



Q GUILD EXECUTIVE COMMITTEE ZOOM MEETING

Date & Time: Monday 12 April 2021 at 4.00 pm

ATTENDEES:

David Lishman (DL), Mark Turnbull (MT), Philip Cranston (PC), Gordon Wallace (GW), Gordon King (GK), Stephen Robinson (SR), John Mettrick (JM) Drew McKenzie (DM), Kathryn Meadows (KM), Chris Godfrey (CG).

WELCOME & APOLOGIES: (JM)

Apologies from Jonathan Wallwork

APPROVAL OF MINUTES OF LAST MEETING - MONDAY 22 FEBRUARY 2021

Proposed by: - DL

Seconded by: -PC

Action Points update: (GK)

Team GB - Simon Taylor has been contacted and has this in hand.

Helena Langdon - Innocent Smoothies Presentation - MT waiting until GW was in post so that we can take forward and this has been superseded on the program going forward.

MATTERS ARISING AND ANY CORRESPONDENCE: (GK)

I have received an e-mail from Simon Taylor, Captain of the GB team who states he is looking into options to move the monies held on their behalf in the Q Guild bank account.

MEMBERSHIP UPDATE (Members and Corporates) (GK)

Members Update

To date there remains 68 members (78 shops) of the Guild for 2021.



Resignations to date for this year have been received from 4 members being: William Peat Butchers, Rodgers Butchers, Chi Johnston and The Mansion Farm Shop. There have been no further resignations since the last Executive meeting.

Martin Player, Martin Player High Class Butchers has since the last Executive Meeting closed his business. As Martin was part of the Executive Committee for the Welsh Region, this now leaves a position available.

Corporate

There are 21 Corporate members of the Guild for 2021. We have received no resignations to date.

Membership Payments

To date we have received payment in full from 53 members and the first direct debit instalments have been received from 13 members, leaving 2 members still to pay. Telephone calls and Email correspondence to the said 2 members have been made by Kelly and these are in the diary for follow up in the event of non-payment.

To date we have received payment in full from 19 corporate members leaving 2 still to pay. Again Kelly has been in contact and these are in the diary for follow up.

New Members/Enquiries

New members joined for 2021 so far are:

Trussells Butchers, Knebworth and Buckingham's Artisan Butchery, Petersfield.

New Member Enquiries have been received from:

K & J Green Butchers, Chorley - this Application is in process.

Taylor Meats, Kent - have been sent information and a follow up letter but no response.

Roy Dykes, Bradford - have been sent information and their FSA Rating shows awaiting inspection.



Deakin Jones Family Butchers, Wolverhampton - have been sent information but have a FSA Rating of 3* so will need to review this one.

C'O Hara Butchers, Durham - Information sent out. They have a 5* FSA Rating.

Colin Freaks Butcher, Leicester - Information sent out. He is just setting up so no FSA Rating as of yet.

Kelly has put in her diary to follow up on these potential members.

Food Hygiene Ratings /TAC

All members ratings have been checked and the majority are either 4*/5* ratings or Pass (Scottish Region).

One member remains a 3* rating but this, as previously advised, is due to a paperwork problem and it was felt that in the circumstances we needed to be sympathetic.

FINANCE: (PC)

Year to date update:-

Budgets predicting a surplus of £11649. We repaid one membership to a member who has closed their shop unexpectedly.

Bank Balances are

Current Account: - £87,496.46

Interest Account: - £33,805.31

We have paid the deferred VAT bill for last year. £15,084.77

PC- It is good that membership payments are so up to date.

TAC UPDATE: (KM/MT)

MT-Member with 3 star rating, EHO inspection requested should be carried out within 3 months.

Action - Kelly to follow up and encourage the member to push for an inspection. Give them 4 months to sort it out.



GUILD MANAGER REPORT (GW)

Communication / Email updates etc.

GW - Putting together a schedule of zoom meetings:-

- 1- Innocent smoothies and social media, people keen to learn. I have been in touch with a company who have put together a set of 6 separate sessions with input/feedback from KM.
- 2- Sessions to initially look at Facebook, revised algorithms & how to optimise. Then more detailed content to suit e.g. growing your profile, increasing "reach", use of hashtags, paid advertising, influencers etc., leading up to using Tik Tok. Felt 6 sessions was too much as it may take us into 2022. Coming back with a revised program of 4 x 1.5 hour sessions. An introduction to social media may be needed. £300 per session based on original 1 hour format.
- 3- At last members meeting, Jan and Neil Corry shared a recipe. They have offered to host some cooking sessions for members sharing their recipes.
- 4- Gary Maclean, Masterchef: The Professionals Champion 2016 & National Chef of Scotland. He is happy to host sessions (3) on cooking and creating recipes. £800 per session plus cost of materials.
- 5- Staff knowledge transfer. Where younger customers are now asking questions off staff. How many have the knowledge? Wendy Barrie has offered to look at a staff knowledge session. Will build up a bank of educational videos on the back-office system for use. £200 + materials cost per session.
- 6- Spotlight likely on Carbon footprint impact with forthcoming COP26 conference. Retailers need ideas to keep ahead of the supermarkets. Look at recyclable packaging, emphasis on locally-sourced meat; saving energy etc. This is at an early development stage.

JM- Mixing up the sessions should be attractive to the members.

PC- Gary Maclean a bit more sophisticated than Wendy Barrie.

GW- The idea was that the recipes would be exclusive for members to use and issue through their shops to customers.



DM- If we are getting Gary Maclean then we should be inviting our staff to join in - make it a big deal for all staff.

SR- Would Gary be willing to produce a top ten cooking tips to give to the customers?

GW- I think that you will find that Gary Maclean wants to be involved with the Q Guild as much as we want him.

DL- I like the idea of involving the staff.

JM- Direction to Gary Maclean - Outdoor Cooking/BBQ, Fine Dining, Quick Tea?

PC- Produce recipe cards once all this has happened? Its affordable. Money in the pot.

MT- Re-do the current cooking guides with Gary endorsing them.

PC- With Gary's 3 sessions, the recipes can be put on the consumer side of the website.

MT- QR codes are very popular again.

GW- Consumer leaflets can be made up.

JM- What about the innocent smoothie's lady kicking off the series?

MT- She might be too high a level to start off with.

PC- Can we ask her to give her presentation aligned to what the other subjects we are proposing?

MT- We, as a business, are possibly more advanced in social media than others.

SR- Can Kelly do a research on members social media to identify how many need a basic social media session? This will establish need.

JM- Just did not want to alienate anyone. Happy to ask her to start the sessions off.

PC- We are not doing any paid advertising so we would know some of it.

Action - GW to book (Helena Langdon - "Innocent Smooties") for the first session following contact details being forwarded from MT.

Action - GW to move forward with all other ideas. Agreed that all staff will be invited to the sessions involving cooking - these will be in the evening.

JM- Ideas for younger members of the q guild.



GW- we had an apprentice exchange a couple of years back. 4 days each way, staying with each counterpart. Suggest younger staff members can have the option to exchange with Q Guild members shops up and down the country. Will help to expand horizons and keep them enthused.

May lead to a junior membership group to share knowledge and look to the future of the Q Guild.

This will be subject to covid restrictions being lifted.

All agreed this was a great idea.

Members meeting on Natasha's Law next week.

Jan Corry presentation to be held in the afternoon. But can be evening if available to all staff. Can be recorded and uploaded on to the back-office system, members website and private You Tube.

ANY OTHER COMPETENT BUSINESS:

PC- Stuart Higginson tribute has been written and will be used in a Hot off the Block and can be used in the Meat Management magazine.

MT- It will be a good one for a lifetime achievement award at the next Smithfield Awards.

GW- It is a lengthy article - suggest partial edit for HOTB and insert in the next issue.

DL- Emma and Kat are concerned that some are getting tired with ZOOM meetings and face to face is now becoming important. Hopefully, a matter of time until we can.

PC- We can make the lifetime achievement award at the next face to face meeting. Will keep under review and do as soon as we can.

JM- If GW needs a catch-up meeting before that we can arrange another meeting.

Date of next meeting: - 7th June 2021 @ 4pm via ZOOM