

Q Guild Executive Meeting
Wednesday 16th September 2015
Birmingham Hilton Metropole

Present: Mark Turnbull (Chair), Gary Chadwick, Martin Player, Andrew Edmonds, Brindon Addy, David Lishman, Philip Cranston, Gordon Newlands (General Manager), Douglas Scott (Minutes).

Apologies for Absence: Greg Hull, John Davidson, Michael Richardson (EBLEX).

Minutes of last meeting

Minutes of meeting held on 1st July were approved.

Matters Arising

Australian butcher, Byron Allsop had taken up work experience opportunities and there was promise of more.

Correspondence

There was no correspondence to discuss

Finance Report

DS reported on the actual figures against budget. Overall and despite increased activity by the Guild Manager projections are still for a small surplus on the current year. Annual accounts have been signed off and submitted. These will be circulated on email.

Membership Report

There are currently 107 members of the Guild. The new additions are Walter Smith, Melbicks Garden Centre and Walter Smith, Bridgemere Garden Centre. Walter Smith at Melbicks will replace their Knowle shop in the Guild.

JE Baty have had their HAS Full Audit. Peter Speight have resurrected their interest in joining the Q Guild and are due an Audit on 17th September 2015.

We are still receiving enquiries from businesses, two have applied for membership. Mearns T McCaskie in Wemyss Bay have applied and their cheque arrived yesterday. Holloway Meats Ltd in Luton have applied to join the Guild and we are awaiting their membership fee before progressing.

We have received a cheque for membership from John Mettrick, HAS will be informed.

Guild Manager has to visit Frank Taylor, Essington Farm Farm Shop, Steadman Butchers, Barnard Castle. Steadman's Sedbergh shop had removed the Q Guild from their website. Taylor Farm Foods have shown interest in joining.

One member has one shop in the Guild but used Q Guild logos on all workwear. GN to address. GC recommended that terms and conditions of membership should include that continued use of the Guild logo by members who have left will result in them being invoiced. MP reported that he had four potential members in the pipeline.

Corporate Membership Report

There are currently 36 Corporate members. Avery Berkel decided not to renew their membership after all, but did say that they would consider sponsorship in the future. An application form has been sent to Lakeland Computers and Theo's Food Company as they intimated that they would like to become Corporate Members. We are awaiting their membership fee.

GC recommended Plantation Pork as a potential corporate member.

Technical Advisory Committee

MT read out a communication from Hygiene Audit Systems asking for payment for ongoing re-appraisals. It was agreed that a cost be sought from HAS prior to agreeing to pay for administering re-appraisals.



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Honorary President:
Gordon Hepburn

Guild Manager's Report

GN reported on his visits to members (107 completed) and Corporate members (10 yet to visit). One new member still to visit.

GN was conscious of cost control and subsequent visits will continue to be done with economy in mind. He expressed frustration about members not opening emails, only 40% opened the last Hot Off The Block. Attendances at meetings had been poor, causing corporate members to complain. Enforcing attendance at two meetings per year was discussed. Suggestion to rebate members attending might be considered. British Food Fortnight, GN asked for members to support Peter Heanen who is a director of BFF. Photos of activity should be submitted.

Dialogue ongoing with NSA re Make More of Mutton. www.NSAMutton.org.uk
Christmas 2015: a new and updated Christmas leaflet will be printed, 100 to be sent out free to members with consideration of more if marginal cost is affordable.
Christmas Card to be sent out as a PDF with cost for reproduction.

Headed Notepaper: new print run required but since meeting was not convinced with designs so far produced CODA would be asked for a design. Agreed that the names on the notepaper would be Chairman and Vice Chairman.

GN attended the World of Innovation Conference in London. At the AHDB conference Mo Fisher, Marketing Communications Manager, AHDB Beef & Lamb alerted the audience to the forthcoming International Agency Research on Cancer. We were told that IARC will publish in the Lancet in mid October, any supposed link between red and processed meat and cancer. Hot Off the Block to advise.

GN said the Patrick's of Camelon would like to see protein benefits promoted.

Smithfield Awards

Venues for both the judging and presentation lunch were booked. Judging at City of Glasgow College and lunch at Ironmongers Hall. Trophies are ordered, sponsorship has been secured, entries are coming in - 8 to date with 50 approx products. DS asked for more suggestions for judges especially English judges and female judges. DL suggested Elaine Lemm.

Keurslager Proposal

MT explained that the Management Committee had met Keurslager officials in Perth on 18th and 19th August. The Executive were asked to consider the findings from the meeting which suggested that the offer to join the Keurslager's digital platform was both desirable and affordable.

Keurslager would send an implementation manager to GB for one week to induct the first five members. Plan would be to roll out to members over five year with 40 coming on board per year. The suggestion during this transition is that there would be two levels of membership, either in or out of the digital platform. Those on the platform would have to commit to several must do conditions of membership.

It was stressed that attending the mandatory training days was extremely important for the companies' providing the sponsorship. It was felt that a two day event held centrally might give a better attendance. There was a case for discussing this with the key partners to explore just how they would see this would working. It was feared that in the first years of the system the numbers attending individual training days might not have a critical mass.

Committee felt that the digital platform would greatly assist members focus on marketing planning, social media. The system would provide the following:-



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Feed to in shop TV screen
- own use on editing
- puts up Guild monthly promotions - with key partners
Consumer newsletters templates
Recipe leaflets
Email marketing templates
Counter ticket production facility
Poster production facility
Printed product of the month posters (10 promotions per year, with 2 or 3 promotions per mail shot).
New individual Website
Access to Guild website via system

MT said that he felt that the Q Guild is at a crossroads and that the digital platform was a way to take the Guild forward. It was pointed out that Greg Hull was concerned that the uptake would be less than required. MT said that a leap of faith was required. PC pointed out the fall back position should be evaluated.

The Business Plan as presented was agreed subject to financial projections confirming that the worst case scenario was no greater a risk than the 'do nothing' scenario. A two tier membership was agreed a) as now £1040 + VAT and b) £1750 + VAT with digital platform. The next Management Committee meeting would consider fees for branch shops.

Regional Round Up

South: Meeting will be held on Monday 21st September. South members will support the East Regions Mini Trade Show on 19th October.

Wales: MP agreed that he would try to convene a meeting in South Wales to bring together potential members and GN agreed to attend.

North West: Hawk Systems and John Mettrick attended last meeting. Next will be on Wednesday 23rd September meeting at Cranston's in Penrith

North East: York races outing did not take place. Next meeting will be on 20th October.

East: Visit to Kelly's was very successful and most informative.

Scotland: Next meeting is on Monday 21st September. Three corporate members will present:- Dalziel, Kelly's Turkeys and Hawk Systems. Limited number of members went on tour to Higginsons and Cranston's. Reports that the visits were very worthwhile and they thoroughly enjoyed it.

Midlands: No Midland members took up Innovation Food Ingredients trip to Germany. GN and MP had attended and found it an excellent trip.

Any other business

Smithfield Awards

GC suggested that the awards should be open to all and asked that it should be debated as an agenda item at the next Executive Meeting.

Guildsman

The Guildsman will continue with key partners invited to provide a product recipe for each issue.

Primary Authority

GC explained the NFMFT Primary Authority scheme. He explained the benefits and it was agreed that the scheme would be great assistance to all Q Guild members in England and Wales. GN was furnished with folders to circulate to members who could benefit.

Date of Next Executive Meeting: Wednesday 3rd February 2016 in York

Date of next Management Meeting: Wednesday 7th October 2015 in Penrith

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