

Case Studies

CIVIC SUITE UPGRADE

Single-phase project for upgrades to Council Chamber
Audio-visual infrastructure

Southend-on-Sea
Essex, UK



Introduction

AV UPGRADE FOR LOCAL AUTHORITIES

Snelling Business Systems were tasked with supplying a high quality and value for money replacement for their existing 115-Seat congress audio system. The tender demanded a system with a lifespan of no less than 10 years and required equipment.

The aim of the project was to replace the existing and rather antiquated PA system used in its Council Chamber, with a new system which would deliver a dual purpose; the provision of quality sound for all Council Meetings held within the Chamber and the facility to create greater inclusion for residents across the borough.

Webcasting of Council Meetings - The installation therefore required a quality system, fully compatible with a digital encoder which would enable the webcasting of Council Meetings and other events and allow anyone with a computer or wireless device to hear and view the meetings that shape their town.

1. THE SOLUTION

In order to meet the client requirements for dual use, we partnered with Shure Distribution UK to examine the client requirements. We equipped the 115-delegate conference system from Shure DIS, one of the world's leading brands of advanced conference electronics.

The supplied Shure DIS DDS 5900 Digital Discussion System enabled the following diverse functions within the chamber:

- Discussion
- Interpretation
- Grouping
- VOX (voice activation)
- Audio scrambling

The audio system was delivered with the installation of Gooseneck microphones and discussion units, combined with Central Unit amplifier, which features a fully digital audio transmission of the floor channel as well as two channels of interpretation.

In addition, the project demanded the removal of the old antiquated hardware and cabling, to be replaced with CAT6 cabling, as well as the integration of state-of-the-art technology into the existing furniture, to maintain the aesthetics of the Council Chamber.

2. THE RESULTS

IMPROVED SPEECH INTELLIGIBILITY

As a result of the successful delivery of the congress system and the dual utilisation of the solution presented by Shure & Snellings, the Council can now deliver increased accessibility, participation and transparency in the democratic process.

"We are very impressed with Snelling Business Systems both in terms of workmanship and delivering the installation to meet the project's primary goals of replacing the aging audio system and delivering web-casting."

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 in rural Norfolk, selling 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 many AV systems and environments today are designed and built for.

Over the years our experience led us to ask ourselves the obvious question.

“How can we use the potential in AV systems and environments for sensory engagement, to unlock possibilities for businesses to interact with and engage their audiences”?

As we continued to grow and evolve, we nurtured what we learnt along the way in our internal culture and design/engineering philosophy. Therefore, you'll find our design/engineering teams thinking how AV systems design and engineering can change workspaces, minimise cost 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 the supply, 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 and aerospace, retail, religious, healthcare and niche specifications.