



NIGEL SAVORY
Chairman of
The RC Snelling
Charitable Trust.

↑ Just a few of the activities we have been involved with recently including our 70th anniversary



SADLY I AM NOT AN OIL SHEIK despite being pictured with a camel! This year I was very honoured to be President of The Aylsham Show and they had camel racing in the grand ring. For those of you who don't know about the Aylsham Show. It is an old fashioned country show; a show for all the family and; a great day out. It is situated at Blickling and always happens on August Bank holiday Monday. So if you want a great day out put it in your 2025 diary.

Like Snellings it is a great Norfolk institution. It has been going for 75 years and donates the surpluses it makes to local charities. To date it has given away over £1M. So we are not alone. You might recall that I was featured in the Trustee profile in the last newsletter and I would like to expand on my answer to one of the questions which was about my outlook for the future. I do believe that it is so important that we keep right up to date with the best technological advances, in the products and services we

offer, and in our knowledge, understanding and advice. That way we will remain interesting and proactive.

I also read an interesting tip from Zandra Rhodes which I think is worth sharing. "Good, better, best, never let them rest. Make your good better and your better best" So, if we can continue to embrace technological innovation and strive to make our goods better, and our betters best I believe we can face the future with confidence.

Nigel Savory
Chairman, The R C Snelling Charitable Trust.



CHARITIES WHO PRESENTED TO US AT OUR AGM RECEIVE THEIR GRANTS.

FOLLOWING THE STAFF AGM on 15 May 2024, the 3 charities who presented to us and who were the beneficiaries of the staff crowdfunding have received their grant cheques from the Trust. Many of us were very moved by the presentations which we heard from The Priscilla Bacon Hospice, The Clare School and Amber's Army.

David Smith, the In-store Sales Manager for Gerald Giles and Snellings presented a cheque on behalf of the Trust for £7,000 to Amanda Sheehy and her husband, who run Amber's Army. They told us about the charity they set up in remembrance of their little girl Amber, who sadly died when she was just 9 years old and the aim of their charity is to create memories for similarly affected families. They were so pleased with the cheque that David presented that they included the detail on their social media pages.

The Clare School on Coleman Road in Norwich were presented with a cheque for £8,100. Rowland Cogman, Trustee, was also able to let Rebecca Wickes, their head teacher, know that the Clare school is our nominated staff charity for this next year. "She was clearly delighted with that news as well as the funds", explained Rowland.

Hugo Stevenson and Senior Staff Nurse Ruby Cox had presented to us about the valuable work undertaken by the Priscilla Bacon Hospice at our AGM, so Hugo was delighted to accept a cheque for £5,100 from the Trust. "We all know of the excellent work all the staff at the Hospice do and so it was great to be able to give Hugo the cheque from the Trust on behalf of all of us who work with the Snellings companies", said Rowland. 🍷



David Smith presenting the cheque



Activities at the Clare School



Rowland Cogman, presenting Rebecca Wickes, the Head teacher of the Clare School in Norwich with her cheque.



Rowland presenting Hugo from the Hospice the cheque for £5,100



Norwich Citizen's Advice benefits from a grant from the Trust

RECENTLY, THE TRUST RESPONDED to a grant request from Norwich Citizen's Advice, who do a lot of support work in our local community. Over the years they have approached the Trust for funding and they use this funding to develop their important service, not just in Norwich, but throughout our area.

In a letter from Mark Hitchcock, their Chief Executive, received in July, they wrote, "Thanks to the R C Snelling Charitable Trust's generosity, we've been able to maintain our team of advisors and volunteers, ensuring that those in need receive vital assistance. Your support has also empowered us to adapt and expand our services, addressing emerging challenges and reaching more people". 🍷

Trustees Away Day is used to discuss our future.

THE TRUSTEES MEET FOR AN ALL DAY session each year, to consider our future strategy as a Charitable Trust and also to consider the direction the businesses owned by the Trust should be heading toward. Having each of the MD's / CEO's as Trustees with us is also a good link between the businesses and the Trust so that the strategy is completely in alignment. The key discussion points this year related to the future strategy of the Museum, what our investment in our Blofield site should be, the strategic direction of SBS, now that it is producing good returns and the succession planning for the replacement of the Trustees, who naturally retire from office when they reach 75, or sooner if they wish to step down before then. Thought was also given to future prospective Trustees and the plan to develop an induction process to aid them before they officially join the Trust. Nigel Savory is also looking at possible candidates who could join as our new Chairperson when he steps down in a few years. 🍷



Meet Tris Boler, SBS's senior account manager.

Q. When did you join SBS and why did you join?

A. I have in fact joined SBS twice, first was straight out of university. I had been part of the AV tech support at UEA for 2 years part time. After 5 years at SBS, I decided to take a slight change of direction and industry vertical and moved down to the Southeast to work for a company supplying AV solutions to High End Residential and the Super yacht markets. I spent 4 years expanding my knowledge of the AV industry and working on some amazing projects. I then had the opportunity to re-join SBS as an Account Manager (6 years ago now).

It was a great opportunity to re-join a company I knew and develop myself further. A lot of the staff were still there, and it was like being home from home.

Q. Thinking about your time with SBS so far, what are your proudest moments?

A. What we are doing with UKAEA, one of our key accounts, makes me very proud. All the departments within SBS have had direct involvement, communication and built relationships with UKAEA. The credit is everyone's and building on this we are working our way to being that trusted advisor. Thank you all.

Q. What gives you the most pride about your work at SBS and the work you and your colleagues do?

A. For me, it's watching what we achieve together as a team. Without each other, SBS wouldn't be where it is today. The collaboration and communication between us allows us to create these proud moments and gives me pride.

Q. SBS has grown considerably since you joined. What's it like now compared to when you joined?

A. Indeed it has, we are now working internationally through our PSNI affiliation which is a far cry from the local East Anglian projects where we started. We now have a wide breadth of clients across the globe. I'm working with clients on my doorstep, Canterbury Christchurch Uni in Canterbury, then into London and the Home Counties with UKAEA based in Oxfordshire. The next I am working with our PSNI partners from the USA to deliver projects in London for them. We also have a USA client where we are delivering major projects in France and Germany. Finally, we have a London client looking to upgrade their offices in Sydney and Melbourne down under! For a small business in Norfolk things have changed considerably.



Q. What are the best bits of the work you do?

A. What sticks out for me is building up the client relationship and helping them solve the challenges within their businesses. With the varied breadth of customers and clients no day is ever the same, one needs to be adaptable and flexible to fit with each client's requirements.

Q. When you are not working what do you do to relax?

A. Relax!! With 2 children there is no such thing!! That said, we do enjoy days out as a family (when the boys behave) and my wife and I do manage to get away on our own for the odd mini break where we enjoy a long walk in the English or Welsh countryside. Personally, one tries to find time to read books. DIY projects around the home and vehicle washing and maintenance provide an escape from sitting at a computer screen. 🍷





← **TOBY WISE**
Chief Executive Officer



James Hart, Service Account Manager

REMOTESIGHT™ - NEW INTELLIGENT REMOTE MONITORING SERVICE PROVES A BIG HIT.

ONE OF THE KEY ASPECTS of the SBS's service team is the ability to monitor all of the equipment which has been installed in a client's premises and to

be able to make sure that the equipment is working as it should. A new service, using bespoke software has now been developed by SBS and trade marked as RemoteSight is proving a big hit with clients.

"Being able to offer a service which can check on the state of equipment in a meeting room from our premises in Wymondham, even if the meeting room is in the USA, is the new service we are offering our clients", explained Toby Wise. "We offered it to UK Atomic Energy Authority as a way of making sure that they get the maximum benefit out of the equipment we have installed in their new premises in Oxfordshire and they think it's brilliant. We are installing it at Haringey Council and the University of Westminster and discussing this as an option for other key clients. This year we see this as a unique growth area and we have included a budget of £137k of new revenue from the service". ☺



Sharon with colleagues at the summer BBQ.

Sharon appointed as new Director of Sales at SBS.

SHARON HEAD HAS RECENTLY been appointed into the new role of Director of Sales, reporting into the SBS Board, and responsible for the successful development of all sales aspects of the Company. Sharon joined on 5 August and will be relocating into Norfolk. "I'm really pleased to have been able to attract Sharon to SBS", said Toby Wise, CEO. "She comes with a wealth of experience in our sector and has had an excellent career path so far, including being UK head of Pro AV sales for Optoma for 2 years, a top manufacturer of 4k digital projectors and large visual displays, as well as 6 years as head of Sales for Epson Professional Displays in UK & Ireland". ☺

Barrie Lane joins SBS.

CORPORATE SALES MANAGER Barrie has recently joined SBS to help develop our commercial client sales. "Barrie is really well known and liked in the AV industry and comes with the particular experience of handling top clients like Google, Barclays and other blue chip organisations in London. He has a first class reputation in our industry and a good cultural fit with us", explained Toby. "He will work with Sharon our new Director of Sales and together they will be a formidable team. We are so excited at having Barrie join us". ☺



Barrie Lane

CARTER DANIELS JOINS US IN SALES SUPPORT.

CARTER, a level 3 Business Foundation Diploma holder has joined us in sales support. Working to support Tris and other sales exec's his role is vital in making sure we deliver a high standard to clients. ☺

We welcome all our new colleagues!



Carter Daniels



Steve Royans

Schoms 2024

AS PART OF OUR FURTHER DEVELOPMENT into the Educational Sector, SBS were once again one of the key partners of Schoms 2024. Schoms stands for the Standing Conference for Heads of Media Services of Universities and it's the principal client base for Steve Royans, Director of Education at SBS. "We are a key partner to this important conference for the existing and future clients we have in this sector", explained Steve. "The event was held at Birmingham University and it included a dynamic exhibition, a variety of conference sessions and engagement events, so it's a really important part of our marketing. We get to meet new people as well as our existing clients and also we get to understand some of the key aspects our educational clients are dealing within their own organisations". ☺



The SBS page on the Schoms website



Universities visit to Budapest goes well.

RECENTLY STEVE ROYANS, Director of Education at SBS and Dan Timms, H.E Account Manager took a number of both existing and prospective clients to the Lightware Visual Engineering's facility in Budapest in Hungary.

"The trip was both fun and informative, featuring tech talks, factory tours, round table discussions and demonstrations, as well as the customary tour of this fantastic city", explained Steve. "We often design and spec

Lightware's products for our clients and we hosted key clients from Anglia Ruskin University, City College, Norwich and new prospective client, (who we've now won) Buckinghamshire New University. There were around 7 clients who wanted to go but couldn't because of their work commitments, so we'll look forward to including them next time". ☺

Bid Team helps to win 2 new University accounts and secures the important KCS direct award framework for another 5 years.

WORKING CLOSELY WITH STEVE ROYANS, the Bid Team have secured 2 new educational clients for SBS. The University of Lincoln have awarded SBS a 5 year sole supplier framework, which should mean we can help with their AV developments, worth up to £1m each year. Buckinghamshire New University are another new client win for SBS. "They were looking for a strategic partner who would help them upgrade all of their classrooms and lecture theatres as well as their seminar areas", explained Bid manager Charlotte Harrison. "They were looking for an organisation which would be able to add additional benefits of raising the profile of the University and student experiences and that's where all the expertise which we offer helped to win this 5 year supply agreement". On top of this SBS secured its placement on the KCS framework for another 5 years. "It's been a really busy period for our bid team and I'd like to thank Charlotte and Tom for all their work on helping us achieve these successes", said Toby. ☺



SBS are represented at the InfoComm Trade show in Las Vegas.

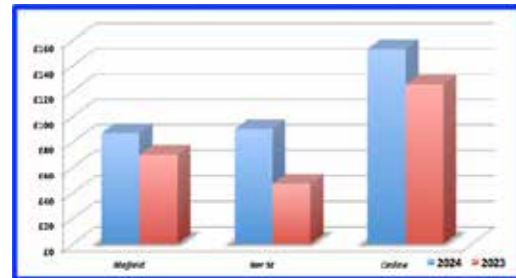
Dan Timms went to Las Vegas in June to represent SBS at the HETMA (Higher Education Technology Managers Alliance) Annual Summit. The event was a valuable opportunity to network with our HE counterparts in the States, featuring key workshops, panels with industry experts and a look at all that is new in technology for the Higher Education sector. ☺



PAUL GILES
Managing Director



The Miele showroom display



RETAIL SALES SHOWS STUNNING GROWTH.

THE RETAIL TEAM have collectively produced one of our best periods of sales growth in Q1. "Every part of our retail operation, including both stores, showed phenomenal year on year growth in the summer, particularly in July", said John Goulder, Operations Director for Snellings and Gerald Giles. "It was as if Roy Snelling our founder was looking down at us willing us on just before our 70th. Anniversary. Our Blofield store was 25% ahead of July last year and Gerald Giles was a massive 91% ahead of July last year. Online too showed growth of +22% compared to July last year. A relatively new brand for us Ninja did really well in the warm weather, with 162 units sold in Q1 worth over £40,000".

Paul Giles, MD added "These are spectacular figures and we worked really hard to achieve them. I'd like to thank all of our team at both our showrooms and all those who work on our web business who collectively produced such good performances. We know the retail backdrop which we operate in is very tough and the high street doesn't often show such growth, so to have achieved the growth we did is very special".



Ninja BBQ

70 1954-2024 Snellings

Snellings celebrates our 70th Anniversary in style.

TO MARK THE 70TH ANNIVERSARY of the first sales made by our Founder Roy Snelling, a special customer event was held in the Blofield showroom. "It was packed and I would estimate we had over 120 people here over the day. We had special activities and a cookery demonstration in our kitchen sales area", said John Goulder, Operations Director. "It was great to see the car park full and people really interested in our products. Phil and the museum volunteers put a nice selection of items from our Museum on display and we had a film of the Queen's Coronation running on one of the museum TV's, which really impressed our customers." And everyone who came walked away with a small memento of a very special day, a special coffee mug to remember us and a voucher to help their spend with us in the future. ☺



KITCHEN SALES SHOW GROWTH

AFTER A PROMISING START, our kitchen sales have started to shine this year. "With 2 orders placed in the same week of May, we've got the year off to a flying start", said Phil Canessa, our Kitchen sales specialist at Gerald Giles. "One kitchen order is booked for delivery in September & the other following shortly (pending completed off plan site works). We also have another 3 potential clients in the pipeline which are looking promising. Whilst more kitchen enquiries would be ideal and welcomed, we are seeing a drop in interest due to the time of year and after investigating this slow period, it seems apparent that the Kitchen industry (enquiries and orders alike), as a whole, tends to drop off until we hit the festive period leading into the New Year. We also have Rick who is taking care of our bespoke kitchen offering and currently has a potential client that we're hopeful to progress in the coming weeks". It's a great start, Phil! ☺



Phil Canessa in the Gerald Giles kitchen showroom

The biggest domestic TV we've ever installed!

JUST IN TIME FOR THE EUROS, installer Dan managed to help one of our customers who wanted a 98 inch Samsung QLED TV set up in their home. 98 inches is the largest domestic TV we have ever installed and it's enormous, even dwarfing Dan, seen in the photo below after successfully installing it. The packaging was massive too, as it almost filled the height of the delivery van. One of the trends in TV's is that consumers are opting for much larger screens in their homes. The latest 2024 Mintel report highlights the growth of using major sporting events with large TV's at home to socialise with family and friends and it's good to see that we are helping our customers to do just that. It's just a shame that England didn't win in the final!! ☺



The importance of having showrooms.

WHILST THE HIGH STREET is a tough place to sell to customers, given all the online competition we face, there are times when having a smart and comfortable showroom makes all the difference. As Charles Slaughter from Gerald Giles explains. "We had a couple who came into the showroom for help. They had a house on Newmarket Road, in Norwich which they were refurbishing. They already had their kitchen sorted but wanted some advice on fitted kitchen appliances. They were after something of high quality and so I showed them our Miele range. As I demonstrated the various options they looked at the set up we had already built in to our new fitted kitchen range showroom and they liked it so much, they bought it in its entirety, spending over £23,000 on their appliances. Also in June I completed another special customer order for £23,500. This was for an international business woman who had completed a Grand Design style revamp of her property in Postwick. It just shows what can be done by having our showrooms". Those are cracking sales, Charles, well done! ☺

Key moments in our history



To mark the occasion of the 70th anniversary of Snellings, we reproduce the infographic which was produced by Tracy Martin to show the progress of the Company from its start to present day. The actual graphic is in the Snellings showroom for customers to reflect on. ☺



SUMMER BBQ, AN EXCELLENT EVENT.

RECENTLY THE SBS TEAM held their summer BBQ in Norwich, to reflect on a good start to the year and to catch up with each other. This year the event was sponsored by new suppliers Exertis and Vestel International, and we were joined by Richard Woods of Exertis and Chris Moore and Alicia Kennedy of Vestel. 🍷



SBS are shortlisted for the 2024 International AV awards.

SBS HAVE ONCE AGAIN been shortlisted for a top international industry award. The International AV awards 2024 have recognised our work with key client UK Atomic Energy Authority. This important project, which was managed by Tris Boler sees us nominated as a finalist in the important Public Sector Project of the Year award. We'll know the outcome later this year. Good luck, Tris and team! 🍷



Tris and Professor Sir Ian Chapman, CEO of UKAEA



Nikos Katsibris and Matt Loveridge help clients in New York and Washington DC.

NIKOS, WHO STARTED WITH SBS as an apprentice in 2021, had a very different job helping engineering manager Matt in New York and Washington DC in the USA. Here he explains what it was like:-

“Matthew and I travelled to the USA to complete audits for A&O Shearman, one of the world’s largest law firms, on the 13th of June and we returned on the 21st. The audits involved testing the AV systems for their functionality and understanding how they worked. We also took notes on what hardware was installed in every room. Prior to the trip we also carried out audits in their offices in London following the same process. This was to understand how the companies operated their technology prior to their merger and to help them come to a potential standard. Carrying out this type of work for such an important potential client felt like a big responsibility, so going into this we put our best foot forward and demonstrated our professionalism and friendliness. We completed the work to the best of our ability without any compromises.

Washington DC was completely new to us but thankfully our good relations with the client meant that they were happy to show us around. We went to a few restaurants in the evening with the client and also did some sightseeing around Washington after work, as that was an opportunity that couldn’t be missed. We also ended up going to a few bars with the client for a few drinks to relax after a long day and to develop strong client relations.

Doing this sort of work is great because it gets you out of the office with boots on the ground where you can see how different systems work and hear client feedback first hand. It also goes without saying that carrying out this sort of work for our company feels rewarding, as in the moment when sharing a beer with the client or you have just finished a day’s work, that went really well and you see the client pleased, you feel like you’re having an impact and that your hard work will pay off in the end for everyone involved. Working closer with Matthew and both of us being outside of our comfort zone and undertaking challenges together definitely, brought us closer, which is priceless”. 🍷