Gala Bingo Warrington, decided he wanted to get in on the action.

After speaking with John Liddle, Bingo Operations Manager for the region, he decided to give "this Cares business a crack" and set about launching Liverpool Cares as a way of getting more involved with the local community.

It didn't take long for him to rally a group of volunteers made up of staff and management from all the Liverpool bingo clubs, and together with his own team from Warrington and New Castle House they set about their first task: transforming the premises of Crossroads, a local centre that supports carers, giving them a much needed respite from their day-to-day duties.

The centre's Norman Harris was overjoyed with the makeover results and couldn't praise everyone involved highly enough.

**To celebrate their triumph the team were treated to a slap-up buffet and well-earned pint at a nearby pub, giving everyone involved a chance to mingle and get to know each other.**

Not content to stop there, though, Mark went on to organise a special Secret Santa at Christmas time, getting all the Liverpool clubs to donate hundreds of gifts to local children. No surprise then that he was shortlisted for the Community Star of the Year Award this year.

Top: Peter Carlisle, Jane King and Lee Hunter. Middle: Pat Yates and Barbara Millar from Crossroads. Bottom, Left to Right: John Travers, Norman Harris from Crossroads, and John Liddle



An initiative of Business in the Community



An initiative of Business in the Community

## 3 Years of Caring for the Community

In this our third year with Nottinghamshire Cares, Gala staff carried on the good work started at Crabtree Community Centre by giving it a much-needed revamp indoors and out.

Crabtree Community Centre plays host to numerous classes and activities for all age groups, from toddlers to pensioners. But as with everything that's well-used and well-loved, it was in desperate need of a makeover to brighten up the halls, corridors and outside spaces.

Not ones to shirk from a challenge, 20 Gala employees from Top Valley, Bridlesmith Gate, Nottingham International and New Castle House worked alongside centre staff to breathe new life into the building.

Working in two groups – an outdoor team led by Group CSR Manager Colin Morgan and an indoor team led by Bingo Learning & Development Administrator Anita Goodwin – the results were nothing short of phenomenal.

The front garden was transformed using gravel and bark chippings, while out back the team surpassed itself by creating a beautiful rockery. Indoors the transformation was completed with a sunshine splash of magnolia applied to the hall and corridors.

It all goes to show what you can achieve in a day if you set your mind to it, and as well as helping out the local community, Gala staff got to meet co-workers from other clubs and take part in what was a hugely enjoyable team-building exercise.

Below: The Gala and Crabtree Community Centre Volunteers. Top right: John Stephens Ltd delivered 5 tonnes of gravel. Middle right: The finished product, fantastic! Bottom right: Bradrail installed the blinds for the Community Centre

If you think your team would benefit from a Team Building Challenge please contact **Colin Morgan** on 07753 584324

Gala joined forces with the team from Crabtree, John Stephens Ltd, and Bradrail to make a difference in the Community





# Keep on *clicking*



the children's charity

**Clickety Chicks spreads to Manchester!  
...while Edinburgh hits a £25k Jackpot.**

**Our fundraisers at Harvey Nics are so popular, they've become an institution, and we're happy to keep on rolling out Gala's bingo expertise.**

Left to right: Our friends from NCH. General Manager from Possil Park, Geoff Rowan, receives his full house prize! Excited 'ladies who lunch' showing off their prize in Edinburgh

For any newcomers to the magazine, Clickety Chicks first took bingo upmarket to an audience of 'ladies who lunch' a few years back at the super-swanky Harvey Nichols, Edinburgh. Under the guidance of organiser and Scottish fundraising hero Andy Reid, winner of the 2005 Gala Award for Community Person of the Year, Gala's contribution each year has been to provide all the bingo necessities, including a caller and staff to ensure the evening runs smoothly.

This year, the Edinburgh show really raised the roof, making over £25,000 – thanks in part, at least, to our own Geoff Rowan, General Manger of Possil Park, who daren't tell his wife just how much he bid during the evening's auction!

**Of course it's all in the name of a good cause – the national children's charity NCH, which helps and supports disadvantaged children achieve their full potential – and this year Gala raised a staggering £89,500 for this most worthy of causes.**

In addition to the Edinburgh event this year, Clickety Chicks spread its wings to Manchester's Harvey Nichols store, where the lunching ladies were entertained by caller Charlie Walduck from Belle Vue, who got the event up and running with the help of the management team at Wythenshawe.

*If you'd like to find out more about organising your own Clickety Chicks event, please contact **Colin Morgan** on **07753 584324**. For more information about NCH, see [www.nch.org.uk](http://www.nch.org.uk)*



## Amounts Raised at Clickety Chicks 2002–2006

Dec 2002 – **£13,000**

Jan 2004 – **£17,000**

Feb 2005 – **£27,000**

Oct 2005 – **£7,500**

Feb 2006 – **£25,000**

**Grand total £89,500**  
that's quite some figure

# Total Support

**Support Manager of the Year is one of our most prestigious awards at Gala Bingo, not least because it recognises Support Managers who have shown outstanding all-round commitment to the business, their team and their customers.**

As always the celebration to mark the announcement was a night to remember, thanks in part to our sponsors Walkers, with all nine regional winners being present for the prize-giving by Steve McKenna, Bingo Division Managing Director.

This year's outright winner was Christine Bailey from Gala Bingo Ipswich, who was nominated for her dedicated commitment to developing her staff, determination to grow the business and ongoing charity work, including the Right to Read scheme which Christine recently joined. Mike Bracken from Gala Bingo Harpurhey won second place and Vince Watson from Gala Bingo Newcastle came third.

However, everyone left the evening a winner, as all the regional finalists have been invited to be Gala

representatives on a customer trip to Las Vegas in 2006, as a reward for all their hard work and achievements in 2005.

## Congratulations to all our winners

- |                                  |                                    |
|----------------------------------|------------------------------------|
| Region 1 – <b>Frank McCready</b> | Region 6 – <b>Robert Jones</b>     |
| Region 2 – <b>Vince Watson</b>   | Region 7 – <b>Ian Pritchard</b>    |
| Region 3 – <b>Cliff Shread</b>   | Region 8 – <b>Rachel Stone</b>     |
| Region 4 – <b>Mike Bracken</b>   | Region 9 – <b>Christine Bailey</b> |
| Region 5 – <b>Gurpal Benning</b> |                                    |

From left to right: Vince Watson, Christine Bailey, Steve McKenna and Mike Bracken



## Drive greener and help preserve the UK's woodlands

**In a bid to be greener, Gala have joined forces with Toyota and the Woodland Trust to launch a scheme aimed at company car drivers. As a business with hundreds of sites all over the UK, we cover a lot of miles, and it's important that we consider the effect this has on the environment.**

From now on, as an added incentive to drive green, every Gala company car driver who orders a Toyota Prius will be responsible for Gala making a £100 donation to the Woodland Trust, UK's leading

Woodland conversation trust. That money will be used to plant and protect the nation's trees.

*So far, six Gala employees are driving the Prius – Alan Bell, Richard Bass, Christine Wilson, Fiona Doyle, Dave Rimmer and Gareth Hodge.*



**"Over £500 donated to the Woodland Trust already. For every driver we will add another £100"**



TODAY TOMORROW TOYOTA

For more details contact  
**Leslie Beckford - Tel: 0115 8517675**

# Discover your hidden talent

*"The Maths course at the Open University was an enjoyable course which not only got me in the mind set for future courses but inspired me to at least try to play the piano too!"*

Ivan Adams, Gala Casino Birmingham

## Gala Learning Voucher & Scholarships



From pottery to poetry, art to academics...Gala has issued over £55,000 in vouchers and scholarship awards since the scheme began.

To **learn more** visit the Intranet/Learning Centre/ Learning Voucher & Scholarships for more details and an application form, or if you have any further questions please contact:

**Sheryl Spokes** – Tel: 01827 252186  
Email: sheryl.spokes@galagroup.co.uk

**Colin Morgan** – Tel: 07753 584324  
Email: colin.morgan@galagroup.co.uk

You must submit your completed application form to Sheryl Spokes at the Tamworth Learning Centre. Successful applicants will be awarded on a first come first served basis.



Gala People – Shaping Our Values  
...in the Workplace

# Gala's star performers raise £22,000 for NSPCC



A snapshot of other Award Winners at the Gala Awards Dinner



Neil Goulden presents Scott Kincaid the award for Casino Support Manager of the Year.



Neil Goulden presents Jeevah the award for Bingo General Manager of the Year for the London Region.



Neil Goulden presents Tina Stanford the award for Bingo Manager of the Year.

The Gala Awards are our chance not only to applaud and award employees who've shown exceptional commitment to Gala during the year, it's also a night where we raise yet more money for good causes, with Gala donating £1,000 to charity for each of the 22 awards presented. This year, as a welcome to our new friends at Coral, the lucky beneficiary of Gala's £22,000 was their nominated charity, the NSPCC.

It will be no surprise to any of you to hear that the award for Community Star of the Year went to Andy Reid, one of our Scottish bingo assistant managers, for his tireless fundraising for NCH children's charity. His Clickety Chicks events are a fundraising model that last year made a staggering £90,000 for NCH (see page 6-7).

The runners-up are equally deserving of a mention, with Sally Doar of New Castle House receiving a nomination for her efforts with Nottingham's Right to Read campaign; Ray Marshall of Weston-super-Mare being nominated for his Cares volunteering in Bristol and Weston; Mark Worsfold of Gala Bingo Warrington for his work on behalf of Liverpool Cares, and Dave Croft of Leeds Casino and Dean Brackenbury of Gala Bingo Leeds for their team leadership of the Leeds Cares programme.

John Kelly presenting Andy Reid with his award

**"Andy's passion and drive for fundraising is truly inspirational; he's a remarkable ambassador for Gala."**

John Kelly, Chairman - Gala Coral Group.



As a welcome to our new friends in Coral, we donated £22,000 to the nominated Coral charity, the NSPCC

# A Responsible Player



Gala Bingo and Gala Casinos have been awarded the "Certificate of Accreditation" by GamCare

Between November and March GamCare visited a mixture of 40 bingo clubs and casinos to quiz managers and staff on their knowledge of GamCare and Gala procedures.

GamCare were very happy with what they saw in Gala and awarded us the Certificate to prove that we meet their standards in looking after our customers in this important area.

All clubs should be displaying the leaflets and posters (shown to the right) which are obtained from Edward Thompson.

Not only have Gala Bingo and Gala Casinos been awarded the Certificate of Accreditation but also our new colleagues in Coral have also previously been awarded this important accolade. Which means that right across our retail outlets we know that we are giving customers help if they need it.



# Opening Act



Opening night is always a time of great excitement, but at Gala Bingo Harpurhey's this was made extra special by their decision to donate £2,500 of their opening budget to the local Booth Hall Children's Hospital, as well as buying new footie strips for the boys' and girls' teams at the local school, Harpur Mount.

The team at the club decided it would be a much better idea to invest the money in the local community than spend it on gimmicks such as hiring a celebrity, and the recipients couldn't have been more delighted with their decision.

Hospital representative Pat Whiteside received the cheque live on stage on opening night, saying that it would be used to buy much-needed new equipment for the hospital, and Harpur Mount's football teams have arranged to visit the club personally and show off their kit to customers.



# Charity Breakthrough

Over £300,000 Raised

breakthrough  
breast cancer



Among last year's Breakthrough fundraising capers was Andy Hill and his team from Gala Bingo Dover jumping from a plane to raise money. This shows the extraordinary heights and lengths Gala people go to for charity.



Our biggest charity fundraiser in recent years has been Bingo for Breakthrough, where in 2005 Gala raised over **£300,000** for Breakthrough Breast Cancer, while bingo clubs nationwide raised in excess of **£630,000**.

Breakthrough Chief Executive Jeremy Hughes said it all when he praised the bingo industry's achievements, saying, "To raise over **£1.6 million** in three years is fantastic and this would not be possible without the dedicated support of staff and members at Gala Bingo."

So where does all the money raised go? Breakthrough invests a significant amount of money into groundbreaking research, which aims to discover the causes of breast cancer, plus new treatments and methods of prevention. The money raised also funds education programmes, which help to raise awareness of the disease.

**Date for your diaries**  
Bingo for Breakthrough 2006 will take place from 22–29 October 2006

## Saucy Scunthorpe

Gala Scunthorpe dedicated the whole month of October to fundraising for Breakthrough, under the eagle eye of coordinator Rachel Sylvester, the club Learning and Recruitment Officer.

The fun kicked off with a sponsored bike ride and sponsored walk, followed by some saucy dressing up, with staff and customers donning bras over their clothes for the day.

There was also a 'pink day' – an interesting one for male members of staff! – a car wash, car-boot sale, bed-push and talent show... all of which raised a fantastic **£4,500**.

And it doesn't stop there, Rachel is already planning a sky dive for this year's event.

Over £4,500 raised towards Breakthrough

## Dunking Doncaster

Gala Bingo Doncaster used Breakthrough's signature colour as inspiration when organising their fundraising week, with a pink stall, pink day, pink buffet and cocktails and even pink custard pies to pelt at staff in the stocks.

Not content to stop there, Lorraine King and Sam Metcalfe also organised a sponsored bed push, charity bingo games and wear-your-bra-on-the-outside day for male and female staff members!

As an aside, the club also raised extra money to buy a specialist wheelchair for Jack Hyland, a local severely disabled boy. His family are over the moon.



Over £4,300 raised towards Breakthrough

## Cool Coventry

Gala Bingo Coventry Walsgrave showed serious dedication at their annual Breakthrough fundraising week, none more so than a fellow member of staff, who made the ultimate sacrifice of a fine head of hair...all in the name of charity, of course, which raised **£800** for having his hair shaved off, contributing handsomely to the club's impressive **£4,100** total.

The club's chief coordinator was Bingo Caller Trish Davidson, who organised a raft of fundraisers, including a bumper car wash – where the star of the show was the Breakthrough pink Jaguar pictured to the right – a tombola, cake sale and staff performance at the final evening session of Breakthrough week, led by the club's own General Manager Brian Round.

Get involved, please contact **Sarah Mercer** in the Marketing Team for more information [sarah.mercer@galagroup.co.uk](mailto:sarah.mercer@galagroup.co.uk)

From left to right: Kirsty Hughes, Liz Easthorpe, Penny Bailey, Trish Davidson and Nicola Stockwell



Over £4,100 raised towards Breakthrough

# On Yer **Bike**



Gala Bingo Yardley's Assistant Manager Steve Lodge gets a pat on the back for organising a fundraising week in aid of SCOPE (the national charity for sufferers of cerebral palsy) and other local charities.

Staff at 19 clubs in the region got on their bikes – literally – for an eight-hour cycle on exercise bikes, clocking up a massive 2,512 miles and raising a whopping £11,000. With such hard graft going on in full view of the customers, how could they not donate generously.

In addition to the cyclathon, Gala Bingo Nuneaton, personally helped local cerebral palsy sufferer Emily Bradshaw by raising £170 for her during a fundraising bingo session.



# Bristol Bedminster wins Customer Service Award

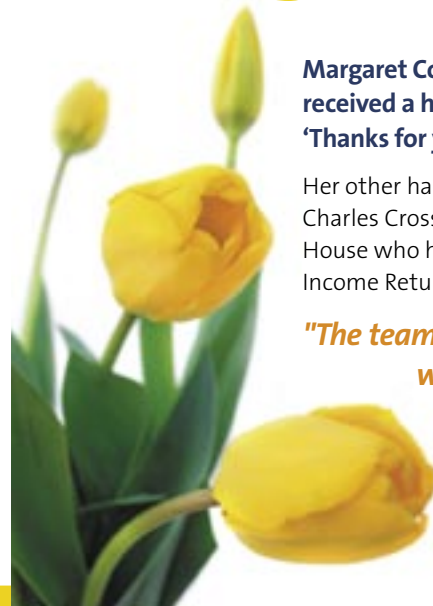


Gloris Tovey, General Manager at Gala Bingo Bedminster recently won the regional Most Improved Customer Service Award. Gloria was absolutely delighted to win the award which demonstrated impressive achievement for the Bedminster team, saying, "Here at Gala Bingo Bedminster we are really a community Club. I am delighted that my team have made such a difference to the customer service levels in the Club".

From left to right: Steve Helsdown, Jackie Kershaw, Gloria Tovey, Wendy Smith and Kevin Hamilton



# Say it with flowers



Margaret Cookson from New Castle House was bowled over recently when she received a huge bunch of flowers from an 'admirer', together with a note saying, 'Thanks for your help, Charles Cross'.

Her other half needn't have worried, though, the admirer in question was the Plymouth Charles Cross bingo club, who make a point of rewarding the individual at New Castle House who has given them the best customer service each year. Margaret, who works in Income Returns, was this year's lucky beneficiary and couldn't have been more delighted.

*"The team at Charles Cross certainly knew how to make an old woman happy. Really it's all about giving the Club the customer service they need!"*

Margaret Cookson

We all like a pat on the back to acknowledge a job well done, so it's hats off to Charles Cross for making the effort to give credit where credit's due.

# Charity begins at home



Gala Bingo Slough decided to raise money for a charity close to their hearts after a regular customer's grandson died of viral meningitis.

Staff put their heads together and organised a Caller Idol competition and free fundraising game, both of which were well attended thanks to club advertising and local newspaper and radio coverage. An additional £50 donation from one generous customer brought the tally up to £467, which was donated to the Meningitis Research Trust.



# Christmas for kids



Gala Bingo Stockport decided to focus their Christmas fundraising close to home last year by collecting toys for local foster children. There are 150 foster children in the Stockport area and the club got the collection off to a bumper start by donating £120 worth of toys and 150 selection boxes.

In no time at all, the club's customers had boosted this with an amazingly generous array of donations – so much so that by the time they were collected they had a staggering two carloads full.



There will have been plenty of smiling little faces in Stockport this Christmas!

# Hearts of gold



Kingsbury Road showed a lot of heart with their fundraising early in the new year. Issy Carr from the club was approached by local radio BRMB, who asked if one of their DJs, Elliot Webb, could come and call a game of bingo at the club.

Realising it would be a great way to raise some money for local charities, the club decided to hold a free game of bingo followed by a collection, and Elliot was a such a hit with customers that everyone dug deep and an impressive £1,180 was raised.

The club decided to split the money between two worthy causes with a close personal connection to the club. Tragically, one of Kingsbury Road's customers lost their grandson to cancer early in

2006, and half the money raised went towards paying for the boy's funeral, while the other half went to the Children's Cancer Unit at Birmingham Hospital, where he had been treated.



# Beyond bravery

The *Sunday Sun's* Champions of the North awards were devised to recognise the bravery, courage and generosity of the many unsung local heroes in the North East, and this year Gala Bingo are sponsoring the Outstanding Act of Bravery award.

Steve Longstaff General Manager of Gala Teesside, thinks it's the perfect award for giving that "special person the recognition they deserve".

Kevin Stuart, a 46-year-old father of three, has been nominated for his part in the rescue operations during the Carlisle floods in January

2005. Like many, he watched the flooding on television from the safety of his mother's living room, but unlike most, he set off immediately to help, commandeering a boat to rescue people from their homes and collecting blankets and bedding for the nearby refuge centre.

And what does he think of his nomination? He's delighted: it's "a really nice gesture", he says.



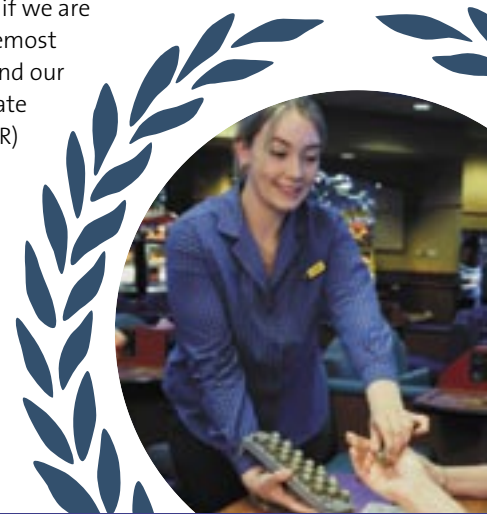
# People *power*



As everyone knows, a business is only as good as the people who operate it, which is why we continue to place great importance on developing staff skills. We were therefore delighted to be recognised with the Investors in People standard recently.

We were highly commended for encouraging and rewarding staff through performance-related bonuses, childcare vouchers, pension schemes, awards ceremonies and, of course, the Gala Magazine. As well as being praised for developing managers' leadership skills, our appraisal system and the large number of staff we help to gain external qualifications.

Staff investment is crucial for the success of the business if we are to become Britain's foremost leisure gaming group, and our commitment to corporate social responsibility (CSR) is seen as a key factor in this success. After all, businesses like ours can only thrive if we are considerate towards our customers and suppliers, the environment and, of course, those who work for us.



# A pet's best friend

In the UK we're a nation of animal lovers and pet owners, but not everyone can afford to give their pets the best veterinary care, which is why leading veterinary charity PDSA was set up in 1917.

Each year PDSA performs more than 1.3 million free treatments - that's the equivalent of treating more than 4,650 sick and injured pets every day. And when you think that their services will cost £38 million to run this year, and that they rely entirely on public donations, you can see what a huge task raising the funds is.

That's why we've decided to make it easier for you to contribute, should you wish to, by donating money through our Payroll Giving Scheme.

Look out soon for the PDSA Print Cartridge Recycling Scheme!



**pdsa**  
for pets in need of vets



# Top job



Gala Bingo were voted the 17th best company to work for in the UK in *The Sunday Times'* annual survey this March, with a whopping 71% of staff saying they felt they made a contribution to the success of the company.

Such a level of involvement obviously generates huge job satisfaction, and as Gala Bingo's Managing Director Steve McKenna says, "Happy staff means happy customers."

"People come to our clubs to have a good night and maybe win some money," he continues,

"so it's up to our staff to make sure they enjoy themselves," and it doesn't take a genius to realise that contented staff are a whole lot better at their job.

It's a great accolade for the company, and couldn't come at a better time, as it coincided with the launch of Gala's new online gaming site, where 5,000 new customers were welcomed into the Gala fold.



# ToyStory

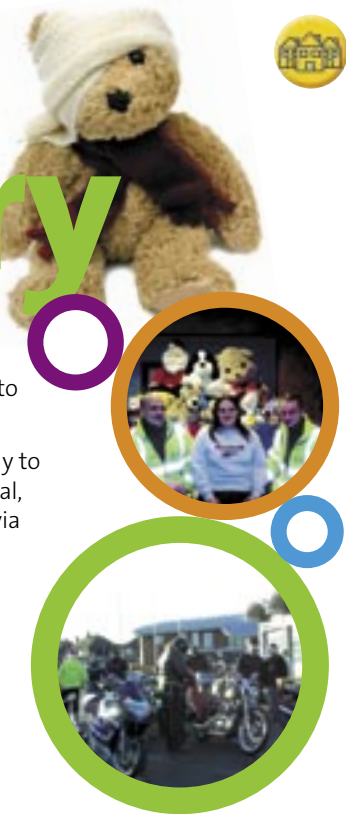
Here's a great story of some serious teamwork between Gala Bingo Mansfield, a local motorbike training school and Mansfield Radio Station 103.2.

On discovering that the local hospital, Kings Mill, didn't have any toys or games to entertain their younger patients, Viv Levick, Assistant Manager at the club, and some gentlemen from the local motorbike training school set about collecting toys.

As well as requesting donations at each bingo session, Viv enlisted the help of

their local radio station, who invited listeners to take their contributions to Gala Bingo Mansfield.

It wasn't long before they were ready to donate their collection to the hospital, and what better way to do so than via a procession through the town. On Saturday 17 December, a group of 60 bikers and Gala staff met at the local fire station and set off for the hospital in convoy with their collection of toys, where they were met by delighted nursing staff from the children's ward.



Colin Morgan, Group CSR Manager, collects the Award on behalf of Gala

# Upstanding citizens

Late last year we were awarded the Corporate Citizenship Award at the Springboard Awards evening. Springboard are a national charity covering the whole of the leisure industry in Britain, from hotels, pubs and restaurants to bingo and casino, and their aim is to attract new people from a range of backgrounds to the leisure industry.

Springboard awarded Gala the Corporate Citizenship Award ahead of companies that included leading hotel and pub chains in recognition of the work we've done over the years within the local community.



# Why we Care

Poverty, illiteracy, disability and unemployment all impact on the community and the businesses operating within them, which is why no company can work in isolation from the community in which it operates.

Nottinghamshire Cares was set up by Business in the Community in 2002 as a fun, simple way for employees to volunteer their time to their local communities, and Gala staff have been involved since the start, with over 100 volunteers donating over 1,500 hours.

Over 4,500 hours have been volunteered through the Cares Challenges and Right to Read campaigns in 2004

There are many ways to help, from one-off action days like the one led by a team from HR who helped people with learning difficulties on an allotment project, to collections like the clubs that assemble household starter packs for those coming out of hostels and into their first homes, and even long-term engagements like the Right to Read campaign, where volunteers offer one hour a week to help schoolchildren improve their reading skills.

There are any number of ways to show you care. Call Colin Morgan on 07753 584324 to find out more



# Reaping the Rewards

Embarking on your career doesn't have to mean an end to studying and learning, as Elaine Harrison from the Gala Bingo Learning & Development Team found out when she enrolled on a Chartered Institute of Personal Development Core Management course at St Helen's College in Merseyside with help from Gala's Learning Voucher and Scholarships programme.

All her hard work paid off when, at the end of the course, she found she'd come top in her class of 40 students, achieving the highest scores in her course work, assignment and exam results, an accolade that won her an award at the CIPD Awards Evening in Warrington.

As well as stellar results, Elaine felt she benefited enormously from meeting people from different industries with whom she could share ideas and knowledge. It just goes to show that it's never too late to take up your text books and start studying again, because there's always something new to learn.

See page 9 for further details on Gala Learning Voucher & Scholarships



Right: Elaine Harrison collects her Award





# Festive Fun

There's nothing like a snowman to cheer children up at Christmas time, which is why Leona Magill, Mick Eames and James Last from Gala Bingo Derby City decided to donate 180 cuddly snowmen to youngsters at Derby Children's



Hospital. Their visit was a huge success, as they toured the wards, handing out snowmen and smiles in equal measure.

# Breakfast Club



The rewards are certainly paying off at the Gala sponsored Breakfast Club, Berridge Junior School, Nottingham. Over 30 kids attend for breakfast everyday, which is doing wonders for their test results!

# Book - 1 Banana - 0



Anna Conley and Dean Brackenbury from Gala Bingo Leeds have just started Right to Read at a local school in Leeds. "It's been an inspiration, one of the kids was so excited about reading that he actually went through the whole day without eating his lunchtime banana" exclaimed Anna.

# Access All Areas



In a bid to reward businesses that provide easy access for wheelchair users, Darlington council set up the Darlington Access Awards, where disabled members of the community can nominate businesses that have made their lives easier by providing good access.

Gala Bingo Darlington was nominated by one of its customers and made the shortlist in the larger business category. As runners up, they were delighted to receive a Darlington Access Award for Commitment to Accessibility.

# Double Gold for Safety



Gala Group have won the

much coveted Gold Award for Occupational Health and Safety from the Royal Society for the Prevention of Accidents (RoSPA) for the second year running. Well done to the team for their relentless commitment.

# Lights Out



At Gala we're conscious of the effects our business has on the environment, which is why we work with agencies like the Carbon Trust to minimise our carbon emissions.

As part of our energy-saving policy, with the help of Mico Lighting we have introduced low-energy lighting throughout Gala to reduce the amount of energy we use in a bid to cut costs.

Please also do your bit for the environment, switch off lights in your workplace when you don't need them on.



Learning how to cut and shuffle, spin the wheel and spot a problem gambler or cheat all used to be skills you could learn only on the job, in the universal school of life so to speak, but with the advent of Blackpool and The Fylde College's 12-week courses – sponsored by Gala – the door is open for anyone with a quick wit and deft hand to study the arts of becoming a croupier or fruit-machine engineer.



At Britain's first official gambling academy, anyone over the age of 18 can study for qualifications ranging from GCSE to foundation level, and what's more, job prospects on completing the courses couldn't be rosier, since deregulation has paved the way for new 'supercasinos' across the country.

# Future Stars on Course

BLACKPOOL AND THE FYLDE COLLEGE  
An Associate College of Lancaster University

# Southport to Liverpool Bike Ride



When Aintree Chest Care Unit approached Gala about raising money for their unit, which is well known in the Liverpool area, they were only too happy to help. Staff from Gala Bingo Croxteth and Gala Bingo Kirkby joined

forces to do a 20-mile sponsored bike ride from Southport to Liverpool, stopping off en route to collect money. "The day was a huge success" said Scott Nejrup, General Manager at Gala Bingo Croxteth and Paula Theadurus, Main Stage Caller at Gala Bingo Kirkby, which "everyone involved enjoyed thoroughly". The Aintree unit was bowled over by Gala's teamwork and the £1,600 raised through collections, sponsorship and free games at the two clubs. And no doubt the money will be put to good use helping the local community.

# Going Green



Global warming and climate change are no longer things we can ignore, and if we're to reverse the trend, it's essential that companies like ours cut down their energy consumption. One of the ways Gala has been doing this is by using renewable 'green' energy, which now accounts for 10% of our electricity consumption – for which we've been awarded a British Gas Renewable Source Energy Certificate.

# The Gala Action Map

Get involved and put your club or casino on the map

## Birmingham

Drag Act  
Scope Fundraising

Children's Cancer Unit

## Bristol

Bristol Cares  
Customer Service Award

## Coventry

Breakthrough Breast Cancer

## Darlington

Access Award

## Doncaster

Breakthrough Breast Cancer

## Dover

Breakthrough Breast Cancer

## Edinburgh

Clickety Chicks

## Glasgow

Cash for Kids

## Harpurhey

Opening Night

## Leeds

Scaffel Pike Climb

## Liverpool

Liverpool Cares  
Aintree Chest Care Bike Fundraiser

## Manchester

Clickety Chicks

## Mansfield

Toy Collection

## Nottingham

Nottinghamshire Cares

## Plymouth

Best Customer Service

## Scunthorpe

Breakthrough Breast Cancer

## Slough

Meningitis Research Trust Fundraiser

## Stockport

Foster Home Fundraiser

## Teeside

Beyond Bravery

## Yardley

Scope Exercise Bike Fundraiser

BHF London to Brighton Bike Ride

Blackpool and The Fylde College Casino courses

Corporate Citizenship Award

Gala Group Awards

GamCare Accreditation

Investors in People

Learning Vouchers and Scholarships

PDSA print cartridge recycling

Support Manager of the Year Awards

Times Top 20

Toyota Prius

environment  
marketplace  
community  
workplace



**B** Bingo

**C** Casino

**G** Group

**BB** Breakthrough Breast Cancer



Gala People – Shaping Our Values

Delivering Gala's commitment to care in our community, marketplace, environment and workplace.

Gala Group Limited, New Castle House, Castle Boulevard, Nottingham NG7 1FT

Please send comments and feedback to: [colin.morgan@galagroup.co.uk](mailto:colin.morgan@galagroup.co.uk)

The paper used in this document is manufactured from pulp sourced from fully sustainable forests and includes recycled fibres that have been produced without the use of elemental chlorine. Please recycle!