



↑ Anglia Ruskin University  
New Science Centre



**NIGEL SAVORY**  
Chairman

**MAKE THE EFFORT TO GET INVOLVED**

I am a great believer in the old maxim *“the more you put in the more you get out”*

Many employees in our group work in small teams and across differing locations and it is all too easy for us to forget that we are part of a special Group that has an ethos of caring for its people; its customers; and the community in which we work.

During the year there are a few opportunities for us to get together; to learn a bit more about what is happening in other parts of the group; to meet some other people and get involved in choosing which charities that we choose to support. I urge you all to try and attend.

Colin Jacobs was recently re-elected as our employee trustee for a further term of three years. Why don't you think of standing next time round? We match fund money raised by staff for the charity which you choose for Our Charity of the Year. Why not see what you can do to raise the amount a bit higher and remember doing a job well and giving customers exceptional service gives great personal satisfaction.

There has also been a lot written about the holistic benefits of keeping active and taking an interest in things and it pleases me that we have an active team of volunteers who keep working on



our museum's collection. Roy, our founder, would be very pleased that the Trust will soon be employing a curator and I hope we will soon see more of the collection exhibited to support our heritage.

*Thank you all.*  
Nigel

# Snellings

## 3 more local charities showcase their good work to our staff.

➔ **AT THE LAST STAFF MEETING**, 3 more local charities were given the chance to present their work to staff in the Roy Snelling lecture theatre at the Bob Champion building at the UEA.

“We’ve had a number of local charities present to our staff in this way,” explained Rowland Cogman, the Trustee who organised the showcasing. “We give each of our staff who attends the staff meeting a total of £110 to award to any of the 3 charities who present their case and staff can allocate this sum in any way they please.”

“This time the 3 charities were the Wherry Friends Association, Stepping Stones and the Feed. Also, at a previous Trustees’ meeting, it was agreed to increase the possible funding to £10,000, so this effectively “topped up” the £7,260 given by the 66 members of staff who attended.” So, the final awards were:-

<b>The Wherry</b>	<b>£4,000</b>
<b>Stepping Stones</b>	<b>£3,000</b>
<b>The Feed</b>	<b>£3,000</b>

## A look at the 3 charities and their work is shown below:



The Wherry School Friends Association was set up by Mum Sarah Glew, who has a son at this school which caters for children with autism. The charity helps the 48 children at the school cope with themselves and their surroundings. ☺



The Feed Stall on Norwich Market providing great tasting food



Viv Lee explained that Stepping Stones, based in Magdalen Road, Norwich, is a small vibrant charity for adults with moderate learning difficulties. Its aim is to enrich lives by building skills, providing independence and helping these adults make informed choices. The charity raises funds by selling the craft items made by the adults at a local stall. ☺

↓ The Stepping Stones stall.



Matt Townsend explained that The Feed is a social enterprise charity aimed at helping homeless people to get back into work and it teaches them the life skills they need.

Matt explained “we produce great tasting food and we are a catering company which is available for hire to any organisation who is looking for superb catering. We also have a stall in Norwich market and we want people to come to us for our great tasting food rather than the fact that we are a charity.”

120 people have been helped by the Charity in the last year. ☺

# Meet The Trustees!

## Stephan Phillips

**IN THIS NEWSLETTER** we find out about another of our Trustees.

This time, it's Stephan Phillips, who became a Trustee in 2011, after he had retired from his role as Managing Director of the local newspaper group Archant, based in Norfolk. Stephan is married with 2 grown up children, Samantha and Richard.

### Why did you become a Trustee?

Actually I had been a Trustee in May 2007, when Roy Snelling had approached me to join the Trustee group. However when I was promoted to the MD's role at Archant a few months later, Archant insisted that I gave up all other outside work interests, which was a great shame. So when I retired in 2011, it was lovely to have been asked back as a Trustee. I guess I joined to be able to help and contribute to the effective running of the Trust and the companies it owns. I also try to support the MD's of our businesses where I can, hopefully without too much interference.

### Apart from the being a Trustee, what else do you do in the Group?

As well as being a Trustee, I'm technically a Director of Snellings Ltd as well as being a Non Executive Director of Snelling Business Systems Ltd. My involvement with SBS is something I get a lot of satisfaction from, and in that role I'm there to add some support to the Executive team of directors and I help and support them with things like the overall business development, strategic thinking and the necessary risk management and controls which a company of our size should have. At SBS I sit alongside fellow Non Exec Director Philip Buttinger, so there are 2 Trustees on the SBS board. I also pull together the staff

newsletter which we publish in print and online twice a year. With the newsletter we aim to help foster the feeling of one overall organisation as well as letting all staff members of the Snellings group know what is happening elsewhere in the Group.

### What gives you most satisfaction about your role as a Trustee?

There are two aspects which I really enjoy. The first is the help in generating the profits which the trading companies (particularly SBS) produce to support the charitable work which the Trust is involved with. The second part is the feedback we receive when we have awarded a local good cause a donation toward the really important work they wish to carry out in their community. Whilst we never seek any publicity from the Charitable awards we make, it is wonderful to hear about the tremendous difference we all make to good causes. In that respect, Snellings is a tremendous force for good.

### What do you do outside of Snellings?

When I retired from Archant, I ran Delia Smith's web business for a number of years. I continue to run my own strategy consultancy, specialising in supporting local Charities to develop their longer range strategic plans, and I've helped organisations like the Norfolk Churches Trust, the SongBird Survival Trust and the Norfolk Rivers Trust. All of these charities do really important work and it's an honour to have been able to be involved with them.

But I'm probably better known for my work as a Director of Norwich City Football Club where I'm the Chair of the Remuneration Committee as well as the Chair of the Audit Committee. I've been a director of NCFC for



almost 9 years, and it's something I really enjoy. Few fans get the chance to be so actively involved with the team they support, so it's a real privilege. Coping with the highs and lows which always occur in football has been a challenge. I joined NCFC just after the Club had been relegated to the third tier of football and my first game as a Director ended in a 1 - 7 loss, which was quite a shock. However, after back to back promotions we entered the Premier League in 2011 and we've been in the Premier League in 4 of the season's I've been a director.

One of the really interesting things about being a Director of a football club is the people you meet during the season, especially people who own or who are involved with the clubs we are playing against. Because we go to all the home and away games, there is quite a time commitment in following NCFC, but we really enjoy it. We are extremely fortunate in that we have the benefit of being flown to some away matches which saves a lot of time.

At home, I relax by pottering around the garden, trying to win a losing battle in keeping the lawns neat and tidy. We have a reasonable sized vegetable plot and try to be self sufficient in fruit and veg from May to October. It's hard work, but very rewarding and you really can't beat the taste of vegetables which are freshly picked and cooked straight away. 🍷

## Colin is re-elected as the Employee Trustee

**ONE OF THE TRUSTEES** of the R C Snelling Charitable Trust is an elected employee trustee. Previously this position was held by Colin Jacobs who held the position for the last 3 years.

"It's an important role," explained Nigel Savory who is Chairman of the Trustees. "Our founder Roy felt very strongly that his employees should have an input into the distribution of charitable donations to local good causes and having an Employee Trustee achieves this. The Employee Trustee serves for a period of 3 years and at the end of those 3 years, staff can elect to maintain the current Employee Trustee or indeed elect a fresh face from any of our staff."

This time, 3 staff members put themselves forward and after a vote amongst all staff, Colin was re-elected.

So, it's congratulations to Colin, and we look forward to Colin's contributions at the Trustee meetings.

Colin's term of office ceases on December 28th. 2020, and we'd also like to thank Stephen French and Daniel Timms for putting themselves forward for this important role. 🍷



Colin Jacobs, Stephen French and Daniel Timms

## STOP PRESS!

### THE LAST 3 MONTHS SHOWS STUNNING RESULTS BY SNELLINGS / GERALD GILES

After the predictable lull in December, following our record breaking Back Friday, it was pleasing to see just how well the retail team did in the first 3 months of 2018.

In January, sales were up over 50% between the two sites, with a particularly strong uplift from the Gerald Giles store. And this trend continued throughout February and March.

*"We continue to do well in white goods, which include domestic appliances like freezers, cookers dishwashers and the like,"* explained Paul Giles. *"For the quarter, our overall sales were over 10% up on last year and so we will end the financial year well ahead of our budgets. But it's not just white goods where we are doing well. We also saw a boost in installations for our customers and the accessories some people need. Also, we saw an incredible result in our rental business. We grew the number of our rental customers in February, reversing a trend in declines, as some people seek to move away from rentals because of the generally better performances which modern TV's give consumers. There is a growing trend of certain people preferring to rent white goods from us, since these are the things which generally do need more servicing, and we are happy to help people who want to rent rather than buy,"* explained Paul.

So the summary of the first quarter is sales are increasing, service is growing and rental decline is being arrested. ☺



## Strong growth seen against background of sluggish market.

THE TEAM AT SNELLINGS / GERALD GILES produced a strong set of sales results leading up to the all important winter sales period.

*"Whilst nationally the market only grew by 1%, we continued to show good sales growth and profits,"* explained Paul Giles, Managing Director of our retail division. *"There were a couple of really interesting factors which also affected us during 2017. The first was that online activity now accounts for almost 40% of all retail spend in the UK. That's why we've invested so much time and energy in producing websites which match the customer experience in our stores."*

*"The second factor was that local independent retailers, like us, increased their share to 9% of the overall market, and that is the first time we've increased our share for many years. It shows that as consumers become more cautious, they tend to go back to the stores and websites they know and trust, which is where we can always outperform national chains." ☺*



## Kitchen Appliance market now the most dominant part of our sales.

2017 RECORDED ANOTHER large rise in kitchen appliance sales for Snellings / Gerald Giles, showing growth of 21% on the previous year. *"I knew there was greater opportunity for us to do more with kitchen appliances when I first became involved with Snellings and over the last few years it's been an area of my focus,"* explained Paul.

*"So, it's pleasing to see that now 53% of all of our sales comes from this important part of our offering to our customers".*

*"I always thought that if we did well with kitchen appliances then we could start to make up for the losses which we inevitably face with the decline in our rental market, and we have done that for a number of years now. We continue to invest in showroom facilities so that we can really showcase the products and services we sell. As customers look to have one supplier for the design, fitting and installing of an entire kitchen, as well as having the best integrated appliances, we have moved to offer that service too".*

*"The new kitchen display area we have created in our showroom in Blofield will be a key component to our continued growth in this sector, as well as showing the sort of standard we can achieve with our associated kitchen partners, Inoscape and Gifford & Groom."*

Kitchen manufacturers Inoscape have 30 years experience in the cabinet manufacturing industry and are based in Lingwood very close to Snellings. It's a family business run by John Smith and his wife Tracey along with their 3 sons. They specialise in made to measure, bespoke cabinets, any size, any colour, all manufactured in their own factory using the latest CNC machinery throughout, achieving some of the best cabinets on the market.

Our fitted Kitchen offering is aimed at the mid to high end of the market, where we expect clients to be spending between £20K and £35K. These bespoke, hand built kitchens will be installed by fitters Gifford and Groom. Paul Gifford and Paul Groom have many years of experience and a reputation for quality, previously working with Kestrel Kitchens.

*"In the last few weeks we have also recruited a Kitchen Designer, Samantha Parker and purchased the latest CAD design software from AritCAD allowing us to create virtual reality designs for our clients, where they can step into their new Kitchen, even before it's been built"*

*"This is a very exciting project and we look forward to more developments throughout 2018" explained Paul. ☺*





Websites promoting Black Friday

## NEW VOICE ASSISTANT PRODUCTS PROVIDE OPPORTUNITY FOR IMPROVED SALES

**NEW VOICE ASSISTANT** products provide the opportunity for improved sales across all connected devices.

One of the new gadgets which are just starting to be seen in people's homes is the voice assistant device.

*"Most people with an iPhone are used to asking Siri, their voice activated assistant for help when they need it, and these new products will take this concept to the next stage",* explained John Goulder of Snellings.

*"We've had TV's that you can talk to so that you change channels or find specific programmes, and now the new voice assistant devices will integrate with a whole variety of kitchen appliances. Apple has Siri and the HomePod, Amazon has Alexa and the Echo, Google has the Google Assistant, Microsoft has Cortana and now Samsung has Bixby. Sony and Sonos have smart speakers too, which incorporate either Google or Alexa. All these systems are geared up to becoming an IoT hub, which stands for an Internet of Things, whereby all sorts of home appliances are connected and controllable via these voice assistant products".*

*"It won't be long before most homes in the UK have one of these hub devices and we'll probably wonder how we all managed without them, they will be appearing in Vehicles too!"* John explained. In the USA home penetration of these devices has been remarkable and over 30 million of them have been sold in the States. 📍



### Our latest Black Friday promotion produced the best ever set of results.

**FOR MOST RETAILERS.** including Gerald Giles and Snellings, Black Friday is the most important trading day of the year. So, how did we do in the latest Black Friday? Paul Giles, MD explained:-

*"We were very pleased with our last Black Friday results, in fact it was our best Black Friday in the 4 years we have been running them."*

***"2017 Black Friday, was up 38% on 2016 and double 2015"***

*"All the team put in a tremendous effort, both before and during the day. We had brilliant publicity both in store and outside, using sail boards, distinctive posters outside the shop which were designed to entice people in store. Online I think we really excelled. Our email campaigns, mobile and tablet promotional messages as well as the brand promotions on our websites, all gave our customers confidence in buying from us. This sort of effort involves the whole team here for many weeks in the careful and detailed planning, and so I'd like to thank all my team for what they did to produce these record results,"* explained Paul. 📍





## Despite a difficult third quarter, SBS continues to make significant gains in the final quarter.

**THE TREND OF SALES** income for SBS has followed a similar pattern to last year with a tough 3rd. quarter performance offset by what is likely to be a strong 4th. quarter.

"We are focussing on winning orders to bolster our year end position," explained Toby Wise, MD. of SBS.

"It's pleasing to record some great wins, especially when we win contracts from brand new clients. An example of one of these wins is the £1.4m order we have from Abcam, which is a spinout Company from a Cambridge University lab. Other tenders we have won include Quadram at Norwich Reserach Park, Frontier Development, RAF Marham, Newham College and University of Reading Library. ♡

## SBS chosen for all AV work for the new Science Centre at Anglia Ruskin University.

**ANGLIA RUSKIN UNIVERSITY**, already one of our important clients, have again chosen SBS for the AV work in their new £45m science building.

This new science centre will be an almost 8,000 sq. m academic facility for their Faculty of Science and Technology.

"ARU planned a 300 seat lecture theatre which was specifically developed for science subjects, as well as a 200 seat flexible teaching space laboratory," explained Steve Royans, the Development Director of SBS.

"This sort of major AV design and installation is what we have earned an unmatched reputation for, and even though we face many competitors we are delighted to be working with ARU once more," said Steve. ♡



## SBS wins major contract from Cambridge based Bio Tech Co.

**SBS HAVE BEEN SUCCESSFUL** in winning a £1.4m tender from Abcam, a highly specialised medical technology company, which is one of the world's leaders in the production of antibodies as well as being a leader in cell biology and stem cell research.

Started in 1998 out of a lab from Cambridge University, it's founders have grown what was a small start up into one of the world's leading bio-tech companies for the development of antibodies and medical science. Boasting over 140 PhD's on their staff and with offices in the USA, Hong Kong, mainland China and Japan, the Abcam tender is a great success story for the SBS team.

"We know there is a lot of technical development taking place on the Cambridge Science Park and we are very pleased to have started winning tenders in this important area of AV opportunity, which is just a short distance from our main offices," explained Toby Wise, MD of SBS.

"We have been working hard on trying to develop an even spread of business across the calendar and across different market segments and so this is just what we really want."

"While design, integration and installation remain our core services in demand, there is an increasing appetite for 'service support' contracts, for both new and existing clients, which promise profitable new revenue streams."

"I am confident that the Cambridge bio tech hub will present us with many more lucrative opportunities over the coming years and will constitute a significant part of our future growth."

"Of course, successfully completed projects like the IET in Savoy Place in London and the skill and enthusiasm of our team here at SBS all help to give confidence to a new client and now we are working hard to make sure the project goes according to plan."

"At Abcam we will be designing and installing cutting edge Audio Visual services and facilities including technology like the latest AVoIP to Cloud infrastructure which is what high spec clients are moving toward to get the most out of their AV investments." ♡





←  
**TOBY WISE**  
Managing Director

## ***New appointment at SBS will focus on the corporate video conferencing & collaboration market.***

**SBS HAVE APPOINTED** Rob Wesley to develop a new sector of business into the Collaboration market. More and more companies are using bespoke software solutions for collaborative working, like board meetings and joint working projects, where people who may be in different parts of the world need to “meet up” in a digital environment, sharing screens, documents and spreadsheets. This is what the collaborative market is and SBS is setting up a new section to capitalise on the opportunities in this fast moving sector.

Rob joins SBS from Imago Scansource, the leading international distributor of Video Conferencing, Cloud, Unified Communications and Audio Visual solutions and services.

Rob’s appointment, initially focused on London and South-East, is an important step in the further expansion of Snelling’s Corporate Solutions business.

“Rob’s skills, knowledge and deep understanding and focus in this fast growing sector will be a great addition to our Corporate team,” explained Toby Wise, MD at SBS.

Speaking about his appointment, Rob said “I am delighted to be re-joining SBS. It is clear to me that I am joining at a very exciting time. We have ambitious plans for further growth within the collaboration & VC space. My role entails working alongside our existing technology partners and creating relationships with new suppliers and clients.” ☺

## **SBS COLLABORATION IN ACTION.**

**THE LATEST SBS BOARD MEETING** used Zoom, one of the collaborative solutions SBS will be offering its clients. “The deep snow in many parts of Norfolk meant that many of our executive team and Non Exec Directors could not get in for our Board meeting, since many roads were blocked or impassable,” explained Toby.

“So we set up the meeting so that participants could just click on a link from an email I sent them, and then they could easily join the meeting. With web cams turned on we could all see each other and I could share the information on my screen.”

“It was particularly useful when it came to reviewing next year’s budget plans,” explained Andrew Bush. “Instead of people hunting through sheets of paper, I could pinpoint exactly the column or figure I wanted to highlight. In some ways the discussions were much more focussed and it all worked incredibly well.”

“The technology is quite interesting,” explained Abhi Chakraborty, Marketing Manager. “Our MD used a remote desktop to link to our server in our Wymondham offices, and this was relayed through a private network from a server in San Diego, which other board members could then access via their laptops, ipads or smart phones.” ☺



## **ELAINE AND MATT REPRESENT SBS AT CES 2018 IN LAS VEGAS.**

**THIS YEAR,** SBS were represented at CES 2018 by two of their youngest Account Managers – Elaine Manalo and Matthew Argyle. The Consumer Electronics Show (CES) is the world’s largest exhibition of electronic technologies, and it is held in Las Vegas each year.

Speaking about his experience, Matthew said, “The sheer size of the exhibition is truly overwhelming. Although aimed at the consumer market, CES was relevant for me due to the insights into future trends and developments that can impact the commercial AV market as well.”

Elaine Manalo commented “The visit to CES was truly rewarding and very informative. Not only do you feel the pulse of the industry, it’s like a crystal ball for a peek into the future we must prepare for as an AV integration company. CES impressed upon me that 5G networks are coming and will disrupt everything since they will allow so much more data to pass wirelessly - like UHD streaming over 5G and more. Data and data handling are the next areas of golden opportunity and things are about to get very interesting!” ☺

## **Snelling Education reports robust business growth for SBS**

**SNELLING EDUCATION HAVE REPORTED** very encouraging figures for their last financial year. The new division within SBS has reported strong growth with orders worth £552.2k invoiced to date, and an additional £200k in the Q4 pipeline which will lead to a record quarter!

Simon Eisenmann, Sales Manager at Snelling Education said, “We are now officially ranked the number 1 supplier to the Norfolk County Council framework. We are working exclusively with Norfolk ICST Shared Services to promote additional products and services to include leasing and service.”

“We are also looking to add ViewSonic (a manufacturer of touchscreen products) into our offering as a realistic alternative to Clevertouch and Promethean, our top selling brands.”

Abhi Chakraborty, Marketing Manager added, “Besides our regular marketing campaigns, we have launched new promotions to increase our market penetration. In partnership with our supplier, Clevertouch and Norfolk County Council, we have set up a new promotion for schools to claim £249 per screen (from Clevertouch) when upgrading from a competing brand.” ☺



## WELCOME BACK ABHI!!

**IN THE LAST NEWSLETTER** we explained that Abhi Chakraborty, SBS's Marketing Manager was leaving SBS to pursue a career working for a local specialist agency, who were a selected Google Partner.

*"I was very sad to be leaving SBS, but I had a good offer and also the opportunity to work more closely with some of the emerging technologies which Google are introducing, was also something which offered a degree of excitement."* explained Abhi.

*"But although it was a good role, I did miss the people I work with at SBS a lot, and in the end I had a meeting with Toby and he gave me the chance to come back to SBS, so here I am!"*

*"I was delighted that Abhi agreed to come back,"* explained Toby Wise, MD of SBS. *"Although we did have some credible candidates who we interviewed, it was great to have Abhi back with us."* ☺

## The Employee Charity update

**EACH YEAR SNELLINGS** employees get the opportunity to support a charity of their choice, with the commitment from the Trustees that any funds raised by staff will be matched funded from Trust funds. Last year the chosen charity was the Norfolk and Norwich Association for the Blind.

A number of very enterprising staff fundraising activities were undertaken during the year and the total amount raised was over £5,000 with matched funding, and will be given to the Norfolk and Norwich Association for the Blind.

*"I'd like to thank all colleagues for all they have done to support the Norfolk and Norwich Association for the Blind,"* said Colin Jacobs, the Employee Trustee for the Trust. ☺



## Steve helps to run the first ever Christmas raffle.

**LAST CHRISTMAS** marked a first for the team at SBS, as all members of the team were invited to purchase raffle prizes to help raise funds for the staff nominated charity.

The charity raffle was organised by SBS's Development Director Steve Royans.

*"I contacted our suppliers and let them know we were running a charity auction and I was amazed at the prizes they agreed to donate,"* explained Steve. *"It shows the level of support we get from our suppliers and we ended up with a really good selection of prizes, which helped us sell tickets and raise money."* ☺

### PRIZES INCLUDED:-

1. Sennheiser Headphones
2. Hotel Chocolat Chocolate Hamper
3. Cheese & Wine hamper
4. 3x Cadbury Roses hamper
5. Speciality Tea hamper
6. Shure Condenser Microphone set
7. 4x Individual bottles of wine
8. 6x wine pair sets
9. Amazon Echo Bluetooth speaker
10. Amazon Echo Dot Bluetooth speaker
11. Sonos One Bluetooth Speaker



Development Director, Steve Royans  
acting as Father Christmas!