

# Q GUILD

Key points from Annual General Meeting & Executive Meeting held in York on 14th February 2018

## Appointment of office bearers:

David Lishman was elected as Chairman from Mark Turnbull and John Mettrick was elected Vice Chairman. There were no other nominations. David said that his focus would be on strengthening regional meetings. He said that he wanted regular interesting and structured meetings.

## Executive Committee Meeting

Resignations have been received from Haigs, McCaskies, Halls of Hazelmere, Tom Newitt, Clewlow, HG Walters.

Also a few members have decided to take out of membership one of their branch shops:-Tilehurst, Jon Thorners & Walter Smith Melbicks.

We have had numerous enquiries about joining the Guild last year, there were no concrete applications.

## Corporate Membership

We have had an enquiry from Paragon to join as a Corporate Member.

## Key Partners

There are six confirmed key partners - Scobie & Junor, IFI, Lucas Ingredients, Dalziel, Versteegen and WR Wright.

## The shape of Regional Meetings in 2018.

Since regional meetings are the backbone of the Guild, the Chairman's suggestion was agreed namely A) to hold Management and Executive Meetings at the same venue and prior to a regional meeting. This would allow members to meet the team that manages the Guild and allows them to understand what is going on.

B) to employ a 'roving chairman' (RC) to chair regional meetings. One agenda should suit all regions. RC organises agenda, venues etc.

TAC: reported that the quality audits had started using Shopping Anonymous.

## Guild Manager-Report

Smithfield Awards:-Charlotte & Joseph (C&J) have sent out press releases for Diamond awards. Lunch was attended by 102, Stationers Hall and the catering by Cook & Butler were good. It was agreed that London was the best venue especially given the link to Smithfield. Nigel Barden had been a very supportive voice.

Product of the Month:-February - Lucas Moroccan Sausage, March - Scobies Cherry Cola Pork Belly April - Dalziel Spatchcock Lemon Chicken, May - Smithfield Awards Champion - Fillet Pave, June - IFI - TBA

Business Conference:-One day event starting at 10:30 at Aubrey Park Hotel, Redbourne, St Albans Sunday 13th May. Nigel Botterill from Entrepreneurs Circle will be the key note speaker. Business to include AHDB Meat Education Programme, Shopping Trends Overview, Benefits of Apprenticeships, key partner presentations.

National BBQ Championship: This would be held in conjunction with the Business Conference on Sunday 13th May. The steak category was agreed to be a rump steak with salt and pepper the only permitted additives.

Regional Meetings:-CH attended a meeting in South West at Launceston, 20 were in attendance. CH had attended AGMs in North East, Midlands and autumn meetings in North West and South with East.

Consumer Magazine: This would be called Masterclass in Meat. Consisting of 12 pages, there would be an option to brand with own name along the top. We are budgeting for 100 per butcher.

Back Office System (BOS): Amendments made to layout and access. CH now has access to amend basic copy on live site. Homepage slider will change monthly with three new messages. Concern over lack of use.



## Q GUILD

### Annual General Meeting

The Principal York,  
Station Road, York YO24 1AA  
Wednesday 14th February 2018 at 11.00am

Present: Mark Turnbull (chair), David Lishman, Brindon Addy, Andrew Edmonds, John Mettrick, Gary Chadwick, Martin Player, Robert Patrick, Stephen Robinson, Philip Cranston, Claire Holland (manager), Douglas Scott (minutes)

Apologies for absence were received from David Mitchell, Simon Kelly, Duncan Fraser, Kathryn Meadows, Robert Jones and John Davidson.

Chairman Mark Turnbull welcomed members to the meeting.

#### Appointment of office bearers

Chairman: David Lishman proposed by Brindon Addy, seconded by Philip Cranston  
Vice Chairman: John Mettrick proposed by David Lishman, seconded by Brindon Addy  
Finance Director: Philip Cranston proposed by David Lishman, seconded by Mark Turnbull  
Company Secretary: Douglas Scott, proposed by David Lishman, seconded by Brindon Addy

DL thanked MT for his chairmanship in the last three years and specifically thanked MT for all the work he put into the Back Office system. DL added that it had been a pleasure to work with Mark.

DL said that his focus would be on strengthening regional meetings. He said that he wanted regular interesting meetings, structured meetings and improved guidance for Chairmen. Information should be relayed back from the Executive Meetings to the members at regional meetings. His aim would be to make membership of the Q Guild a worthwhile investment.

He welcomed JM as vice chairman and said that he looked forward to working with him.

Condie & Company, Dunfermline were appointed as auditors.  
Proposed PC, seconded by MT

There being no further business the meeting closed at 11:20.

*a Masterclass in Meat...*

The Q Guild 8-10 Needless Road, Perth, PH2 0JW  
Tel: 01738 633160 Fax: 01738 441059 Email: [info@qguild.co.uk](mailto:info@qguild.co.uk)



## Q GUILD

### Executive Committee Meeting

The Principal York,  
Station Road, York YO24 1AA  
Wednesday 14th February 2018  
This meeting followed the Q Guild AGM at 11:20.

**Present:** David Lishman (chair), Mark Turnbull, Brindon Addy, Andrew Edmonds, John Mettrick, Gary Chadwick, Martin Player, Robert Patrick, Stephen Robinson, Philip Cranston, Claire Holland (manager), Douglas Scott (minutes)

Apologies for absence were received from Kathryn Meadows, Robert Jones and John Davidson.

#### 1. Welcome

David Lishman welcomed those attending especially those deputising for their regional chairmen.

#### 2. Minutes of last meeting held on 26th September 2017

Proposed by MT, seconded by MP

#### 3. Matters arising

Young Manager's Meeting was deferred from the last meeting. BA said that North East would trial the idea in July with a tour of members with an evaluation to be written up by those attending. PC wondered if this could be combined with regional meetings.

GC suggested younger staff should be empowered to run meetings. Agreed that the north east would open their event to all member businesses possibly all joining up in Wakefield.

There were questions over the appropriateness of the name with Future Leaders Group gaining favour.

DL said that regional meeting agendas should make it clear that key staff would be welcome at them. Agreed that this was a good idea. JM stressed that it was important that the first meeting that staff attended was good.

#### 4. Correspondence

*Resignations -*

*Haigs, McCaskies, Halls of Hazelmere, Tom Newitt, Clewlovs, HG Walters*

GC did not know why the members in south had chosen to leave the Guild. He said there had been 15 members present at the last Southern meeting.

Tom Newitt had written saying that he was not comfortable with the "stewardship" and expressed interest in the Butchers Club. That group run by David Smith is essentially a trips group. HG Walters had written saying they felt Q Guild lacked profile and devalued by removal of the annual hygiene audit. DL will call G Hall.

A letter had been received from Geoff Gillo, Master of the Worshipful Company of Butchers had written to thank the Guild for the invite for him and his wife to the Smithfield Awards.

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## 5. Membership Update

There are currently 40 members of the Guild who have paid their subscription for 2018 (including those on direct debit). This is an ongoing process, and which normally takes a good few weeks.

We lost one member in November 2017 as Bennetts Quality Meat ceased trading. There have been resignations from T Newitt & Son, Halls of Hazlemere, H G Walter, H Clewlow, Mearns T McCaskie and Haigs Food Hall. Kent & Sons have not had their membership renewed as they do not meet the current standards of the Guild.

Also a few members have decided to take out of membership one of their branch shops:-Tilehurst, Jon Thorners & Walter Smith Melbicks.

There are currently two members on suspension, but both are in the process of either having a re-inspection or dealing with an EHO issue. One other member who was on suspension has agreed to remove their existing business from membership, but to include one of their other businesses. These details are currently being processed.

Although we had numerous enquiries about joining the Guild last year, there were no concrete applications. So far this year there has been 7 enquiries and we are hopeful that 3 of them will join. (Damon Buckingham, Cherrington Butchers & Meadowfresh of Chesterfield - assuming that there are no objections once their application form and fee has been received and they fit the criteria). There was also a business keen to join last year from Dundee, but had not been trading for 12 months. Details have now been sent to them.

Action points: JM to contact Ieuan Edwards, DL to contact Bebbingtons. CH to chase up Cherrington Butchers visit to Allan Bennett and Robinsons Butchers & Deli. DS to contact The Butcher, The Baker.

### Corporate Membership

We have had an enquiry from Paragon to join as a Corporate Member and are awaiting payment of their membership fee. Dalesman no longer wish to be classed as a Key Partner. There has also been a resignation from Bizerba, Thomas Ford (Smithfield) Ltd and PR Duff.

Invoices for membership have been sent to all Corporate members for 2018 and as per ordinary members, we await Membership fees coming in.

PC volunteered to contact Bizerba to investigate reasons behind their lack of decision to pull out of membership.

### Key Partners

There were five confirmed key partners - Scobie & Junor, IFI, Lucas Ingredients, Dalziel, Verstegen. Wright's had also intimated that they wished to be key partners. They would now be invoiced.

MT explained that key partner fees would be £2500. New key partners would pay a joining fee of £1000. The promise included electronic product of the month and a consumer magazine. Feedback was clearly an important issue.

JM claimed that the past POTM could have been better thought out. He stressed POTM should be good ideas tested by members. GC asked for bigger item products like pulled brisket, butterflied legs of lamb.

It was agreed that the next key partners' meeting should be arranged for September.

## 6. Finance

DS reported on the financial results for 2017. These were as yet unaudited but figures suggest a £8000 surplus before the auditors do their adjustments. This follows a £2677 surplus in 2016.

The 2017 surplus is mainly due to reduced costs of inspection audits. Despite the £10,757 spend on Back Office System a surplus still arises and this is due to the reduced spend on General Manager costs.

Digital Platform income that we hoped we could carry forward from 2016 to 2017 was not allowed so the budget figure was actually used up in 2016 accounts.

Product evaluation income and expenditure bridges the 2017 and 2018 accounts. A separate income and expenditure account is drawn up for each event and the 2017 accounts show the lunch costs for the 2017 awards and the evaluation costs for the 2018 awards.

It was noted that income on product evaluation is well below budget and that is due to a much smaller entry. There have been corresponding reductions in costs but most current prediction of final outcome is a deficit of £2500.

Budget proposals for 2018.

A budget was presented to the Management meeting on 9th January and with some updating this was presented to the meeting. Forecasts were based on 2017 figures and other known expenses. The outcome is a surplus of £3041 but the subsequent resignation of two corporate members reduces that to a small margin.

## 7. The shape of Regional Meetings in 2018.

Since regional meetings are the backbone of the Guild, DL suggested

A) to hold Management and Executive Meetings at the same venue and prior to a regional meeting. This would allow members to meet the team that manages the Guild and allows them to understand what is going on. The negative is more travel.

B) to employ a 'roving chairman' RC to chair regional meetings. One agenda should suit all regions. RC organises agenda, venues etc. Negative is the cost but would hopefully create better value for members.

GC was supported when he expressed concern that Regional Chairman's positions should not be eroded. JM suggested that some regions might not need this resource.

PC suggested that due to the clear need to strengthen regional meetings that it might be time to dip into reserves to support this important issue.

Clarification was given that the RC would support the regional chairman. JM suggested a job spec be drawn up with costings.

DL had worked out costs £350 per day inc travel. In addition to regional meetings attendance required would include three Management Committees and three Executive Committees.

GC felt that there was not a need for a RC. He would like to see Executive Committee to meet up with key partners in September to set the scene for the following year. His proposal was not supported.

BA proposed that we go ahead and give authority to the Management Committee to appoint a RC subject to the affordability and finding the right person. The proposal was seconded by JM and was agreed.

## 8. TAC

Mark Turnbull reported that the quality audits had started using Shopping Anonymous. RP said that he had been mystery shopped but felt that they could have been more thorough.

MT felt that from what he had read in the first two reports received that they delivered good value to the member and MT said that was useful. He recommended that a manager's letter goes out with the report back to each member.

## 9. Guild Manager-Report

CH reported on her engagement with key partners.

Visit to Dalebrook, key partners offered meeting rooms in London, Bristol and Corby.

CH will reorganise corporate members page to rank by industry sector and will visit as many as possible she goes around the country.

### Smithfield Awards:-

Logos and certificates had been revised, instore point of sale including highlighter tickets, window and pack stickers has gone out. Charlotte & Joseph (C&J) have sent out releases for Diamond awards.

Lunch was attended by 102, Stationers Hall and the catering by Cook & Butler was good. It was agreed after discussion that London was the best venue especially given the link to Smithfield and Smithfield Awards. Nigel Barden had been a very supportive voice. Trophies had been impressive, consideration will be given to changing style. CH asked should the certificates be sent out earlier.

JM questioned the wisdom of holding back the results until the new year. Discussion concluded that the existing timing was acceptable.

### Product of the Month:-

February - Lucas Moroccan Sausage

March - Scobies Cherry Cola Pork Belly

April - Dalziel Spatchcock Lemon Chicken

May - Smithfield Awards Champion - Fillet Pave

June - IFI

### Business Conference:-

Aubrey Park Hotel, Redbourne, St Albans 13th May

Nigel Botterill from Entrepreneurs Circle will be the key note speaker.

Start at 10.30am with business including AHDB Meat Education Programme, Shopping Trends Overview, Benefits of Apprenticeships, key partner presentations.

### National BBQ Championship

This would be held in conjunction with the Business Conference on Sunday 13th May. The steak category was agreed to be a rump steak with salt and pepper the only permitted additives.

### Regional Meetings:-

CH attended a meeting in South West at Launceston meeting, including guests and corporate members 20 were in attendance.

CH had attended AGMs in North East, Midlands and autumn meetings in North West and South with East.

### Media Update

C&J started in March. 107 articles - 40 trade and 67 consumer  
17m reach. They are good at looking forward and planning PR.

JM pointed out the all members should have available good picture in high resolution of the butcher and their products.

### Communications

Between 50 and 60 Hot off the Block are being opened.

### Consumer Magazine

This would be called Masterclass in Meat. Consisting of 12 pages, there would be an option to brand with own name along the top.

We are budgeting for 100 per butcher. Design cost for first edition is £3700.

### BOS

Amendments to layout and access. CH now has access to amend basic copy on live site. Homepage slider will change monthly with three new messages. Concern over lack of accessing.

## 2018 Events Programme

Barbecue events require to be arranged in East, South, South West and Wales.

David Lidgate would be the head judge at the inaugural British Charcuterie Awards that will be held on 2nd August at Blenheim Palace. He was seeking support from the Guild.

**11. Any other competent business**

DL felt that members do not read Executive Minutes. He requested that there is an Executive summary on future minutes.

Meeting discussed and agreed that past chairman medals on a green and gold ribbon should be made and all past chairmen be presented.

CH suggested that there should be Q Guild pin badges. Agreed.

There was a suggestion that as an incentive to draw in new member's first year membership offer would be 15 months for first year i.e. join in October pay next subscription in January. This would be included as agenda item next meeting.

SR highlighted as user friendly the descriptive labels including allergens that come with Purity products.

**12. Date of next meeting:**

Monday 14th May at Aubrey Park Hotel, St Albans

**13. Meeting closed at 15:20**