



Q Guild Executive Meeting

The Principal Hotel, York, Thursday 4th May 2017

Present: Mark Turnbull (Chair), David Lishman, Philip Cranston, Gary Chadwick, John Davidson, Greg Hull, Martin Player, Douglas Scott (Minutes).

Apologies: Andrew Edmonds, Brindon Addy, Robert Jones, Kathryn Meadows (TAC),

Minutes of previous meeting

Minutes of last meeting held on 9th February 2017 were approved.

Matters arising

There were no matters arising that would not be discussed under agenda items.

Correspondence

We continue to get requests from members, which we satisfy, for logos that are available to download on BOS.

There is a request sent to Gordon from NSA for support of a plan to increase demand for lamb. Requested £500 from large organisations, £100 from smaller organisations. Not pursued.

Mike Richardson requested members circulated with entry details for the World Steak Challenge. Agreed.

There has been exceptionally regular correspondence from Charlotte and Joseph for approvals of copy and further information.

There has been considerable correspondence and reviews made of the new Members Manual.

There has been contact either by phone or email with just about every member over the last month as numbers and intentions have been ascertained for the BBQ and Business Conference.

Prior to that there was considerable correspondence usually of a chasing up nature about the members visit to Paris.

Finance Report

The 2016 accounts are now with the auditors Condis for audit.

The Management Committee were presented an income and expenditure account the 2017 Smithfield Awards. Given the way the judging and presentations are now held in two separate accounting periods, Management have agreed that separate accounts should be prepared for each evaluation. The 2017 Smithfield Awards generated income of £29566 and expenditure of £30669. It was agreed that the income and expenditure should be included in the annual accounts in the year that they were incurred.

Turning to the 2017 budget. Income from members subscriptions is forecast to be down and having looked at this, it may improve as members who joined during 2016 are invoiced for their renewals. The substitution of full members by branch shop members is having an effect. Income from Corporate members is also down a little reflecting a few leaving.

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You will see that I have deferred £5000 of Key Partners income from 2016 to 2017. I feel that is justified since there is still a sizeable part of their project to happen in 2017. This improves the 2017 accounts but has a detrimental effect on the 2016 accounts. The auditors will be asked for an opinion on how to best deal with this.

Income from Smithfield Awards is almost £5000 more than budget but you will see a corresponding increased expenditure for Product Evaluation under Cost of Sales. Net effect is very small.

Total income is forecast at £190,000 basically the difference under Digital Platform income. Under costs, Moule Media has additional payment in 2017 for period up until Charlotte and Joseph took over PR and additional Smithfield work.

Forecast for inspections has been reduced following the decision at the last Executive Meeting but include cost of Members Manual (max £5000) and allows £2000 for quality audits. Under Overheads Back Office System has an unbudgeted £10000 expenditure. We have added stage three costs and Gav Winder from Prototype will give us an update at this meeting. Salary, NIC and Management costs are currently forecasted slightly over budget but this will be redressed the longer we go without paying a Guild Manager. Similarly the Guild Manager's expenses have been reduced due to his incapacity through surgery and now through his resignation. Cost of Executive Meetings is above budget and booking rail fares from the office will hopefully assist savings that can be made here.

So with anticipated costs of £192,000 we are currently looking at an end of year predicted outcome deficit of £1500.

Guild Membership Report

There are currently 121 members of the Guild.

Resignations from the Guild included, A Pearson & Son, Pollok Williamson, Lewis of Sunningdale and Eastwoods of Berkhamstead.

Included in the membership are Philip Warren & Son who changed their membership to their outlet at Dunheved Court, Launceston; Rogers & Son, Carmarthen. New members include Cranstons Orton Grange, New Close Farm Shop, Bakewell and Chadwicks of Tooting. It was agreed that as the previous Guild Manager had visited Philip Warren, Rogers & Son, New Close Farm Shop and Chadwick's that they would be admitted to the Guild.

Royans of Elgin (branch shop of Davidsons Specialist Butchers) had a quality audit undertaken by an assessor from Scottish Meat Training and will now be admitted into the Guild. Dales Traditional Butchers, Kirkby Lonsdale are awaiting audit.

We have had 21 requests for information about the Guild since the beginning of January but no other applications to date. It may be that these businesses require a follow up from a Guild Manager.

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All members have now finally paid their membership fee, the last being Royal Farms Windsor last month.

39 members have yet to return their signed membership proforma accepting the new terms and conditions of membership despite numerous reminders. These will be chased up during the next couple of weeks. (Members attending the Business Conference will be targeted).

Corporate Membership

Corporate members who have left the Guild's membership are: C & K Group, Phil Webber Meats, The Alfresco Chef and Theo's Food Company. Membership for Hawk Safety and Kiernans Food Ingredients was also terminated, as despite numerous reminders, no payment or communication from either was received.

An application has been received from Unilever for Corporate Membership and we are awaiting payment to come through. They are very keen to become members. They will be attending the Business Conference later this month.

HCC Wales have been admitted as an Associate member of the Guild (similar to QMS and AHDB). A Rowcliffe & Son have also been admitted to the Guild as a Corporate Member.

Trip to Paris

DL reported on the Guild members visit to Rungis Market and shops in Paris in mid March. An enjoyable trip organised by Remi Fouris of AHDB in Paris. DL said visit was of limited value and the greatest benefit was talking to other Guild members.

Presentation by Prototype Creative

Josh demonstrated the templates on BOS that are currently under development. Templates were shown that could be used for designing posters and leaflets. MT stressed that we need something that can be used by 121 different businesses.

An email marketing template was shown with save it or send it functionality. 2000 emails per member is the limit per E-newsletter. Basis for costs after exceeding the limit needs addressed eventually.

Message centre to send messages to other members. Enables direct messages or to closed groups. This could allow Key Partners to contact all the members directly 2 or 3 times per year. Control can be achieved over their capabilities.

Forums will be possible. Any member can create a topic, rules for inappropriate behaviour and admin has the ability to delete posts.

Access to all this is intended for members only. Access to every category can be switched on or off as required for Key Partners and or Corporate Members.

Consumer site: stats are available. JD pointed out that the search for members shows map, too much of Europe and not the North of Scotland. Location of shops should click through to the member's page. Requests for member's issues can be sent to qguild@prototypecreative.co.uk.

This address will be placed on BOS.

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Position of Guild Manager

MT said that he reluctantly accepted the resignation of Guild Manager Gordon Newlands on 31st March. MT said that he was sad GN has left, but the business must continue. MT confirmed that there was a grievance procedure and it was pointed out that GN might have felt undervalued. Agreed that we must consolidate and move on.

MT said that the Management Committee had met and discussed options going forward. There was a discussion whether it was a job for someone to do in a senior role or 3 days a week allowing freeing up of salary to employ someone in a supportive role. Do we need a manager? Agreed.

GC asked that the Executive be informed of the person Management Committee are recommending when they have someone lined up. Agreed that Executive should be asked to ratify the Management Committee's choice. GC felt that the Guild Manager's position should be a five day per week post. Consensus was that a three days per week post plus support should be pursued.

MT asked the members of the Executive to consider the Five Year Business Plan. Quality audit should be a part of the remit of the Guild Manager.

Technical Advisory Committee

MT introduced the new Members Manual.

This documents how the Q Guild works. DL said MT had done an exceptional job on the new manual. Hygiene standards are still included and Quality Standards have been updated.

Product of the Month

New packs covering the months from May to September had been sent out. In addition the best BBQ product from the 2016 National BBQ event, Coffee Crusted Steak has been turned into a new product promotion and members will receive posters and recipes in due course. Three key partners are still due a POTM and these will be produced for October, November and January. On 7th June MT, DL and DS will meet the key partners in York. GH felt that POTM should not be led by the Key Partners. Objective would be to generate an extra £1000 per key partner annually.

Business Conference

The 2017 National BBQ event and Business Conference will again be held at Eastwood Hall near Nottingham. Arrangements have been made for presentations, the barbecuing and the judging. Numbers have slowly built up and it looked like attendance would be around 70.

PR

It was reported that PR company, Charlotte & Joseph were being very proactive, producing fortnightly reports of their activity and securing several successes to increase the profile of the Guild. They have kept the Chairman and Admin busy with requests for signing off of press releases and several other requests for information. It was noted that very often this includes short time scale responses.

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Smithfield Award

DS reported that Instore had visited the office to discuss an electronic entry form for the Smithfield Awards. After debate it was decided that to include the recipe field on the form, as a mandatory field, was a step too far for the membership. The electronic form should be ready for the next Smithfield Awards.

Date of next meeting

Late September 2017

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