



NIGEL SAVORY
Chairman of
the Trustees.

↑ SBS win another top international award in Amsterdam.
Below; the Snellings and Gerald Giles Service team who, like their
retail colleagues, are producing exceptional results for our customers



IN THIS WORLD WHERE SOCIAL MEDIA makes it easier to attract support for a range of ideas, it has also created division and disillusionment too as people have used it to push their own narrow agendas in a very bullying way. There are no real leaders and much seems to be wrong with our society.

But then Spring arrived early with wonderful sunny weather coinciding with half term. It made me feel better and I started to feel much more positive. Why? Because I feel we are so lucky here in Norfolk with much to be thankful for and to celebrate.

The job that Daniel Farke and his players have done at Norwich City is truly amazing. Who would have thought that we would be top of the league with 8 games to go? It just shows what you can achieve when there is a common belief plus support and respect for your team mates. Good coaching and management are also key elements of their success. They are playing good football and scoring goals for fun. Doesn't it all add a buzz in the City?

Olivia Colman rightly won the best actress award at the BAFTA's. She is one of us...a Norfolk person and demonstrates what talents we have if we can just believe in ourselves (something we are not necessarily so good at)

On Monday two other organisations I am closely involved

in came together to save a life. One of the racegoers suffered a heart attack just as the horses were going out. Quick action by the racecourse staff, doctors, paramedics and the air ambulance all came together to achieve a successful outcome.

Values, teamwork, respect and working for an organisation you are proud to be part of are all so important and lead to positive outcomes. I believe Snellings is another great example of all that is good about Norfolk, but there is always more to do which is why we are involving you in a survey. We will be using it to look at how we can get greater involvement and move forward positively. The editor has written a piece on this process and I would like to thank each one of you for taking the time to complete the survey.

Let's play our part in making Norfolk that special place we are proud to call home.



The Philips made Discoverer TV built in the 1970's and one of the items in the Collection, affectionately known as the "Helmet TV"



The sort out of duplicated items

THE SNELLINGS MUSEUM PREPARATION WORK IS PROGRESSING WELL.

↑ **SINCE STEPHEN CORNELL JOINED THE SNELLINGS MUSEUM** as its Project Director great progress has been made.

"First of all I want to recognise all of the work which has been done by our volunteers. It's really valuable work which will help tremendously in our ambition to create the sort of Museum which we and Roy our founder can be proud of", explained Stephen.

"What we are aiming for is the creation of a timeline of the heritage of the technology we have been involved with over the years. We have purchased the leading industry software and now have our own unique code for the identification of our items in the international museum database system used by all major museums".

"Our unique code is BLOSM, which identifies any of our catalogued items from Blofield Heath, Snellings Museum".

As with any new software it's been important to update the data set for each item into the correct format for the way we want to work in the future. There are 1,000 items in the inventory now and over 2,500 photographs have been taken and uploaded to go with the descriptions. The next stage is the creation of a new website before moving toward the physical museum. To get to that stage a business plan will be produced for the Trustees to consider. ☺

Snellings supports Norwich Cathedral's Music and Organ Appeal..

ONE OF THE CHARITABLE objectives of the Trust is to support requests which develop Christian worship, so when Norwich Cathedral applied to the Trust for support for their music and organ appeal the Trustees were happy to support the request.

"Norwich Cathedral has recently launched a £2.5m Music Appeal with the aim of raising £1.8m to fund a complete restoration of the world famous organ and a further £700k to support the Cathedral's choristers and expand its community musical work", explained Rowland

On the importance of the appeal, the Dean of Norwich, the Very Rev Jane Hedges, said: "It is difficult to imagine life in the Cathedral without music, it is just fundamental to everything we do."

The Trustees gave £3,500 to the appeal and are delighted to be helping maintain the heritage of one of the most important sites of Christian worship in Norfolk. ☺

NORWICH CATHEDRAL ORGAN IN NUMBERS

6,655	the number of pipes in the organ
105	the number of stops alongside the keyboards stops
1,500	the number of times the organ is used in a year
14	the century it was first mentioned



TRUST INVESTMENTS CONTINUE TO IMPROVE

AT EACH OF THE TRUSTEE MEETINGS the Trust's shares and investment portfolios are carefully reviewed and discussed between the Trustees.

"The purpose is to make sure that our investments are working as hard as they can be, so that we can deliver the funds which are needed for the many local good causes which approach us", explained Rowland Cogman.

Whilst our operating companies are major contributors to the charitable giving funds we raise for distribution, the Trustees have a responsibility to review the specific investments to make sure they are performing well.

In some cases the Trustees use specialist advisers, like stockbrokers, who have expert knowledge and can use their skill to sell and retain shares so that the overall effect is that

good returns are made.

"Local stockbrokers Barratt & Cooke have been key providers of advice to the Trustees, and we check on the progress of the stocks and shares we hold on their advice via detailed analysis of their reports. Our share portfolios are designed for low and minimum risk, so we tend to invest in well known, blue chip companies. And our advisers monitor their performance against industry recognised standards to show the Trustees exactly what is happening to our investments."

"But sometimes we look at other long term, minimum risk asset classifications. Recently the Trust has invested in a commercial property growth fund, and it's pleasing to see that also is on track to produce the returns we are planning to receive", explained Rowland. ☺

Some of the Blue Chip companies the Trust invests in.

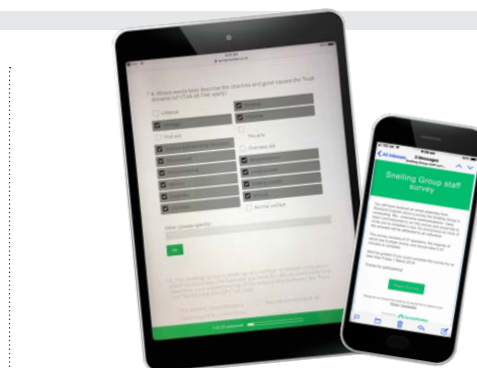


R C Snelling Charitable Trust website update.

SINCE FEBRUARY 2017 when the Trust decided to launch its own website, access to the Trust has increased dramatically.

"Since so many people fill forms in online for all sorts of things I thought it would make it easier for charities who wish to apply for funds to be able to do so online", said Rowland Cogman the Trustee who organised and set up the Trust's own website.

"I felt it was important that the website provided the look and feel of a Trust like ours, rather than have a corporate feel which so many websites have now. Other than local community groups including PTA's, nurseries and village halls, the majority of applications we have for funding now come in directly through the website". This also makes it easier for the Trustees to administer, consider and decide upon. ☺



oneonone
COMMUNICATIONS

The Trust launches a campaign aimed at creating greater staff awareness of our original core values.

MOST BUSINESSES HAVE A SET OF CORE VALUES which are epitomised by the behaviour of all staff members when dealing with each other and our customers and it's time to review these and make sure we adopt them.

Chairman of the Trustees, Nigel Savory explains the thinking behind this key project. "Following Roy's death and the transfer of the shares of the Group companies to the Trust, the core values which Roy initially set for the business have become somewhat diluted. The Trustees believe that there is a desire to reinvigorate and embed these values back into the businesses".

"Also there is a desire to create a more harmonious and integrated organisation, which we feel will create a better working environment and a more open culture for our customers", Nigel explained.

The first part of this initiative was to create a working group to explore how best to achieve the aims we want to achieve. An external moderator, Rob Davies from Oneonone Communications has been asked to help the working group.

He has designed a staff questionnaire which the working group have approved and the questionnaire was sent out in February. Staff were asked to complete the survey online (via PC, tablet or smartphone) by early March. Already it is providing a lot of background information for the working group. More details will follow in later newsletters. ☺

PAUL GILES
Managing Director

BLACK FRIDAY PLANNING LEADS TO RETAIL GAINS.

THERE IS MUCH COMMENT IN THE PRESS about the doom and gloom on the high street as more and more consumers use online only retail platforms to make their purchases, so how did we do over the vital pre-Christmas period?

"Very well", explained Paul Giles. "Yes it is very tough on the high street these days, with all the BREXIT uncertainty, but our sales have continued to hold up well. Vend, a retail analysis organisation, reported that Black Friday sales results in the UK were down 7% on the previous year, despite the massive growth in online retail on Black Friday and Cyber Monday. It shows that some traditional retailers must have performed very badly as customers abandon the high street to shop online. That is not the case at Snellings and Gerald Giles as we continue to attract customers both in store and online".

"We know that companies like Amazon take a year in their planning for Black Friday, so it shows how seriously they take it. Similarly, we took many months to prepare the main aspects of our campaign, using a multi media marketing approach, with digital and social media activity at the core of how we get our message across to customers".



"Overall cumulative performance for the year so far to the end of the November period shows total retail sales through both our brands were 12% ahead of last year. The trend for retailers to have Black Friday offers running for almost 3 weeks during November has spread sales out. So rather than a massive rush on Black Friday itself consumers are looking for good offers right through November, so we specifically ensure we have offers to attract these consumers" 📌

Top Marketing Agency appointed to develop Rental.

We currently have around 2,500 customers renting over 5000 products from us. The Snelling business was founded with renting at its heart and we still have many who prefer to rent our products or have maintenance contracts with us. Whilst many existing customers regularly upgrade their rented televisions, many of our new customers are renting washing machines. When Roy Snelling first began trading in televisions, few people could afford them and they continually broke down, so renting was the way to go for many. Nowadays, with LED TV's being so affordable and digital content being delivered online, as expected TV rental is in decline.

"We have known for some time that Rental was a declining market, hence our diversification into a wider range of products and services. Over the last 5 years our decline in rental has been more than compensated by our growth in sales, particularly Kitchen Appliances," said Paul Giles.

"We typically lose around 20 rental contracts per month, however much of this is unavoidable with many of these customers either dying or moving into care homes. You have to remember it's mostly our oldest and very loyal customers who still prefer to rent so it's always sad when we do lose them".

"On the positive side kitchen appliance



rental is showing growth potential so we are exploring new ways to tap into today's growing trend of leasing or renting as an alternative to owning the products we usually sell. It's happened successfully in other markets. When was the last time you bought a film on DVD or a CD? Most people now pay a monthly subscription to companies like Netflix, Prime or Spotify. With cars too, the trend is to lease rather than purchase outright; consumers like to renew items more often with a fixed monthly cost".

"So it's these new trends we want to explore to see if we can create a new niche, a modern version of renting from Snellings and Gerald Giles. We are currently working with Further, an award-winning marketing agency, who specialises in creating a brand strategy and dynamic, responsive digital marketing. The idea is over the next 6 months to use Further's expertise and our knowledge of rental and

appliances to create a new brand name for our rental services which we hope, will attract a younger consumer".

Paul has undertaken a detailed analysis, including a geographical heat map of the rental market we are involved in and this data is being used to help develop strategic thinking about the different groups of customers who prefer to rent.

"The data collated allows for clear market analysis", said Paul "It's interesting to segment the TV rental market by screen size because it shows that there is a direct link to the age of the person renting from us and the size of the TV they are comfortable with. As an example the smaller the screen size, generally the older the customer is, and this sort of insight can help us to better understand who our customers are and what we need to do to attract more of them", explained Paul. 📌

Rental Customers
Location - Heat Map



← Kate Barmby demonstrating bread making ↓

FITTED KITCHEN DEPARTMENT TAKES OFF!

ONE OF THE KEY potential growth areas for our retail business is the bespoke kitchen design and fitting service. Spun out of the need to create more diversified business opportunities which are linked to our core offering, the new kitchen showroom was built in 2018 and is already helping to create new sales.

"We have a specialist designer using the latest 3D modelling software allowing potential customers to see their new kitchen in virtual reality and to experience how the kitchen will look and feel in their own home, before it's even installed", explained Paul Giles.

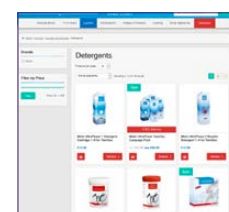


"We've now completed 4 kitchen projects and learned much about the industry along the way. One thing we appreciate is that when people are spending many thousands of pounds on a new kitchen we have to ensure that everything is top drawer, and whilst it can be challenging, it is always satisfying to meet and exceed a customers' expectation", said Paul.

"We are operating in the mid to high end of the fitted kitchen market; this is a highly competitive industry with several local experienced kitchen companies who have been trading for years. However, our designer and fitters have many years of experience too. This, coupled with Snellings reputation for

quality and service stands us in good stead to slowly grow our business in this exciting new area. We recently secured our largest kitchen order worth £32,000, so we are beginning to attract the high quality business we need to succeed."

We also use the kitchen showroom to hold relevant cooking demonstrations, in our live area. In December we held a bread making class demonstrated by Bake Off finalist Kate Barmby. "It was a very enjoyable and informative morning with some lovely food and great interaction. The feedback from our customers was really positive with many signing up for future events", said Paul. 📌



Miele accessory sales boom online.

ONE OF THE FIRST OPPORTUNITIES for increasing online sales was in promoting our extensive range of Miele appliance accessories.

"People who buy Miele appliances are very loyal to the brand and Miele products can only be used with their own branded accessories. Three years ago Miele launched self-dosing washing machines with built-in detergent canisters, requiring replacement every 3 months. Recognising the demand for this detergent and other accessories nationwide we have specialised in marketing these products from the Gerald Giles website. We have an extensive range from Miele detergents and fabric conditioners right through to oven shelves and baking trays", Paul Giles explained.

"We have engaged specialist search marketing consultants to ensure we have maximum exposure when customers are searching for Miele online, keeping us consistently at the top of national Google search results. Customers are led to our specialist Miele product pages where we not only offer products at competitive prices but reviews and advice on how to use them too. When searching for Miele accessories online we often rank higher than Amazon and even Miele themselves, so sales have been booming". 📌



Service department growth continues.

"The concept of looking after our customers is something which both Roy Snelling and Gerald Giles founded their businesses on. It has always made sense to develop our service department, so we continue to build on the reputation we've held for over 70 years", explained Paul Giles.

"The major appliance manufacturers have cut back on employing service engineers, leading to longer repair times. As a local specialist with our own fully trained appliance engineers, we've been able to step in and make sure that customers who buy from us receive the service they would expect from premium brands".

"We are now Miele's authorised service partner for Norfolk, often repairing their appliances sold by John Lewis and other national retailers. This gives us an ideal opportunity to introduce the Snelling brand to customers and gain new business. We are calling on over 300 clients a month performing repairs mostly on washing machines, dishwashers and ovens. With the addition of a Gas Safe engineer we are now able to work on gas appliances too", explained Paul 📌

Digital development continues at Snellings & Gerald Giles.

TRACY MARTIN JOINED US as Digital and E-commerce manager in the summer, with a remit to help develop and grow our online offering. In the last 6 months, great progress has been made to understand and make gains in what has become a very important sector for retail.

"We know that to be successful in our marketplace, retailers must constantly review and upgrade their online activity. Success comes from creating digital marketing campaigns which target the right customer, bringing the right type of traffic to our websites and of course, we must make it easy for people to buy from us, be it on a laptop, tablet or phone", said Tracy.

"Firstly, I've been focusing on the best use of our existing investment in digital activity. I've completed a review of the current websites and the system we are using to handle the content, which ranges from product images and descriptions right through to Google shopping and dynamic pricing. We have explored moving to a new e-commerce retail platform, inviting proposals from some of the leading providers in the UK. Initially, we want to reduce the onerous task of updating the content and we are currently exploring direct data feeds which can automatically populate some of the content sections of our websites".

"The other area of focus has been digital marketing. Whilst we do still need some traditional media channels to reach our customers, we must connect with new customers, people who could buy from us, but who live in a digital world, heavily engaged in social media. Most of us use social media platforms these days, so we've been looking at how to get the most out of the marketing opportunities social media platforms can provide a retailer like us". 📌



←
TOBY WISE
Managing Director

INAVATION AWARDS
Powered by InAVate + ISE **2019**



SBS win a major international award for Healthcare Innovation.

AT THE RECENT INAVATION AWARDS in Amsterdam, SBS once again won a top, international award, the second time in three years.

"This year we entered these top international awards with an entry in the Healthcare sector", explained Toby Wise.

"Healthcare is a growing sector around the world and it's one of the new sectors of business we wish to develop and be recognised for. The InAVation awards are the most prestigious awards for our industry in the entire world and so even to be judged a finalist in these awards is good, and to win an award is absolutely stunning. We were up against the top AV companies throughout the world, with more than 300 entries from



Australia, Russia, USA, all across Europe and the Middle East, as well as Asia and Africa".

"The award shows how our great teamwork and a dedication to designing and installing world class innovative AV solutions for our clients is being recognised as the best in the world". ☺

SBS's Healthcare Award

- The entry was submitted for the work SBS did in the new Quadram Institute.
- Quadram is a new research facility building in the Norwich Science Park
- It specialises in creating new interfaces between food science, gut biology, human health and disease.
- It will harness the understanding of the microbiome and how it can lead to new health related treatments.
- The technology inside which was created by SBS is unrivalled anywhere in the world (which is why we won!!).

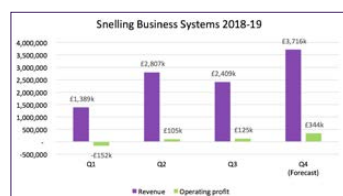
SBS produces profits for 3 consecutive quarters and is heading for a strong year end.

AFTER A TOUGH YEAR LAST YEAR, sales and overall performance at SBS has improved dramatically.

"Given just how hard everyone worked at SBS, it was a shame that we ended the previous year with just a break even performance", said Toby Wise, SBS's Managing Director.

"But we knew that we were laying the foundations for a much more exciting future and one which will have elements of international business for the first time. Major changes in business focus like this always take a little while to bed in and with our links into the PSNI network, we can now be much more focussed on opportunities wherever they are. It's the reason why we can take on major projects like the WPP office in Amsterdam (See report below), as well as being confident about major new business in the future", explained Toby.

"What's really good is that after making profits in Q2 and Q3, we will make a significant profit in Q4 which should lead to a great year for SBS and its customers and staff". ☺



WPP, the world's largest Comms Co chooses SBS for their new Amsterdam office refurbishment.

STEVE ROYANS, SBS'S SALES DIRECTOR and his small team have been instrumental in the success of the company and it's results and the work being completed on behalf of WPP, the worldwide communications company in Amsterdam is an example of the vibrant new business Steve is bringing to SBS

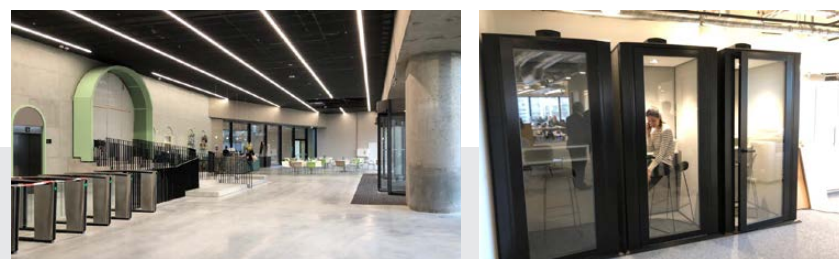
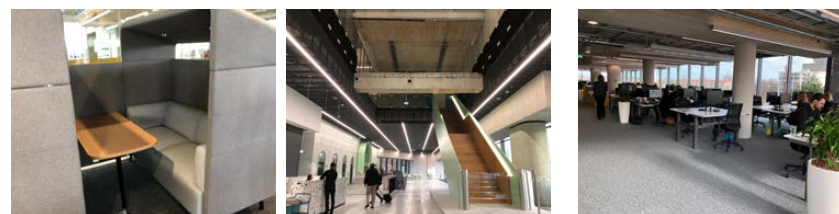
"We were asked to consider applying for the tender to re-fit the new WPP building in Amsterdam with all of their presentation and audio visual needs and this was a significant contract for us", explained Steve.

"WPP have a strategy of "horizontality", which means creating a seamless working environment across all WPP companies, to better enable a co-ordinated response across all of their brands to better meet and exceed their clients' needs".

"Winning this tender has helped our overall performance and it's the first major piece of work which we have undertaken in Holland. Pat Harris and Brian Garcia as joint project managers on the project have been fantastic. We will help WPP bring together 1,500 employees across 30 different companies in stunning 19,000 sq ft offices offering the sort of working environment which would be expected in this sort of industry", said Steve. ☺



Steve Royans



SNELLING EDUCATION ON TRACK TO DELIVER A STRONG PROFIT FOR THE YEAR.

AFTER A GOOD START TO THIS NEW SECTOR, which was set up to install the latest classroom teaching aids into local primary schools, this year has seen continual growth. Snelling Education's senior manager, Simon Eisenmann, was instrumental in making sure Snelling Education was included on the Norfolk County Council's Audio Visual framework, which was vital to being on the referred list of suppliers.

"These frameworks are important because they allow individual schools to purchase the very best equipment from us at the most advantageous price. We all know that local schools have a lot of pressure on their budgets, so it's good that Snelling Education can help to improve the learning experience for local schoolchildren", explained Simon. "Teachers enjoy using the latest technology of interactive display screens which replaces the traditional whiteboard and delivers the lesson content in HD quality and our role is to help them to better educate our children". ☺



Snelling Education in numbers.

24 Months since the start of Snelling Education

113 Schools which have had a new touch screen classroom fitted by Snelling Education

320 Classrooms have been fitted with the latest technology from Snelling Education.



Chris Liebrand

SNELLING BUSINESS SYSTEMS WORKING ON A NEW RETAIL PROJECT WITH ONE OF THE UK'S OLDEST RETAILERS AND NORWICH CITY FOOTBALL CLUB.

NORWICH CITY FOOTBALL CLUB are having a good season so far and have held the top spot in the Championship a number of times. And when they wanted to consider looking at developing their retail offering in a new city centre premises in Norwich they chose SBS.

"We wanted to create a really vibrant destination environment and were delighted with the proposals and designs supplied by the Snelling team under Chris Liebrand", explained Ben Kensell the Chief Operating Officer of Norwich City FC. "Selling replica shirts and other associated merchandise is an important part of our income stream and we want to be the leaders in how this is done".

"The pedigree which I can bring to this sort of project because of my previous experience with F1AV has been helpful", said Chris Liebrand who is the key manager working for SBS on this prestigious project. "We are planning one of the most stunning and attractive retail areas anywhere in East Anglia and with interactive gaming areas, a huge visual wall showing previous game highlights and classy display sets for the replica shirts and other merchandise this is bound to help increase sales for NCFC". ☺





TRISTAN RE-JOINS SBS

TRISTAN BOLER HAS RE-JOINED SBS as our Account Manager in London and the Home Counties. After 5 years away we welcome back Tristan who previously worked as a Technical sales Exec and Project manager for us.

"After nearly five years away, I'm excited to be back at Snellings and this is an opportunity I could not turn down," said Tristan. "Proactively looking after university clients and being able to develop new relationships is something I am really looking forward to." 📌

YVONNE RETURNS TO SBS

YVONNE BLAND HAS RETURNED TO SBS in a new role as Head of Operations at SBS.

"I'm delighted to have Yvonne back with us", explained Toby Wise, MD of SBS. "Yvonne started at SBS in September 2016 and briefly left us in April last year, so we are delighted she has taken up the new role. As we grow, we need more planning and control, and Yvonne is perfect for that role".

Yvonne, who holds a post graduate diploma in Business Administration, management and Operations from the University of Wales, was the Service Manager for SBS and before that she worked for the Cabinet Office. 📌



THE FEED IS THE NOMINATED staff charity. This Norwich based Charity takes people off the street and gives them a safe place to work and learn a trade so they can go on to a paid role in the hospitality and catering industry. 📌

The legendary Christmas raffle generates £470. Christmas Jumpers will be worn!

Each year we ask our suppliers and partners to source a range of raffle prizes for our annual charity Christmas Draw. Tickets are available for all staff and Trustees across the Group and then just before Christmas we hold a Charity raffle day. Staff are encouraged to wear their best Christmas jumpers and the actual draw is shown live online via Zoom, so anyone can watch it happening live.

"This year's staff nominated charity is The Feed and we were able to raise £470 for the charity by holding the annual draw", explained Abhi Chakraborty, who co-ordinated the draw.

"We had some fantastic prizes donated to us, including TV's, top range headphones, speakers, cases of wines to name just a few and tickets only cost £1, so we were delighted to sell 470 tickets this time". 📌

