

**Q Guild Executive Meeting**  
**Wednesday 1st July 2015**  
Birmingham Hilton Metropole

**Present:** Mark Turnbull (Chair), Gary Chadwick, Greg Hull, Martin Player, Richard Hawes, Andrew Edmonds, Robert Jones, Brindon Addy, David Lishman, Philip Cranston, John Davidson, Gordon Newlands (General Manager), Douglas Scott (Minutes).

**Apologies for Absence:** Michael Richardson (EBLEX).

Chairman welcomed three members attending for the first time: South Chairman Gary Chadwick, Martin Player and Guild Manager, Gordon Newlands.

**Finance Report**

DS gave a summary of the pertinent points of the finances. Income was looking better than expected due to more revenue from Corporate membership. The Business Conference was showing a £3000 cost after taking in income but that was as budgeted. Audits had cost £14355 up until the end of May against a budget of £21000 for the year. PR had cost more and was ahead of budget. Salaries were under budget but Guild Managers expenses were £15479 against a budget set at the start of the year of £9582 based on the previous year's requirements. Cost of Exec meetings was higher due to the overnight prior to the last York meeting. Remarkably taking everything into consideration the breakeven budget was actually still showing a predicted surplus.

**Membership Report**

There are currently 105 members of the Guild. We have been advised that Laurie Wakeham (Kent) will be resigning from the Guild as the shop is being sold and the new owner does not wish to become a member of the Guild.

There are two new members, Archers Butchers, Norwich and Joseph Morris, Rugby (both of whom attended the Business Conference). We also have 3 shops currently at the application stage: J E Baty, Walter Smith, Melbicks Garden Centre and Bridgemere Garden Centre. The Melbicks Garden Centre will replace the Knowle Garden Centre business.

Laverstoke Park Farm do not wish to progress their application of the Guild and we have had no response from Peter Speight, so assume that they do not wish to continue with their application.

There have been numerous enquiries from businesses regarding membership, but to date none of these have been firm enquiries.

**Corporate Membership**

There are currently 37 Corporate members. We have had one resignation, Anna's Happy Trotters. We did have difficulty with some of the members taking some considerable time to pay fees but all have now done so. It is intended to contact all Corporate members requesting up to date contact details in order that information can be sent to the appropriate person and that we have the correct address for accounts.

Three companies have recently become Corporate members; Dalesman Group, Hawk Safety (St Albans) and Walters Turkeys. Walters Turkeys and Dalesman Group both attended the recently held Business Conference in Coventry.

Member application flowchart was discussed and agreed that it required to be updated. It was noted that new members required to be proposed and seconded with members allowed to object if they felt that a business was not up to Q Guild standards and ultimately it was up to Regional Chairmen and Guild Manager to oversee applications. The proximity rule has a five mile radius but there was an opportunity to object on grounds of unsuitability.



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### **Manager's Report.**

GN reported that since starting at the end of February he had visited 103 Member shops visited. Several businesses who were not Q Guild members had been contacted for still displaying the logo. GK suggested that if these businesses did not remove the logo, these businesses should be invoiced. Every Corporate members has been contacted by GN and 10 had been visited.

The manager had completed 10264 air miles, 8000 car miles, 47 overnight stays and 2431 emails.

### **BBQ Conference-**

The weekend was hailed a great success with numerous e-mails coming through to the office congratulating the management on a job well organised. The Barbecue finals were held concurrently with the Business Conference at Coventry on 31st May and 1st June.

Members have started to re-create the award winning products which are all on the cloaked website. GH's proposal that in future all the finalists should be termed runners up was agreed. Corporate members happy that they were in same room as the conference. David Lishman was a superb superb host for the weekend and on Monday Mark Turnbull chaired an honest and open discussion on the Q Guild.

Cy Chadwick presented a super demonstration on how to video on ipads and iphones and Cathie George and Keith Smith presented on how best to utilise Social Media in their businesses and this was well received.

Keurslager Butchers from Holland demonstrated their operating system which they provide for their Keurslager Butchers. Very interesting system and one that could potentially be adapted to the UK market. All in all a superb meeting venue and speakers were all well presented and members feedback was excellent.

### **Smithfield Awards-**

The City of Glasgow College has agreed to host the judging on Wednesday 14th and Thursday 15th October. Ironmongers Hall in London, Thursday 19th November. Monica Galleti, Senior Sous Chef has been chosen as the celebrity presenter. She is within budget at £3500 and is currently filming Masterchef.

MT requested that in future there should be better point of sale materials to publicise the award winning products. It was agreed that all awards should be portrayed with the year won.

GN reported that he sends a report to the Management Committee every Friday. He has found that uploading pictures to the Picasaweb album has proved of great interest to members. A butchery tour of London for New Zealand Butcher of the Year was arranged by GN. A Piri Piri Chicken Sausage mix has been developed by Walter Smith. It is hoped that once Dalziel has stock in every depot this will be promoted to all members.

Staff work exchanges have been arranged and will be encouraged to other members. GN has helped Corporate members gain value for membership, e.g. Hawk Systems have been most appreciative. GN has liaised with CODA about website and Moule Media on PR matters.

British Food Fortnight in October will be promoted to Q Guild members. As a board member of BFF Peter Heanen is particularly supportive.

GN outlined the costs of marketing including Good Food Magazine (£4500), Delicious a Magazine (£1900) and Easyjet's in flight magazine (£4750).

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### **Social Media-**

Twitter continues to grow and grow- 2216 followers now and gaining 12-15 each day. Facebook also continues to grow rapidly- 746 likes gaining some 10 every day. It has gained with good input from GN.

GN has attended as many regional meetings as possible. He highlighted that Corporate members had expressed disappointment with attendance at some.

A Website competition was piloted in June. This had disappointingly only attracted 246 entries. Most were from Tilehurst (72) with second best entries from Owen Taylor (21). A winner would be selected this week.

GN summarised

Regional Chairmen have all been superb and given great support. More communication is required from all the members. Five Year Business Plan needs to be revisited.

PC praised GN's efforts in visiting members. It was agreed that he would continue attend as many regional meetings as possible but he expected to do less travelling going forward.

### **Management Committee Report**

MT highlighted the issues that GN had fed back. Use of the Q Guild logo, inspections and branch shops had been the most frequently raised subjects.

Logo: currently members are not allowed to put the Q Guild logo on wholesale packs going out to non Q Guild outlets. A couple of businesses were thought to have left because of this. JD said that he was supportive of use universally. PC felt that scale was the issue, the bigger the scale the bigger the benefit. GN said that the British Pie Awards had a very tight criteria for the use of their logo that built in controls. BA felt that criteria needed to clearly state how the logo could be used in multiples. RJ, GH & MP agreed, AE felt external use helped brand awareness. RH believed that Q logo should be used extensively. GC said rules need to be simplified and suggested that each member's usage should be licensed through the Guild Manager. Agreed unanimously that logo should be used freely.

Inspections: proposal that standards remain in place with quality side possibly toughened up. Steps to Quality Manual retained. Hygiene audit removed but budget retained to spot inspect if it was felt that there was a need. A four or five star FHRs rating would be compulsory (pass in Scotland) and members would have to forward EHOs reports to Q Guild office. Agreed that independent audit should be available to any member as an option (at extra cost) and that a hygiene audit would be required for acceptance of new members. New members would have to have a visit from Guild Manager. Proposal and measures were unanimously agreed.

[The Guild no longer uses ASI to undertake mystery shopping but another company called Shoppers Anonymous UK Ltd has been well received and recommended. Their contact details are as follows:- Innovation Centre, Highfield Drive, St Leonard's on Sea, East Sussex TN38 9UH, Tel: 0844 9432992]

### **Keurslager -**

The presentation made to the Guild's Business Conference by three members of Keurslager was enthusiastically received by the members present. MT and GN subsequently visited Holland for 2 days and had meetings with Keurslager MD and senior executives. GN presented the Keurslager presentation to the Executive.

While everyone present was keen to use the Keurslager scheme, a costed project with finer detail needs to be worked up to phase in the system as soon as practical. This to be presented to a special Executive Committee meeting in August.



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It was felt that a video presentation be produced to explain scheme to the membership. A five year plan also needs to be written to include how Q Guild can go forward using the Keurslager platform.

#### **South West -**

Due to the geography of the region, members in the South West and South Wales have found it difficult to operate effectively as a region. On the recommendation of GN, the Executive agreed that the region should be split into a South West region for Somerset, Devon and Cornwall and a separate Welsh region.

PC left the meeting at this point.

#### **Members fees for multiple shops**

12 branch shops currently in membership but members probably have at least 15 branches that are not in membership. It was felt that no decision should be taken before the five year plan is revised.

#### **Any Other Business**

AE highlighted an Australian butcher, Byron Allsop, who is coming to the UK on a two year scholarship from 28 July and asked members to come forward if they thought that they could give him some work experience.

#### **Date of Next Meeting:**

Wednesday 5th August at 11:00 in Birmingham (provisional).

Meeting closed at 2.45pm



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