



NIGEL SAVORY
Chairman of
The RC Snelling
Charitable Trust.

During the pandemic, Snellings, Gerald Giles and SBS continue to be successful.

Our Values and “our determination to do the right thing” are guiding us through these difficult times.

MY LAST ARTICLE flagged up the changing world that we were just entering into as a result of Coronavirus. I said that:

“We were lucky to have invested in great people; new technology; and top brands

*Our customers would continue to want/ need our products
We needed to be flexible by using our resources wisely,
redeploying people to where the demand is greatest; and that
We should not forget to help those in need in our community”*

On the Retail side of our business our web sales have mushroomed, and we now have a proper e-business. Our sales have grown from pre COVID levels of £30K pcm to nearly £200K pcm. All this was achieved by using sales staff, who were unable to serve our customers as normal, to pick and pack products from our shop in Ber Street, Norwich which was closed at the time. The products included Miele consumables, Kitchen Aid appliances and Dyson products. We have gained many new customers and the feedback has been that they have not only found the products they wanted but that they also enjoyed our super Snellings service. Now that the stores are open, we are in the process of moving our web-based business to our Norwich warehouse where I am sure that it will continue to grow and be a major contributor to our retail business. Special thanks go to Paul Giles, Tracy

Martin, Alex Martinez, Mark Gook, Phil Canessa, Joanne Collins and Dan Taylor.

At SBS we have also been able to move the business forward. In this edition you can read about another top international award; gaining a place on the Northern East Universities Purchasing Consortium which will help us win further work in the HE Sector; and re-engineer our processes to enable us to improve both Service and Maintenance. SBS have renewed service agreements with Abcam, The University of Westminster and WPP in Amsterdam.

I would like to thank our senior teams who have guided us through these unprecedented times and made sure that our premises; working procedures; and environment were COVID safe. Special mention must also go to the aid that the Government has given us over this period through the Coronavirus Job Retention Scheme, rates relief and retail cash grants. This helped us deal with the economic burden whilst we had to shut our premises and send some staff home. As a result, we were able to retain our excellent staff, who through no fault of their own had to be furloughed, and we have now been able to bring most of them back full time.

Things have been difficult in the Charitable Sector where demand for services is high and funding is stretched. There are people right on our doorstep who are sadly falling through the support net. The Trustees have been proactive in trying to help these people. In April we donated £6,000 to the Soul Foundation a Charity that currently provide 45,000 meals to 5,000 families per week.

I believe that our Values and “our determination to do the right thing” are guiding us through these difficult times. I thank all our staff for their support and dedication; it shines through in these dark times.

Nigel Savory

↓ Rowland modelling one of the new face coverings.

TRUST FACE COVERINGS KEEPING EVERYONE SAFE: A SIGN OF THE TIMES.

AS WE CAME OUT OF LOCKDOWN, one of the Government recommendations was that we should wear face coverings in enclosed spaces where the 2 metre social distancing guidelines would be difficult to enforce. Obviously there are all sorts of face coverings, from the medical variety to designer labels. Now, the Trust has its own branded face coverings, made by local company Dandis.

"All staff, Trustees and museum volunteers have been given two masks each, with a choice of black, white or one of each", explained Rowland. "In these very changed times where the new normal behaviour is to think about our protection and the protection of others, these face coverings are an added part of our support to our teams and continues our desire to support the local community whilst keeping staff safe". 📌



THE LATEST SET OF ACCOUNTS SHOWS THE TRUST IS IN GOOD SHAPE.

EACH YEAR THE TRUSTEES ARE REQUIRED to prepare a set of accounts and lodge these with the Charity Commission. "The accounts give a view of the state of the health of the Charitable Trust as well as confirming the details of the donations which have been awarded and how this compares to the previous year", explained Rowland Cogman who is the Trustee who works on the preparation of the accounts with our accountants.

"The trust currently has assets of £11.76 million, and last year 72 good causes were awarded a total of £122, 830, another year when total sums exceeded £100,000. The amount of awards ranged from quite small amounts, like the £250 for the handicapped Children's Action Group to much larger amounts for example the £10,000 given to the Norfolk Community Foundation", said Rowland. "The range of donations given by the Trustees has helped a lot of communities and the people they serve across a wide range of social activities. As expected during the difficulties of lockdown and the effect of the pandemic, a number of awards were given to organisations which helped vulnerable people during lockdown and this was given a priority". 📌

MEET THE TRUSTEE – TOBY!

THIS IS THE SECOND PART of our "meet the Trustees" sessions, following the request from the staff workshops to know more about the Trustees.

TODAY, WE LOOK AT TOBY WISE, THE CEO OF SBS.

When customers and suppliers first arrived at the Snellings retail showroom on Laundry Lane, Blofield in the late 1980's, they would have driven past a row of satellite dishes, something which many people had never seen before. It was a clear statement that you were about to enter a very modern and forward thinking business. Once in the showroom, there was a fabulous display of all the channels you could watch on satellite TV, compared to the 4 channels which had existed until then on terrestrial TV. The man responsible for supplying those satellite dishes was Toby!

"I joined Snelling as an engineer in 1989. In the early part of 2000's I set up Snelling AV under R C Snelling Investments and this later became SBS in 2004.

I hold an HNC in electronic engineering and I gained an HND in computing and a postgraduate Diploma in Management whilst with Snelling. I have worked with technology for my entire career, much of which has been spent with Snelling, building SBS from its humble beginnings to the rapidly growing business it is today.

As a trustee I have an interest in the whole Snelling group, not just SBS and having experience with both sides of our business has been fascinating, I retain a real passion for both technology and customer service. "Doing the right thing" is core to our Trust and businesses, it is a fantastic way to work and manage too. Being a trustee enables me to ensure this ethic will continue long into the future.

Outside of work I love to travel, cycle, swim, scuba dive and spend time with my family who love to explore too. 2 of my grown up children live in Australia, so it's always lovely when I can get out there to see them. The scuba diving there is also pretty good too". 📌



Photo of Toby and Jasmine, one of his daughters in Australia

A BIG THANK YOU FROM NORFOLK FAMILY CARERS- THE IMPACT OF AN R. C. SNELLINGS CHARITABLE TRUST DONATION.



AT EACH MEETING THE TRUSTEES review each of the requests for charitable support which have been requested. Those which are deemed appropriate and which appeal to the Trustees are supported as much as possible. Sometimes we get to hear from the charities and good causes we support. This can range from

a simple email of thanks or indeed a full report of how the contribution has helped the charity or the people who have asked for support.

"We gave the Norfolk Family Carers a donation of £2,000 and we recently had a full report from them of how the funds we had gifted them had been used and just how important our donation was to the young carers who do such valuable support work in their own families", said Rowland.

Norfolk Family Carers look to support young carers who are aged between 5 and 18 and who are affected by a family member who is suffering from things like a physical disability, a long term illness or a sensory impairment or a mental health condition.

"Our grant helped 70 young people who are carers for adults and other family members to attend regular group activities which help them to cope with the challenges they have at home. During lockdown in March, the regular fortnightly meetings became Zoom meetings and activity packs containing quizzes, games, colouring and competition ideas were sent out regularly to help keep spirits high. Especially vulnerable young carers and families had weekly welfare calls to make sure they had the emotional and practical support they needed in these especially difficult times. The note from Chloe, aged 10 says it all". 🍷



CHLOE AGED 10

'I am a young carer and help care and support my mum who has mental health difficulties and hearing loss. I also support my brother who has special needs. I love going to our young carers group and have lots of fun, I take part in activities, games and crafts. it gives me a chance to have some time just for me with others that understand'

The new Trust video is now available for everyone to view.



ONE OF THE THINGS which came from the staff workshops which were held last year was that we wanted a mechanism to show people what the Trust is all about and what it stands for. Using Rob from Oneonone Communications,

we were able to put together a really modern and informative video which shows everyone what the Trust is about and it stars some of our own colleagues and Trustees who give a valuable insight.

"In an era when so many people look at quick, informative videos on places like Youtube and WhatsApp to give them more detail and knowledge, this video brings the Trust right up to date", said Rowland. "It's available on people's PC's, tablets and phones so we can reach them wherever they are. It shows the background of the Trust, the values we live by and the most valuable part is that these values are explained and demonstrated by our colleagues", explained Rowland. 🍷

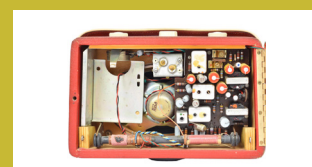
To view the video on your phone, just scan the QR code.



An example of how an item is displayed in the virtual museum. A Roberts radio, inside and out! ➡



⬅ Philip Buttinger, the Trustee looking after the Museum.



Museum update.

CONTINUAL PROGRESS has been made with the Museum collection after the Trustees pledged to offer more financial support. Overseeing the museum project is Trustee Philip Buttinger.

"Our volunteers have started to return and are steadily repairing some of the exhibits. They all went through their return to work Covid-19 training before coming back. Currently 4 of our 6 volunteers are back with us and we are very appreciative of their activities. The website is up and running and working well and we are getting feedback that people are enjoying the easy search mechanisms. We are getting 3 or 4 postings every week. However we are unfortunately not immune from the effects of Covid and this has caused the cancellation of 2 museum events this year: the Science Week at the Forum in Norwich and the Brundall Historical Society meeting." 🍷



←
TOBY WISE
Managing Director



SBS WIN ANOTHER TOP INTERNATIONAL AWARD – BEST RETAIL INSTALLATION FOR SAMSUNG IN LONDON'S KX.

WHAT DO HARRODS, Istanbul Airport Duty Free, the RAI hotel in Amsterdam and SBS have in common? They were all finalists in the AV Technology International Awards 2020, one of the top awards events for the international AV industry.

"The awards were held virtually because of the pandemic and difficulties in travel", explained Toby Wise, CEO of SBS.

"But that doesn't take anything away from just how prestigious this award is", Toby continued. "This is the second international award we have won in recent months and I'm very pleased that some of the hard work our team here does for our clients is independently recognised as world beating and the best examples of the solutions we provide".

WPP visit SBS. When our largest client visits, it's always an important occasion!

RECENTLY SBS HOSTED A TOP-LEVEL MEETING with senior people from WPP, a global communications company with offices around the globe. The purpose of the meeting was to showcase the latest technology and the ease of use of the video conferencing systems which we are deploying across their refurbished offices throughout Europe.

"We have helped WPP by putting in the AV equipment they have requested in their refurbished offices in Amsterdam and Bucharest. These installations went really well, although there is some feedback from their users to suggest that the system they have specified currently can seem to be a little complicated to use and not all software systems cope seamlessly with what users actually want", explained Toby. "We suggested to WPP that we could produce systems which were cheaper, faster, better and easier to use, and that is what they came to look at. Our support teams did an excellent job of putting together examples of what we can do and there was a lot of work involved in getting everything ready".

"Whilst they were here the WPP people thoroughly tested our solution and they really liked it. Also what was good is we got to know the key people at WPP a little better. They spent 2 days with us and it was great to find out that their Global Head of Estates, Max Holiday, a key contact for us, is a keen collector of vintage radios so we had lots to talk to him outside of work. Their schedule of office refurbishments is planned to continue, although there is clearly a focus on meeting spaces and flexible working environments, but in the pipeline for the next few years are refurbishments in Germany, Paris, Milan, Prague and London. Also



SBS Board meeting in September hears that Q1 performance in line with budget, despite lockdown and forward sales are looking strong.

SBS'S PERFORMANCE in the first quarter of this year is in line with budget, with a small operating loss for the period, despite sales orders gained being well ahead of budget. The 20/21 budget allowed for small losses in Q1 and 2, and the plan is to make these up in the subsequent quarters.

"The highlight of the quarter was the lift in sales orders for our future pipeline, despite the effects of the pandemic and the lockdown", explained Steve Royans, SBS's sales director. "Even though we are out of lockdown, there are still a number of sites which have not opened fully and that is causing a slight delay on some of the orders already sold being completed, but that is to be expected in the new world we and our key clients are working in", said Steve.

there is the opportunity for us to win the service contracts for these offices and as we are already demonstrating with our service team in Amsterdam that we can work well for WPP, & we are looking forward to working closely with our key client for many years".

Covid safe Toby, welcoming senior WPP staff to SBS in Wymondham.





SBS WINS A PLACE ON IMPORTANT PRICING FRAMEWORKS.

FOR MANY YEARS SBS HAS BEEN A KEY SUPPLIER to the Southern based universities in the UK via their Southern Universities Pricing Consortium framework. Only suppliers on the framework can supply to these universities and so it's been an important part of our activity.

"This year the framework which historically was divided into separate geographical areas was changed so that now there is just one pricing framework for all universities in the UK, so it was really important for us to be included onto this new format framework", explained Toby.

"We are one of a select few major suppliers which has been awarded on to this framework for the last 3 consecutive periods. We have also won places on the KCS framework which gives us access to the emergency services and NHS purchasing, the Radian group, which is a £68bn facilities management company and HM Government's G-Cloud supplier system". ☺

SBS ANNOUNCE NEW PARTNERSHIP WITH GRANTEQ TO DEVELOP ENGINEERING IMPROVEMENTS.

ONE OF THE THINGS which the PSNI partnership gives us is the confidence to look at the best global solutions we can use to give an improved service to our clients, and the move to develop our CAD function with Granteq is an example of what we are doing.

"We know Granteq because they, like us are members of the PSNI alliance and working with their team in their headquarters in Dubai and their many offices in India we have the opportunity of developing much more CAD activity at lower costs and considerably more speed. We have just received the 750 item block library and this will be of enormous help to our designers and sales teams. Complicated quotes can be produced with 100% accuracy in minutes rather than hours. Also the designs hold metadata for each item, like thermal output's, weight and dimensions and pricing which feeds automatically into our SAP system", said Pauline Sandell, SBS's COO.

TO SEE EXAMPLES OF THE BENEFITS OF THE BLOCK LIBRARY SCAN THE QR CODE. ☺



Faye Bennett

Service performance showing strong performance.

FOR THE LAST 12 MONTHS we have used the AV industry's leading specialist service consultancy company to help shape our service offering to key clients. Faye Bennett, who leads the consultancy, gave an update on her achievements to the

SBS Board in September, which have been spectacular and a very profitable part of the SBS offering.

"We have set up KPI's and service standards for all of our service accounts and set up specific processes to exceed customer expectations", said Faye. "The importance of regular service income during these times is important for SBS".

"It's been particularly pleasing to be able to attract Chris Burroughs as our Service Account Manager. This is a customer success role and is important in making sure that we keep our important service customers and to remain in a position to grow those accounts. It's a very specific role with a requirement to really understand service requirements and what exceptional service looks like".

"We have been able to develop robust support infrastructures with necessary roles and resource to manage current and developing customer base, as well as having successfully implemented and configured new service management to provide customers with a consistently good experience with full visibility of tickets and support requests, giving clients initial response to all service request within 1 hour and setting up and growing the knowledge base with self-help guides and site specific documentation".

In addition, standard processes have been developed for :-

- Customer support management
- Scheduled preventative works
- Service agreement renewals
- Customer on-boarding
- Measuring and reporting service levels.

"We're in a totally different place with our service support", explained Toby. "We were able to show WPP how we support them in their Amsterdam offices when they were here and with Faye's diligent work we have been able to retain the service agreements for Abcam, IET and WPP".

"We include a service proposal with every installation quotation now, so that we can continue to grow our incomes, and with the new P&L reporting against each customer contract we can be sure that we are keeping clear analysis, and it's pleasing to see that service sales have been over £1/2m so far".

Stephan Phillips, on behalf of the SBS Board, thanked Faye for her considerable achievements during the past 12 months in the last SBS Board meeting.

"We have been very fortunate to have been able to have the services of Faye Bennett Consultancy Services, working with us for the last 12 months, helping us to set up and deliver the level of service our clients should rightly have", said Stephan.

"Faye came to us after a long career with major brand Samsung, where she headed the service function so we knew she had an excellent background and pedigree in service agreements and processes". ☺



SHOWROOMS THRIVING AFTER RE-OPENING FOLLOWING THE LOCKDOWN.

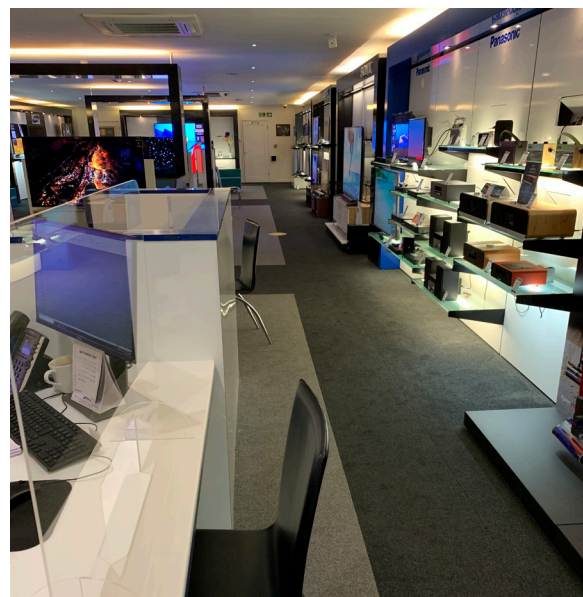
ONE OF THE THINGS WHICH HAS HAPPENED since the end of lockdown is that consumers have once again begun to appreciate the value of independent local specialist stores, with their heritage, expertise and high quality, knowledgeable and friendly staff. This is clearly evident from the performance which our stores have generated since they were allowed to re-open.

"Whilst it's understandable that sales from our stores would be down in April and May, given that they had to close, the fact that we continued to offer our customers the ability to search online and then place a telephone order with us meant that both stores were still able to generate sales", explained Managing Director Paul. "However, what's happened since we have re-opened our showrooms has been incredible. We've been flat out. There was a lot of pent up demand and as well as replacing white goods which failed in lockdown, some customers have treated themselves to much better quality TV's too".

"Total sales from our showrooms have grown substantially and, as an example, store income in July was nearly 60% ahead of the same period last year. Each week since lockdown we have had some incredible weeks and it's like having a Black Friday week every week so far", explained Paul.

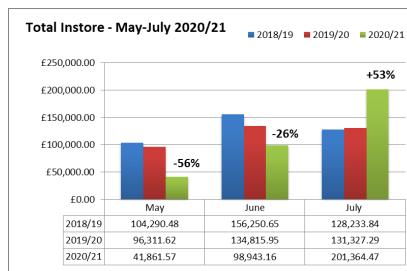
"Online has also performed really well so overall we have had a very good first quarter. Of course shopping has changed. Some customers come in with face coverings and most want to have a look at an item they have chosen online, ask us a few questions and then go back home to finish off the transaction".

"This level of trading, whilst encouraging, does however cause significant additional work for staff and we would not be able to achieve these results without the wonderful team we have in the retail division and I would especially like to express my thanks to everyone in my team".



↑ The
Snellings
Showroom

Instore Sales
graph
➔

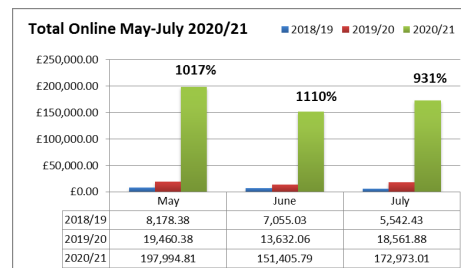


Online sales surged during lockdown and have continued to show incredible growth now our showrooms are open again.


One of the advantages of having previously invested in our web presence and also in attracting a top flight Ecommerce and Digital Marketing Manager is that our retail division was well placed to take advantage of any increase in web sales activity when the country was forced into lockdown. And just how well did we do?

"During lockdown, our online sales increased by a staggering tenfold", explained Paul. "Sales went from just over £19k in May last year to £197k in May this year during lockdown. It's a phenomenal

Bottom picture:
Retra article
Sales graph ➔
of online sales




Dealer Focus ALERT



Lockdown highlighted the importance of having a good website and social marketing channels. Fortunately, we invested in online over the past two years, which allowed us to remain trading very successfully.

Paul Giles, managing director of Snellings and Gerald Giles



"We've been carrying out 'no-contact' deliveries' and, in some cases, we've been installing essential products, but making sure that we conform to all the regulations."

"Our delivery team have PPE (personal protective equipment)"

"We are trying to make ourselves available through all channels - phone, email, WhatsApp Business, web chat and social media. It's very important to remind people that you are still here for them now and in the future," says Mr Hopley of Potters Home Digital.

increase and keeping up with this level of demand was very taxing, given that some of our colleagues were furloughed. What's even more surprising is that this level of growth has continued even though our showrooms have re-opened, and are doing well. Results in June and July were also around 10 times last year, and it means online our Quarter 1 results are double last year, even with lockdown. It's an amazing result and it just shows how hard my team worked during what is the busiest period I've ever known in 30 years in the business", said Paul.

Paul was featured in the Trade publication RETRA, recently which did an editorial feature explaining how independents were coping with the Covid-19 crisis.

DYSON SALES ARE REALLY STRONG.

IN RECENT TIMES we have been selling a wider range of small domestic appliances. *"These items are ideal for selling online, since most people are aware of the brands and products we are selling".*

"Dyson is a brand most people trust and we sell a range of cordless vacuum cleaners, full size vacuums, air coolers and purifiers and fans and heaters", explained Ecommerce and Digital Marketing Manager Tracy Martin.

"We use social media channels to highlight the offers and the availability of the items we have in stock and since lockdown our sales have been incredible. So far since March we have sold over 400 Dyson products". 📶



Investment in new website now being planned.

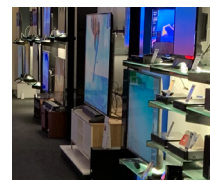


THE IMPORTANCE OF OUR WEBSITES was clearly demonstrated during lockdown and now this valuable sales method is an area we will continue to invest in. *"We've probably stretched the functionality of our current site to the maximum",* said Tracy, our Ecommerce & Digital

Marketing Manager. *"Technology develops all the time and we need to have something which is modern, efficient, easy for consumers to navigate around and which will future proof us for as long as possible. Things like setting up a subscription for regular supplies of detergents would be very useful for many of our customers and so we want to invest in a site which will help and be more convenient for our customers and for us too. The planning and preparation for completing a detail specification has now started".*

The aim is to develop much greater sales activity in small domestic appliances, learning from the success we have already experienced with our current sites and in learning how to successfully distribute items all over the UK.

"We have outgrown our current sites and although it will take around 9 months to develop, test and launch our new site, it will place us in the position of being able to reach new customers anywhere in the UK", stated Tracy. 📶



WORKING THROUGH THE LOCKDOWN

FOR THE FIRST TIME EVER, we like other people around the globe were told to stay at home and all but essential services and food stores were closed. Lockdown started on Tuesday 24 March and finished on May 18. This has had a dramatic effect on our businesses and how we worked. Here, Paul Giles explains how he managed this difficult situation.

"The main challenges were originally how to deal with any work in progress, we had a considerable amount of installation and service work outstanding, some of which we completed during the week of the lockdown, others were converted to delivery only, with customers performing the installation under our guidance over the telephone. Some service work was never completed with parts still on order, so customers were loaned equipment. It's been a challenge obtaining some stock, as supply chains became disrupted, with many lines going short as customers panic bought products such as freezers, fridges and certain small domestic appliance products.

Understanding the continual stream of information from the government to support the furlough scheme as well as how to obtain grants and funding has proved challenging too".

The Trustees want to record their thanks and appreciation to Paul and the members of the retail team who continued to work through the very difficult times of lockdown and recognise just what was achieved in the most trying of times. 📶



CHRIS BURROUGHS JOINS AS SBS SERVICE ACCOUNT MANAGER.

IT'S A BIG SNELLING'S WELCOME TO CHRIS, who joins us with a wealth of AV service management experience having worked for The Ministry of Defence, Barclays and Electrosonic

in the past. Chris will head up our service function at SBS. This is a senior role and an important one for the profitability of SBS. It's good to have you with us Chris! 🍷



GERALD GILES WELCOMES SHANI.

Shani Crews has joined Gerald Giles in an additional support role, which will free up some of the administration work for Mark Gook and the sales team at Gerald Giles. So, welcome to the Snellings / Gerald Giles team, Shani. 🍷

2 SBS TEAM MEMBERS WIN CLIENT COMMENDATIONS FOR THEIR DILIGENT WORK.

TWO SIGNIFICANT CLIENTS made special commendations of the support they had received from 2 key SBS colleagues.

Mike Banach was highly commended for all of his support work for the Institute of Engineering and Technology (IET), having helped them in their Savoy Place headquarters in London. Przemek Bartnik was also highly commended for his support work with ABCAM, the world's largest producer of protein research agents and antibodies, based in Cambridge.

Toby Wise, CEO of SBS said that all of the SBS board and colleagues were proud of the exceptional service shown by both Mike and Przemek. 🍷



Przemek Bartnik



Mike Banach

NATASHA USES LOCKDOWN TO PASS A MAJOR EXAM IN THE AAT (ACCOUNTANT'S) QUALIFICATION.

SBS'S NATASHA (TASH) BIGGINS has recently re-started her AAT qualifications Level 4 study, and with exams already passed she is aiming to qualify in December.

"The final AAT qualification is an advanced accountant's qualification, with experienced AAT qualified accountant Technicians being able to undertake similar tasks to Chartered Accountants, and it is a qualification which is greatly respected in the accountancy industry", explained SBS CEO, Toby. 🍷



Natasha Biggins aiming for her AAT final exams in December.