



Conditions of Membership

Membership of the Q Guild will be considered within the framework of the following:

1. Membership must be renewed every year. Annual fees are invoiced in January and the normal procedure is to pay by direct debit on 1st February.
2. Membership of the Q Guild is not transferable. If the business of an existing member is sold or otherwise transferred to a new owner, the new owner must apply for membership in their own name within one month of acquiring the business. If no application has been received after this one month period, all Q Guild branding must be removed from the business with immediate effect.
3. Members must take whatever action is reasonable to comply with the provisions of the quality and hygiene standards while they remain in membership. During membership, members of the Q Guild must disclose to the Q Guild's admin office if they have been convicted of offences or expect to be involved in legal proceedings relating to food safety, hygiene, health and safety, labelling or any issue either business or personal which may cause the Guild to be brought into disrepute. The Q Guild reserves the right to suspend or cancel membership of the Q Guild on consideration of the offences disclosed or until the outcome of legal proceedings is known.
4. Members must disclose situations that may affect the reputation of their business and / or the reputation of the Q Guild. The Q Guild reserves the right to suspend or cancel membership on consideration of the offences disclosed or until the outcome of legal proceedings is known.
5. Members will be advised of changes to the Guild's quality and hygiene standards and changes to the member's manual. In any instance of changes to the fore mentioned, replacement inserts will be provided for the member to update their member's manual.
6. In order to ensure that members conform to the Q Guild's standards, ongoing audits and checks will take place. Member businesses will undergo a quality standards audit every three years. The quality standard audit will be completed by the Guild manager who will contact you in advance to make an appointment. Additionally you may be picked for a random spot check audit.
7. Members must inform the Guild's admin office if their hygiene rating status falls below the Guild's minimum required standard. The status of all members' hygiene ratings will be checked quarterly by the admin office. If these checks find that you no longer meet the Guild's minimum required hygiene standards, your membership and certificate may be suspended or withdrawn depending on the severity of the issues reported. If a members rating falls below the minimum required hygiene standard, the Guild's office will contact you to let you know what course of action will be taken.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Conditions of Membership

8. Members should communicate to consumers what the Q Guild stands for and what membership means to the individual business and its customers. Promotional materials are produced for members to issue locally, stimulating customer loyalty and convincing new customers to shop at a Q Butcher. Members are asked to publicise their own involvement with the Q Guild, taking all opportunities to advertise, promote and inform the public about their Q membership. Members should campaign at national level through foodwriters, celebrity chefs etc. to re-inforce the Q Guild and its members' position as the preferred choice when purchasing meat and meat products.
9. The Guild will use wherever possible, electronic communications to reduce costs from the Guilds budget. To assist the structure and speed of the information flow all members should provide an active e-mail address to the Guild's administration office and should ensure all communications are being opened.
10. The Q Guild will encourage the exchange of ideas among members to assist in the promotion of individual businesses and the Q Guild as a whole. This will be through the medium of regional meetings, events, regular newsletters and other information channels. Members should strive for maximum participation at regional meetings and events to gain the main benefits of Q Guild membership with opportunities for dialogue and exchange of ideas. A members newsletter 'The Guildsman' will be published and circulated to the membership with member and trade news, topical subjects, advice and news from Corporate members along with an electronic newsletter called 'Hot off the Block' being delivered by email.
11. The Q Guild will provide its members with appropriate material for generic or specific campaigns or promotions and offering advice and assistance on PR matters to gain publicity on an individual and corporate basis. Members will be encouraged to participate in promotions and, if necessary, prepare and market products to Q recipes/seasonal offers etc., to allow the Q Guild to publicise nationally. Consideration will be given to the electronic distribution of promotional material allowing members to personalise material and produce locally. Encouraging members to 'opt-in' to promotions will bring dramatic savings in production and distribution costs. Media releases tied into promotions or promotional material will be issued to members for use in local Media. Advice on how to gain media exposure will be available to encourage members to adopt a pro-active DIY attitude to publicising their business.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Conditions of Membership

12. Although seasonal exceptions will be acceptable, members should at all times favour British Meat, supporting British and/or local producers of beef, lamb, pork and other meats.

This will communicate that Q Guild Butchers are loyal supporters of the British brand and British agriculture and in many instances are key purchasers of locally sourced meat, mainly produced by the smaller farmer. The Q Guild will liaise regularly with AHDB, QMS, HCC, British Turkey Federation and similar organisations to explore promotional and funding opportunities for British meat and produce.

13. Product innovation will remain key to Q Guild activity with encouragement through Product Evaluations, ideas exchange etc. Product development through dialogue with other members, either formally or informally, is a distinct advantage of Q Guild membership. The Q Guild will organise regular Product Evaluations to encourage product innovation and development. Members should wherever possible enter these evaluations. The Guild will also assist members in capitalising on the PR opportunities emanating from evaluation awards and to build the Q Guild's reputation as an organisation for innovation and imagination in meat and meat products. Winning product recipes will be made available to all of the membership.
14. Membership of the Guild is subject to the terms and conditions of the Q Guild. All members must accept the terms and conditions of membership by signing them and returning them to the Guilds admin office.

In conclusion, membership of the Q Guild will promote traditional craft butchery skills, modern innovation, consumer knowledge and advice and outstanding customer service.

The culture of the membership of the Q Guild will allow members to build their businesses through the open sharing of ideas and information.

Members, through their participation, will help the Guild achieve national brand recognition and consumer awareness through the use of instore branding, POS materials, promotions and PR.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Data Protection Policy

This policy outlines what we, the Q Guild intend to do with personal data relating to you. You will be treated as consenting to the processing of any relevant personal data by us as outlined in this policy (including any relevant sensitive personal data such as that relating to health).

This does not affect any of our obligations or your rights under the Data Protection Act.

Personal data relating to you will be processed as follows. We will use the personal data to manage the various schemes administered by us, manage our relationship with you and promote the Q Butchers.

The personal data will be kept confidential by us. We may disclose the personal data as set out below. Where appropriate, we will require anyone to whom the personal data is disclosed to process the personal data only as instructed by us and keep it confidential. The personal data may be disclosed as follows:

- A) Personal data may be processed by companies owned by or associated with us through agents or contractors for the purpose of carrying out functions on our behalf or in connection with applications in relation to, and participation in, the various schemes administered by us or on our behalf.
- B) Disclosures may be made to anyone as necessary for the purpose of the prevention or detection of fraud.
- C) Other disclosures may be made at your written request or with your prior written consent.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk