

Introduction:

The newsletter centred on wellness and property refurbishment. It is a dynamic internal communication initiative designed to prioritize employee well-being, celebrate community engagement initiatives, and share exciting updates about enhancements to our corporate campus.

Overview:

Newsletter Concept and Themes:

This newsletter is dedicated to fostering a healthy work environment by promoting mental and physical well-being among employees. It also dives into the vibrant community engagement activities, highlighting the organization's commitment to social responsibility. Additionally, it provides a sneak peek into the ongoing enhancements to our corporate campus, creating a sense of pride and excitement among employees.

Objectives:

- Employee Well-Being: Promote mental and physical health resources to support a balanced lifestyle.
- Community Connection: Showcase community engagement initiatives, encouraging employees to get involved.
- Retail Enhancements: Communicate updates on retail sector upgrades to enhance the working environment.

Visual Design:

The newsletter embraces a visually dynamic design, featuring soothing colors for wellness content, vibrant visuals for community engagement, and a modern aesthetic to reflect campus enhancements.

Content Highlights:

Mental and Physical Health Focus:

- Wellness Webinars: The company used the edition to announce new wellness webinars to help mental and physical health.
- Healthy Habits Tips: There was practical tips for maintaining physical health and fostering a positive mindset in the edition.
- Employee Wellness Success Stories: There was a feature on an employee who has gone on his own health journey and offering to help others.

Corporate Campus Enhancements:

- Construction Updates: Provided visual updates on ongoing construction and upgrades to the retail portfolio we have across 400 shops.
- Employee Amenities: Showcased new amenities and enhancements that has contributed to a better experience for both staff and customers.
- Future Plans: Tease upcoming plans for further enhancements and improvements to the corporate campus.

Impact and Success Metrics:

Engagement Metrics:

- Participation Rates: Increased engagement in wellness activities and community engagement initiatives.
- Employee Feedback: Positive responses indicating appreciation for the holistic approach to well-being and corporate campus improvements.

Community Connection:

Strengthened sense of community among employees, increased participation in community initiatives, and excitement about the evolving corporate campus.

Lessons Learned:**Key Takeaways:**

- Holistic Well-Being: Integrating mental and physical health with community and campus updates created a holistic approach to employee wellness.
- Visual Variety: A mix of calming and vibrant visuals enhanced engagement and conveyed the organization's commitment to community and workplace excellence.
- Employee Recognition: Highlighting employee contributions to community engagement initiatives fostered a sense of pride and camaraderie.

Conclusion:**Impact on Internal Communication:**

The "Wellness & Campus Chronicles" successfully contributed to a positive, engaged, and informed workplace culture. By prioritizing employee well-being, celebrating community engagement, and showcasing corporate campus enhancements, it reinforced a holistic approach to organizational success.

BoyleSports

FEARLESS | DYNAMIC | PERSONAL | EXCELLENCE

Q3 NEWSLETTER

QUIZZES & PUZZLES

Test your brain

GREYHOUND DERBY

Our big race proves a cracker!



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LIFE ON THE ROCK

A taste of Gibraltar



SUPPORTING US ALL

Meet the HR team

SEASON KICK-OFF

Coventry City and Birmingham City start their campaigns



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ENERGY SAVING

As a team, we can all play our part in helping to reduce energy consumption.



WORD ON THE MAIN STREET

LLANITO

Christopher Leslie

Llanito/Yanito is slang for a Gibraltar. It also gives name to a local dialect that although quirky can be fascinating for its etymology, taking elements from multiple languages including English, Genoese, Hebrew, Maltese and Portuguese.

Gibraltarians grow up learning English and Spanish, as a local I can say this is hopefully will be remembered in future. Two Llanito dictionaries have been published, one in 1931 by the Gibraltar Society (Gibzill) and another in 2001. "The Yanito Dictionary" (Tito Valdés) there are also websites like <https://www.llanitolanito.com/>. Below are a few of most popular words used today!

Compa!

Pronounced: Com-pah!
Actual Meaning: Mate!
Origin: Truncation of "Compadre", the Spanish for brother/friend.



Liquirva

Pronounced: Lee-kih-vah
Actual Meaning: Licorice
Origin: From the English "Licorice Bar".



El Machapie

Pronounced: ehl-mah-cha-pieh
Literal Meaning: The march by foot
Actual Meaning: Pavement
Origin: Possibly from the French "marchepied" or from Genoese dialect.



Haremos Woh!

Pronounced: Ah-reh-mos-woh
Literal Meaning: Let's make it (to fate)
Actual Meaning: Let's make it (to fate)
Origin: Judeo-Spanish given the mixture "Woh" (transliteration) is "fate" or "the evil eye".



Pavana

Pronounced: Pah-uh-nah
Actual Meaning: Sea Gull
Origin: Unknown but very popular!



Bolilla

Pronounced: Bob-ee-yah
Actual Meaning: Sweets in Gib, yet in Spain same word refers to bingo ball.
Origin: From Spanish "bolita de caramelito" (caramel ball)



A TASTE OF LOCAL TRADITION

CALENTITA

The Calentita (translated as the warm one) is the quintessential Gibraltarian dish that originates from the 16th century, when Genoese migrants introduced the recipe, based on the Italian "Farinata".

Calentita essentially is a flattened dough comprised of chickpea flour, water, olive oil, seasoned with salt and pepper, baked and served as a hot snack.

The name stems from post WWII local bakery street vendors walking streets calling out "La lleva calentita calentita, calentita" (translated to "Hot! Come and get it! I still have it hot"). This was during a time of poverty, when returning Gibraltarian evacuees were forced to live in cramped and unsanitary living conditions with little to no heating or working power. The above may explain why a regular slice of Calentita, sold at 2½ p of today's money, would have become so popular at the time as a delicious, affordable baked good!

Calentita Recipe

PREP TIME 2 - 3 Hours COOK TIME 1 Hour TOTAL TIME 3-4 Hours

INGREDIENTS

- 250g Chickpea Flour
- 850ml Water
- 50ml olive oil
- Salt and pepper to taste



METHOD

- In a bowl, mix together the chickpea flour, water, salt and pepper. Leave overnight or allow to settle for 2 – 3 hours before cooking.
- Preheat oven to 225°C. Place your dish in the oven to heat up the oil. Once the oil is hot, carefully using a brush, spread along all the sides of your dish. Stir your mixture and pour immediately into your dish.
- Place this back in oven for an hour.

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Q3 IN PICTURES



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UPGRADES ALL ROUND

It has once again been a busy Quarter for our Operations and Property Teams as we saw three new shops open across the UK and Ireland.

We expanded our Retail portfolio once more in Q3 and were delighted to add Ross On Wye and Wigton in the UK.

There was some excellent work done to get both shops up and running in record time and they have had a magnificent response from customers.

In Ireland, we celebrated the opening of a new shop in Portlaoise where we took over Carty Bookmakers. This also became our 300th shop in the Republic of Ireland. Now with 31 shops in the UK also following our latest opening, this adds to our 45 in Northern Ireland. This is further evidence to our commitment to growing our Retail presence across both the Irish and UK market.

The Operations and Property teams have also been busy in Ireland with renovations in Listowel, Kildare, Keady, Walkinstown, Swords Manor, and Dungannon.

As you can see from the pictures, the new shops all look magnificent under the BoyleSports banner and also the new refurbishments.



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23

It's Here...Q4 Newsletter Has Landed!



Darren Crawley
Trading Operations Executive

2022 may be done and dusted, however, we are delighted to bring you the BoyleSports Newsletter for Q4!

The latest edition is a fantastic 32-page spread, and we have a little bit of everything included.

We have the very latest from an exciting final quarter including some great pics from our big sponsored events, brilliant promotional activity in shops along with our Year in Review.

We check in on life in Manila while also reflecting on what was a winter like no other – with the World Cup and Christmas in close quarters.

There is sure to be something for everyone and we really do hope you enjoy!

2nd example

Introduction:

The "Reflecting on 2022, Anticipating 2023" newsletter served as a comprehensive internal communication piece designed to review the achievements, milestones, and lessons learned from the past year while setting the stage for the organization's goals and aspirations in the upcoming year.

Overview:

Newsletter Concept and Themes:

The concept revolved around providing a retrospective glance at the successes and challenges of 2022, celebrating accomplishments, and outlining key goals and initiatives for 2023. Themes included reflection, gratitude, and forward-looking optimism.

Objectives:

- **Celebration:** Celebrate the organization's successes, milestones, and employee achievements in 2022.
- **Reflection:** Encourage reflection on lessons learned and challenges overcome.
- **Inspiration:** Set a positive and forward-looking tone for the upcoming year, fostering enthusiasm and motivation.

Visual Design:

The newsletter featured a visually engaging design with a balance of imagery, infographics summarizing key achievements, and a cohesive colour palette to represent the organization's brand.

Content Highlights:

Highlights of 2022:

- Milestones: We celebrated weddings, achievements and new arrivals among our staff.
- Key Events Review: There was a comprehensive review of our flagship sporting event – the World Grand Prix Darts which was broadcast on Sky Sports.
- Thank You Message: Express gratitude to the entire team for their dedication and hard work throughout the year from senior management.

Looking Ahead to 2023:

- Strategic Goals: There was a focus on how we will be improving our output in both online and retail throughout the year with a new CEO.
- Employee Involvement: Employees were encouraged to participate in shaping the organisation's future through upcoming projects and initiatives such as the Employee Forum.

Impact and Success Metrics:

Engagement Metrics:

- Open Rate: Achieved a 25% increase in open rates, indicating high interest in the year-end content.
- Feedback: Positive feedback received, with employees expressing appreciation for the comprehensive and forward-looking approach.

Employee Participation:

Increased employee engagement in discussions and idea-sharing sessions related to the outlined goals for 2023.

Lessons Learned:

Key Takeaways:

- Comprehensive Overview: Providing a comprehensive overview of the year resonated well with employees.
- Visual Storytelling: Infographics and visuals were effective in conveying complex information and key achievements.
- Employee Engagement: The focus on looking ahead and involving employees in future initiatives fostered a sense of ownership and commitment.

Conclusion:

Impact on Internal Communication:

The "Reflecting on 2022, Anticipating 2023" newsletter played a crucial role in fostering a positive and forward-looking organizational culture. By celebrating achievements, acknowledging challenges, and setting clear goals, it contributed to a sense of shared purpose and enthusiasm among employees.

BoyleSports

Q4 NEWSLETTER

2022



FIGHTING FIT

Tips from Alan Murphy
for 2023

HERE COMES THE BRIDE!

Wedding snaps &
additions to the family!

A YEAR IN PICTURES

A whistle-stop
tour of 2022

MEET THE MANAGEMENT

Get the lowdown on our
UK Regional team

JULY



- In July, we gave more detail in the national press on our global expansion plans. This will include operating in South Africa, Kenya, Canada and The Netherlands.
- Our first sponsored Galway raceday was a magnificent day with an eight race card on the Saturday, as Hallowed Star took the honours for Rachael Blackmore in the feature race.
- Erling Haaland made his second 'move' of the summer as he abandoned his Manchester City move in favour of joining our sponsor partners Coventry City...and didn't he look well!
- We launched a groundbreaking new Streaming partnership with IMG bringing our online customers closer than ever before to the action with live streams across all in play events.

AUGUST

RACING POST



- The 2022 football season kicks off with our partners Coventry City, Birmingham City and Newcastle United getting underway at the beginning of August.
- BoyleSports continue to offer online customers Best Odds Guaranteed on all UK and Irish horse race meetings with our main competitors limiting this feature.

SEPTEMBER

- The BoyleSports Irish Greyhound Derby lived up to its billing with a thrilling Final at Shelbourne Park. Born Warrior was the winner at 11/2 outlasting favourite Callaway Pro Am and Crafty Kokoro.
- First BoyleSports derby of the new season ends in a 0-0 stalemate at St. Andrews.
- We celebrated our 300th Irish shop opening in Portumna, Galway – forty years after the first shop opened in Markethill.
- BoyleSports are delighted to partner with Aintree to sponsor two racedays until 2024 – Autumn Raceday in November and the Becher Chase Day in December.
- The Garth Brooks phenomenon comes to Croke Park with a huge BoyleSports contingent in attendance after we had some...em interesting entries to our singing competition!



NEW OFFICE

We are delighted to announce that we have relocated the Manila offices from Makati to the new Eastfield building based in Pasay.

We look forward to continuing our transition from remote working environment into a hybrid working model so we can get back to embracing our Personal values.



We look forward to another exciting year in Manila!