



Voice



IT



Data



Mobile

## Case Study



**silver lining**  
communication innovation

### Company

Silver Lining  
Convergence Ltd.

### Industry

Telecommunications  
and IT Services

### Headquarters

Whiteley, Hampshire

### Founded

2007

### Services

- Telephone Systems
- PCI Compliance
- IT Solutions
- Cloud Platform
- Connectivity
- Mobile Packages
- Managed Services
- 24/7 Support

### Awards

- The News Business Excellence Awards 2015: Innovation of the Year
- The News Business Excellence Awards 2016: Community Contribution

## New office, new staff - Silver Lining goes from good to great with 2015 office move

We have invested a huge amount of money and time into our business over the last year. We have tried to create an environment where staff members can grow and develop whilst providing a great place to work.

Silver Lining started off in an industrial unit in Gosport. Although it was initially a good place to work, we soon found ourselves outgrowing it and with only a single meeting room we needed a place to accommodate our ever-expanding team.

Silver Lining's MD Allan Packer and his business partner recently purchased The Granary, a derelict landmark building in Whiteley, and worked with the local authorities and tradesman to renovate the premises into office space. After investing more than £450,000, Silver Lining's growing team have now settled into the building. Staff morale is at an all-time high. Silver Lining now have an acre of land, a break out area and a large car park to accommodate all the staff.

With the growth of the business we have also improved the structure within each department. All employees including managers and supervisors receive individual leadership/development training plans to ensure everyone has a personal development goal. This new structure, combined with the clear career paths that are available to staff members, has led to excellent morale and great staff retention. Many employees come in to work early to utilise the excellent facilities and don't finish until past closing time because they see the value in the business.

*"Silver Lining is a fantastic place to work; the location is beautiful with plenty of open space for all of us. We used to work in a small unit on an industrial estate and although we always had a great time the location didn't help with morale; now we are at the Granary it's like the icing on the cake. We have it all - great management, great staff and a great location."*

**- Kristianne Gibbs, Sales and Marketing Supervisor**

## Community Events

Silver Lining also host a number of other community engagements including putting on 3 free events every year for the local community. We host a free Santa's Grotto, Easter Fete and Summer Fair. The cost of hosting these events is paid for by Silver Lining and staffing is provided by Silver Lining employees and their friends and family. This means all the money raised at these events goes to charity.

We have also hosted educational seminars on such topics as Cloud IT and SIP telephony, both on our own premises in Whiteley and in London.

## Charitable contributions - giving back

We have been supporting a number of local causes and charity events for some years now. However, we have had the most involvement in The Cystic Fibrosis Trust and the Southampton Hospital Charity Adult CF Unit.

Silver Lining's HR Manager Debbie Packer organised the Cystic Fibrosis Autumn Ball in 2014, raising £42,000 for the CF Trust. Debbie and several of the team are organising the 3rd Autumn Ball taking place this October.

We also support two elements of the Cystic Fibrosis Unit at Southampton General Hospital. We provide free high speed Internet, IT infrastructure and media services, provisioning, management and support. Patients now have access to iPads which are configured and managed by our MD Allan Packer and supported for free by Silver Lining, laptops, large flat screen smart TV's with Netflix and unlimited free internet, all of which help improve quality of life for patients spending long periods in the hospital.

Allan has dedicated days of his time to install equipment free of charge and worked to have this technology installed within the hospital itself, leading to a rollout of Wi-Fi and smart TVs to other areas of the hospital free of charge. The first expansion saw services installed into Ocean Ward, which houses the paediatric congenital heart unit. A leading children's cardiac unit in the UK, Ocean Ward looks after a large number of patients and within a month of free internet access over 1500 unique devices had connected. Phase two will see us install smart TVs on the ward to improve the lives of parents and children spending long periods in the hospital.

Another local charitable venture we contribute to is the Highlands Hub, which provides essential ICT and meeting facilities to the local area around Fareham Park, one of the UK's most deprived. Access to internet service is particularly challenging and can make searching for jobs, housing and advice difficult. We provide free phone lines, connectivity and secure IT infrastructure. We initially installed 5 dumb terminals, print & fax facilities, networking and Wi-Fi hotspot. We are committed to providing ongoing support; should the Hub wish to expand, we will be on hand to help.

Very recently, Silver Lining have contributed to the establishment of a brand new charity, The Beau Halo Trust, which offers support to bereaved parents. We offered funding assistance to help the Trust reach charity status, and our in-house design team provided branding and a website, while our marketing team dedicate a small amount of time each week to assist with social media activity and management.

Silver Lining also have a tuck shop in the office and donate all money raised to a different charity each month, from annual events like Sport Relief and Children in Need to good causes such as Macmillan and Huntington's.

0845 313 11 11  
silver-lining.com

