



Anglia Ruskin  
University

## Case Studies

# ANGLIA RUSKIN UNIVERSITY

## Working Relationship

Cambridge, Chelmsford and Peterborough, United Kingdom



**Snelling**  
Business Systems



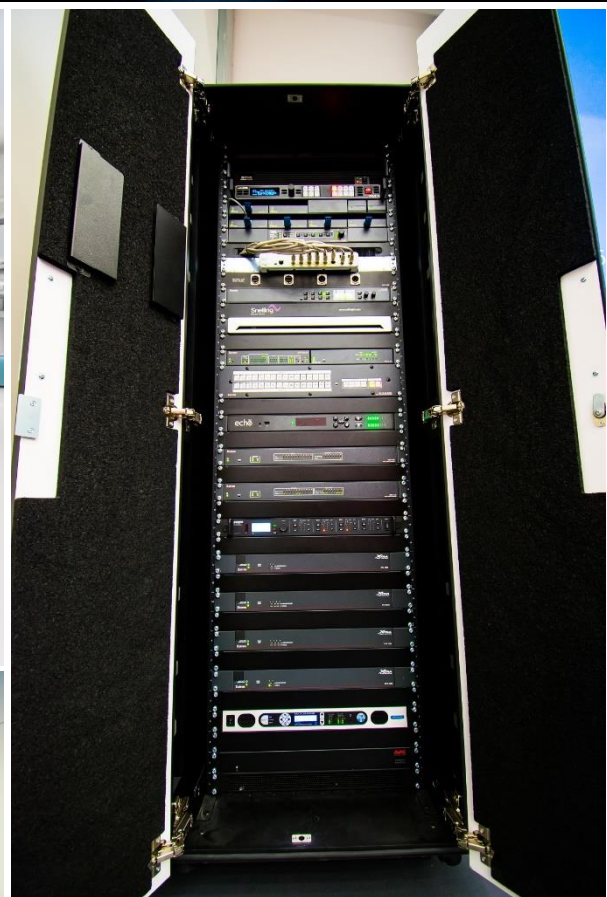
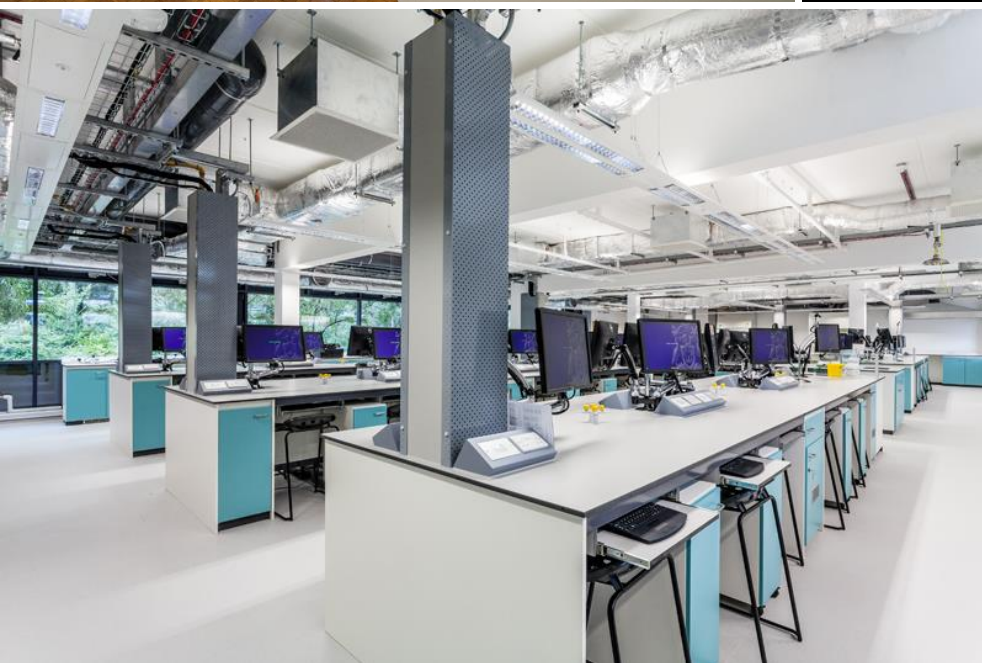
# Introduction



One of the largest UK universities with over 31,000 undergraduate and postgraduate students, across campuses in Cambridge, Chelmsford, Harlow and Peterborough.

#SwitchOnthepossibilities





## BACKDROP

**We have shared a working relationship with Anglia Ruskin University since 2010,** which began with the £10 million Postgraduate Medical Institute (PMI) on the Rivermead campus in Chelmsford.

The project included the design, supply, installation and managed services of highly complex AV systems throughout the building, which posed several technological and building space challenges.

The successful delivery on this project laid the foundation for a strong working relationship with the university. Since our first engagement we have continued to work on projects across the four campuses; projects of strategic importance in teaching space management, which demanded innovation in planning, systems design and engineering.

## NEW BUILD PROJECTS

**University Centre**, the £9.3 million joint venture between Harlow college and Anglia Ruskin university was delivered after PMI, Chelmsford

The 2,400 square metre building is part of a modern campus and includes teaching and learning facilities, a 96-seat lecture theatre, an i-Lab (an IT facility to encourage and inspire creative thought), rich media lecture recording systems, and conferencing facilities. Anglia Ruskin University is one of the few universities in the UK to have established its own Eye Clinic, and complete with teaching rooms and digital signage.

Other developments include design, supply, install and maintenance for the new campus in Cambridge, Young Street featuring clinical skills laboratories, mock hospital wards and an operating theatre, as well as a 200-seat lecture theatre, general lecture rooms, and space for academic and support staff.

**2017** – Science Centre, Cambridge

**2018** – School of Medicine

## REFURBISHMENT PROJECTS

Snelling Business Systems have also delivered a series of refurbishment projects, including:

**2011** - Ruskin Digital Gallery, Cambridge

**2011** - Guild House, Peterborough

**2012** - Fulbourn Hospital Campus, Fulbourn

**2012** - University Campus Peterborough

**2012** - Centrally Bookable Rooms AV Contract (Phase 1)

**2013** - David Building, Cambridge

**2013** - Lord Ashcroft Building, Cambridge

**2013** - Ragged School, Cambridge

**2013** - Centrally Bookable Rooms AV Contract (Phase 2)

**2014** - Centrally Bookable Rooms AV Contract (Phase 3)

**2015** - Helmore Building Refresh

**2015** - SuperLab



**2016** - Compass House and Michael Ashcroft Building Refresh

**2017** - Lord Ashcroft Building (Cambridge) Refresh

**2018** - School of Medicine Summer Refresh

**2018** - Lecture Theatre Christmas Upgrades

## The Ruskin Digital Gallery

First of its kind in the UK, which can display artwork both digitally as well as on gallery walls. In order to give the Ruskin Gallery its desired status, AV technology drawing on some of the industry's latest innovations were installed. These include the world's first 103" 3D Full HD plasma screen (imported by Panasonic from Japan specifically for the project, prior to official launch in the UK).

What made the project challenging project was achieving a seamless blend of state-of-the-art AV technology (which was at the heart of the installation), with the period character of the building.



## Science Centre

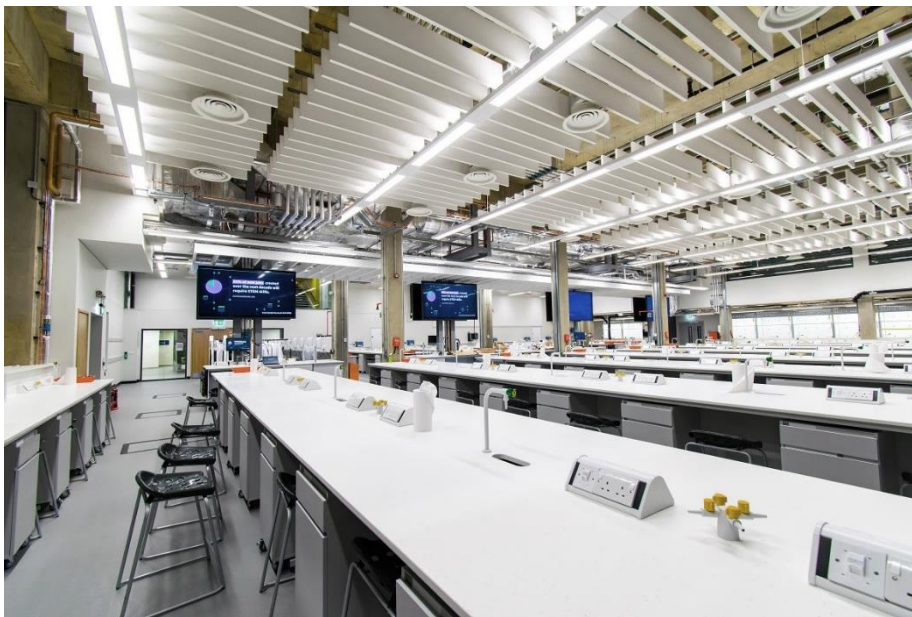
The Science Centre is a new £45 million facility at the Cambridge campus, which brings six research departments under one roof, and enables the recruitment of more students to meet the increase in demand for their courses.

More pertinently, consolidation of courses has created larger group sizes, and inevitably this created a requirement for larger, more flexible spaces.

- ✓ Scale-up the hugely successful Superlab concept (ARU Chelmsford campus, 2015) to accommodate up to 200 students, and capable of delivering up to four separate laboratory sessions simultaneously.
- ✓ 294-seat lecture theatre to accommodate larger cohorts attending theoretical lectures, with a 4610 x 2590mm LED Display system capable of up to Full HD resolution.

**The brief lay specific focus on flexibility:** in the sense that the physical location of the student and lecturer does not matter anymore.

For example, at the Superlab, whether a student arrives late to the lecture, or when the student is not sat at the same bench as the lecturer – they can start and finish the lecture without a hassle or interruption.



## TESTIMONIAL

**“Our SuperLab is a perfect example of using advanced technology to create new opportunities for teaching and learning at all higher educational levels.**

It is not only a great experience to teach using these facilities, but also enjoyable for our students as their stations are equipped with AV systems beside laboratory kit and instruments. Furthermore, the unique design and structure of the lab permit teaching up to four groups at the same time, which helps facilitate our timetabling”.

**Dr. Mohammad Najlah**  
**Senior Lecturer of Pharmaceutics, Anglia Ruskin University**

“SuperLab on our Chelmsford Campus was finished in time for first use in September 2015. This project was a first of this kind of teaching space for the university and ARU initially invited Snelling Business Systems to submit a range of technology designs for implementing the visual and audio. Over a period of several months Snelling Business Systems worked with ARU’s Faculty of Medical Science and IT Services as well as the builder and other trade contractors. From an initially loose specification towards refining the specification and the designs, and eventually settling on a novel design using SY Electronics Apollo 4Ks and Modular Multi-Format Matrices to provide the most flexible solution with minimum AV cost.

Snelling Business Systems arranged for equipment demonstrations and built two proof of concept systems, one before the lab was even built to prove to non-technical academic staff that the technology could deliver what was wanted, and another in the lab to demonstrate the final configuration before rolling out the complete installation. Snelling Business Systems installed all equipment in the Lab ensuring fail-safe fits, easy to care for and maintain within the lab furniture. This was a challenging project with very tight and unmovable deadlines and working with moving objectives as ARU’s understanding of new course demands evolved.

Snellings’ project planning reacted to this and other changes, with the final lab being delivered by the agreed deadline. The AV system has already proven its worth with classes able to relocate from one part of the lab at no notice. Lab technicians and students both are using the capabilities of this new facility as it becomes timetabled more”.

**Julian Luttrell**  
**Assistant Director, Media & IT Services, Anglia Ruskin University**

# ABOUT US

In plain speak, we are an international supplier of integrated audio-visual systems, environments and communications technology; we design, integrate, install and maintain robust AV systems and environments.

But 'how' we do it isn't quite so plain.

Our roots go back to 1954 when Roy Snelling started his business out of a redundant Victorian laundry installing and servicing Television and Radio sets in the earliest days of broadcasting.

Roy Snelling witnessed a major transformation as more and more TV and Radio sets found a place in homes- there was a whole new way for people to interact, engage and consume information

The same purpose for which AV systems and environments are designed and built for.

As we continued to grow and evolve, we nurtured what we learnt along the way in our internal culture and design/engineering philosophy – for example, 'how AV environments can change teaching and learning spaces to minimise cost, maximise productivity and optimise space utilisation'.

At the same time, how do we continue to uphold the Snelling Philosophy? Audio Visual Excellence. Operational Simplicity.

We deliver all aspects of audio visual integration from design to supply, integration, installation and on-going maintenance - all backed by a service ethic which continues to carry the Snelling signature of quality. Based in London and Norwich, we have maintained our portfolio of major clients and diverse projects across Higher Education, Corporate, Public Sector, Defence, Retail, Hospitality and niche projects.





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