



NIGEL SAVORY
Chairman of
the Trustees.

↑ Trustees of the RC Snelling Charitable Trust go back to where the idea of the Trust originated.

ONE OF THE JOYS ABOUT GOING AWAY is that I get the time to really read the papers and digest what is happening from afar.

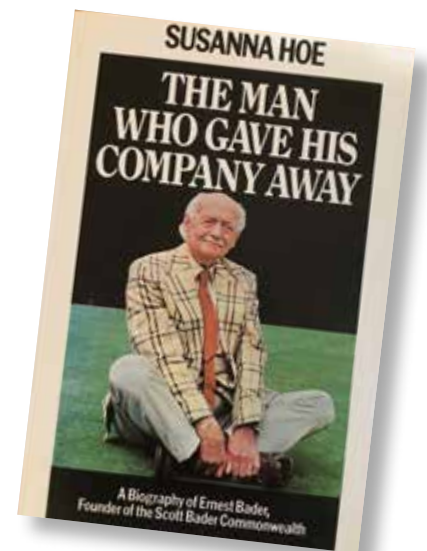
After reading about the melt down in the high street with stories of woe from firstly House of Fraser and then Debenhams it was pleasing to read a sensible and positive article written by Dick Steele who is a serial non executive and a past CFO of Next. His non executive roles include a garden centre and the potter Portmeirion where he is chairman.

He has had 50 years of experience in the retail sector so he ought to know a thing or two. He says that people will keep heading for the High Street because they want advice. He remembers people coming in to the garden centre with a leaf and saying "what's the matter with this?". And he would say "I know exactly what this is. You need that bottle there, spray it on twice a week and it will be fine". That type of service is still good reason for visiting bricks and mortar stores and it is exactly what Roy would have said too. We forget it at our peril.

Later in the week I read about John Lewis's awful results and it got me thinking more. Their slogan of never knowingly being undersold is not helping them in this "click" era because it only drives margin down, even though sales of electronic equipment

grew and was one of their few bright spots. They are placing no value on advice and often even if you go into their store you have to go online to get what you want so their service is not so good either.

Apart from getting good advice from knowledgeable professional staff when you go into one of our shops our installers and maintenance staff also know their stuff and give excellent advice too. I was visited by one of our teams to retune our televisions and deliver some other bits I had bought but again it was the general advice which was so exceptional and helpful. Thank you. I will be back for other items.



(Nigel's message continues on the back page, page 8)



SNELLINGS SUPPORT FOOTBALL IN THE COMMUNITY.

↑ **COMMUNITY SPORTS FOUNDATION (CSF)** is Norwich City Football Club's officially supported football in the community charity which aims to help people and local communities through the draw of playing football.

Already in the Premier League of community sports foundations, their aim is to build one of the best bespoke facilities in the industry which will mean that they can support many more people locally.

At the heart of their development is the move to a purpose build facility just north of Norwich, which will have stunning pitches, modern coaching and classroom facilities, and the ability to engage with many more people.

"CSF does an incredible amount of good work in the community", explained Tom Smith who is both a Director of Norwich City Football Club plc and a Director of CSF.

"Already we engage with thousands of local people a week, and we have a mix of both paid and volunteer team leaders to help footballers from all sorts of backgrounds and levels of ability, and we are currently raising around £2m to make sure that we can offer some of the best facilities in the country. We asked the R C Snelling Charitable Trust for support since we knew that the Trust prefers to support charities which are local to Blofield, where their founder was based".

"The Trustees were happy to support CSF, since we recognised the good work which is undertaken by their team of dedicated supporters", explained Stephan Phillips one of the Trustees of the R C Snelling Charitable Trust, who is also a Director of Norwich City Football Club, which supports the CSF.

TV sports personality Jake Humphrey, a Trustee of CSF, who opened the Nest explained that 25% of all children leaving primary school are defined as obese, and CSF aims to reverse that trend in Norfolk, so it is a very worthy cause.

Richard Jewson, Her Majesty's Lord Lieutenant for Norfolk, who was also present at the launch, said he was pleased that local charities like The R C Snelling Charitable Trust were helping a really worth while cause like the CSF. 🍷

THE MUSEUM

The Snellings Museum moves forward with the appointment of a new Curator.

It was always the wish of Roy Snelling, our Founder, that we should keep a selection of the items of technology we have been involved with and sold over the years. The idea was to create a museum which would provide a strong link to the heritage of the things we sold in the past and which became popular features of modern living in their day.

"At the moment there is a lot of work done by a small team of committed volunteers, but what was really needed was someone to help me create and execute the vision and strategic plan for the development of our museum", explained Philip Buttinger, the Trustee who is responsible for the Museum.

"At a recent Trustees meeting it was agreed that some funding would be made for the development of the Museum. We advertised for a Curator, someone who works in the professional field of Museums. We were fortunate in having 15 applications for the role and so far we've implemented the new museum cataloguing package, MODES,



Stephen Cornell, our new museum Curator.

tested and successfully uploaded the data from the old spreadsheets. This will bring us a long way towards achieving the basic national standards. There are over 500 of the 700 items catalogued and we have produced over 1,100 photographs of 200 objects. We have also created an inventory of the 100's of service manuals and valves". 🍷

Snellings sponsored Norfolk National at Fakenham deemed a huge success.

ON A VERY WARM AND SUNNY DAY on 8th May 2018, hundreds of racegoers watched this years Norfolk National race at Fakenham, Norfolk. Sponsored by Snellings, it's the richest race of the Fakenham race calendar with over £20,000 going to this years winner jockey Mark Grant.

Problems with so much traffic, meant that the winning jockey only arrived at the racecourse just a few minutes before the race. His horse, 11 year old Emerald Rose romped home at an amazing 14/1 after one of the main contenders Washed Ashore fell at the last of the 22 fences, meaning the winning horse came in 13 lengths ahead of the rest.

It caused a lot of excitement for the crowd, and it was good that both jockey and horse were all fine after the fall.

Snellings invited guests from across the various businesses, so that senior staff could mingle with guests over a relaxed race meeting which included fine dining at the Prince of Wales stand at Fakenham.

"I really like Fakenham, it's a decent local race course", explained Steve Stone one of the guests and a keen racing fan, having visited nearly every race course in the country. "It was an enjoyable day with good quality racing. It's also good to meet other people round the table and network with people I might not get to see otherwise", said Steve. 🍷





The Scott Bader iconing building at Wollaston, Wellingborough.

↓ The Scott Bader team and our Trustees meeting

Trustees visit the company which created the inspiration for the setting up of the R C Snelling Charitable Trust.

ON 27 JULY the Trustees visited Scott Bader, a chemical production company based in Wellingborough. Scott Bader was started by Ernest Bader in 1921 and he set up a trust to own and run his company when he was no longer able to. They produce resins, adhesives and speciality polymers.

Today, Scott Bader are a £200m+ company, with 700 staff operating in 11 offices worldwide and selling their products to over 90 countries in the world.

They are run by a series of Committees and boards, including a members assembly made up of elected staff representatives from every area of the business as well as a UK based Community Council.

“I used to help with the audit when I first became an accountant” explained Nigel Savory, Chairman of the R C Snelling Charitable Trust. “So, when Roy was thinking about what to do with his company in his later years, I took him to Scott Bader to see how they were structured”.

“Roy was particularly impressed with the idea of leaving his company behind in a way which would benefit both the local community as well as the employees who had made everything possible. So it was good to be able to re-visit Scott Bader with our Trustees so they could get a feeling of the company which started Roy’s thinking”. ☺



Trustees review the Trust Deed during an away day.

At a recent Trustees away day all Trustees of the Charitable Trust met to review the current Trust Deed. “We discussed major things like the background to the Trust, our compliance with our Founder’s wishes, the vision of the Trust and considered the enduring purpose of the Trust”, explained Rowland Cogman who organised the away day.

“It’s always important to make sure that as time progresses, the Trust Deed reflects the direction of travel we are heading in whilst at the same time being true to our Founder’s wishes. Like all of these things it has to be carefully discussed and agreed by all of the Trustees”.

Other important aspects discussed were the engagement with our key groups of people like our employees and our local Community as well as reviewing the ethos and financial aspects of the Trust and Trust owned trading companies. ☺





←
TOBY WISE
Managing Director

SBS win major contract from WPP, the world's largest communication agency.

SBS ARE IN FINAL DISCUSSIONS to complete a refurbishment of the WPP offices in Amsterdam. WPP include such well known brands in the world of advertising, PR and digital communication. Their stable of big companies, includes J Walter Thompson, Y&R, Ogilvy, MediaCom and Hill+Knowlton to name a few. They handle over \$100bn of advertising bookings per year and they are an impressive client to have won.

"This is our first international win because of our involvement with the PSNI network", explained Toby Wise, MD. "One of the key things our membership of the network gives us is the ability to bid for and complete work which is more international".

Steve Royans, Sales Director at SBS has

been working closely with major consultants Hoare Lea who are the lead consultancy firm for WPP. *"We've developed a very close working relationship with the senior team at Hoare Lea and they know the quality of the work which we do at SBS, and the way we respond when time is of the essence. Hoare Lea are the lead consultants for the refurbishment of the WPP offices in both Amsterdam and Madrid. It's important for the lead consultants in any major project to have trust in the critical partners in a major building project or refurbishment project", explained Steve.*

"WPP are moving toward co-locating staff from across all of their brands into central locations in major locations across the world,

and the Amsterdam refurbishment is part of this strategy".

Mark Read, the new COO of WPP said that the refurbishment will make WPP buildings state of the art technology and infrastructure enabling the people who work for WPP to work together and to enable them to give their clients agile and integrated solutions.

As well as the refurbishment, SBS has a contract for the Master Service Agreement for WPP, which makes this a very important contract for SBS.

"The Master Service Agreement places us as the sole European AV integrator and support partner, with further projects expected in Milan and Prague", explained Steve. ☺



abcam

Abcam life science project makes good progress.

Abcam is one of the world's leading life science companies, specialising in the production of antibodies and they are building new headquarters in Cambridge. SBS won the contract to design, supply and

install the complex audio visual systems for the building

"As you would expect from this sort of tender, this is a very complex job but one which we at SBS are very good at handling. Although the contract value is over £1m, the work we've done on other similar sized projects, like the IET in London, gives the major contract consultants the confidence that we can complete the work on budget and in the right timescales", explained Steve Royans.

"What is good about this project is that it is relatively local, so that helps us to respond quickly if we need to. We have also won a 3 year managed service contract, which means we can look forward to helping Abcam over many years", explained Steve. ☺

University of East Anglia planning to build 2 more new centres of excellence.

In addition to the rolling programme of refurbishment of AV systems at local client University of East Anglia, SBS is looking to help the UEA develop 2 new buildings.

Building 60 is the new science faculty teaching building which is planned to be completed in July 2019. It's been 2 years on the drawing board and it is planned to use technology to really create a unique teaching space.

"We want this building to have the most stunning technologically advanced learning facilities", explained Vice Chancellor Professor David Richardson, who is in overall charge of the University and its buildings.

"We want the UEA to become world famous for the science which is taught. The new building will have over 4,500 sq. metres of study space for the next generation of scientists and engineers" he went on to say.

The new general teaching building, Building 0 is also well underway in the planning stages and is expected to be completed in Q4 2019.

"The UEA is famed for its ability to develop stunning learning spaces, at the same time as having a zero or better than zero carbon footprint", explained Steve Royans. "We always enjoy working with them and we enjoy the challenges they give us as we both try to push the barriers for learning". ☺



STAFF ACTIVITY AUDIT SHOWS AREAS FOR EFFICIENCY GROWTH.

Recently all staff at SBS were asked to complete an audit of their working days over a 2 week period. The detail of this audit was analysed to see where we could work together more easily and to see if there are areas where changing work methods could mean we are working more efficiently.

“When SBS was a small company, it was easy to see what we were all doing and to make the changes which any organisation would make in order to become more efficient and respond to customer needs with an agile and highly focussed attitude”, explained Toby Wise.

“Over the years, as we’ve become a larger organisation, with staff numbers many times greater than when we first started, it becomes less clear to see where we need to make changes to be a better, more customer responsive company”.

“It’s never an easy thing to try and record everything that you do in the course of a working day, as well as actually doing the work, but it did provide a lot of very useful data which showed where there were areas which we need to be much more efficient. I’m very appreciative of the information we had back from our staff”.

“It means we can make sensible changes, changes which are necessary if we are to remain ahead of our competitors. Once all of the analysis had been completed, it showed that we were over manned and not terribly busy in some areas and far too busy in other areas. So it’s a case of rebalancing where we need our staff and what they need to be working on in order to maximise our profits. It’s important that SBS makes a good contribution to the charitable trust which owns SBS, so that the good work the Trust does can be continued”. ☺

SBS BIDDING FOR THE UK’S NEW SAMSUNG EXPERIENCE CENTRE.

SBS are in the final stages of discussion with major telecom and technology manufacturer Samsung, to help build the all new Samsung Experience Centre in London. *“These centres exist in just a few major cities around the world, including the USA and Malaysia, and they aim to showcase all of the technology which Samsung produce in a fully immersive experience”, explained Toby Wise.*

“We believe that Samsung will introduce the Samsung universe experience with a stunning visual display of the way technology, especially mobile technology, will interact with people as part of their everyday lives”. Typically the Centres include specific areas where certain technologies can be experienced.

“We’re expecting a major demonstration area of Samsung’s Virtual Reality technology, so for example people will sit on special chairs with their VR headsets and feel the experience of flying around the Alps in a helicopter whilst never leaving the comfort of the chair”, explained Steve Royans who has been heavily involved at the tender stage. “It’s another example of how we can work with key building and design contractors to deliver exceptional AV services”.

The centre is likely to include a walk through AV tunnel as well as a high speed customer repair and help centre. ☺

➔ *Samsung Experience centre.*



SBS on track for numerous new projects.

The sales team at SBS have been working hard to make sure Q3 and Q4 end up as profitable quarters. In the pipeline are opportunities at the Royal College of Art in London, where SBS’s bid for a sole supplier status of AV has been submitted and will be declared later on in the year.

Recent successes, include the consultancy package for the new Energy Skills centre at the East Coast College at Lowestoft, Suffolk which has been secured. We will be providing interactive training rooms and an emergency control training suite.

Also, Tristan Boler has secured a contract with Regents University London to deliver theatre and event spaces for the University.

Cambridge Councils owned 3C ICT have awarded SBS with the contract for 60+ meeting spaces, digital signage and a service contract. ☺

Snellings Education performs well in Q1

The performance of Snellings Education, the division of the Company which helps local schools in Norfolk to install and run interactive, digital classroom teaching aids has performed well in the first quarter.

“Many of the schools we’ve visited in the past few months confirmed their orders with us”, explained Simon Eisenmann, Snellings Education Sales Manager.

“Also we have recently been appointed to the Norfolk County Council Audio Visual Suppliers framework and that has helped us to enable many more schools in the area to update their classroom technology. We work with all of the main suppliers and this, along with our trusted and qualified support staff mean that we are the best company to look after the schools and colleges in the area” ☺



SALES PERFORMANCE SPARKLES IN THE FIRST QUARTER AND CONTINUES TO DO WELL IN SOME SECTORS RIGHT THROUGH THE SUMMER.

Early indications are that the new fiscal year has started well, particularly for sales in the Snellings Blofield showroom, which has seen some spectacular growth. In fact sales performance was up 54% in April, 37% in May and 21% in June when compared to last years' figures.

"Sales of built in appliances from our new kitchen displays, a rise in our lettings business and referrals from our service department have

been particularly evident in the first quarter", explained Mark Gook, who took over as the Manager of both stores from April 2018.

"Whilst the overall sales performance in the first quarter was strong, it's interesting to see the mix of products sold, with kitchen appliances, accessories and installation sales all showing strong growth to replace any loss from sales in brown goods, especially TV's. Whilst the technology in 4k Televisions becomes ever more advanced, the World Cup wasn't a huge sales boost for us and looking across our industry, even though England reached the semi finals, no retailer gained much of an uplift from the football this time. Although the BBC presented some games in Ultra HD, this had little impact. Maybe if England had reached the final, who knows", said Mark.

Even without a boost from the World Cup, by the end of our Quarter 1 in July retail sales for both stores were up 34% on 2017. This is an excellent performance, especially in the light of the current retail uncertainty and volatility in the marketplace. ☺

GERALD GILES SHOWROOM HOSTS THE WORLD'S MOST EXPENSIVE FRIDGE!

For a number of weeks, shoppers passing by the Gerald Giles showroom would have seen what looked like a car parked in the window. But all was not as it seemed. Under the bonnet, instead of a thirsty petrol engine, there was a superbly stylish cold drinks cabinet.

"With the growth in the market for what interior designers call "man caves" it's probably not surprising that Smeg came up with the ultimate accessory for the man who really wants to chill out in his man shed", explained John Goulder, operations manager at Snellings / Gerald Giles.

"It was great to have a real attention grabber in the window and lots of people came in out of curiosity. It's the sort of thing that we as an independent retailer can do which the larger multiples can't, so it's always worth having something which shows we are different". ☺



TRACY JOINS AS OUR NEW E-COMMERCE AND DIGITAL MARKETING MANAGER.

Following a review of our marketing needs, Snellings / Gerald Giles has employed a top e-commerce marketing specialist. Tracy Martin joined us on 16th July.

"Whilst we were appreciative of all the hard work undertaken in this area in the past, it's become important that we need to really increase our skill levels in E-commerce and marketing if we want to stay ahead of all of our competitors", explained Paul Giles, Managing Director.

"Whilst making sure our websites are updated is important, we really wanted an industry trained specialist, someone who has already been doing something similar at a very senior level in another organisation. This will help create and implement a strategic plan for us, as we seek to use all the digital channels available to us. As we continue to invest in our online activities and digital based sales, so we need to increase the investment in our people to help us deliver the growth we are looking for".

Tracy Martin joined Snellings / Gerald Giles from Nature's Menu, with a varied career in digital marketing, including multimedia design skills. Tracy is a former college lecturer as well as working for multimedia agencies and for major clients including one of the largest pet food producers in the UK.

"I'm delighted to have joined Snellings / Gerald Giles and the initial key task of defining our digital strategy and the way we should market to our customers in the future has been an exciting project to be involved with", explained Tracy.

"I particularly wanted to join a company who are focussed on improving the customer journey and making it really easy for prospective customers to purchase from us and to get to enjoy dealing with Snellings and Gerald Giles. I've been really pleased with how friendly the team at both sites are and I feel like I've been here for quite a long time. It's a really lovely place to work".





NEW KITCHEN BRANDING AND WEBSITE TO BE LAUNCHED

To further develop our sales in the bespoke kitchen market, Snellings are investing in sub-branding and a dedicated website to showcase the quality bespoke kitchens which can be manufactured and installed.

"We have invested in a dedicated area of the showroom which allows us to show people the type of design and quality we can produce for customers who want an absolutely stunning kitchen as the heart of their home", explained Paul Giles.

"Since each kitchen is exclusively designed, crafted and installed for our customers, we wanted to be able to highlight how we listen to clients' needs and wishes and then turn this into a beautiful kitchen, unique to them".

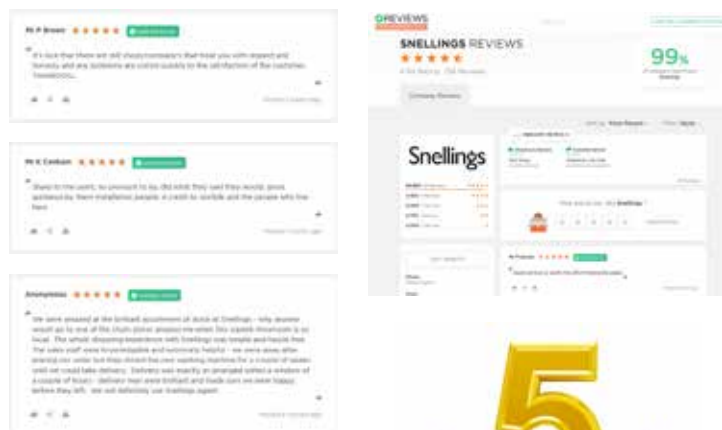
"We are dealing in the luxury end of the market with some of the most discerning customers. We design cabinets and fittings which offer bespoke shapes, sizes and colours, so it made sense to invest in separate branding and a dedicated website to show just how we can turn our client's vision into their dream kitchen." ☺

Snellings Online Reviews show a 99% recommendation.

2 years ago, Snellings and Gerald Giles took the brave step of allowing customers to post their own comments in an online review website, sharing their experience of dealing with us.

"Whilst some organisations only show the positive comments, we show all, both good and bad", explained Paul.

"Actually we've had 139 reviews and all bar 1 have rated us 4 or 5 stars, with 95% giving the top 5-star award. The only low scoring review related to a misunderstanding which was sorted, but it does show how real and live the information is. In a crowded marketplace, there is now a Review culture amongst consumers, who are used to using TripAdvisor and other platforms. Today, more than ever, customers really do read these reviews before shopping, so it's very important that we focus on the quality of our customer experience to gain new clients as well as retain existing ones". ☺



LOCAL BREWERS AND WINERY ADNAMS LINK UP WITH MIELE FOR AN EXCELLENT EVENING AT THE GERALD GILES SHOWROOM.

Following on from the very successful kitchen showroom demonstrations which last year included BBC Bake Off star Kate Barmby, the team at Gerald Giles decided to show the versatility of the Miele range of domestic appliances by linking up with the Home Economists from Miele with local brewers and wine merchants Adnams, for a 3 course tasting menu demo event.

"In real life, fine wines and good food do go together for the sort of people who enjoy the best in home entertaining and that describes many of our Miele customers" explained Sales Manager Mark Gook.

"This type of event is a great way of giving a really detailed demonstration of how to get the most from your Miele Steam oven and we know our customers and prospective clients learn a lot during these evenings. What they see is the real use of the appliances in a live situation, just as customers might use the products in their own home. It's also a very sociable way of getting potential customers into our showrooms, in a relaxed and friendly environment and they all enjoy the food and drink too! Our last event eventually led to sales in excess of £20,000" ☺

Continued from page 1. Message from Nigel Savory, our Chairman

All the information a customer needs might be out there on the internet but it takes time to research and it is difficult to get help when things go wrong. Much easier to call Snellings.

We must continue to get customers to come to our shops and widening our offering to white goods and now kitchens has helped but we need to encourage referrals and work on all aspects of marketing support.

I would also like to thank Paul Giles for ever continuing to improve our web site and I welcome Tracy Martin who has recently joined us to help with this project. It is more than a shop window and has become an important third store we could not do without.

Lastly I know it is tough out there and not despite, but more because we are owned by the RC Snelling Charitable Trust we need to make money and survive. Charity Law makes it difficult for trustees to own investments that have no prospects of making returns. I want to assure you that each one of you can make a real difference to our customers' experience and hence our results. Please spread the word about what a special place Snellings is and what a find it can be to those looking for advice, service and quality products. 🍷



JOINERS, LEAVERS AND STAFF CHANGES.

WE WELCOME TRACY MARTIN as our new E-Commerce and digital marketing manager at Snellings and Gerald Giles, who has already made a huge impact to the senior team. Tracy works between the stores in Norwich and Blofield.

It's goodbye to Elaine Manalo who left SBS on 28th. September. Elaine is returning to her previous company, Hewshott Consultants and she will be working in a project management role at JP Morgan in central London. Elaine will be missed by all her colleagues and we thank her for all her hard work whilst with us.

Rob Welsby left SBS from his sales role in September and we wish him well in his new role.

From July, Alex Weston joined the internal sales support role at SBS in Wymondham. "Alex has been tremendous in her new role", explained Steve Royans, sales director at SBS. "Alex is providing excellent sales support through managing box sales and sales administration, undertaking the pricing of tenders, supplier negotiations in a very proactive and efficient manner".

Ben Goulder, who has been with us for 7 years, is off to pursue his dream of becoming a member of the Police Force. We wish him all the best in his new career.

Yorick Tucker is joining us at Snellings as a senior appliance installer. We welcome Yorick with his considerable experience (he has over 15 years experience in the industry) having worked for John Lewis's installation contractor Kitchens. Yorick joins us on 1st October. 🍷



Alex Weston- providing excellent sales support at SBS

It is with sadness that we announce the passing away of a number of former members of Snellings.

Ivor Everett, aged 84 passed away on Thursday, May 3rd, 2018. Beloved husband of Jean, cherished father to Ian, Julie, June and Dale and much loved grandad to Rebecca, Bethany, Alexandria, Lydia, James, Luke and Tom. A celebration of his life was held at Colney Wood Burial Park on Thursday, May 31st, 2018. He will be missed by all who worked alongside Ivor and we send our warmest condolences to his family.

Elsie Harris worked for Roy's Snelling's Mum and as also as a cleaner in the business. Many of the people who worked with her remember her well. Elsie was born on 14th January 1916 and she died 14th April 2018 (102) Her funeral was held at the St. Faith's Crematorium on 9th May 2018.

Peter Exeter worked as one of our Engineers for many years. Peter was born on 15th September 1945 and died on 25th May 2018. He was 73 when he passed away and his funeral was held at St. Faith's Crematorium.

We will always remember those special people who were part of the Snelling's team who are sadly no longer with us.