

## **Q Guild Executive Meeting**

**Wednesday 1st October 2014**  
**Dean Court Hotel, York**

**Present:** Brindon Addy (chair), Mark Turnbull, David Lishman, Sandy Boyd, Robert Jones, Richard Hawes, Robert Patrick, Greg Hull, Philip Cranston, Julie Henshaw, Douglas Scott.

**Apologies:** John Davidson, James Lally.

Ahead of this meeting the Executive met to receive presentation on the expectations for the Guild's Regional meetings. BA said that he believed that make the Guild work and to do that it requires communication with members. Meetings are a critical method of achieving this and greater participation from the membership.

He said that we must ensure that each region has a good chairman who believes in the Guild. Each region has a meeting time that suits their members best. It was agreed that a minimum of four meetings per year was optimum. There was a strong feeling that dates should be set well in advance and that the General Manager be present at every one.

January regional meetings proposed:-

North East 12th January

North West 13th January

Scotland TBA (possibly 1<sup>st</sup> February)

Midlands 20th January

East 26th January

South TBA

South West TBA

Agreed that Corporate members should be invited and included. Format of meetings must give corporates their space, possibly in the first half of the meeting and allow them to leave before the end.

BA took the meeting through the tabled Guide for Q Guild Regional meeting. Content was discussed and several amendments recommended. Agreed that Management Committee should be appointed by position and not person. This would be Chair, Vice Chair, Immediate Past Chair, Chair of each sub committee and Finance Director. Employees of the Guild to be invited to attend these meetings as required.

The Mission statement should be revisited by the Management Committee and report back to next Executive meeting. To be one of Britain's Best Butchers was still recognised as the goal.

The Executive meeting followed at 11.00am.

Chairman BA welcomed Mike Richardson as the new representative of EBLEX

### **Correspondence**

Letter from Crombies of Edinburgh was read. There was a strong and unanimous feeling that in hindsight the suspension had been a bad way to treat a good man. Executive members were encouraged to make contact with Sandy Crombie to express desire to have him back on board.

### **Finance**

Philip Cranston was appointed Finance Director. DS took the meeting through the audited Financial Statement for year ended 31st December 2013 and budget figures for income and expenditure 2014.



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Request that corporate members who have left should be made known to Executive members.

Agreed that subscription should be set at £1090 for 2015, an increase of £50. Any subsequent shops in membership to be charged at £700. Corporate Membership fee of £940 to be increased to £990. Agreed that list of benefits should be sent out to members and corporate members with subscription renewals.

### **Membership Report**

There are currently 108 members of the Guild. There are four applicants who have completed their pre-audit: - Honeywell Meats, Preston; Black Barn Butchers, Godalming; Laverstoke Park Farm Shop, London and Walter Smith Fine Foods, Huntingdon Farm shop. Black Barn Butchers are awaiting their full inspection from HAS. We are awaiting contact from the other three businesses regarding their full inspection.

We have had enquiries from the Farmers Cart, Trowthorpe and Hanley Farm Shop, Chepstow and although information has been sent out to them, they have not as yet followed up their enquiry. There has also been enquiries from Archers Butchers in Norwich and J E Baty & Son in Stocksfield on Tyne. HAS have been notified to arrange a pre-audit for J E Baty and we are awaiting payment of the fee from Archers before progressing this further. A further enquiry has come in from E W Coates, Nr Matlock for membership criteria.

Peter Speaight, Tunbridge Wells have resurrected their interest in becoming members of the Guild after originally applying last year. HAS have been contacted to arrange a pre-audit inspection and we are awaiting details from HAS.

Although reminders have been sent out to members regarding the Membership Proforma, we are still awaiting responses from a good number of members.

Those members who required external signs received them direct from the supplier. We have had no feedback from those members who received them.

We now have 31 Corporate members, the latest member being Innovative Food Ingredients Ltd. PR Duff has now paid their Corporate membership fee for 2014. Smithfield Casings have still to react to invitation to join. We have also sent out Corporate Membership information to Carron Lodge, Cheesemaker.

GH asked TAC to consider streamlining new member procedure by taking total subscription on application.

### **Guild Manager Report**

New members already covered under Membership report. SB intimated additional interest from Ruby & White in Bristol and Dalesdown Farm Shop. Each of the seven regions has been visited since last meeting and visits have been made to prospective members. SB said that members have appreciated that there is someone from the Guild visiting them.

There are still a number of 'quieter' businesses, members who are insular and not engaging. SB said that he would visit those with no content on Guild website and take pictures.

Need to do more with templates, marketing and PR. Possibly engaging with shop managers and right hand men.

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September Business Conference was held in Exeter with Dennis Reid. Seven members from SW region attended. Five attended from the rest of the country. Shortfall of £1800 forecasted. Response from those attending was good 93% approval rate (91% at spring conference).

#### Benchmarking survey

Retail pricing survey, response rate has dropped to 30%. A Midland member has put his prices up by 10% as a consequence of discovering he had a low price structure. Results have only been sent out to participants. Report revealed a huge difference between members.

Communications. Challenge to encourage members to send us information.

An allergen template is ready for circulation. There is a technical hitch on spreadsheet that requires fixed.

#### Plan for remainder of the year

Guildsman coming out in three weeks time. Attend what's left of Regional meetings programme for 2014, Benchmarking of supermarket prices, Plan projects and conference, Hot off the Block will be sent out this week with Pearsons' Smithfield Diamond winning recipe.

#### Tri Nations

DL reported on a very successful event in 2014. The participants had been given an excellent tour including markets, farms and shops before the competition was held at the Great Yorkshire Show. There are plans being drawn up for a repeat event in 2015 in Australia. Cost of competing might cost up to £40000, EBLEX have indicated that they might support up to £4000. DL advised that the competition firstly must be confirmed and then accurate costs obtained before making any decision on next year's event.

#### Smithfield Awards 2014

City of Glasgow College will host the event on Wednesday 15th October and Thursday 16th October. Judges have been invited and we have acceptances from England and Northern Ireland. These judges will complement the Scottish based judges and Steve Derrick and Judith Johnston from Lucas will assist with the organisation at the event. Entries have been slow with an avalanche at the last minute. 50 members entered at time of reporting - 436 products. That compares to 49 members and 381 products last year.

Sausages - 103, Burgers 54, Cooked Meats - 27, Bacon & Cured Raw Meats - 47, Pies & Bakery - Hot - 60, Pies & Bakery - Cold - 48, Kitchen Ready Products - 71, Ready Meals - 26. Aubrey Allan will be asked to supply their Diamond award winning kitchen ready product. Matthew Fort has been engaged to make the presentations.

#### Technical Advisory Committee

MT had a good meeting with HAS and they will come up with update regarding allergens for the Steps To Quality manual. All that will be required is that a system in place to be able to advise the consumer.

Mystery Shopper survey has been received and will be sent out to those who had been mystery shopped. One of the reports gave cause for concern and that business will be encouraged to pay for a re-survey.

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### **Scottish trip to Ireland**

MT reported on the trip to see shops in Republic of Ireland. Although this started out as a trip for Scottish members, six members from England joined the party. MT reported that the trip was very good and well organised. He felt everyone enjoyed the trip and gained a lot from it. Agreed that other trips should be organised and RH requested copy of the itinerary.

### **Promotions**

A Barbecue promotion was organised but nobody had knowledge of it. The Diamond award winning sausage will be circulated to members with a poster. MR outlined the forthcoming EBLEX website that can be used to design personal posters. Discussion concluded, do what we did this year but do it better.

### **Christmas leaflets**

A re print of previous Christmas leaflet has been offered to the members at a price of £65 per thousand. Enough members have indicated interest for a run of 20000 at a cost of £1200 and meeting agreed to proceed.

### **Any other competent business**

BA intimated that since Sandy Boyd had been a year in the post that he would be having a review with him. He reminded the Executive that it was their responsibility to set the brief and determine if everything was being carried out to their satisfaction.

GH asked if membership had grown but PC pointed out that consolidation of numbers had been the objective. RH said that the question of value for money would always be asked, RJ felt that SB and his experience was a good resource for members to ask questions of.

### **Trailblazers Training**

RJ highlighted availability of training through Walter Smith Project Leadership.

### **Date of next meetings**

Executive: Wednesday 4th February 2015, York  
Management: Monday 1st December 2014, Penrith

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