



NIGEL SAVORY
Chairman

THE WORLD AS WE KNEW IT HAS CHANGED. The referendum decision shocked each one of us and it has sent ripples through the world's capital and currency markets. Where we used to deal with predictability, we are now pondering the unknown and this uncertainty staggers timely and informed decision-making for business.

So what does it mean for us at Snellings? Well, let me begin with our founder Roy, who was opposed to the EU and he certainly would have been pleased with the outcome. He would be looking for us to lobby for less red tape and he would want our Government to help us to get on with the job in hand. That's where we should take inspiration from and not be afraid.

In retail, our customers must remain at the heart of everything we do i.e. we must 'listen' to them, which is what the EU did not do, and which can set us apart in times of uncertainty. Today, retail can survive only when we are quick to react and adapt, develop a thorough understanding of the customer and excel at using the web and social media as the shop front. The overall experience of a buyer's journey from consideration to delivery has to be better than online retailers; simply promising next day delivery just isn't going to be enough. We are also keen to

re-examine the prospects of rental repackaged as something positive, such as a 'technology club'. If we are successful, this will set us apart.

The effects of Brexit on SBS will take longer to be felt because our work is usually towards the tail end of large capital projects, which take longer to finish. Moreover, grant funding for life sciences will be under threat and this may adversely affect some of our customers. Until the post-Brexit business landscape becomes clearer, large commercial projects may also suffer from delays. What holds us in good stead, however, is the quality of our work. In May 2016, we showcased our excellence at the SBS brand launch reception at our flagship project at the IET: Savoy Place in London.

The SBS Board has also been working for some while to identify new markets and we believe there are good opportunities for us in the primary and secondary education sector too.

We will actively do everything we can to win new contracts and to deliver profitably. In such a scenario, I believe we are lucky to be a strong business with no bank borrowings.

We also have a unique proposition in that we are owned by a charity supporting charitable causes in the community. This set us apart and is a strong message to many of our customers, especially the millennial generation who place value on being part of a more caring society.

I am convinced Snellings is well placed to face the challenges that lie ahead of us and to prosper. We are not the first generation by any means to be plunged into chaos over Europe. ☺

TOP OF PAGE BANNER IMAGE: SBS launch reception at IET Savoy Place, London proves a big success

Trust Focus: Year to August 2016

Rowland Cogman, Trustee explains how the R.C. Snelling Trust functions.

“YOU MAY BE AWARE THE OWNERSHIP of all Snelling Group companies rest with the R.C. Snelling Trust since the change in ownership structure in place since May 2014. The internal restructure was actioned primarily to help us better achieve Roy’s vision, giving back to the community as well as the welfare of every employee across the group.

Following the restructure, the assets of the combined entity have grown to £11.46m,” explained Rowland.

“The grants we are able to give depend largely on the income we can generate. It is, therefore, the hard work of all of us, our dedication and initiative, which has helped us achieve what we now have.” ☺

The Trust’s funds comprise of two sectors:

► **Endowment Fund**, which is the combined worth of the trading companies and all investments and property. As of August 2016, the Endowment Fund equates to £11,570,514, of which £8,058,955 is the value of the trading companies.

► **Unrestricted Funds**, which is available to be used for grants and provide for running costs of the Trust. The balance at August 2016 was £88,730.

Year To	Applications Considered	Applications Granted	Amount	Average
April 2012	56	21	£37,300	£1,776
April 2013	44	23	£35,966	£1,520
April 2014	67	32	£45,386	£1,418
April 2015	83	57	£66,768	£1,171
April 2016	86	67	£73,666	£1,099
To June 2016	26	18	£27,350	£1,519



An example of one of the local charities which has recently been awarded a grant from the R.C. Snelling Charitable Trust.

ALL HALLOWS DAYCARE CENTRE, which is based in Bungay, Suffolk provide palliative care and support services for people living with active, progressive and advanced illnesses, and who are unlikely to be able to make a full recovery.

Josh Archer, the Trust’s fundraiser, explains “We provide palliative care in a friendly, informal environment, which includes games, refreshments, and a three course lunch. Clinical Care continues through the day with two specialist palliative nurses and two nursing assistants such that each patient can be assessed, and given a variety of treatments”.

“Day Patients receive interventions, such as drug therapy, paracentesis (drainage of abdominal fluids) and blood transfusions, without being admitted to an in-patient unit”.

Josh further expressed “The donation has provided most of an initial 8 weeks of care for two patients. Your generous donation will make a real, substantial difference to our ability to continue to provide day care of the highest standards”. ☺

Operation Norfolk Remembers: Remembering those who gave their lives in the first World War

The R.C. Snelling Charitable Trust supported an initiative spearheaded by the Army to honour the sacrifices of brave men from Norfolk during the First World War. The initiative sought to build a digital legacy honouring their sacrifices, and ensure they are remembered by future generations.

On July 9, 100 years after the Battle of the Somme, members of the public were invited to visit and photograph their local WW1 memorials (there are an estimated 800 war memorials in the county).

"The photos were displayed live on a large outdoor LED screen in Norwich, as well as on the 100" screens being installed at Libraries in Kings Lynn & Great Yarmouth (provided by SBS), and also curated into an online database", explained Abhi Chakraborty SBS's Marketing Manager.

At The Forum in Norwich, visitors were also able to experience the Great War Trench Experience, and get a feeling what it would have been like to be there.

Abhi added, "Despite it being quite rainy, we drew a lot of attention from the regional press and social media, with over 30,000 impressions on Twitter alone".

"SBS believe the purpose of audio visual systems lie in engaging audiences and providing ways for people to consume and share information", said Jack Wilders, Key Account Manager. "Operation Norfolk Remembers is a strong example of what we can do, and we felt very privileged to have been a part of this community-wide movement".



Little Known Fact.

Phil Buttinger

Phil Buttinger was appointed Director of Snelling Business Systems on 10th November 2004 and has been a Trustee since 16th February 2005.

PHIL BUTTINGER IS A SKILLED Korfball Player. In 1994, Phil founded the Norwich City Korfball Club and continues to serve as its Chairman. Korfball is a game which is similar to netball and basketball. It is played with teams of 8 players and the objective is to get a ball, which is slightly smaller than a football, through a hoop which is just over 11 feet above the ground.

In July 2014, Phil Buttinger completed 25 years as UEA's Korfball coach and to celebrate, the UEA Korfball club organised a testimonial tournament in his honour.

When did you first have a go at playing Korfball?

"I was 12 and although I was never too keen on sports, Korfball was our family sport. My father began playing in the early 50's and the children followed on. I decided to have a go at Korfball, originally a Dutch sport, when my father saw it was played in the UK".

How many trophies have you won?

No personal trophies but my club won Divisions 2 and 3 of the Norfolk League and Division 2 of the Regional League. So things are looking up!

What is your biggest accomplishment in Korfball?

Biggest accomplishment is starting Korfball in Norfolk, back in 1989, and helping it grow into a big success today.

Where in Norwich can one start playing Korfball?

The clubs train at City of Norwich School, City College, Open Academy and UEA Sportspark. You can visit the Norfolk Korfball website or talk to Paul Turner and Damien McKenna at SBS: They both played for a few years with my son Paul.



Why did you become a trustee?

I became a Trustee because Roy Snelling asked me. I felt honoured. A better question is why did Roy ask me? I was introduced to Roy by Walter Tyacke, then Director of Audio Visual at UEA where I worked. Roy must have trusted Walter's judgement and myself.

What are the Trustee Meetings all about?

Trustee meeting are about two main things. Firstly, reviewing the investments of the Trust, which most importantly includes the Snelling Group of Companies, to make sure we maintain a healthy income to distribute while maintaining capital growth for the future. Secondly, we decide on good causes we should support.

Any advice on becoming a Trustee?

Trustees come through recommendations. They need to buy into the values and care about the aims of the Charity.

Future plans for the Snelling Museum?

In the short term, we have started developing a display on the history of Snellings to remind us all of values that the company was built on. In the longer term, we will continue to seek a permanent space (after having moved out of the old SBS building), and hopefully embedded within Snellings.

On a lighter note, what is one of your guilty pleasures?

Spider Solitaire! I can waste hours just playing one more game. I have managed not to get hooked on to any other, but whenever I am on my computer and stuck, I will have another game. ♡



PAUL GILES
Managing Director



Snellings and Gerald Giles continue to support local communities

Not only is supporting the community one of our core values, Snellings have shown it can be good for business too.

“SUPPORTING THE COMMUNITY is one of our core values, and so for the second year in a row we sponsored the main ring at the Blofield School Fete on Saturday, 18th June,” said Bethan Anness, Digital and Marketing Coordinator at Snellings.

“Judging from the footfall at our Snellings stand, this year was certainly busier with many local families and businesses visiting the Fete. Not only was the stand busy, but some visitors we met also visited our showroom later in the week.

“This proves living up to our core values in supporting our local community can be great for brand awareness too.” ☺



↑ ‘Beat the Goalie’

THE PENALTY SHOOTOUT GAME on a Panasonic TV was a big hit, and raised £44 for Blofield School. The winner took home a fantastic Bose SoundLink Colour portable Bluetooth speaker! ☺

↙ New larger van helps deliver a better customer service

A NEW Renault Master Luton van has arrived at Snellings. The new van will add the space and flexibility required to load a full day of deliveries. The van will make transporting, loading and unloading bulkier items like Range Cookers or American Fridge Freezers much easier too. ☺





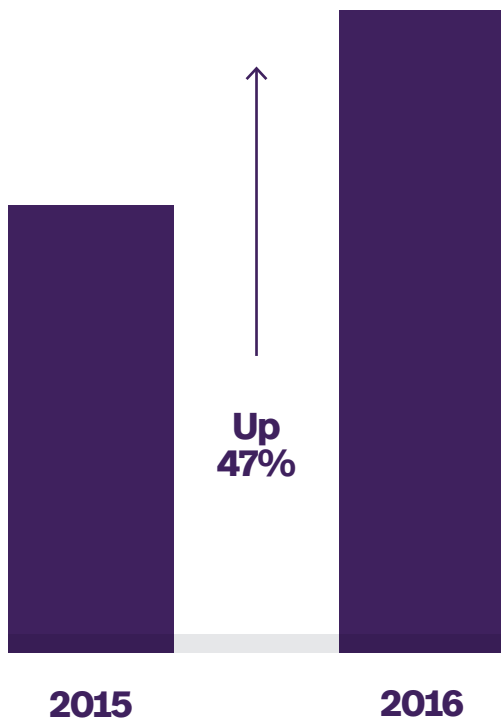
Snellings win new contract at the UEA

IN SEPTEMBER, TECHNICIANS FROM SNELLINGS will be seen regularly at the UEA campus. The new contract which was won against fierce competition involves the supply and repair of all kitchen appliances at student accommodation on campus, including washing machines, cookers and fridge-freezers. ♡



Formula 1 TV star Martin Brundle shops with us

Former Formula 1 British racing driver Martin Brundle, who is now on our TV screens commentating on the Grand Prix season knew exactly where to go shopping for new TV's and audio equipment for his home. Martin took home a 65" Sony TV, Sonos surround system and a new TV cabinet – which was shipped specially from America! ♡



TV sales during the Euro Football tournament

Big surge in TV sales during the Euros

“THERE HAVE BEEN MANY FACTORS influencing consumers on the high street since our new year began in May” explained Paul Giles, Managing Director.

“We’ve had the run up to the European Referendum creating uncertainty and distraction; we’ve had sporting events such as the European Football championships, Wimbledon, the Olympics and ultimately BREXIT. All these events have conspired to affect our turnover in different and surprising ways”.

“In the history of retail, every other year, big sporting events stimulate the sales of Televisions as consumers aspire to watch on bigger high quality screens. In spite of England’s dismal performance, this year’s football tournament was no different, creating a big surge in TV sales during June with an increase of 47%”

“Although general sales suffered in May and part of July, since the decision to leave the European Union we have experienced a BREXIT bounce. In spite of all the doom and gloom in the media August sales have been incredible, with total sales up 39% on the previous year. The highlights have been the larger sales, with 75 inch TV’s, American Fridge Freezers and Integrated appliances contributing to a record month. This performance leaves us a very creditable 16% up for the year to date”.

“Whilst we are currently benefitting from this BREXIT feel good factor, it’s yet to be seen if this will continue into our busy Black Friday and Christmas trading period. Some manufacturers are already increasing prices due to the fall in exchange rates, but as Electrical Retail is such a competitive industry this is unlikely to have a noticeable effect on our customers. We have the right products and promotions in place and are anticipating a busy autumn ahead”. ♡



TOBY WISE
Managing Director



BELOW: The old Snelling Business Systems logo (left) alongside the new version launched in May



SBS launch new brand

A six-month project which set out to clearly communicate the difference SBS offers to its clients came to fruition on May 16 2016.

SBS'S NEW IDENTITY WAS LAUNCHED AT SAVOY PLACE, the smart new headquarters of the Institution of Engineering & Technology (IET) in Central London. IET Savoy Place is one of SBS's recently completed building-wide corporate projects.

"The objective was a new identity relevant to the corporate AV market. It was to highlight our capability of competing with the London heavyweights; designing and installing highly complex audio visual systems for large corporate clients, a market we are aiming to tap for future growth", explained Abhi Chakraborty, SBS's Marketing Manager.

"Launching the new brand at one of our latest building-wide corporate projects helped achieve this purpose"

Those attending the event included Audio Visual users from across the corporate, education and Audio Visual consulting sectors, as well as journalists from the leading industry publication, Install Magazine.

The evening began with guided tours of the main lecture theatres, boardrooms and other spaces, along with a live demonstration of the systems installed.

The event was a big success with extremely positive and encouraging feedback, as well as significant business interest from new clients.

Steve Royans, Business Development Director said "As we take stock of feedback from clients, consultants, suppliers, and our own staff, we re-affirmed our view that we needed to do more to accurately portray our success as a business and the very distinct value we can deliver".

Toby Wise, Managing Director further explained, "We're a forward looking, forward thinking company growing rapidly on the back of exceptional service to the Corporate and Higher Education markets".

"Our new identity seeks to reflect this with equal emphasis on our history, heritage and the service-led culture we continue to carry forward from Roy Snelling".

If you haven't, visit the new SBS website at www.snellingbiz.com



Another major awards accolade for SBS

SBS were awarded the Best Education Project award at the Install Awards 2016 for Blavatnik School of Government, at a ceremony in London on 29th June 2016.

Toby Wise, Managing Director said "It's a very interesting project installing very high-tech equipment into a building with no cables showing at all; for a very contemporary environment and a very demanding client".

"This award is a recognition of the efforts of the entire team including design, project management, engineering and operations who worked hard to deliver the project".

Abhi Chakraborty, SBS's Marketing Manager added "Blavatnik School of Government is also Best Education Project finalist at the AV Awards 2016 along with IET Savoy Place for Best Corporate Project. The results will be announced at a ceremony in London on 30th September".

"AV Awards are the largest and the most coveted industry awards with submissions received from all over the world. A record number of submissions were received this year. Having two major project finalists this year is a big achievement for the team".

New contracts and projects update

Following last year's successful bid to University of Westminster's sole-supplier framework, SBS have secured two new multi-million-pound sole-supplier contracts with University of East Anglia and Anglia Ruskin University in the first quarter of 2016.

STEVE ROYANS, SBS'S BUSINESS DEVELOPMENT DIRECTOR said "UEA have awarded the sole-supplier status to us, following a long-standing relationship spanning thirteen years. This covers all future campus-wide projects including design, installation and maintenance".

"This highly coveted appointment was not easy; we beat the fierce competition because the contract was awarded on the



basis of capability, service quality, engineering prowess and low carbon expertise proven with numerous projects we delivered consistently since 2004. These include the award-winning Enterprise Centre (Britain's Greenest Building) and The Julian Study Centre (AV Awards Winner, 2014)".

SBS have also secured an equally competitive bid for the three-year sole supplier contract with Anglia Ruskin University, and for audio-visual design and installation at the Michael Ashcroft Building (Chelmsford). Other significant wins include The 'User Experience Labs' at Expedia in London, University of Surrey and The Sainsbury Laboratory in Cambridge. ♡



In the running for European CTS Professional of the Year

COLIN JACOBS, Design Manager at SBS has been announced a

finalist of the European CTS Professional of the Year category at the AV Awards 2016. The Infocomm CTS-D certification is a benchmark accreditation of technical design capabilities. Entries came from across Europe but only four CTS professionals are finalists.

"This did not come as a surprise to me," explained Steve Royans, SBS's Business Development Director.

"Colin is a source of inspiration for everyone here at SBS. His technical prowess as well as the ability to explain complex concepts in simple words comes from decades of experience and his CTS qualifications make him an outstanding person to deal with."

Oliver Allington, System Design Technician at SBS explained "I look up to Colin's invaluable mentorship; constantly testing us and taking time to update our in-house design practices and implementing various Infocomm guidelines".

"He is very serious about ensuring the department is up to the mark. We couldn't have asked for a better mentor". Colin has successfully mentored four apprentices, each of whom have graduated into successful roles within SBS. ♡



ABOVE: Peter Holgate from Multitaction setting up the displays at SCHOMS 2016 (left); Attendees explore the iWall (right)

SBS lead the way at major exhibitions in 2016

IN COMMITMENT TO WORKING with existing and new clients within the Higher Education space, SBS were again Gold Sponsors at the SCHOMS Conference and Exhibition this year.

The event was held at University of Bath on 29th June. Abhi Chakraborty, Marketing Manager at SBS explains "SCHOMS is a professional body of Senior Managers who promote and support technology in teaching, learning practices and environments".

"The exhibition is the largest event in the higher education sector, attended by representatives of UK and international institutions; the audience we want to reach. Our Account Managers, Inesh Patel and Jack Wilders represented SBS".

SBS partnered with the manufacturers of cutting-edge interactive displays, Multitaction who provided a 55" demo display with Snellings branded content.

Abhi elaborated, "Multitaction displays are unlike anything in the market right now". Think about the movie 'Minority Report' and Multitaction displays are close to what you saw, capable of multitasking without any constraints of a large format display".

In addition to SCHOMS 2016, SBS also exhibited at the LUPC & SUPC Conference and Exhibition. SBS are top-ranking approved suppliers to the London Universities Purchasing Consortium (LUPC) and Southern Universities Purchasing Consortium (SUPC) frameworks. ♡



Independence Day BBQ

AFTER LAST YEARS' very successful American Independence Day staff BBQ, Kevin Madeja, SBS's Technical Director once again hosted a similar event this year, to celebrate the 4th of July with the SBS team.

"July 4th is a significant day for all Americans, no matter where they are. I'm glad we could celebrate together as a team and unwind. It has been a very busy year so I also took this as an opportunity to treat all those who have worked so hard", said Kevin.

This year Kevin had some help in the form of his father, Stanley, who very kindly took time out to lend a hand whilst being on holiday in the UK. ♡

Menu

Mains

- Spiced American ribs
- BBQ beans
- American style coleslaw

Dessert

- American style doughnuts

Music

- Courtesy of Kevin's iTunes collection!

David Rushbrooke completes 25 Years of service

DAVID, WHO IS NOW the Service Centre Manager, was only 17 when he started working at Snellings in September 1989. David has now completed over 25 years working for Snellings and during that time he has achieved many things, including surviving an electrocution and falling off a roof.

His progression through the company is testament to his dedication and hard work. Thank you for everything you have done at Snellings, David. Here's to many more years. ♡



Fond Farewell – Tony Wilkinson!

IN MARCH SNELLINGS BID A FOND FAREWELL to one of the longest serving colleagues, Tony Wilkinson. Paul Giles, MD said "After 38 years at Snellings, we sent Wilky off in style with an afternoon tea party. It was nice to see past colleagues, who had been part of Tony's journey with Snellings, had also joined us as special guests".

Always a pleasure to work with, Tony will be sorely missed by the Snellings team and our customers too. From all of us at the Snelling Group of Companies, Happy Retirement Wilky! ♡