



NIGEL SAVORY
Chairman of
the Trustees.

↑ *The world's first vertically curved large screen set up by SBS for Samsung's Prestige King's Cross store.*

IS A RELENTLESS FOCUS ON CUSTOMER SERVICE, quality and price enough to safeguard a business these days? There is no doubt they are very important and central to much of what we strive to do at Snellings but are they enough? I think not.

Firstly, we must move with the times and meet our customers' demands. Yes, they demand quality, price and service, but they initially do their research on Google and want to transact in the way that best suits them. I am therefore delighted that our retail businesses are working so hard in this area and that this side of our business is growing strongly. With only two stores we do not carry the same level of overheads as many of our competitors, and we must continue to develop the way we transact and also be nimble to change.

Secondly, we must recognise that our loyal customers are hugely important. They have discovered Snellings and liked what they have found. We all intrinsically know what we mean by a good customer. They are the ones we all like working for and they in turn like the service they get from us and come back to us when they need new products or service. It would be good to see if we can move these relationships forward so that these customers feel proud to recommend us. We must aspire to this.

Thirdly we have to work even harder than before because there are competitors with no premises and few staff. This is not the model that Roy wanted because he respected his customers; his staff and the community in which he lived and worked. How do we do this? It is not about the hours, but our attitude which should be "what did I do today to make our customers' experience that extra bit special?" Because we employ talented and conscientious people and because as a small business, we can make our employees careers more enjoyable and rewarding, I know we can do this. We all have a role to play.

I am so pleased with the responses that we have had from you all since we started to work on our brand and what it means to be owned by the RC Snelling Charitable Trust. The positive way in which you have engaged and worked with colleagues in the workshops has been exemplary and lots of fresh ideas are being put forward for consideration. There is more about this process in this newsletter, but I am sure that the outcome will help us find more answers to my question. Thank you for your positive input it means a lot to me.

Nigel Savory

TRUST CHARITY GIVING REACHES RECORD AMOUNTS.

ONE OF THE KEY MEASURES for the Trust is to review how supportive we are to the local good causes, and the latest audited accounts for the Trust shows that we have reached record levels of giving.

"Roy our founder would be delighted with just how many local organisations are being helped by the Trust he set up", explained Nigel Savory, the Chairman of the Trust.

"Also. The Trust is very stable and well funded, now having reserves of £11.8m and our charitable giving increased to over £164,000 in the last financial year. We were able to help a very wide range of local good causes, and there were 81 organisations within a 30 mile radius of Blofield which were supported by the Trust over the last 12 month period." ☺

Table shows the growth in Trust giving over the last 7 years

YEAR ENDING (APRIL)	APPLICATIONS	AMOUNT GIVEN
2013	23	£35,966
2014	32	£45,386
2015	57	£66,768
2016	67	£73,666
2017	64	£95,496
2018	79	£131,196
2019	81	£164,098

The R C Snelling Charitable Trust gives a £50,000 donation to the Priscilla Bacon Hospice.

MANY PEOPLE IN NORFOLK will know of the great work undertaken by the Priscilla Bacon centre for specialist palliative care, which is one of the few palliative care centres in Norfolk, set up to provide valuable support to people and their families during their end of life care.

The demand for this specialist treatment is rapidly increasing and so a £12m campaign to set up a larger, new unit has been launched. The new purpose built unit will increase the number of palliative care beds from 16 to 24, and the plan is to build a new hospice on a semi rural site close to the Norfolk and Norwich University Hospital. The aim is to provide the most modern and the very best facilities, plus a wider range of community day care and out-patient services, giving those who require care a greater breadth of choice. It will focus on enabling a 'good death', caring for patients and supporting loved ones through and beyond bereavement.

Mark Nicholas, the chief executive of the Priscilla Bacon Hospice, explained that he was very appreciative of the award given by the Trust to support the Hospice and already nearly £4m has been raised so far. ☺



↑ An artists impression of the new Hospice.

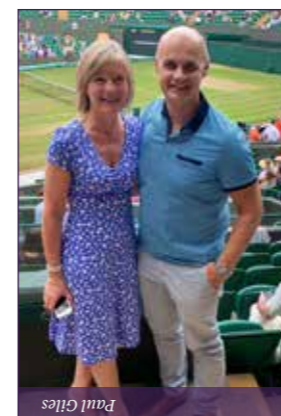
→ Sir Nicholas Bacon (who's ancestor was the first ever person to be Knighted by the Crown in 1611), launching the campaign for funding for the Hospice at a recent event in Norwich.



THE TRUSTEES

HERE ARE PHOTOS identifying each of the Trustees of the R C Snelling Charitable Trust to help you recognise them. In future issues of this newsletter we will provide a small synopsis of each Trustee.

Can you name them all?



Paul Giles



Stephan Phillips



Toby Wise



Colin Jacobs



Sam Barrett



Rowland Cogman



Philip Butinger



Nigel Savory

SNELLINGS NORFOLK NATIONAL AT FAKENHAM RACES ANOTHER VERY SUCCESSFUL DAY.

TOP JOCKEY CIARAN GETHINGS won the top race on his horse Hepijeu at Fakenham racecourse in these year's Snelling Norfolk National, the most valuable horse race in Norfolk.

"We sponsor this race because it's a good way of creating stronger brand affinity with potential customers both for our retail and commercial businesses", explained Trustee Rowland Cogman.

"We also invite important clients to enjoy an enjoyable day out with the Trustees and the MD's, and this all helps to strengthen our relationships". ☺



Paul and Rowland presenting Ciaran with the Snellings Cup



R C Snelling Charitable Trust website update.

THE TRUST TYPICALLY HELPS much smaller good causes, and an example of this is the £200 donation which was requested by The House of Genesis. Many staff will remember this very useful charity from the 2007 staff AGM. They specialise in helping homeless people by supporting them in 2 houses to help them get back on their feet. ☺

VALUES AND BEHAVIOURS LAUNCH EVENTS.

FOLLOWING THE WORKSHOP SESSIONS which all staff and Trustees attended and the subsequent Values Working Group session, the Trustees met over 2 days to review all the work which had taken place and to carefully reflect on all of the outputs of the staff generated content.

"There was a lot of very useful material which was provided to the Trustees", explained Rowland Cogman, who organised the 2 Trustee sessions.

"This process involved a lot of discussion and clear thinking by our colleagues and this bottom up approach to establishing our values and the behaviours which we should all adopt whilst we are working together is really the only way to go about making sure something as fundamental as our culture is adopted by all of us".

"We've kept staff informed by sending out a couple of e-newsletters (a first for the Trust) and the next event is a launch event to share the actual values and the behaviour definitions which we want to adopt, as well as introducing all staff to the strapline for the Charitable Trust". ☺

KEEP THE DATE

Champagne launch lunch

FRIDAY 1ST NOVEMBER & MONDAY 4TH NOVEMBER

NORWICH CITY FOOTBALL CLUB





← **TOBY WISE**
Managing Director



PSNI visit in Philadelphia for SBS top team.

17 - 20 September

RECENTLY MD **TOBY WISE** and Sales Director Steve Royans visited Philadelphia in the USA for the PSNI Global Alliance Member Meeting 2019. This annual meeting is the primary meeting for key PSNI partners.

"The PSNI network has become a significant part of our business in a very short period of time and so it is important to engage with the PSNI organising team as well as engage with other PSNI partner businesses", explained Toby Wise.

"These annual meetings are a great way to learn about the latest trends in the AV industry and it was good to experience the mixture of sessions, keynote speakers and networking with similar organisations from around the globe", explained Steve.

"There were 162 delegates from 27 countries, so there was a lot to learn from". ☺



← Toby on the speakers' panel at Philadelphia.

ANOTHER TOP INTERNATIONAL AWARD FOR SBS – EDUCATION PROJECT OF THE YEAR.

AT THE PRESTIGIOUS AV Technology Europe Awards event held in Kensington, London, SBS were once again top award winners in their category.

"We were shortlisted for this award for our work on the Quadram building in Norwich, and that gave us an insight as to who we were up against before the awards evening", explained Toby.

"These awards cover the best of what is happening in our industry right throughout Europe, so to be even shortlisted is a huge achievement for us".

"We were up against SiliconCore for their work on Harvard University, CDEC for their work at Goldsmiths University, Loxit for University of Manchester and Visavvi for their work on University of the West Coast of Scotland, so to win ahead of these competitors is a significant achievement for all of the team here at SBS".

"We've also been shortlisted for the AV Awards for Quadram and Abcam, our client in global life sciences". ☺



To see the awards submission use the QR code here.

WPP- FIRST WORK IN BUCHAREST.

AS PART OF SBS'S continuing relationship with WPP, the owner of the world's largest advertising and communication brand, SBS has just recently awarded the contract for the AV in the refurbished offices for WPP in Bucharest. The work was started in March and completed at the end of July.

The project is being managed by Pat Harris through the PSNI network.

"It's the first time we have bid for and won a tender for work in Romania", explained Steve Royans, who was instrumental in winning the contract. "Like all of these international contracts, whilst they are challenging in that we are dealing with clients who are over 1,200 miles away, it's also very rewarding to think that businesses in other parts of Europe are benefitting from the SBS care and professionalism. I think Roy our founder would be very proud of our international growth", said Steve. ☺

RECORD YEAR FOR PROFITS FOR SBS.

PROFITS UP TO £339K

IT'S BEEN A STUNNING YEAR for business performance as well as another award winning year for SBS. The latest financial results for the year just ended show a massive rise in profits at SBS, producing the highest ever recorded profit.

"We know that not all of the operators in our industry are producing record profits at the moment, so against such a competitive backdrop it is so pleasing to see the benefit of everyone's hard work coming to fruition", said Toby.

"We've had some tough years in the recent past, particularly as we sought to diversify from being so dependent on the higher education sector for our income streams. The move toward more commercial sector work and the PSNI Global AV work we have tended for and won, means that we have been able to handle large scale projects in Amsterdam and further afield whilst at the same time maintaining our desire to look after long held University clients".

"The last financial year has seen the benefit of remaining strong in the education field, developing our AV work in local schools under Simon, building more work in central London through Chris Liebrand's contacts as well as the exceptional sales performance of the team led by Steve". ☺

"AMSTELDOK" IS ALL WORKING

The first tranche of work for leading Comms company WPP at their new integrated office in Amsterdam is now completed, and SBS is continuing the relationship with WPP.

"Whilst the initial design and install work has been completed, we also have in place a live service contract worth £200k pa. which enables 3 staff who work in rotation to deliver the service for SBS", said Toby.

"This is a high quality, large scale project which we were able to complete because of our links with the PSNI network and it's always good to deliver a project of this size, on time and to budget for an important client like WPP". ☺



← To see AMSTELDOK in action use the QR code

SBS HELP GLOBAL MOBILE MANUFACTURER SAMSUNG TO CREATE A WORLD FIRST.

DURING THE PAST FEW MONTHS, Brian Garcia Project Manager has been leading the installation of the AV work for Samsung, who wanted to develop a world class experience store in London King's Cross KX), following the sales and technical work planned by Steve Royans and Kevin Madjeda.

"The store has the world's first curved vertical screen, which is in the shape of a wall in the London underground, which anyone with a Samsung phone can add any illustrations or digital graffiti artwork", said Brian.

Technical Director Kevin Madeja explained that the key to the success of the project was the flexible and agile ability to problem solving which impressed Samsung. *"The challenge was the scale and the technical ability required in order to deliver a world first", explained Kevin.*

Following the success of Samsung KX, Samsung have commissioned SBS for their development in Westfield store in Stratford and Samsung Newcastle. SBS were also the cover article on the latest Inavate trade magazine. ☺



Steve Royans, our £6m man.

SBS's Sales Director Steve Royans has always produced great sales results for the Company, and last year was no exception. Steve clocked up sales worth over £6m last year.

"It's been an incredibly busy year last year and in many ways very challenging. But it's also been very enjoyable too. I was pleased to be made a director of SBS in January 2016, and we've gone from strength to strength since then", commented Steve.

"Steve has been the cornerstone of our impressive results for many years", stated Toby Wise, MD. "He's extremely hard working and we are very appreciative of all he does for SBS". ☺



Steve Royans & Beer



STOP PRESS
The SBS sales and profits for the first quarter of this financial year have set a new record for the company.
"We have collectively generated sparkling results this first quarter and I'd like to thank all of the team here at SBS for all their hard work", said Toby. ☺

PAUL GILES
Managing Director



Another great year for the retail & service team. As total Sales exceed £2m

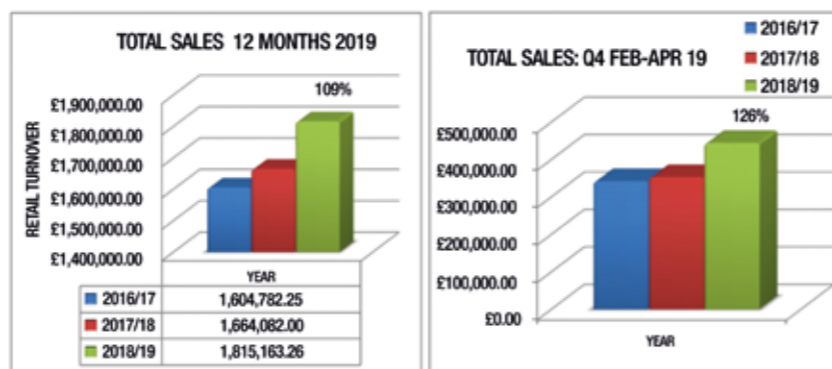
SNELLINGS AND GERALD GILES have produced yet another sparkling set of financial results for the most recent year end. Sales for the full year (2018/2019) exceeded £2m for the first time including service and kitchens.

Commenting on this stunning performance, Paul Giles, MD said "These results, which show a growth of 13% in revenue and 17% in profits, on top of a very good year last year, are due to the efforts of my whole team. It is very pleasing to record this type of exceptional performance, given just how difficult it is in the retail marketplace at the moment. With most of our competitors showing little or no growth, I am really proud of everyone at Snellings and Gerald Giles for their hard work and commitment to our customers. Without my team, these results would not happen".



The key highlights were:-

- Total sales increased by 13%
- Service & Warranty income rose by 50%
- Rental income was on budget
- White goods sales grew by 10%
- Accessories sales were up 82%, driven by Miele online sales
- Installation sales were 49% up
- Consumer Electronics sales were slightly down at 2.5%
- Profits ended 17% up on 2017/18



Snellings / Gerald Giles featured in Retra Trade Journal

RETRA ARE THE UK'S LEADING trade association for independent electrical retailers and service organisations and recently their editor spent some time with MD Paul to find out how Snellings and Gerald Giles keep improving their offer to our retail customers.

"We were featured in their Dealer Focus section, which highlights those organisations who are doing things well and from whom the rest of the industry could perhaps learn from", explained Paul. "They headed the article 'We've never stopped trying to reinvent ourselves', which is actually a very accurate heading".

How Retra announced the recent article on Snellings / Gerald Giles.

"Award-winning Norfolk retailer Snellings has moved into selling kitchens, is holding its own cookery events with a Bake Off finalist, working with local food and drinks suppliers, and investing in online and digital marketing. Sean Hannam talks to managing director Paul Giles to find out his recipe for success....."

SERVICE GROWTH CONTINUES.

ONE OF THE BENEFITS of customers dealing with Snellings / Gerald Giles is that their appliances can also be serviced, and this is a growing part of our customer care. During the last full year service and referral income have both increased considerably. Service income was 50% ahead of last year and referral income showed growth of 45%. Total income reached £266k with a £40k profit contribution.

We are undertaking much more warranty work for manufacturers like Miele and this has also helped to increase our incomes in this sector.



MIELE CENTRE UPDATE.

THE MIELE BRAND is an important part of our offering in retail and sales are up by an impressive 24% year to date. One of the highlights this year is that sales of Miele accessories (the refill canisters for detergents and powders) are growing fast and now account for around 50% of total Miele sales.

"It's an incredible growth", explained Tracy Martin, the Ecommerce & Digital Marketing Manager.



KITCHEN UPDATE.

IN THE FULL FINANCIAL YEAR the new kitchen centre completed 4 installations worth a total of £71k and also took orders for another £62k of installations, so it is really starting to take off.

"We will launch our own Kitchen retail website, backed up by high quality printed brochures shortly", explained Paul Giles. "We've learned a lot in the last year with the 4 projects we have completed and it's good to see just how profitable this area could be as we look to expand it. Looking forward to 2020 we will create a kitchen showroom at Gerald Giles in Norwich which will help to further raise the profile of the service we offer".



NEW ECOMMERCE PARTNER MAKES IT EASIER FOR CONSUMERS TO BUY ONLINE.

Recently the Snellings and Gerald Giles websites were migrated to a new partner.

"Our previous partners were not ecommerce specialists so our sites were not employing the latest digital technology, so we had to choose a new service provider", said Tracy Martin, Ecommerce and Marketing Manager. "Overall we wanted to keep the same look and feel of the websites, but needed to make improvements when customers go to the checkout areas. The move to a new server went very well with less than 3 hours downtime. Given how complex our sites are this was an excellent achievement", explained Tracy.

Infotex, a Suffolk and London based specialist digital company who handle worldwide clients were tasked with moving and hosting the existing retail websites along with new websites for Kitchens and the Museum.





Nigel's brave fundraising challenge for Air Ambulance.

Recently Chairman of the Trustees, Nigel Savory, took part in the Only The Brave (OTB) Challenge in Thetford

Forest to help raise money for the East Anglian Air Ambulance. OTB is a series of tough physical challenges on an assault course with mud and cold water at its heart.

"There's nothing quite like sliding down a large ramp into ice cold water and foam, or crawling through a metal tube which is half submerged in liquid mud", explained Nigel who helped the OTB 2019 challenge raise over £20,000. "I was very appreciative for all the sponsorship from the team at SBS, Snellings and Gerald Giles", said Nigel. Nigel was part of the Fakenham Race course team who all completed the tough 6 mile course. 🏆



Museum continues to make progress.

At the last Trustees meeting on 25 September, Philip Buttinger, the Trustee who is leading the work on our Museum, gave an update on the progress with the Museum.

"The new museum website is being worked on and the first build will be ready to look at by the end of the month. There are thousand's of photos of the items in the museum which need to be formatted and uploaded, so it's a large undertaking. There are small displays in the Gerald Giles showroom, allowing people who are walking by and entering the store to see the heritage of the Company, and there will be enhanced museum display items in our Blofield showroom in time for the peak trading time. We are also adding sound bites where 2 of our museum specialists can explain a little about the item which is on the website, and I'd like to thank Hedley Watts and Barry Smith". 🏆



Phil, Jon and David take podium place.

STAFF FROM THE RETAIL TEAM were invited to an activity day at the Ellough Park Kart Circuit in Beccles. After donning the protective gear including crash helmets and following a thorough safety briefing it was on to the grid for the start. And after a ferocious and hard fought race the eventual winner was Phil Canessa, from sales in Gerald Giles in Norwich.

"Although I was confident of my ability, to come away with the win was the icing on the cake", said Phil. "I feel the day was benefitted by all of the staff that took part and although I won on the day, the main focus was to get both retail stores together, to let off some steam and have a bit of fun after what has been a very busy, yet, productive year"

Joining Phil on the podium were Jon Spencer, who came second and David Smith, who came in a creditable third. 🏆

