

Q Guild Executive
12th February 2014
Dean Court Hotel, York

Present: Brindon Addy (Chair), Mark Turnbull, Philip Cranston, Greg Hull, Robert Jones, James Lally, Julie Hewshaw, Sandy Crombie, John Davidson, Sandy Boyd (General Manager) and Douglas Scott (admin).

Apologies: Jon Thorner, Laura Bishop.

Brindon Addy welcomed members to the meeting.

Correspondence:

BA had received a letter from John Mettrick asking Q Guild to combine their National BBQ Final with the NFMFT barbecue final at their annual conference. This was a non starter but consideration was given to showcase products at NFMFT, decided to turn down on the basis that ideas were for sharing within Q Guild. Guild would offer their services as judges.

Resignation letters has been received from Frank Taylor and John Mettrick. Email resignation received from Littlers, Drake & Macefield, Livingstones and Hornby Butchers. DS Check Anna Blackwell email

Letter received from Gordon Hepburn expressing thanks for invitation to Smithfield Awards.

Letter from Australian Meat Industry Council (AMIC) Tri Nations will be run by EBLEX and Q Guild will organise the team. Event will be held at the Yorkshire Show on 10 July 2014. David Lishman is team captain, team members are Robert Jones, Nigel Rose, Richard Carter, James Lally and Martin Crombie from Aubrey Allan.

Q Guild suggested a study tour for the visiting teams to include visits to London including Smithfield Awards. Cutting demonstrations from EBLEX and likes of Dalziel. The visit would then take them to Yorkshire Q Guild butchers, Morrisons cutting plant before the competition and the Supermeat Awards in London. Sandy Boyd to respond to AMIC.

Election of Office bearers

The following were elected for one more year.

Chairman - Brindon Addy and Vice Chairman - Mark Turnbull.

Sandy Crombie expressed an intention to step down as Chairman of TAC at some point in 2014.

General Managers Report

Sandy Boyd reported

We now have a procedure for looking after potential new members which includes a visit from me prior to the initial HAS inspection to ensure that the business is a good representative of the Q Guild, rather than just a hygienic shop. The visits to new members will be made as soon as possible after the initial approach to keep the momentum going. We still have some potential members from last year which will be followed up over the next month. I have now visited or met over 50% of the existing membership and intend to visit every member by the end of the year. I have therefore prioritised the South East, Midlands, South West and Scotland and will spend up to a week in each area to help me achieve that goal.



Q Guild
8 Needless Road
Perth PH2 0JW
Tel: 0844 800 6560

Email:
info@gguild.co.uk

Website:
www.qguild.co.uk

Honorary President:
Gordon Hepburn

Chairman:
Brindon Addy

Benchmark surveys

Following the success of the horsegate survey that was produced for the BBC the now planning to roll out one survey each month on the topics listed in the calendar. Each survey is designed to take under five minutes to complete and to gather information that will not only be of use to the members but also to help the Guild understand the membership so that we can pursue different opportunities that will be of benefit to the members.

Credit Card Services: SB highlighted these as a good start for benchmarking and circulated details from Retail Networks whose rates are 1.09% credit and 11p for debit cards.

Conference

SB proposed a national conference this year will be about adding value to your products and will focus on New Product Development, how to improve the quality of the finished product using modern food technologies and improving the packaging and presentation of the finished product. Meeting felt that this event should be a weekend event sited in the Midlands and incorporate a social occasion on the eve of conference. Date to be confirmed around 17th May.

Inspiration

The conference and regional meetings are designed to inform our members of business related subjects. However, often the best inspiration comes from unusual or unrelated subjects, I feel there is an opportunity to be had by visiting other craft food producers and that it may well stimulate our members thoughts on food production and adding value to their produce. I would like to organise visits to Artisan Baker's, cheesemakers and professional charcuterie makers in the UK based around regional meetings.

As well as if possible, a visit to a European country to look at the evolution of butchery and food production abroad. Preference was expressed for Spain.

Customers

We need to continue to build our members credentials as being the experts in butchery and with this in mind I want to explore an opportunity to create some generic simple butchery videos that can be easily personalised so that our members can put video clips onto their website to help them drive click through. It has been a while since we have produced some recipes and we need to work together to generate some unique ideas to put out under the Q Guild brand.

Children

By reaching out to children, we also reach out to their parents. Butchers produce food products that children absolutely love, but by aligning our food production to the national curriculum we can create opportunities to talk about our fantastic products to our customers of the future. By creating a teaching template with help from educators at a national level we can enable our members to roll it out at a local level. Who would you like your local children to visit, a Tesco supermarket or factory via the <http://www.eathappyproject.com> website or a local and ethical Q Guild butcher?

White papers

White papers are becoming an increasingly popular tool with businesses looking to promote a complex product or business concept. The Q Guild can add value to the membership by researching potential solutions to common problems faced by the members. For example, we have had a number of queries about how to source the best websites or develop mini in-store websites for customer use. We have also had queries about blast chillers, refrigeration and in-store technology. By working with our corporate members, we can produce an unbiased analysis of the options and potential solutions to a particular problem, which may solve immediate problems for



Q Guild
8 Needless Road
Perth PH2 0JW
Tel: 0844 800 6560

Email:
info@qguild.co.uk

Website:
www.qguild.co.uk

Honorary President:
Gordon Hepburn

Chairman:
Brindon Addy

some members but also give a useful insight that may be of benefit to other members in the future.

Hygiene.

Hygiene audit systems are due to unveil their online food hygiene refresher course at the end of this month for us to launch in March. I'm still keen to work with HAS to ensure that our members see them as an asset to their business rather than a hindrance. This will include sending out an advisory information updates as part of a monthly newsletter to keep members up-to-date with food legislation developments. I'm also talking to HAS about HACCP plans to find ways of ensuring that all our members have robust EHO proof systems. SB keen to see HAS as more than just a policeman.

Regional meetings.

Following several requests from the corporate members I recognise that more work needs to be done in conjunction with the regional chairmen to ensure that we have a 12 month forward plan for all regional meetings, with each meeting having a business related theme or guest speaker that is published well in advance of the event. Each region outlined their proposals for the year.

Butchers Trade Show is to be held by East and South regions in April at Mountnessing and will involve 12 corporate members.

The Guildsman

Issue not published in January. SB proposed that future issues should be forward looking. This year's Guildsman is going to be a forward-looking magazine that is tied into the Guild's seasonal activities. The Spring Issue will be connected to the conference and carry material relating to the presentations being made, e.g. work on new product development and recipe consistency. The Summer Issue is being designed to be a consumer publication, to be distributed through the members shops and will therefore have a much higher print run. The Autumn Issue will be published in September and will concentrate on marketing opportunities for the Christmas season. Finally, the Winter Issue will celebrate the Smithfield product winners, but will also carry recipes and links to promotional material for use in 2015. Number of copies per shop (up to 5) to be restricted to optimise postage costs.

In-Store Events.

Last year's Diamond Award winners will be celebrated with accurate, detailed recipes, methods, promotional material and HACCP plans into three promotions, in spring or autumn than Christmas. 2014's Weber Barbecue Award winners will be celebrated in similar fashion throughout the summer.

Social events

Golf day to organised by the North East but this would be just a one day event. There was a view that a social event should be linked with the annual conference but there was a need for a separate night, perhaps black tie dinner.

Robert Jones suggested that Q Guild Award winning products should be served at meals where Guild members meet.

Calendar template to be circulated to all members and corporate members on Friday 14th February. Diary dates circulated on 28th February with Regional Chairmen to update in the ten days prior to that date and then regularly update. Information to be held on Q Guild website.

Priorities would be to assist South West and to arrange the Annual Conference.



Q Guild
8 Needless Road
Perth PH2 0JW
Tel: 0844 800 6560

Email:
info@qguild.co.uk

Website:
www.qguild.co.uk

Honorary President:
Gordon Hepburn

Chairman:
Brindon Addy

BBQ Championship

Regional heats are to be held in time for finalists to attend the National Barbecue Finals . One product per category. Six categories:- Pork Sausage, Beefburger, Sirloin Steak, Speciality Sausage, Speciality Burger and BBQ Product. All products will be "cooked on a barbecue". Products may be awarded gold, silver or bronze. Robin Moule to be engaged to provide PR support.

Smithfield Awards

Further information on judges and the packaging.

Agreed City of Glasgow College should be the venue for the judging.

Hot off the block with link to Diamond Award winning recipes.

Three product promotion with counter ticket, poster via EBLEX. Possible 3 x £1500 costs for artwork and design.

Finance

DS reported

The Financial year ended on 31st December and a deficit of around £6000 was forecasted. DS circulated a draft budget for discussion. This showed a breakeven situation but Mystery shopper costs were still to be allocated to budget.

Other costs that will appear will be those such as signs to be supplied by Q Guild and to be erected by the member. The budget figure for Annual Conference was increased to £5000 since it was felt that this event was extremely important to the Guild membership. Theme should be retail development that is relevant. Charge to cover basic costs.

Membership Report

In the Midlands Region there is one prospective member, G Simpson Butchers Heckington. We have contacted him to see if he is now ready for a full HAS inspection.

In the South Region Tilehurst Village Butchers are now a member. We have had no contact from Peter Speaight despite trying to contact them, and this therefore looks like they will not be proceeding with membership. Lewis of Sunningdale advised they would wait until the new year before asking for a full HAS audit and we have been in touch with them to see if they are ready to proceed. We will write to Laverstoke Farm Shop to see if they are now in a position to apply for a HAS pre inspection, as their Manager left in October last year.

In the South West Region Moody Sow Farm Shop have successfully passed their HAS full inspection last week and all membership information is being organised for them. We have also contacted Etheringtons Farm Shop to see if they are now in a position to arrange their full audit as this was cancelled by them in November.

There has been six members resignations: -

Hornby Butchers	(North West)
FB Taylor	(North West)
Littlers Butchers	(North West)
J W Mettrick & Son	(North West)
Drake & Macefield	(North East)
J Livingston & Son	(Scotland)

There has also been three corporate members who have resigned:-

Astute
RAPS
XL Refrigerators Ltd



Q Guild
8 Needless Road
Perth PH2 0JW
Tel: 0844 800 6560

Email:
info@qguild.co.uk

Website:
www.qguild.co.uk

Honorary President:
Gordon Hepburn

Chairman:
Brindon Addy

Most members have responded regarding the external signage, although the response from the South and South West members have been disappointing and this will be chased up next week.

Corporate members have requested signs for use at exhibitions and it was agreed to reprint the one of Britain's Best Butchers but in Perspex.

Technical Advisory Committee

SC reported on the meeting held immediately prior to the Smithfield Awards. In period from April -Sept - 39 audits (old system) shows improvement 46% A +, 28% A, 26% B. Sept - Oct (new system) - 9 audits - 7 pass, 2 - under re-appraisal
Recommendations: The need for fully implemented HACCP and due diligence checking must be stressed to all members - this would reduce fundamental mistakes such as HCCP not up to date or bits missing.

Induction training needs to be carried out ASAP for new staff members. Training - All staff to level 2, a learning refresher course will be ready at beginning of next year - 6 modules -£5 access - Cost to Q Guild is £650. Needed images and these were supplied. We have seen the first draft. The severity of poor control over cross contamination must be re-iterated to all members. The importance of having approved suppliers, either by audit or questionnaire must be highlighted to all members (this is seen as a plus point for Q butchers).

Julia Wilson is the new account manager and she seems to have plenty of experience including two years in New Zealand working closely with butchers in the meat industry. Re-structuring at HAS looks like it has fewer staff.

Communication: Weaknesses highlighted in time taken from first pre-audit to audit. Lack of sufficient information supplied from HAS to Guild office. Situation has now improved but will be monitored. Pre-audit to audit procedure needs to be clearly understood by all including new member applicants. A flow chart was issued to all members.

New member activity should be closely followed by our General Manager, Sandy Boyd. Benefits of the hygiene audit to be better highlighted by Julia Wilson but to date we are still awaiting document.

Consumer Survey / Mystery Shopper will be conducted by ASI to Q Guild criteria at a cost of £100 per shop. Awaiting to re-commence this year and will begin when random names are forwarded from Perth office. Cause for concern only to be sent nameless to the TAC.

TAC Committee is currently Mark Turnbull, Robert Jones and Sandy Boyd. We need to recruit another member as Sandy Crombie intends to stand down as Chairman at the end of this year. We now have some sort of stability, and the job is not nearly so onerous now that we have Sandy Boyd in position. He has a good knowledge of hygiene requirements as have the office admin. The procedural changes we have put in place will mean less of a hands-on commitment by future Chairmen.

Interim self audit to be sent to members at the mid point between HAS inspections.

AOCB

PR support should be provided by the Guild for members who are going to have a national recognition story. Robin Moule to be engaged to perform this role and to be asked to quote for PR for National BBQ Finals and Smithfield Awards.

Need to encourage members to feed good news stories to Q Guild for Guild to put out on Twitter and Facebook. Obtain a discounted price for Q Guild members own stories.

Meeting closed at 15:45



Q Guild
8 Needless Road
Perth PH2 0JW
Tel: 0844 800 6560

Email:
info@qguild.co.uk

Website:
www.qguild.co.uk

Honorary President:
Gordon Hepburn

Chairman:
Brindon Addy