



Guide for Q Guild
Regional Chairmen

2017



INTRODUCTION

Q Guild Values and Mission Statement

VISION

To be recognised as an elite group representing the best butchers in Britain.

VALUES

The Q Guild exists to promote standards of excellence in meat and meat products, service and ambience, thereby encouraging the consumer to shop at a local independent Q Butcher.

Central to the Q Guild is the exchange of product and marketing ideas among fellow members to assist in the promotion and profitability of individual businesses.

Members take pride in their products and willingly submit them for independent evaluation in the hope of improving them and gaining Q Guild awards and also external competitions by Industry bodies.

Members have an open door policy to fellow Q members and strive to visit other Regional businesses, thereby looking for ways to improve their own business.

MISSION STATEMENT

The Q Guild exists to assist members within the independent retail industry achieve excellence in every aspect of their business by facilitating the exchange of business, product and marketing ideas, coupled with a means of ensuring maintenance of adopted quality standards and values that can be promoted to the consumer.



- **MEMBERSHIP FEES**

The current membership fee is £1120 but for businesses with multiple shops and subsequent shops have a reduced membership fee of £500.00

The fee can be paid annually by cheque or direct debit. The fee can also be paid quarterly by direct debit.

The fee is renewable annually.

- **AUDITS**

In order to ensure that members conform to the Q Guild's standards routine surveillance audits will take place at least every 18 months.

The hygiene standards currently mean that members require to maintain a minimum of four star FHRs rating (or in Scotland a Pass in FHIS). Members must inform the Q Guild office if their food hygiene ratings drop below this standard.

The quality standards are monitored by way of mystery shopping surveys undertaken by Shoppers Anonymous.

- **MEMBERS RESPONSIBILITY**

During membership, members of the Q Guild must disclose to the Q Guild if they have been convicted of offences or expect to be involved in legal proceedings relating to food safety, hygiene, health and safety or labelling.

Members must disclose situations that may affect the reputation of their business and / or the reputation of the Q Guild.

- **BOARD**

The Q Guild Board is made up of the Chair, Vice Chair, Immediate Past Chair, TAC Chair and Finance Convener.

(2015 Board -Mark Turnbull, David Lishman, Brindon Addy, Philip Cranston)



- **EXECUTIVE COUNCIL**

The Executive Council is made up of the seven Regional Chairs and the Guild Manager. Guild Secretariat attends to take minutes.

There are seven Regions in the Q Guild - Scotland, North East, North West and North Wales, Midlands, South, Wales, East.

As Regional Chair we expect you or your Vice Chair /representative to attend the Executive meetings which are held four times a year in York.

Dates are set at the beginning of the year and meetings are in March, July, September and November.

Remember as a Regional Chair you are an Ambassador for the Q Guild.

- **MANAGEMENT COMMITTEE**

The current Management committee is Chair, Vice Chair, Immediate Past Chair, Finance Convener, Guild Manager and Secretariat.

The Management committee take their direction from the Executive Council.

- **GUILD MANAGER**

Claire Holland was appointed in September 2017. She is there to assist so please contact her for support.

Mob: 07918 762254

Email: manager@qguild.co.uk

- **PR SERVICE**

This is provided by Charlotte & Joseph PR,
Jessica Sneddon, 4a/2 Summerside Street, Edinburgh, EH6 4NU

Tel: 0131 283 8275

Mob: 07815 793 207

Email: Jessica@charlotteandjoseph.com

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- **TAC COMMITTEE**

The Technical and Advisory Committee is appointed to help set Q Guild standards and assist members achieve and maintain these standards.

They liaise with the appointed quality auditors, to ensure the efficient functioning of the audit system.

Where audits are referred, or appeals registered, they are done so under code to the TAC for consideration, and necessary action required.

Mark Turnbull is Chair of TAC.

- **REGIONAL CHAIRMEN - AIMS AND OBJECTIVES**

The aim of a Regional Q Guild Chair is to bring the membership together on a regular basis, encourage attendance at meetings and involvement in Regional and National events. Encompass the members' news and views.

- **REGIONAL MEETINGS**

The Chair should arrange a minimum of four business meetings in the year and perhaps two social events.

At the AGM each year a Chair, Vice Chair and Minute Secretary should be appointed and a Calendar of dates for the year should be drawn up.

This should include four business meetings and perhaps two social events. A copy of the calendar of events will be circulated to Regional members and also added to the National Calendar.

Corporate members are also circulated with the Calendar of Events.

It would be helpful if the meetings were at the same time and on the same day eg on a Monday at 7.30 p.m. It may suit to have the meeting at a central point in the Region, or split the meetings up so one business meeting is at one end of the region and the next at the other.



- **AGENDAS**

The Q Guild office will send out the Agenda to the membership two weeks prior to the date of the meeting. The Agenda is produced by the Region.

Agendas are sent out to the membership by email, preferably, unless a member specifically requests a hard copy is sent in the post.

The Executive Council will also receive a copy of the agenda.

Corporate members are notified of the meeting and if they wish to attend and do a presentation they must contact the Regional Chair.

Other meeting ideas would be to ask a guest speaker, or a member to make a presentation at a Regional meeting.

Meeting ideas - Benchmarking/Marketing Ideas/New Products and Product tasting.

- **PROGRAMME OF MEETINGS (SUGGESTIONS)**

January - AGM, Election of new office bearers, draw up calendar of events, Christmas Review.

March - BBQ competition and business meeting. Shop visits.

June - Price comparison, new innovative products, marketing ideas, benchmarking.

September / October - Discuss Christmas products and Christmas Marketing.

TELEPHONE (and email) every member to promote each meeting and to build a (regular nucleus) team. You will learn a lot.



- **MEETING GUIDELINES - How to be a successful Regional Chair**

There should be meat or meat product ideas at all meetings

There should be a structure to the meetings - not necessarily too rigid!

The Chair should work to a timed agenda, whilst allowing for a degree of flexibility.

It is important the speakers do not over run their time.

Start the meeting on time and always finish to time.

Suggestion that members meet for a meal/bar meal before or after the meeting.

Members that are friends *should not sit together* at meetings, they should speak to other members. They should make a special effort to welcome all members and new members and make sure all new members introduce themselves.

If a member is new the Chair should introduce them and have an open conversation with them about their business.

Exchange of ideas are one of the reasons and benefits of the Q Guild (coffee breaks and meals are very good for this). This will encourage members to become involved.

Encourage members to speak to Charlotte & Joseph PR to endorse the marketing strategy.

Ensure Charlotte & Joseph PR is sent copies/photos of any awards that the members win.

No member should be allowed to remain silent at any meetings. The Chair can always ask their opinion. It keeps all present alerts. Presentations should always be held as an open conversation with the Chair.

Every burst of laughter is a real bonus!!

“NAME BADGE IN LARGE PRINT”!!!

Don't be afraid to charge, perhaps a token £5 to attend to cover costs -a “bought experience” can feel like excellent value for money

A prospective member should be welcome to attend regional meetings up to a maximum of three.



- **REGIONAL VISITS**

We recommend that you try and have one Regional visit per year - i.e. to another Region or to another associated group.

- **NATIONAL VISITS**

Q Guild will encourage regions to arrange trips outside GB to Northern Ireland, Republic of Ireland and countries on Continental Europe.

- **NATIONAL EVENTS**

Q Guild's Manager will organise a minimum of one National event which is both informal and has business content. This event should include an overnight stay.

- **SOCIAL EVENTS**

Organising a social event is beneficial to the members networking experience.

A day at the races/golf day etc

- **CORPORATE MEMBERS**

Corporate members are notified that a meeting is scheduled and given the opportunity to attend and make a presentation, after consultation with the Regional Chair.

Normally Regions restrict the Corporate members to two or three per meeting.

Try and involve the Corporate members as they are stalwarts of the Q Guild and are very supportive.



Q GUILD MEETINGS (Sample calendar from the NE Region)(2012 dates)

| MONTH | DATE | LOCATION | TIME | GUEST | INFO |
|-----------|----------------|--|-----------|-------|------------------|
| January | Monday 18th | AGM (*Business Meeting) | 7.30 p.m. | | Golden Fleece |
| February | Wednesday 22nd | Executive Council meeting - York | | | |
| March | Monday 20th | BBQ Ideas (*Business Meeting) | 7.30 p.m. | | Golden Fleece |
| | 14th / 19th | National Butchers Week | | | |
| April | 15th | Shop Visit to(Shop Visit) | noon | | |
| May | 10th | Joint meeting with Region ** | 7.30 p.m. | | Dog & Duck |
| June | Monday 22nd | Benchmarking Ideas (*Business Meeting) | 7.30 p.m. | | Golden Fleece |
| July | Wednesday 4 | Executive Council meeting - York | | | |
| August | 14th - 15th | Visit 6 shops in another Region (Visit **) | | | - |
| | 26 | Day at the Races (Social***) | 1.30 p.m. | | York Race course |
| September | Monday 24th | Christmas Ideas (*Business Meeting) | 7.30 p.m. | | Golden Fleece |
| | Wednesday 26 | Executive Council meeting - York | | | |
| October | 16/17/18th | Product Evaluation - Glasgow | 9.00 a.m. | | |
| November | Tuesday 6th | Smithfield Awards lunch | | | Butchers Hall |
| December | Monday 5th | Xmas Dinner (Social ***) | 8 p.m. | | The 3 Acres |
| January | Monday 19th | AGM (*Business Meeting) | 7.30 p.m. | | Golden Fleece |

This is an example of how a typical annual time table for Q Guild events should look.



- **MINUTES**

Most Regions have a Minute Secretary to take the Minutes.

The minutes should be checked by the Regional Chair.

The Minutes should then be sent to the Q Guild office for distribution.

The Minutes are distributed to the Regional members and the Executive Council.

- **REGIONAL FUNDS**

Cost of regional activities will be funded up to an annual cost equating to a maximum of £35 per member.

The funds should be used for Regional meetings, trips, regional promotions, etc.

Regional Chairs should present invoices to the office for payment, or receipts for re-imbursement.

An account of the funds spent will be kept by the Q Guild office.

Any funds not used within the calendar year will not be carried forward.

- **THE GUILDSMAN**

The Guildsman is produced twice annually and it would be useful if the Regional Chair could submit Regional news for inclusion. Photos to accompany the news will strengthen the message

Copy deadline dates will be circulated.

- **HOT OFF THE BLOCK**

The Guild Manager will distribute a monthly eNewsletter. Regional Chair should submit Regional news for inclusion. Photos to accompany the news will strengthen the message



- **NEW MEMBERS**

Regional Chairmen should take the lead in the recruitment of new members, but ensure prospective members meet the “Membership Joining Criteria”.

It is good to make contact with the prospective member and if possible pay them a visit, and invite them to sit in at a meeting.

Prospective members must be proposed, seconded and approved by the Region.

Prospective members should have been issued with a letter and documents outlining Q Guild requirements (“new member’s pack”).

Information on new members will often be sent out by e-mail, and members asked if they have any objections to the prospective member. If objections are raised, or there are concerns, these should be taken to the first Regional meeting for discussion.