



**NIGEL SAVORY**  
Chairman

**We need people and businesses to need our products**

Innovation and new products will continue to come to the market; new homes are being built; the education sector is SBS's core market. This sector is an important area for the UK to invest in if it is to be world class.

**We need routes to market**

We have a good mix of high street and electronic routes to market as well as good contracts.

It all sounds easy but success can only be achieved by each and everyone of us operating as a team to deliver the unique "Snelling Experience". Our business is delivered to people by people.

There will be bumps in the road ahead. Inflation is on the rise but could this see a return to rental? Stranger things have happened! The Board have an annual strategy away day and will keep a watchful eye on events as they unfold.

Finally I must mention the RC Snelling Charity, our parent entity. This organisation really sets us apart. It requires us to use some of our profits to support good causes in our local community and it provides long term security for our businesses and our employees. I feel sure that few other business walk the CSR talk quite like us.

I know Roy Snelling, our Founder, would be pleased that we are Brexiting (he was a brexitier long before the name was invented) and I am sure that he would be delighted with the continued progress of his Group.

Thank you all for helping us on our journey. ☺

TOP OF THE PAGE PHOTO: BBC's Bake Off star Kate Barmby hosting a demonstration in Gerald Giles in Norwich.

**THERESA MAY HAS NOW SENT THE LETTER TO DONALD TUSK** triggering our exit from the EU.

What does this mean for our Group? I believe that we are in a very good place to prosper, and here are some of the reasons why I feel bullish:

**We need to be cost effective.**

We have no external borrowings and we own our own properties. This makes us more competitive.

**We have liquid funds.**

We need to be well capitalised to take advantages of opportunities

**We need to be relevant**

We represent some of the very best brands.

**We need to be agile**

We are not too big and can adapt more easily to changes in market conditions.

**We need to be innovative**

Our business has always been about innovation and the recent awards that we have won are testament to this.



## Trust Update

### Rowland Cogman, Trustee provides an update on the R.C Snelling Charitable Trust.

"IT'S BEEN A BUSY YEAR FOR THE TRUST", explained Rowland. "The assets of the Group have grown to £11.65m, and the growth is important since the Trust owns all of the operating businesses in the Group".

"The continued hard work of all of our colleagues combined with the returns on the investments we make, enables us to continue to award sizeable grants to the people who apply and who the Trustees deem to qualify".

"This year I suspect we will continue the recent trend of both considering more grants and in granting more applications, and this is the ultimate output of all of our hardwork".

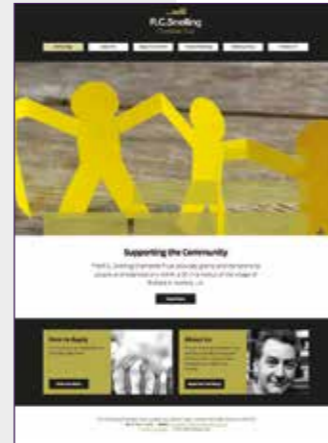
Year To	Applications Considered	Applications Granted	Amount	Average
April 2013	44	23	£35,966	£1,520
April 2014	67	32	£45,386	£1,418
April 2015	83	57	£66,768	£1,171
April 2016	86	67	£73,666	£1,099
To Jan 2017	62	44	£56,286	£1,279

### Trust gets its own, new website

FOLLOWING A RECENT MEETING OF THE TRUSTEES, it was felt that with the general growth of digital access and the fact that more and more grant applications are coming to us electronically, the Trust should have its own website.

"This gave us the opportunity to refresh the Trust's logo so that it better reflects what we are about, and we were very pleased at how well a local company worked with us to produce the new site", explained Rowland who project managed the web site development.

The site went live on 15th. February and the initial response has been very positive. [WWW.RCSNELLINGCHARITABLETRUST.ORG](http://WWW.RCSNELLINGCHARITABLETRUST.ORG)



## 3 more charities come through the staff 'Dragon's Den' crowdfunding process.

At the 2017 staff meeting 3 charities had the chance to "pitch" to colleagues from all the group companies at the staff AGM meeting held in the Roy Snelling Lecture Theatre in the Bob Champion Building at the Norfolk and Norwich University Hospital complex.

"This sort of event is a really powerful way of sharing with all of the teams who work within the Snelling Group just what a difference we can make by granting the awards we do make", explained Rowland.

The three local charities who presented a review of what they do were:-



The Hebron Trust is a Christian based charity which specialises in the support of vulnerable women who's lives have been ruined by drug or alcohol dependency and who want to strive for a better life.



The house of Genesis charity specialises in helping ex prisoners to start to find their way back into society by offering them somewhere to live and be supported.



The Magdalene Group is a Norfolk based Charity which acts as a point of contact for those who work in the sex industry, both street based and online and they offer a variety of projects to help with runaways and to help prevent sexual exploitation of young people.

"The 3 Charities were awarded £6,900 and the feedback from each of the Charities was that they enjoyed explaining about the good work they do", said Rowland.

# Meet The Trustees!

## Toby Wise

Continuing our series of getting to know more about each of our Trustees, today we talk to Toby Wise.



TOBY WAS APPOINTED AS MD of SBS Ltd in 2007 and has been a Trustee since 2004. He has 4 children, aged 26, 21, 19, 18 and lives in Costessey. He joined Snellings in 1989 and his first role was Service Engineer.

He was asked to be the first employee of SBS Ltd when Roy Snelling set it up in 2002 and he is staff no.1 on the payroll, something he is very proud of.

### Why did you want to help Roy start up SBS Ltd?

It was the opportunity of a lifetime. The repair industry for retail was demising and here was an opportunity to build on my skills and technical knowledge. Roy was a gentleman in every respect and the agreement was "I'll back it, you do it and if it does alright, you'll do alright" My most prestigious professional AV install before joining Snellings was at the American Embassy in Grosvenor Square. Roy's offer was unconditional and offered an opportunity to prove what I was capable of, I was pleased to accept the challenge.

### Who was your first customer and what did they spend with us?

The first customer of Snelling Business Systems 'proper' was UEA, after much hard work we won our first tender in 2002 worth £250,000.

### Why did you become a Trustee?

I agreed with Roy that by my endeavours I would build SBS from a start-up into a significant part of the future for the Snelling group, Options were discussed and it was agreed that I would become a trustee of the group ensuring that SBS was represented at trust level and that, as I knew Roy well, his ethos was carried forward from a position of close personal knowledge.

### What is the best thing about being a Trustee of the R C Snelling Charitable Trust?

The ability to help applicants to the trust in a way that I couldn't achieve personally.

### If you weren't working for SBS, what else would you be doing?

Working as a consultant to end users in the AV industry or, finances permitting, running a scuba diving shack somewhere tropical!

### What do you do to relax after a hard week?

I like to keep healthy and spend time with my partner and family, Saturdays are family time with Children and Granddaughter followed by Cycling and swimming on Sundays.

### What's the thing that has made you most proud of your achievements at SBS Ltd.?

That's an easy one, the staff. From zero to 48 full time employees, many of whom have grown personally in their journey with the company. The proof of the quality of the SBS team has been demonstrated in winning international awards for both Education Project of the Year and Corporate Project of the Year in the last 12 months.

## FRAUD AWARE

We all need to be careful!

IN THESE DAYS OF PHONE AND WEB BASED SCAMS, a recent example of how sophisticated fraudsters are becoming was seen recently at SBS. Had it not been for the sharp action taken by SBS's Jack Wilders, we might have been looking at a £20,000 fraud. Here's how the scam unfolded.

1. Someone purporting to be the Procurement Officer of Nottingham University applied to a manufacturer to purchase around £20,000 worth of projectors.
2. Because the manufacturer does not supply direct, they passed the request to us for handling. At this point all we knew was that a manufacturer we deal with asked us to supply a customer.
3. We sent a price quotation to the Procurement Officer at Nottingham University (after checking that the name of

the person we were emailing was indeed the Procurement Officer), so it all looked above board.

4. We received an email from the Procurement Officer saying that our price was accepted and a genuine looking Purchase order was sent to us, with the delivery address of where the goods should be sent to.
5. Jack Wilders phoned the Procurement Officer at Nottingham to double check the delivery address, since he'd spotted that the address was a warehouse.
6. It was at that point that the Procurement Officer explained that he had not ordered any projectors, and the scam was stopped.

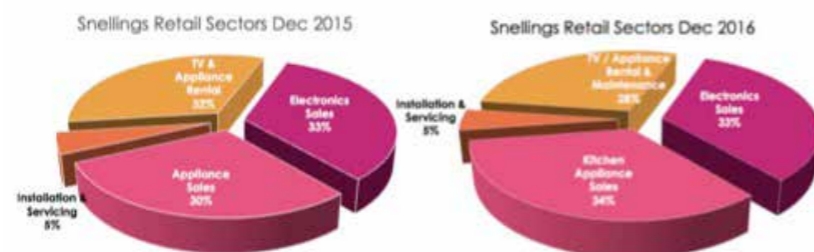
"I'm delighted that the vigilance of my team stopped a clear fraud, which on the face of it would have been very difficult to spot. It just goes to show that we all have to be really careful", explained Toby Wise, MD of SBS.



**PAUL GILES**  
Managing Director



**Less reliance on rentals and growth in domestic appliances leads to higher profits.**



## Another year of solid growth

**“Both our shops have increased their sales every year for the last 4 years”**

AT THE LAST STAFF AGM, Paul explained just how well the retail teams had performed, especially when compared to other National and local competitors.

“We have produced 5 consecutive years of top line and profit growth through a mixture of making sure the right products are in store, with the right pricing and above all the highest level of customer care and service”, said Paul.

“We are constantly looking to make both Norwich and Blofield exciting stores to visit and we try to add the latest in technology for people’s homes with that good old fashioned care and service which other places seem to lack these days”.

“This last year has been our most profitable for 5 years. None of this success would be possible without the hard work of our entire team and I’m really appreciative of all the hard work they do so consistently”.

## Black Friday - another overwhelming success!

OVER THE LAST FEW YEARS, BLACK FRIDAY has become the precursor to any retailer having a good financial year. However, last year it seemed that British consumers were not responding quite so enthusiastically, with many retailers reporting disappointing results from this retail phenomenon.

“Not so with Snellings and Gerald Giles”, explained Paul. “We have more than doubled our sales results over the Black Friday weekend since we started it 2 years ago. Sales are not far short of £100k, which for a 3 day period is exceptional”. The amount of preparation and hard work to make the weekend successful is quite unbelievable, but when we analyse just how well we’ve helped to make our customers happy with what we are selling, it makes it all worthwhile. We used a mixture of in store and online promotional activity and sourced a range of special prices with the help of our suppliers. It’s a really busy and rewarding weekend and all of the team at both stores make this a special occasion”.



## Star of the Bake Off joins Gerald Giles / Snellings.

FOLLOWING HER SUCCESS ON THE BBC’S BAKE OFF, Kate Barmby has joined us to help demonstrate the benefits of using the Miele range of cooking appliances.

“Kate came to one of our demonstration evenings and helped out, so it made sense to see if we could work out a partnership to use her for future cooking demonstrations”, said Paul.

“She is a lovely person to work with and our customers really appreciated her warmth and friendliness. She really does make the equipment we are selling come to life. We will host more cookery demonstrations, both in Norwich and Blofield in the future”.



## Customers vote with their fingers!

FOR THE PAST FEW MONTHS customers of Snellings and Gerald Giles have been able to show us and the wider world just how well we’ve handled their sale.

“The results are incredible”, said John Goulder, sales manager. “We never forget that there are many other places our customers could have gone to, rather than coming to us. And we are pleased when so many of our customers give us a 5 star rating. As an example, on the Snellings website there are 34 reviews from different customers, and 33 of them rate us as 5 star”.



“Ordered a Belling oven on Monday and it was fitted by 10am on Wednesday. That’s excellent service and maintains the high standards set by Roy Snelling throughout his years in business. Many thanks.”

Chris



**TOBY WISE**  
Managing Director



**A Client testimonial:-**

**The EFH Building, University of Surrey**

"This project has been by far the best experience to date and the final delivered product is of a very high standard as per our expectations. I would also like to specifically thank Brian Garcia and the Norwich team for all their efforts in delivering the best off site testing experience we've ever had. Overall, everything was very well presented, well organised, recording minimal snags, and an enjoyable experience for both CBI and our client".

**Rob Allen,**  
Project Manager at CBI, ☺

**SBS Zippers**

Staff from SBS are taking part in riding the largest and fastest zip wire ride for the Norfolk and Norwich Association of the Blind (NNAB).

And since the NNAB is the chosen staff charity, all money raised will be match funded by the R C Snelling Charitable Trust, so every £ donated will be worth £2 to NNAB. Sponsorship forms are around the office and there is also a Virgin Money page.

[http://uk.virginmoneygiving.com/team/SBS\\_Zippers](http://uk.virginmoneygiving.com/team/SBS_Zippers) ☺

**Going for Growth: SBS plans major expansion into the Corporate AV market.**

**Following the successful rebranding, which was aiming to promote a more positive perspective to the high-value corporate AV sector, SBS are now aiming at strong, sustainable growth in this market.**

**AFTER SHOWCASING THEIR CAPABILITIES** at the IET headquarters in Savoy Place, London, SBS has created significant interest from organisations who serve this sector.

Steve Royans, Business Development Director explained "We have secured sizeable projects with Deloitte and Expedia and we are quoting on a range of multi-million pound projects, which could make a significant difference to our annual turnover".

"IET Savoy Place was the largest project we have delivered to date (part of a £30 million refurbishment), but the sheer size and complexity of the new projects we are bidding for will dwarf even the IET".

"We are positioning ourselves as the leading AV solutions Company in the UK by working much more closely with specialist consultants and companies who have the contracts to fit-out high quality, showcase new buildings", added Kevin Madeja, SBS's Technical Director.

"An example of this is seen with ISG Plc., who are a prominent, global fit out company. ISG are now actively working to create new projects using our design and install skills, enabling us to help corporate clients make the most out of their AV investments"

Toby Wise, Managing Director added "I am convinced we're well placed to grow, and the time is right for us to expand further into the corporate sector. This is largely because of the confidence, inspiration, and enthusiasm I see in everyone at SBS which means we can be serious suppliers to the corporate sector" ☺

**More top awards for SBS**



**SBS were awarded the Best Education Project award at the AV Awards 2016 for their work in the Blavatnik School of Government, at a ceremony in London on 30th September 2016.**

**THE FLAGSHIP EDUCATION PROJECT** was also judged the 'Best Education project' at the Install Awards.

And following that success, SBS has also won a top international award. In February SBS won the InAVation Awards 2017.

Toby Wise, Managing Director said "The InAVation Awards are the largest and the most coveted industry awards with submissions received from all over the world".

"We were up against the largest and most prominent AV companies in the world and to win this award just shows how far we've developed as a Company which has been highly thought of, as well as gaining a reputation for delivering high quality AV designs and installs. We were up against some giants in this award category so everyone at SBS is just so proud of what we have done together." ☺



**Our Jack gets his own Silent Witness experience.**

**JACK WILDERS,**  
Key Account

Manager was invited to conduct a site-survey for the Department of Physiology at University of Cambridge. This was, by far, the most unique experience Jack has ever faced since being with SBS.

"The email had warned me that the laboratory is not for the faint hearted. When I arrived, I realised just why", explained Jack. "There were corpses left uncovered on tables everywhere, and many were surgically cut open with their various organs kept on display".

"The project which SBS is producing is very impressive including 21x CTouch Laser Air touch screens running DisplayNote wireless presentation software and the main lecture theatre has been upgraded with an Epson Passive 3D projection system for anatomical study and full-body dissection in 3D". ☺

**SBS launch into the Education sector**

**SBS HAVE ENTERED** the market for audio visual and interactive touchscreens in Norfolk and Suffolk. A new division of SBS was set up, complete with it's own identity to create impact and dominance in the sector.

Snelling Education, was officially launched at the Headteachers' annual conference called Refreshing Leadership which was held in November 2016 at Centre Parcs, Thetford.

Toby Wise explained, "This conference was attended by headteachers of schools across Norfolk and Suffolk, which made it the ideal location to announce our launch".

"Simon Eisenmann joined us to head up Snellings Education and he comes to us with a wealth of experience meeting the IT needs of schools and colleges in East Anglia. Simon joins the team after a successful career with Canon, Ricoh and Xerox Corp."

Simon had an immediate success, making sure that Snellings Education



were appointed to the Audio Visual Installation Services framework of Norfolk County Council.

Simon explained, "We've had a very encouraging start right from day one, with sales over £50,000 within three months of launch. We have opportunities worth just over £226,000 in the pipeline, and expect to close sales of at least £190,000 by the end of the financial year".

"This market cannot be underestimated. Currently only 18% of primary schools have interactive touchscreens, which offer proven operational and cost advantages over traditional projectors and the older and now defunct whiteboards".

Snelling Education have entered a partnership with Educator Solutions, a not-for-profit enterprise who provide cost-effective specialist services to schools for finance, HR and technology procurement.

Through this partnership, Snelling Education can complete a specifically tailored package designed to meet the needs of individual establishments. ☺

LEFT: Simon Eisenmann (Snelling Education) and Ashley Helm (Sahara Clevertouch) at the Refreshing Leadership Conference 2016



ABOVE: Classrooms of the Future: Pitch to the University of Westminster ↑

**SBS's technology helps to showcase art at live events.**

The University of Westminster invited Steve Royans, Business Development Director and Inesh Patel, Key Accounts Manager to showcase SBS's vision for classrooms and event spaces of the future. The University appointed SBS the sole suppliers of AV systems after a highly competitive bid in 2015.

Steve Royans said, "Westminster are renowned for their appetite of technology. Our vision shows how technology can revolutionise two-way interactions between students and the lecturer".

"We showcased the application of the next generation of projection, interactive touch and precision audio technology, alongside advanced content management, signal processing and LED technologies.

"Since the audience came from Westminster School of Media, Arts and Design, the vision presented how technology can revolutionise learning, and how students can showcase their art, fashion and design portfolio's at live events".

The pitch was received with outstanding feedback, and had left the audience immensely inspired about the possibilities in the future. ☺



## Charity Bake Sale at SBS a big success!

**STARTING OFF THE FIRST FUNDRAISER OF THE YEAR**, SBS held a charity bake sale in the office to raise funds for the Norfolk and Norwich Association for the Blind. Eleven members of staff put in their efforts to bake 11 different types of cakes, brownies and cookies, which didn't take long to finish. The fundraiser successfully raised £91 on the day, which will be matched by the Trust. ☺

## Well done, Colin!

**COLIN JACOBS: INFOCOMM EUROPEAN CTS PROFESSIONAL OF THE YEAR!**

Colin Jacobs, Design Manager at SBS has been announced winner of the European CTS Professional of the Year at the AV Awards 2016. Entries came from across Europe but only four CTS professionals were finalists.

"I'm very pleased and feel honoured to have won the award, both personally and on behalf of SBS, especially because I believe it reflects our ability to deliver great AV projects. I am touched by the responses and congratulatory messages received from my contemporaries in the industry. Special thanks are due to my colleagues for nominating me and to Toby Wise, Managing Director for his continuing support." ☺



## Cheuvan clocks up 25 years!

**CHEUVAN BETTS, RENTAL ACCOUNTS MANAGER** at Snellings has completed 25 years of service. "I started at Snellings on 6th February 1992, and I can still remember my first day" said Cheuvan. "I came to help Karen Utting in the accounts department and in those days the post was 5 inches high, reminder letters took half hour to print and bank statements were several pages long".

"We are very lucky to have great staff members, past and present. Even though he is not here, I would like to thank Roy for all his help and support in making my time here enjoyable". ☺