



NIGEL SAVORY
Chairman of
The RC Snelling
Charitable Trust.

↑ The 2020 staff AGM, held at the Roy Snelling Lecture Theatre, UEA

How our world has changed

THIS NEWSLETTER CONTAINS articles about so many of the good things that we were doing in the “old world” and because of them we are in a good place. Of note are the growth in retail; our increasing web-based sales; the exceptional work undertaken by SBS that has rightly been recognised with us gaining International Awards and the growing value of our affiliation with the PSNI worldwide network.

But now, with the onset of Coronavirus, we must be true to our values, adapt and do the right things in order to adjust for what I call “the new norm”. This is our world for the foreseeable future whilst Governments around the world implement strategies to try and halt the spread of this pandemic.

We are lucky to have invested in great people; new technologies; and top brands.

Our customers will continue to want and need our products and services.

And we will survive because we have resources and no external borrowings.

We know we must look after you our staff, and our customers whilst not forgetting to help our community. None of these things have changed. Nor has the need for exceptional people

who are there to help and do their best. These things are what we at Snellings are all about.

However, we must be agile and flexible by using our resources wisely, redeploying people where there is greater demand in one area than another and thinking about new ways to deliver the Snellings experience. I am sure that we will learn from “the new norm” period.

Things will eventually get back to normal. We cannot judge how quickly this will be but over time it will happen.

I would like to thank our Executive Directors, their Senior Management teams and all of you for our success over the past period and for the way you are adapting to these “new norm” times. I am confident that we will come through stronger and better through the things we learn on the journey.

Nigel Savory



CULTURE AND VALUES UPDATE

PUTTING THE TRUST at the heart of all we do and adopting the core values across all teams is continuing to show strong dividends in our operating companies. Reaching a position where we defined the core values, the behaviours we wanted to exhibit amongst ourselves and our customers and clients was a lot of work.

"It started with the staff workshops and it was important that all of our colleagues had an opportunity to be involved in something as important as our culture and core values", explained Nigel Savory, the Chairman of the Trustees.

"We had significant help from our moderator Rob Davies and I'd particularly like to thank him for all he did to lead all of us to reach this important step. It was also very good that he was able to join us at the 2020 staff AGM. Culture and core values can't be dictated from a top down position. It will only work if it comes from our staff and we all agree to show the defined behaviours", said Nigel. 🍷



↑ Rob Davies launching the values and culture at a champagne lunch at NCFC



← An example of the values shown on the office wall



↑ Premier League footballer Christoph helps launch our values

3 local charities benefit from staff crowdfunding

FOLLOWING THE CROWDFUNDING ACTIVITY at the staff AGM where 3 local charities were asked to demonstrate the importance of their work in the community, £10,000 worth of grants were awarded.

"It's good to give all staff the experience of what the Trustees do when it comes to awarding grants and charitable donations", explained Rowland. *"Everyone who came was given £120 to donate to the 3 charities in whichever way they wished. We add up how everyone has completed their awards and like last year the Trustees agreed to increase the total funds to £10,000. So I was delighted to let the charities know how our staff had made their choices".* 🍷

THE AWARDS



Star Throwers – awarded £3,500 by staff. Star Throwers is our staff nominated charity and they specialise in the holistic support of people and their families once they have received a cancer diagnosis.



The Matthew Project – awarded £3,500 by staff. The Matthew Project, who have a strap line of "no compromise on hope" help children, veterans and those suffering from substance abuse. Responding to being invited to the crowdfunding session, Andy Sexton from the Matthew Project said "It was our pleasure to come and present to all the staff. We are very impressed by the participative way in which you are all involved in supporting the issues that concern you in the local community".



St Barnabas Counselling Service Centre – awarded £3,000. St Barnabas are a high quality counselling service helping people to get back to stronger mental health over the long term.

CHARITABLE DONATIONS CONTINUE TO INCREASE



ROWLAND COGMAN, TRUSTEE explained at the 2020 staff AGM that the Trust is giving to local good causes at record levels. *"5 years ago we were able to give around £66,000 of charitable donations and now we are at a level which is £100,000 more than that",* explained Rowland. *"Whilst this does include the grant we have given to the new Priscilla Bacon Hospice, it nevertheless shows the benefit of just how well the operating companies have performed as well as our returns from careful and prudent investments. We have endowment assets of £12.9 million and funds in the Norfolk Community Fund, which is a very healthy position to be in",* said Rowland.

"Additionally we are sponsoring one of the laboratories in the new UEA science building, so Roy's name will live on in the Roy Snelling laboratory". 🍷



SAM BARRATT – TRUSTEE

ONE OF THE ASPECTS which came out of the recent staff survey work, which was undertaken at the start of our culture and core values work, was that some of us did not know too much about our Trustees. So, in this edition of the newsletter and also in later issues, we undertake to let you know exactly who they are!

Starting us off is Sam Barratt. By way of background Sam is the Independent Trustee of the R C Charitable Trust. Our Trust deed means we have to have 1 Trustee who is independent from the operating companies and who can always act in the best independent view of the Trust.

In his day job, Sam is a Board Director of local stockbroker firm Barratt & Cooke and in that role he is responsible for compliance. With a business and agri degree from Newcastle University and his previous work experience in the private client side of UBS wealth management before joining Barratt & Cooke, Sam is well placed to help the Trustees with his considerable financial acumen.

So, Sam, over to you.....

Picture of Isabella and Sam on holiday in Greece →



Firstly I would like to start by saying I think the journey that the Snellings companies have been on, to achieve the outcome of the core objectives and outlining the culture of being “determined to do the right thing” is absolutely fantastic. It really brings the two businesses and the Charitable Trust together and it clearly outlines the direction to everything we do as employees and trustees.

With the values being Professional, Trustworthy and Friendly, these are what we all should aspire to be, in both work and at home and I often think of these and try to apply them to all areas of my life, whether it be as a Trustee, running a business or as a dad, to Isabella (6), Harry (4) and Arthur (1).

The R C Snelling Trust helps 2 more students

AS PART OF OUR SUPPORT funding for the new science building and students at the UEA, the Charitable Trust currently provides grants to help 2 students who are studying a science or business related subject at the UEA.

“Our aim is to provide the help and support which otherwise would not be available to people who will genuinely benefit from our bursary and in doing so we are making a massive difference to their lives, whilst at the same time doing something which Roy our Founder would be doing if he was still with us”, explained Rowland.

The Roy Snelling Scholarship is for applicants with home fee status on any undergraduate course in the School of Computing Sciences and Norwich Business School and it is only available for students with a low household income.

This year’s recipients were Edson Ho, who was in the 2018/2019 cohort studying computer science and Prince Reid from the 2019/2020 cohort studying business management. 🍷



Dear Trustees,

I am pleased to let you know that I have just finished my first year of university. Since this is the first year, all the modules are core modules. They are all really beneficial for me and created a solid foundation to help me get into different fields in Computer Science. For example, in the module System Development, I have learnt how to better understand what end product clients want, by increasing the time for communicating with them. I have also learnt how to create a website that can interact with a database in the module Database Systems and Web-Based Programming.

Outside of academia, I have been learning different things during my free time that are interesting or useful for my future career.



My name is Prince Reid and I am from London, and born in Croydon. I have been competing in sport from a young age. I have been competing in football and athletics, where I have represented my county for both cross country and football, as a dual-sportsman, I am a multi-sportsman however athletics is my focus sport. I hold the national T20 1000M record, the national ambulant U20 400M title 2018 and the Mencap National 800M Title 2018. 800M is my main event. I have chosen business studies at UEA and thank you so much for supporting me through your generous donations.

TOP PICTURE: Edson Ho, the first recipient of the Roy Snelling Scholarship.

BOTTOM PICTURE: Prince Reid, the second recipient of the Roy Snelling Scholarship.



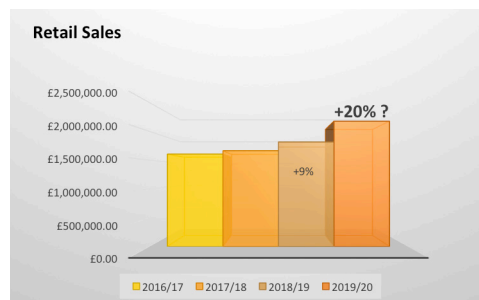
Message from Paul.

"Since collating the information for this newsletter, we like all other major retailers who don't sell food or pharmaceuticals, have followed the Government guidelines and closed our showrooms to keep staff and customers safe. Whilst our shop doors are closed and our working practices have changed to respect social distancing, much hard work continues behind the scenes. We continue to trade safely from our websites and over the phone, delivering goods and adapting to the "new normal". March is the first time that sales from our websites have exceeded £100k, surpassing November and Black Friday as the best month ever. It's very rewarding that we are still able to safely look after our customers and provide them with the essential products they need during the Coronavirus crisis. I'd like to thank all the staff at Snellings / Gerald Giles and particularly those who remain working as part of "TEAM COVID-19" for all they are doing to support the business and customers in these most challenging times"

Record sales results as the retail team head for a bumper year end.

DESPITE THE TREMENDOUS DIFFICULTIES which we are all seeing in the high street, our retail teams continue to perform remarkably well. This year will be the seventh consecutive year of growth and in fact the retail teams will produce the highest ever recorded sales performance this year.

"To produce our highest ever sales figure, in fact over 20% up on last year, is a phenomenal success and really, it's down to the skill of all of the team who work in the retail part of the group", said Paul Giles, MD. "Over the last 12 months many well-known retail brands have just disappeared and in fact over 6,000 shops have been closed by major high street retailers during the last 12 months, with 700 of them due to companies going into administration. It's really been doom and gloom in the retail sector and the worst year for growth since records began. We are seeing a shift to online shopping with customers more cautious about their outlay. Consumers are spending more money on experiences and there is also a general trend of owning less "stuff", so against that backdrop we are really doing exceptionally well".



BLACK FRIDAY CONTINUES TO BE AN IMPORTANT PART OF OUR SALES PLANNING.

BLACK FRIDAY CONTINUES to be a significant part of our retail performance as it leads into the all important Christmas and January sales period. "This year some major retailers like Primark even found this period challenging and generally retail suffered the worst year since 1995", explained Paul. "We should all feel very proud that we have managed to keep our business afloat and growing during this period. What it shows is that even the big boys are struggling to adapt to this changing market".

And against that backdrop how well did the Snellings / Gerald Giles teams do? "Well, November and Black Friday month was our biggest ever single month", declared Paul.

Investment in service shows strong results as income grows by 29%

THE CONTINUING INVESTMENT in service is helping our business grow. "It's wise to invest in service since it brings in extra customers to our business", explained Paul. "Customer service is what our business is all about. Over the last 5 years we've invested in our service department at a time when many others have closed theirs".

During this time the service team have expanded the range of products repaired from TV and Audio to include a vast range of Kitchen appliances. We now have 3 appliance service engineers bringing the total up to 5. Currently the team handles over 400 service requests per month and also repair products bought from other retailers, like John Lewis in addition to our own customers.



↑ The brands which the Snellings / Gerald Giles service team are the authorised service team in our area

Museum update – virtual museum ready for visitors.

THE LONG AWAITED Snellings Museum is now open! Well, virtually at least! After 2 years of concentrated hard work from Stephen Cornell, our curator and Tracy Martin from Snellings / Gerald Giles, it is pleasing to let the world into our virtual museum. The new museum website uses start of the art software to showcase over 1,000 items in the collection. There are over 4,000 high res photos which really bring the items to life and the searching facilities available are superb.

"We've called it the Snellings Museum of

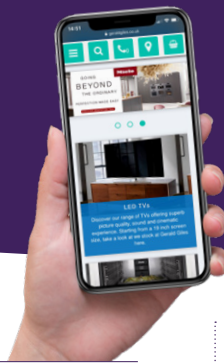


a museum stand in the Gerald Giles showroom. ➡



Sound and Vision", said Colin Jacobs, who was an important member of the Museum team. "The website intention was to get the collection viewable and it's intended to be informative, interesting and the design of the website is to make it really easy to navigate and to pull information off".

www.snellingsmuseum.co.uk



ONLINE SALES BOOMING

SINCE THE RECRUITMENT of Tracy Martin, our experienced e-commerce manager, our online business has gone from strength to strength and it will be our best performing area this year. In fact, 16% of our sales turnover comes from online.

"Tracy has helped us to find new partners, we've upgraded our retail platform, we're working much more effectively with Google and social media and have new distribution partnerships, meaning we can sell small domestic appliances throughout the UK. We've shown growth of 200% since last year and compared to 3 years ago we are now selling 3 times more online".



"It all started with the Miele detergents and now we're shipping over 5,000 Miele cartridges a year and are in the top 3 for selling these consumables alongside Amazon and Miele themselves".

Paul added that the growth in our online sales has led to a change in our marketing expenditure, with over 80% of spend now being placed on digital channels.



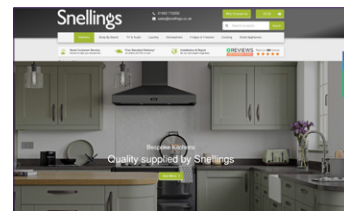
➔ *John Goulder with a Kitchen Aid product, one of our top selling online products.*



KITCHEN UPDATE

WE'VE BEEN INVOLVED with the design and installation of kitchens for 2 years now and Paul recently gave an update on what we have learned.

"It's been quite a difficult learning curve despite building a beautiful showroom and employing a dedicated part time kitchen designer", said Paul. "We've spent the last 2 years understanding the market place and it's also given us the platform for some wonderful cookery demonstrations which is good for bringing new people into our showrooms. We're working with a local manufacturer and local craftsmen to install them and a new dedicated website will tell our story and help to create more sales". 📌



New Lifestyle approach to rentals being launched

RENTAL WAS THE INITIAL FOUNDATION of the whole business when Roy first started renting Televisions in 1954, its what Snellings became known for. However, over the last 20 years rental has been in decline, even though we've added kitchen appliances to the rental portfolio.

"In the 8 years I've been involved with Snellings it's been progressively more difficult to retain rental income, partly because TV's have become very reliable and more people can afford to buy them outright. Up to now we've been concentrating on adding Kitchen Appliances to our rental range to slow the rate of decline as well as making up the revenue shortfall with other sales", explained Paul.

"We've managed to make up the shortfall every year so far, but of course that becomes progressively more difficult, and now is the right time to relaunch rental again".

CareFree Renting is a brand-new concept set to relaunch our rental business. After extensive consumer testing and research involving over 300 potential customers during the last year, the new rental brand is almost ready to go live. The retail team are being assisted by an award-winning marketing agency, Further.

"The consumer testing and research gave us vital clues as to what people would want to rent and the key reasons for doing so, we've put many of these insights into our planning", said Paul.

A photoshoot took place in the kitchen showroom to capture unique content bringing the advertisements to life, so they more

The dishwasher's just broken down. But he doesn't care...

He doesn't have to.

With new Carefree Renting you get free repairs within 24 hours, and no call-out charges. So no more waiting weeks for a repairman. Major brands, massive choice.

CareFree
The convenient alternative to buying.

Bosch
dishwasher's from just **£12** per month

Only available through: **Snellings** **Gerald Giles**

➔ *The softer and more refined lifestyle approach to renting appliances being launched.*

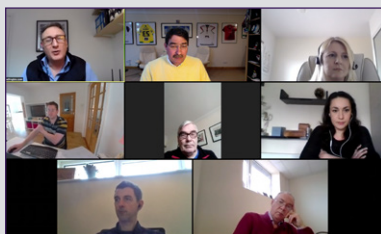
accurately reflect our own offering. A brand-new Rental only website is also in production, showcasing the products available to rent, clearly explaining the benefits of renting.

"It won't be an overnight success, progress takes time, but we're very optimistic it will kickstart our rental business again and it will be a big focus for us in the year ahead", explained Paul. 📌



SBS STAFF WORKING SAFELY DURING THE CORONAVIRUS PANDEMIC.

Following the advice from the Government we are all working differently. *"Those who can work from home are doing so, and those who are not able to do their work from home are working under the 2 meter spacing regime. On site, where we are still doing some work, we are working to the safety guidelines which have been given. Above all we want to be safe and where possible to keep looking after our staff and clients"*, said Toby. ➡



← The SBS weekly "Cobra Board meeting" taking place

SBS WINS TOP INTERNATIONAL AWARD FOR BEST CORPORATE PROJECT.

AT THE RECENT INTERNATIONAL AUDIO VISUAL AWARDS ceremony held at the Beurs van Berlage in the centre of Amsterdam, SBS won the coveted best corporate project.

"We were nominated for 2 of these top awards, the first for our work in the impressive Abcam global headquarters in Cambridge and the second nomination for the best retail project with our work on the experience centre for global brand Samsung KX in London".

"Abcam are the worlds leading producer of antibodies and at the awards ceremony I thought we might be in for a good shout for a win since our table was placed right at the front of the massive awards room and right by the stage".

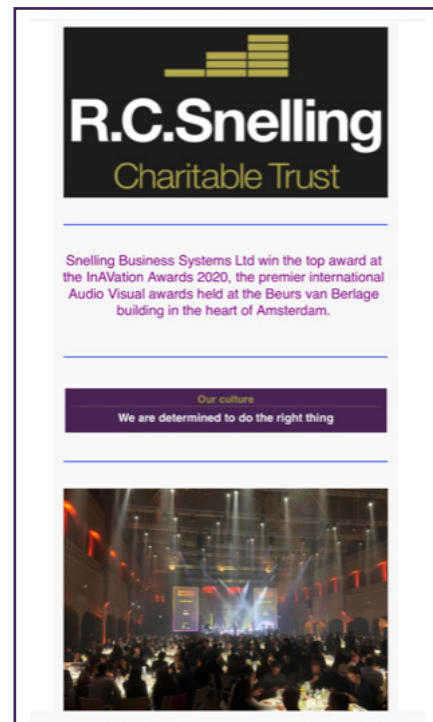
"Following the spectacular awards win, where we were the only AV company to be nominated as a finalist in two awards, it was good that the Trustees produced an e-newsletter to congratulate the full team that worked on this outstanding project, our project manager and the team who helped him, which included Steve Royans, responsible for sales and colleagues Ian Smith, James Cooper, Lee Naunton, Andy Cowan and James Mottram of Adcav and Dale Bird. We've now won more awards than any other AV company and that helps us to build the business", said Toby.

It was also pleasing that the local news group Archant covered the win in their main newspaper, the Eastern Daily Press. ➡



← Scan's of the EDP's coverage of the spectacular win recorded by SBS

The e-newsletter ➡



Diversification into corporate and service helping to grow incomes.

SBS STARTED AS A SUPPLIER to the higher education (university), market and even 2 years ago over 80% of our income was in this sector. However, the move to diversify into the important corporate sector has been a great success. Toby Wise, CEO of SBS explains why this move is so important for the future of SBS.

"We recognised that as the high ed sector was becoming much more competitive and challenging, there was a great opportunity to provide the SBS expertise in the corporate sector. So from a low base it's really encouraging to report that currently 60% of our turnover is corporate and because corporates like and need service too, this is now the fastest growing and most profitable area of our business", explained Toby. ➡



Picture of the winners

To see a short video of the winning announcement use the QR code.





Toby and Pauline chatting to visitors on the PSNI stand in Amsterdam



SBS join with PSNI to have a presence at the Integrated Systems Europe- global audio visual event, held in Amsterdam.

THE MAIN PLATFORM for demonstrating the latest trends in equipment and services in the audio visual sector is held annually at ISE. It's a massive display of the latest technology and it provides an unrivalled networking opportunity.

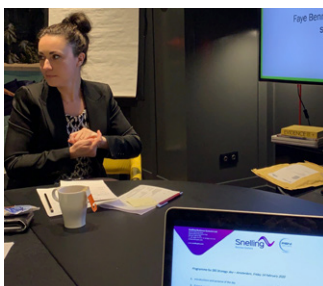
"Given that so much of our growth is now international, it made sense for all board members to go to Amsterdam and meet some of our suppliers and also to look at the emerging technologies", explained SBS Non Exec director, Stephan Phillips. 📌

SBS WINS MASTER SERVICE AGREEMENT FOR GLOBAL COMMUNICATIONS COMPANY WPP



WPP ARE A £15.6 BILLION, worldwide company and recently SBS were awarded the contract to look after the service requirements for their new facilities in London and Milan

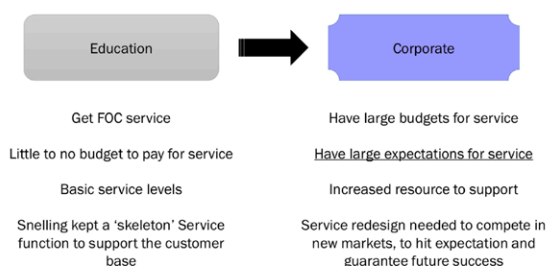
"This is an important part of the mix of the expertise we can offer major clients", explained Faye Bennett, who is a Consultant who is working for SBS, having previously managed all of the service requirement for Samsung.



Faye also presented a detailed analysis of the opportunity of service to the SBS Board.

"What we are recognising is that there is a great opportunity to use service to develop a significant relationship with key clients", explained Toby. "the investment we are making in this area will enable us to make better client relationship returns in the future".

Snelling Customer base



↑ One of the slides shown by Faye Bennett

SBS BOARD VISIT ISE AND HOLD STRATEGY MEETING IN AMSTERDAM

BECAUSE THE MAIN global AV exhibition (Integrated Systems Europe – ISE) took place in Amsterdam at the time of the inAVation Awards 2020, the SBS Board held a strategy day to think about future growth and the overall strategic direction of the business. An all day meeting was held looking at the critical issues we will face in the future, like life after Brexit, the people skills we will need for the future, moving into services to safeguard profits, sales structures, how we embed the Trust, culture and values into the business more fully and also allowing new COO Pauline to give a view of her thoughts after the first few weeks with SBS.

The Coronavirus was an important issue and some clients had said that anyone who attended the ISE exhibition in Amsterdam would be required to self quarantine for 2 weeks, so spare a thought for sales Director Steve Royans who joined the strategy day from the comfort of the SBS Board room. 📌



↑ Testing a new meeting room

← The SBS Board strategy meeting



Pauline joins as SBS's new Chief Operating Officer.

PAULINE SANDELL has recently joined SBS in the newly created role of Chief Operating Officer. This senior appointment was made to strengthen the important areas of managing people and their development in the technical and engineering departments. Pauline, with a technical and senior management background most recently in the green energy sector where she managed the operations of 3 major offshore wind farms in the South North Sea, becomes a key part of the SBS senior management team.

Welcoming Pauline to SBS, Toby Wise said *"Pauline was the stand out candidate from our shortlist, and it was very encouraging to see the quality of the applicants we had at the final interview stages"*.

So, we'd like to welcome Pauline and wish her all the best in her new role! 🇬🇧

Employee Trustee Committee

FOLLOWING THE SUCCESSFUL appeal for a staff committee to be set up to help Colin Jacobs, our employee elected Trustee, it is pleasing to announce that the committee is now up and running. The role of the Committee is to fully represent each part of the group and to continue to develop the work from the Values working group.

The committee is made up of Colin and the following members of colleagues:-

- **Phil Canessa** - Has been elected to represent Gerald Giles
- **Chevaun Betts** - Has been elected to represent Snellings
- **Stephen French** - Has been elected to represent SBS



It's goodbye to Kevin.



AT THE END OF THIS MONTH we are saying "goodbye" to one of our team at SBS. Kevin Majeda, our Technical Director is leaving and returning to his roots in the USA. Kevin may well continue to stay close to us and work with us on projects and initially he is going to be around to support his Father. *"We'll really miss Kevin, for his can do attitude and his enormous technical skill which many of our clients have benefitted from"*, said Toby Wise, MD. *"We'll also miss those legendary 4th. July staff BBQ's".* Goodbye, Kevin and thank you for everything you've done for us over the years! 🇬🇧



STAFF CHRISTMAS JUMPER CAMPAIGN HELPS RAISE FUNDS FOR STAR THROWER.

JUST BEFORE CHRISTMAS staff were encouraged to come to work in their best Christmas jumpers to help raise funds for the nominated staff charity, which this year is Star Throwers. And very nice they look too!!!! 🇬🇧