
TVS Corporate Sponsorship

Tina Chambers – TVS Trustee. Dawn Rush - Pink Marketing

Our Aim and Mission

The over arching aim of the TVS is:

“to provide expertise in wound management”

Our Mission is: “to disseminate information, promote research and increase awareness of all aspects of good clinical practice in wound prevention and management”.

Corporate Sponsorship

Our partnership with industry is essential for both our members and our charitable organisation. We feel it is vital that we continue to work together if we are to have a realistic and cohesive strategy to improve patient outcomes that builds on innovation. Our industry partners enable us to develop and implement this strategy in a fair and transparent context whilst providing valuable skills in business and marketing.

About the TVS

- Established in 1980, the Tissue Viability Society (TVS) attracts members from all healthcare professions involved with wound management and prevention
- The TVS currently has over 600 members - primarily nurses but doctors, pharmacists, bioengineers, podiatrists, commercial members and clinical scientists are also represented.
- We welcome all practitioners and members of industry who wish to see the advancement of wound prevention and management practice.
- We also aim to advance multidisciplinary partnership to achieve excellent patient outcomes.
- We have a history of remaining clinically independent. This independence is seen as a key strength and respected element of the TVS.
- Working with Industry to help improve knowledge and practice in wound management and prevention plays a major role in achieving our aim of “providing expertise in wound management”.

Our Trustees

- **Linda Primmer (Chair)** - Tissue Viability Nurse Specialist, NHS Lothian Edinburgh.
- **Tina Chambers** - Independent Tissue Viability consultant.
- **Dr Jeannie Donnelly (Vice Chair)** - Lead Nurse, Tissue Viability at Belfast Health and Social Care Trust.
- **Ina Farrelly** - Director of the Centre of Excellence and Innovation, Lead Podiatrist, Accelerate CIC.
- **Sarah Gardner** - Independent Tissue Viability consultant
- **Dr Jemell Geraghty** - Nurse Consultant Tissue Viability, Turning Point.
- **David Hibbitt** - Global Marketing Manager, Advanced Medical Solutions.
- **Rachael Lee (Treasurer)** - Clinical Pathway Lead for Integrated Care at Leeds Community Healthcare NHS Trust.
- **Natasha Levy** - Senior Lecturer at Department of Health Sciences, University of Huddersfield.
- **Dr Liang Qin Liu** - Research Fellow/Lecturer in Centre for Critical Research in Nursing and Midwifery (CCRN), Adult, Child and Midwifery, Middlesex University, London.
- **Sharon Neill** - Tissue Viability Nurse Specialist (Trust Team lead), Northern Health & Social Care Trust.
- **Professor Jane Nixon** - Deputy Director of the Leeds Institute Clinical Trials

Research, University of Leeds.

- **Fran Spratt** - Lead Nurse Tissue Viability, Southampton University Hospitals NHS Foundation Trust. Trustee since 2014.
- **Nikki Stubbs** - Independent Tissue Viability consultant.
- **Joanna Swan** - Lead Tissue Viability Nurse at University Hospitals Birmingham NHS Foundation Trust.
- **Gill Sykes** - Advanced Podiatrist at Harrogate and District NHS Trust.
- **Connie Traynor** - TVN/Plastics, RGN, BSc, MSc, BMI Healthcare
- **Kate Williams** - Wound Clinical Nurse Specialist at Leeds Community Wound Prevention and Management Service.

Co-opted Trustees

- **Clare Greenwood**, Clinical Nurse Specialist, Leeds Teaching Hospitals
- **Victoria Murray**, Clinical Specialist – North Europe Region, 3M
- **Samantha Wharton**, Tissue Viability Nurse, Buckinghamshire Healthcare NHS Trust
- **Dan Bader (Editor of the Journal of Tissue Viability)** - Professor of Bioengineering and Tissue Health, University of Southampton and Editor of the Journal of Tissue Viability.

What we do

What we do – our annual conference

- Our TVS conference is always approved by the MedTech Conference Vetting System and delivers an unequalled programme of high-quality independent education
- Our event is one of the most sought-after conferences to attend by Tissue Viability Nurses and other top-level HCPs
- With the provision of Educational Grants, we attract around 350-400 highly desirable HCPs to our event – proving that the model works
- We have more Grant applications than we can fulfil showing the high demand for places
- The feedback from delegates is excellent and we work hard to make it as successful for our industry supporters

TVS 2021 – The Conference

- This year we have decided to take our annual conference virtual and spread it over **5 days from 20th – 24th September**
- We have a simple but effective method of delivery that we feel will be popular with exhibitors and delegates alike
- The conference will be FREE to all UK HCP's and we expect to attract a wide audience
- The popular Wounds Research Network scientific meeting will be a part of the meeting – attracting surgeons and research professionals
- For industry we offer a cost-effective virtual exhibition space and the opportunity to hold a symposium – something we have traditionally not done
- As usual the programme will be packed with great educational content and we will have:
 - Mostly live presentations
 - Bitesize sessions
 - Discussion forums
 - Workshops
 - Posters and Free Paper sessions
 - Company Symposia

What we do – FREE Study Days

- Our programme of FREE Study Days is one of our key educational resources and we aim to hold these regularly with 12 Foundation Study Days and 6 Advanced Study Days
- We have been using the zoom platform to deliver our virtual study days which have been hugely popular with industry.
- We have consistently had between 100 and 150 delegates present even during the pandemic with the most recent Advanced day reaching 179
- The innovative way we deliver the events ensures that company representatives get time with ALL the delegates present
- The virtual format means that less time is spent travelling, setting up etc
- It is a cost-effective way to meet a range of HCP's and we offer the opportunity to send a pack of resources and where GDPR allows, share their details

What we do – FREE Study Days

We run 2 types of event now:

Foundation Study Days

- A half day session aimed at Care Assistants, General Nurses, Trained Nurses and those returning to clinical practice to update their knowledge.

The following topics are covered:

- Pressure ulcer prevention and management
- Wound assessment and management

Advanced Study Days

- Aimed at specialty areas such as Paediatrics, Lower Limb, SSI etc and designed for those who are confident in wound assessment and

dressing selection and for Registered Nurses and Allied Health Professionals.

Advanced Study Days with the following topics are being planned for 2021:

- Wound care for children
- Infection and surgical wounds
- Lower limb
- Pressure ulcers and Moisture Associated Skin Damage (MASD)
- Writing business cases and publications

What we do - Journal

- The Journal of Tissue Viability is the official publication of the Tissue Viability Society and has been published by Elsevier Ltd since January 2008.
- This journal, indexed in several electronic databases, covers all aspects of the growing field of Tissue Viability.
- Each issue contains a mix of publications ranging from systematic reviews, reports of randomised controlled trials, laboratory studies, case series and individual patient histories. The 2019 Impact Factor for the journal is 2.410
- As a Corporate Sponsor you receive a number of copies of the journal FREE. You can also get online access to the journal for FREE
- Advertising in the right journal can be a valuable part of your marketing strategy. Our Corporate A or B sponsors are also entitled to a reduced rate of advertising

What we do – Education Endorsement

- We are working with our industry partners to help bring more, high quality, independent, endorsed education to people with an interest in skin and wound care in line with our aim and mission.
- We ensure that all education endorsed by the TVS is:
 - Of a high quality in line with the TVS endorsement standards
 - Meets any stated learning objectives or outcomes
 - Is evidence based
 - Is free of any product bias or promotion
 - Is accessible to members and people with an interest in skin and wound care



What we do – Education Endorsement

- The TVS are widely recognised as an independent organisation who are staunchly unbiased in their stance and as such will only endorse non-promotional education.
- We are known for having high standards in all of our areas of influence. Endorsement from the TVS is a confirmation of your course or module meeting the high standards set by us.
- We are the only UK Charitable organisation to offer endorsement specifically for wound management and tissue viability.
- Our trustees, who are responsible for Education Endorsement, are all well respected, highly trusted Key Opinion Leaders who are working clinically, academically or in a research and are up to date with current standards of care, policies and procedures, teaching techniques and research.
- Our endorsement lasts for 2 years, with an opportunity to renew at a reduced cost
- We promote your endorsed education on our website.

What we do – Skin Care Champions

- Due to the impact of Coronavirus, awareness of the whole Care Home/Home Care sector has risen dramatically, and the nation has recognised and applauded the essential role played by carers in the healthcare system. However, training for these essential workers can be extremely variable due to resource and financial constraints.
- The TVS are working with these organisations to provide easily accessible, cost-effective training and education



Introduction

Working with Care Homes and Home Care Agencies to help improve knowledge and practice in skin care and wound management plays a major role in achieving our aim of "providing expertise in wound management".

We are delighted to be able to offer this educational programme & network and hopefully have the opportunity to work with you.



Tissue Viability Society | Skin Care Champions Programme

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What we do – Skin Care Champions

How it works

- A care home or home care agency can sign up to the SCC programme for a minimal fee and nominate one of their team to become a champion and one of their managers to be a part of the programme.
- We will deliver monthly education virtually, offering a full programme of sessions covering everything from basic skin care to pressure ulcer prevention and skin tears.
- Quarterly virtual meetings will also be offered to the relevant Managers of member Care Home and Home Care organisations
- Separate closed discussion groups will be moderated by TVS trustees for both the Skin Care Champions and the Managers
- Online resources will be available through a private password protected area on the TVS website
- The TVS are employing an educator to run the programme
- Opportunities for industry to support the programme are being considered

What we do – Legs Matter

The TVS were instrumental in setting up the Legs Matter Campaign which still operates under the governance of the TVS.

This is what the LM campaign exists to address...

Every day, thousands of people's quality of life is devastated by the lack of support and advice on the prevention of lower leg and foot conditions and the failure to correctly diagnose and treat them. **We're determined to change this.**



THREE POINT LEG CHECK

We know that your legs and feet probably haven't been top of your list recently, but it's time to give them some attention. Even the smallest change to the way they look or feel can be a sign of something more serious.

That's why we're asking everyone to check their legs and feet and to speak up if things aren't looking or feeling right.

01. SKIN

Check the skin on your legs and feet for any change in colour or texture, including dry, scaly or red skin, or skin that's hot to touch. A cut, blister or insect bite that **hasn't healed after two weeks is not normal** and needs to be seen by a nurse or podiatrist. Make an appointment at your GP surgery.

02. SHAPE

Swollen legs or feet are your body's way of saying that something isn't right. This might be because of an injury or it could be a sign that your veins or lymphatic system aren't working as well as they should. If your legs or feet are uncomfortably swollen, they need to be seen by a nurse or podiatrist. Make an appointment at your GP surgery.

03. FEEL

It's normal to feel occasional cramp in your legs when walking but if it happens a lot, it could be a sign that your body's circulatory system isn't working as well as it should. Tired, throbbing and painful legs can also be a sign that something's not right – ask your pharmacist for advice or make an appointment at your GP surgery.



WHAT ARE YOUR LEGS AND FEET TRYING TO TELL YOU?
#LEGSGETLOUD

LEGS MATTER!

legsmatter.org

What we do – Legs Matter

Legs Matter is nationally recognized campaign, these are some of the activities that support that:

- Holding a highly successful awareness week every year – last year was virtual with the Legs Matter Lounge
- Running a vibrant website which has valuable information for patients and HCP's and attracts over 1500 visitors per day
- Funding a full PR campaign which highlights the problem to the general public – last year we reached 1.15M people with articles in national magazines and newspapers
- Being involved in a wide range of publications and events
- Working with government organisations and lobbying MP's
- Providing a range of FREE educational materials for clinics, surgeries, pharmacies and the general public

Stop the Pressure

- Last year we worked with various companies and NHS improvement/NHS England to support the Stop the Pressure campaign
- The group provided a range of resources both physical and online for healthcare professionals to help them support the Stop the Pressure week
- We also managed to run a Stop the Pressure Pub Quiz!
- This year we will be running an even bigger campaign and are currently working on the details following the first project meeting
- We are looking for companies to help support this initiative



What we do - WReN

The Wounds Research Network (WReN) is funded by a grant from the TVS and was initiated by a small group of professionals involved in wound research. Good-quality research is essential to underpin clinically proven and cost-effective wound prevention and treatment.

The UK research community is highly active in wounds' research, but at present there is no unifying organisation to link research-active individuals and communities with each other and with research active

NHS centres. One of the aims of the Network is to overcome this barrier.

Target Groups

WReN actively seeks to recruit a diverse range of stakeholders and clinical and academic professionals with an interest in wounds research, for example:

- Surgeons
- GPs
- Diabetologists
- Dermatologists
- Podiatrists
- Nurse Specialists

- Service Users
- Statisticians
- Health Economists
- Clinical Trialists
- Trial Managers
- Clinical Research Nurses
- Trainees

NEW - The Network will be running training courses this year for clinical trials personnel working in industry – these will be headed up by surgeons and research professionals from WReN

Webinars

We are running a programme of 10 educational webinars (name yet to be decided!) over the next year – this is a new area for the TVS and one which we are very excited about. Building on our success with virtual study days we hope to attract an audience of multidisciplinary HCP's who are interested in skin health and wound healing

- Some will be purely TVS content, some will be company sponsored (though still educational)
- They will run in an evening and last approximately an hour and will be FREE to attend
- We hope to have between 2 and 4 speakers for each one with a TVS moderator
- They will be heavily promoted on social media and our website and database

A few statistics

Website

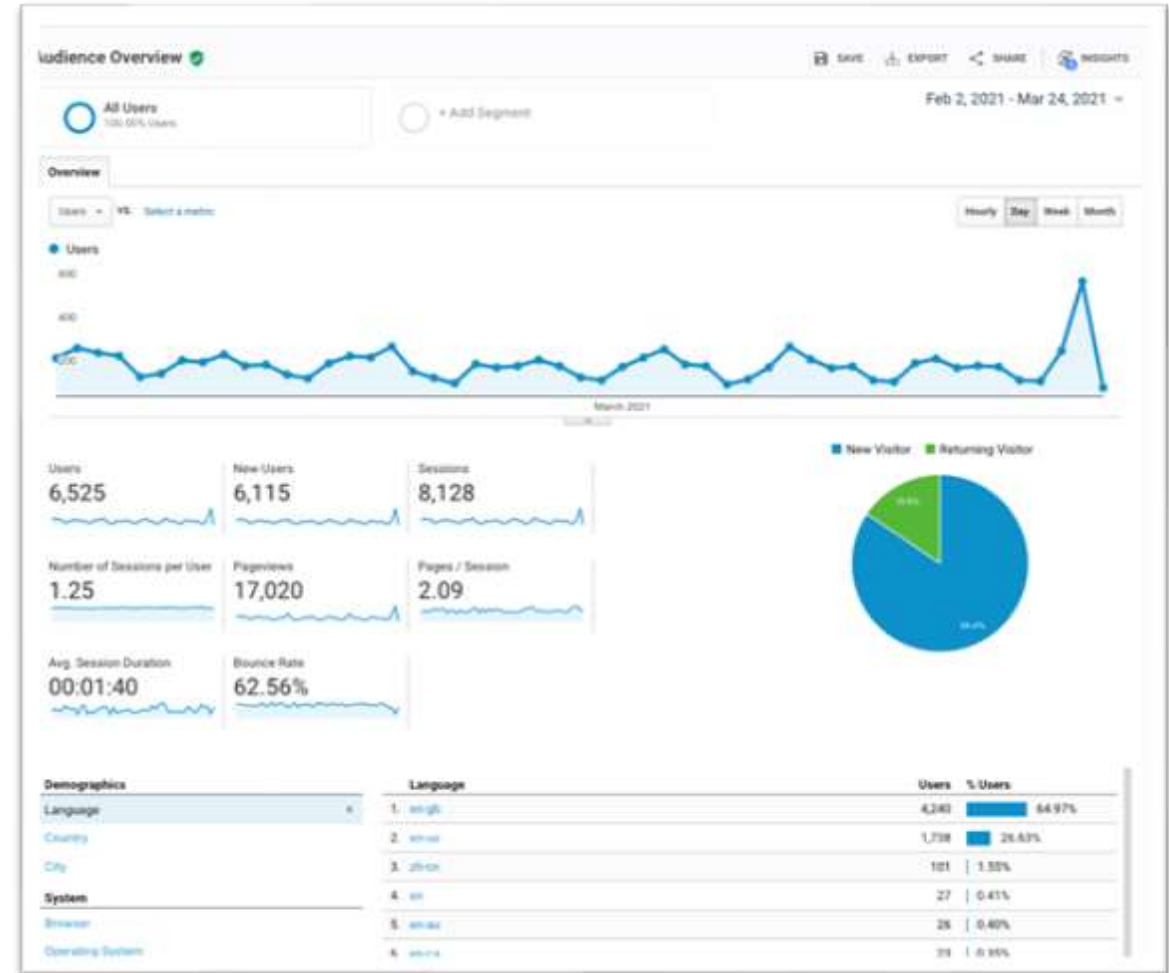
Over 108,000 page views in 2020, ytd 2021 already almost 30,000

- November 2020
- Build up towards EWMA and actual conference
- Over 2 minutes average session time



Website

- Feb/March 2021
- 1 min 40 average duration
- Consistently hitting over 200 visitors per day
- Huge peak for study day



Social Media - Twitter

- We have over 5.5k followers and some excellent engagement

Impressions	Engagements
34,954 ↗29.4%	975 ↗13%

TVSUK Mon 3/1/2021 7:30 pm U...

BREAKING NEWS 📢 - we are taking **#TVS2021** - The Conference VIRTUAL... 20>24




Total Engagements 251

Likes	51
@Replies	3
Retweets	18
Post Link Clicks	-
Other Post Clicks	179
Other Engagements	0

TVSUK Mon 3/22/2021 9:01 am ...

Our first ONLINE Advanced **#TVSStudyDay** focussing on lower limb and foot care is



Total Engagements 110

Likes	14
@Replies	2
Retweets	5
Post Link Clicks	-
Other Post Clicks	89
Other Engagements	0

TVSUK Tue 3/2/2021 12:00 pm ...

WE ARE HIRING! Could you design and deliver training to our Skin Care Champions?




Total Engagements 103

Likes	12
@Replies	0
Retweets	10
Post Link Clicks	42
Other Post Clicks	39
Other Engagements	0

Social Media

- Facebook – growing well (over 3k followers) and great for getting bums on seats at events!
- We plan to invest in paid advertising this year, focused particularly around our conference and webinar programme which should result in a big growth in audience

 **Tissue Viability...**
Mon 3/22/2021 2:01 am ...

Our first ONLINE Advanced **#TVSStudyDay** focussing on lower limb and foot care is




Total Engagements	140
Reactions	5
Comments	24
Shares	1
Post Link Clicks	-
Other Post Clicks	110

 **Tissue Viability...**
Tue 3/23/2021 4:24 am P...


Thanks to **@ThesisTech**
@SmithNephewPLC
@EvolanPharmaUK @essit



Total Engagements	57
Reactions	5
Comments	5
Shares	2
Post Link Clicks	-
Other Post Clicks	45

 **Tissue Viability...**
Tue 3/2/2021 4:00 am PST

WE ARE HIRING! Could you design and deliver training to our Skin Care Champions?



Total Engagements	46
Reactions	7
Comments	1
Shares	3
Post Link Clicks	30
Other Post Clicks	5

Social Media

- LinkedIn – this is a fairly new platform for the TVS but is growing brilliantly!
- We plan to do more on LinkedIn – particularly relating to projects like Skin Care Champions, WReN and Education Endorsement

Impressions	Engagements
4,125 ↗33.4%	282 ↗57.5%

Tissue Viability Society **in** Tissue Viability...
Mon 3/1/2021 7:30 pm U...

BREAKING NEWS 📢 - we are taking #TVS2021 - The Conference VIRTUAL... 20-24



Total Engagements 64

Reactions 34

Comments 2

Shares 8

Post Clicks (All) 20

Tissue Viability Society **in** Tissue Viability...
Thu 3/4/2021 6:14 pm UTC

We are seeking an experienced clinical Educator to join the TVS Skin Care



Total Engagements 35

Reactions 15

Comments 0

Shares 5

Post Clicks (All) 15

Tissue Viability Society **in** Tissue Viability...
Tue 3/2/2021 6:03 pm UTC

We're planning our programme for #TVS2021 VIRTUAL. Lots of different



Total Engagements 26

Reactions 16

Comments 0

Shares 4

Post Clicks (All) 6

Email Marketing

- Our database is constantly growing we currently have 3371 signed up
- We regularly communicate with the database including a selection of industry sponsored e-news
- Our E-news have fantastic open rates at +20% for company e-news communications

Corporate Sponsorship Packages – what's new

The TVS Round Table

The TVS Round Table (exclusively for Corporate A Sponsors) Getting feedback from clinicians on your new product developments or your latest educational initiative for example can be both challenging and expensive

- As a TVS Corporate A Sponsor you are entitled to one TVS 'Round Table' meeting per year. The Round Table is a flexible new initiative that we are adding to our Corporate A sponsorship package and consists of:-
 - A Zoom video meeting – One 2 hour video conference meeting per year with our TVS Trustees
 - Up to 5 TVS Trustees will attend – You can specify which trustees you would prefer to attend, based on the content of your Round Table or the TVS can recommend trustees with the relevant background if you are unsure.
 - Your own agenda – This can be your opportunity to get feedback on a particular product, a new initiative, an educational platform or more

Social Media Take over

Social media 'take-overs' (exclusively for Corporate A Sponsors)

These can be a great way to get your message out to a different social audience. Corporate A sponsors have the opportunity to take part in a 'TVS Social Media Takeover'.

- This lasts for one day with up to 8 pre-approved posts that we will share on our platforms. The Take-over will be advertised in advance and we will be as active as possible in helping to share your message and make it a success for you.

Social Media Promotion

Social media posting (exclusively for Corporate A and B Sponsors)

As a society we are very active on social media and enjoy great interaction and growth on our chosen platforms (Facebook, Twitter, LinkedIn and Instagram).

- As a Corporate A or B Sponsor, we will put out a number of social media posts for you over the year.
- The content can be of your choosing but must not be product promotional, it can however relate to education or corporate initiatives.
- We also do ad hoc sharing, tagging and mentions where appropriate

The Packages - Sponsorship Year 2021-2022

Level of Sponsorship	A	B	C
Cost	£10,000	£5,000	£1,500
Conference			
Educational Grants - Educating Healthcare Professionals (HCP's) is a key goal of our Society and a substantial part of your sponsorship goes towards the provision of a range of Educational Grants for HCP's to attend Wound Management Conferences including The TVS Conference, The EWMA Conference and the EPUAP Conference. You will be widely acknowledged on all communications to grant winners, on social media and on various display and printed material at our Conference	10	5	1
Exhibition Space Discount - Exhibiting can be costly so we offer our A and B corporate sponsors a reduction in the cost of exhibiting at our Conference.	20%	10%	0
Priority Booking for Exhibition Space - Getting the right space at an exhibition can be vital and the TVS Conference is no different. As a Corporate Sponsor you will have priority over non-sponsors when booking your exhibition space at our conference. Corporate A's will be given first priority, B's second and C's third.	First Choice	Second Choice	Third Choice
Recognition on Conference Media - As a TVS Corporate Sponsor you will receive recognition for your sponsorship at our conference on various media. This could include (depending on your level of sponsorship): Banner stands, Programme Booklet, E-communications, Slides The higher your level of sponsorship the more media your company logo will appear on.	Yes	Yes	Yes
Conference Social Media - We have a strong Social Media programme at our TVS Conference and every exhibitor will get a mention, both when you book a stand and pre, during and post meeting too	Yes	Yes	Yes

Level of Sponsorship	A	B	C
Cost	£10,000	£5,000	£1,500
Education			
Foundation Study Days - Our programme of Foundation Study Days is very popular, with each meeting attracting between 40 and 100 delegates. We have recently taken the step to make our Study Days virtual and have had excellent feedback from both exhibitors and delegates. Corporate A and B sponsors benefit from a reduction in the cost of exhibiting at these days (These are sold to non-corporate sponsors at £500 a day)	3 study days FREE, others £300	3 Study Days at a 50%, others £300	Full cost (£300)
Advanced Study Days – NEW! - Our NEW programme of of TVS Advanced study days is attracting a significant audience of high-level HCP's and again we have recently decided to go virtual with these events. Corporate A and B sponsors benefit from a reduction in the cost of exhibiting at these events	£300	£400	Full cost (£500)
Priority Booking - So that each company can have a reasonable amount of time with delegates we limit the number of companies that can attend our virtual and face to face study days. As a Corporate Sponsor you will have priority over non-sponsors when booking your space at our study days. Corporate A's will be given first priority, B's second and C's third.	First Choice	Second Choice	Third Choice
Webinars			
Priority Booking for Webinars - Sponsored Webinars are a new area for the TVS and we will be holding 4 sponsored webinars per year. As a Corporate A sponsor you will have priority in booking one of these events over other organisations	Priority Booking	None	None
Website			
Recognition on the TVS Website - Your company will be fully acknowledged as a TVS Corporate Sponsor on the TVS website with links back to a page of your choice on your own website	Yes	Yes	Yes

Level of Sponsorship	A	B	C
Cost	£10,000	£5,000	£1,500
Online media			
Our Database - The TVS has a growing database of around 3,600 TVN's and other multidisciplinary HCP's. Our company newsletters get open rates of around 20-30% - excellent for this industry. As a Corporate A sponsor you can send one E-newsletter to the database per year. The content is completely of your own choice and you will be provided with full analytics following the distribution of your communication.	1	0	0
E-News Acknowledgement - The TVS sends out around a minimum of 12 E-newsletters to its database per year and our Corporate A sponsors are fully acknowledged on each of these communications.	Yes	No	No
Social Media Posts - As a society we are very active on social media and enjoy great interaction and growth on our chosen platforms (Facebook, Twitter, LinkedIn and Instagram). As a Corporate A or B Sponsor we will put out a number of social media posts for you over the year. The content can be of your choosing but must not be product promotional, it can however relate to education or corporate initiatives. We also do ad hoc sharing, tagging and mentions where appropriate	12 posts per year plus ad hoc	6 posts per year plus ad hoc	Ad hoc
Social media 'take-overs' NEW! – These can be a great way to get your message out to a different social audience. Corporate A sponsors have the opportunity to take part in a 'TVS Social Media Takeover'. This lasts for one day with up to 8 pre-approved posts that we will share on our platforms. The Take-over will be advertised in advance and we will be as active as possible in helping to share your message and make it a success for you.	Yes	No	No

Level of Sponsorship	A	B	C
Cost	£10,000	£5,000	£1,500
General			
<p>The TVS 'Round Table' NEW! - Getting feedback from clinicians on your new product developments or your latest educational initiative for example can be both challenging and expensive.</p> <p>As a TVS Corporate A Sponsor you are entitled to one TVS 'Round Table' meeting per year. The Round Table is a flexible new initiative that we are adding to our Corporate A sponsorship package and consists of:-</p> <ul style="list-style-type: none"> • A Zoom video meeting – One 2 hour video conference meeting per year with our TVS Trustees • Up to 5 TVS Trustees will attend – You can specify which trustees you would prefer to attend, based on the content of your Round Table or the TVS can recommend trustees with the relevant background if you are unsure. This will obviously be based on availability too. • Your own agenda – This can be your opportunity to get feedback on a particular product, a new initiative, an educational platform or more 	1	0	0

Level of Sponsorship	A	B	C
Cost	£10,000	£5,000	£1,500
Journal			
Access to our Journal - Our Journal of Tissue Viability is a leading publication in the wound healing world and has an impact factor of 2.410. As a Corporate Sponsor you receive a number of copies of the journal free. You can also get online access to the journal for free.	10	5	1
Advertising in our Journal - Advertising in the right journal can be a valuable part of your marketing strategy. As a Corporate A or B sponsor you are entitled to a reduced rate of advertising in the Journal of Tissue Viability.	10% discount	10% discount	None
Other Benefits			
Over the year of your sponsorship, one of the TVS trustees plus a member of our marketing company will have a one-to-one video conference with you for around an hour, this will be for the following: <ul style="list-style-type: none"> - To update you on TVS activities - To answer any questions you may have - To share ideas and thoughts - To get your feedback 	Yes	Yes	Yes
You will be invited to a Corporate Sponsor video conference which will take place at the beginning of the year. The Trustees will present an overview of the year and share any new projects or initiatives.	Yes	Yes	Yes

Thank you

Discover more: tvs.co.uk
Follow us: Tweet [@tvsuk](https://twitter.com/tvsuk)
