

## **Q GUILD**

### **Executive Summary Executive Committee Meeting**

The Principal York, Wednesday 20th June 2018

#### **Finance**

The accounts for 2017 are at the auditors. These were as yet unaudited but figures suggest a surplus before the auditors do their adjustments. This follows a £2677 surplus in 2016. The 2018 budget forecast is currently showing a breakeven position.

#### **Membership Update**

There are now 108 members of the Guild for 2018. The latest member being Chris Hayman Butchers in Hengoed, Wales, who joined in time to enter and attend the Business Conference & BBQ event in May.

#### **Corporate Membership**

There have been two new members who joined recently in the last two months, Paragon (UK) Ltd, and Taste of Game. Resignations have been received from Bizerba, Patchwork Pate, Watco Refrigeration, Hartshead Meats, PR Duff and Thomas Ford (Smithfield). There has been no communication from Comark Instruments, Cottage Delight, and TruNet Packaging and they have been removed.

#### **Technical Advisory Committee**

Mark Turnbull reported that Quality audits had started using Shopping Anonymous. Next quality audits would take place after July & August holiday period.

#### **Guild Manager Report**

Business Conference held at Aubrey Park Hotel, Redbourne, St Albans on 13th May. Nigel Botterill from Entrepreneurs Circle was excellent as the key note speaker. One day format was better, all the Key Partners attended and in addition 6 other corporate members attended as exhibitors; Walters Turkeys, Paragon, W J Packaging, SCS, MRC, Rowcliffe.

It was a very good professional conference. Format was good and agreed that Business Conference should be retained as an annual event held in conjunction with the BBQ final. Prefer a venue in middle England close to communication links, options to be presented to next meeting.

#### **Product of the Month:-**

Current IFI Black Garlic is going well. It was agreed to just produce the calendar poster and template for a poster on BOS. Each Key Partner has been allocated their month for the rest of the year and the whole of 2019.

#### **Regional Meetings:-**

David Lishman introduced Sue Woodall who will be Regional Support as from 1st July 2018. Sue will address regional activity. Her parents were wholesale pork butchers, she is the wife of farmer who moves 70000 pigs per week, and Sue has run Ladies in Pigs for last ten years.

She will be working for the Guild one day per week co-ordinating regional meetings and engaging with key partners and corporate members. Role would be to encourage new members and report Executive business to the regional meetings.

#### **Media Update**

Charlotte & Joseph has changed to Sound Bite PR but the same personnel are involved.

This year there have been 107 press stories, includes consumer and trade press. Total for 2018 to date has already exceeded all of last years. 6.5m reach. Barbecue final had generated much coverage. A full media report is attached as a pdf.

#### **Communications**

Hot Off the Block newsletters have been going out monthly / 6 weeks via Mailchimp. Exec members suggested more emails with less content. Agreed that Hot off the Block should be printed out as hard copies and sent out with POTM materials if available.

#### **Consumer Magazine**

The first Masterclass in Meat was published in May. 15,000 print run with 10 members ordering extra copies.

#### **Smithfield Awards**

City of Glasgow College has been booked for judging on Wednesday 17 October and Thursday 18 October. There will be paper entry forms as well as an online entry option. Categories were reviewed and retained with Best Game category added.



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### Minutes of Executive Committee Meeting

The Principal York

Wednesday 20th June 2018

**Present:** David Lishman (chair), Mark Turnbull, Martin Player, Robert Jones, John Davidson, Jonathan Wallwork, Claire Holland (manager), Sue Woodall (regional support), Douglas Scott (minutes)

#### 1. Welcome

DL welcomed Jonathan Wallwork (Vice Chair NW) representing North West in the absence of PC and Sue Woodhall. Gary Chadwick had resigned from the Guild since the last Executive meeting.

2. **Apologies for absence** were received from Kathryn Meadows, Brindon Addy, Andrew Edmonds, John Mettrick, Philip Cranston.

3. **Minutes** of last meeting held on 14th February 2018 were approved, proposed by MT, seconded by MP.

4. **Action points:** points from last meeting had been addressed at intervening Management meeting. Still outstanding:-

JM to contact Ieuan Edwards, DL had contacted Bebbingtons and are still interested. CH reported Cherrington Butchers had visited to Allan Bennett. DS reported The Butcher, The Baker did not have retail consent so Key Partners dates in September were unsuitable and alternative dates will be offered.

DS to ask Shoppers Anonymous why they contacted Melbicks.

A one sheet summary had been produced and will continue to be produced.

DS to progress Past President medals

#### 5. Matters arising

There were no matters arising that would not come up under agenda items.

6. **Report from Management Meeting** - points to be covered below

#### 7. Correspondence

DS reported that there had been no correspondence to note.

#### 8. Finance

DS reported on the finances. The accounts for 2017 are at the auditors. 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 2018 budget forecast is currently showing a breakeven position. Due to several drop outs subscription income is now forecast £5000 below budget. Corporate member subscriptions are predicted almost £8000 under budget.

You will note cost of Consumer magazine at £8905, advertising income of £1300 and predicted £5000 cost allocated to a second edition during this financial year.

Product of the Month costs are possibly going to be less than originally thought. It is too early to give you final costs of BBQ and Business Conference but it looks likely to be a cost of around £5800 to the Guild including sponsorship of BBQ. Last year cost to Guild was £4300.

*a Masterclass in Meat...*

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A separate income and expenditure account has been compiled for the 2018 Smithfield Awards. The activity bridges two financial periods so not easy to separate by looking at the budget. The separate account for last year's activity reveals a £1912 deficit. This is created primarily due to lower entries.

Overheads in 2018 are now forecast at £92,336. The £10000 saving is down to lower General Manager travel and accommodation costs, lesser predicted Guildsman costs and lower Executive meeting costs.

#### 9. Membership Update

There are now 108 members of the Guild for 2018. The latest member being Chris Hayman Butchers in Hengoed, Wales, who joined in time to enter and attend the Business Conference & BBQ event in May. Chadwicks Butchers resigned from the Guild in May.

Although we have had numerous enquiries, there have been no concrete applications at this time. Enquiries made in the last 12 months need followed up to see if we can entice some new members.

DL asked that Chapmans should be approached for membership. CH would pursue.

JW asked what intentions were to grow membership. DL commented that there had probably been more corporate members than we could offer value to. CH said that she and SW would be addressing shop memberships.

#### Corporate Membership

Resignations have been received from Bizerba, Patchwork Pate, Watco Refrigeration, Hartshead Meats, PR Duff and Thomas Ford (Smithfield). Payment has just been received from DB Foods.

There has been no communication from Comark Instruments, Cottage Delight, and TruNet Packaging to confirm whether they wish to remain as Corporate members or not, despite emails and letters being sent to them. Caldecott Turkeys were intending to re-join, but payment has still to be received and we are also waiting on payment from Cosmos Supplies who had requested a copy invoice. These two will be chased up again for payment. The first three will be removed from Corporate Membership list.

There have been two new members who joined recently in the last two months, Paragon (UK) Ltd, and Taste of Game.

#### Key Partners

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

#### 10. Discount for new members.

After a full debate about the need for incentives to join, there was no support for a discounted rate for new members. Agreed that there could be benefit of a deal maker offer in October - join now and annual fee would cover 15 months and at suggestion of MT a new introductory pack needs produced.

#### 11. TAC

Mark Turnbull reported that the one member with hygiene standard needing improvement had now achieved the standard. Quality audits had started using Shopping Anonymous. The Scottish pilot had exposed several flaws which Shoppers Anonymous will be asked to address before next quality audits / mystery shop. Next quality audits would take place after July & August holiday period.

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## 12. Guild Manager Report

CH asked for feedback on the Business Conference held at Aubrey Park Hotel, Redbourne, St Albans on 13th May. She had so far gathered the following:-

Nigel Botterill from Entrepreneurs Circle was excellent as the key note speaker. One day format was better, morning speakers better than afternoon speakers. Henrietta Green had pushed the Charcuterie Awards and members had noted that definition extended into cured hams and even haggis. Rowcliffe centred their presentation on the six best cheeses for summer.

Although all the Key Partners attended some presentations still needed more focus. In addition 6 other corporate members attended as exhibitors; Walters Turkeys, Paragon, W J Packaging, SCS, MRC, Rowcliffe. DL felt that it was a very good professional conference. Format was good. He asked why was the attendance so poor? Suggested that the first part of the year is packed e.g. Dalziel Nottingham event, Belfast, Foodex. Meeting considered whether BBQ should be separate event.

JD said good speakers are what we want. Speakers in morning and BBQ event in afternoon as a network event. He stressed networking was a very important part.

RJ pointed out that butchers want to see practical things.

SW suggested that an annual conference would be a greater benefit to the member and felt it needs to be a hard sell.

Unanimously agreed that Business Conference should be retained as an annual event held in conjunction with the BBQ final. Venue in middle England close to communication links.

MT and CH would consider options and present to next meeting.

### Product of the Month:-

Current IFI Black Garlic is going well according to MP and MT use on Steaks, stir fry and kebabs.

JD felt POTM was good for ideas, DL said that members will adapt to meet their own customers.

CH asked if current POTM posters are sufficient support. It was agreed to approve CH's recommendation to just produce the calendar poster and template for a poster on BOS. Each Key Partner has been allocated their month for the rest of the year and the whole of 2019 so they can plan their product ideas in advance.

### Regional Meetings:-

CH attended Scottish meeting in April, South meeting in February plus the NW, East and South BBQ events.

Presented BBQ trophy to Walter Smith Huntingdon, visited Barker Bros. Cambridge. NW meeting and visit to Andertons. NE meeting at Leeds City College.

DL introduced Sue Woodall who will be Regional Support as from 1st July 2018. SW will address regional activity. SW parents were wholesale pork butchers and she is the wife of farmer who moves 70000 pigs per week. Sue has run Ladies in Pigs for last ten years.

SW will be working for the Guild one day per week co-ordinating regional meetings and engaging with key partners and corporate members. Role would be to encourage new members and report Executive business to the regional meetings. RJ requested that quality ex members should be lobbied to return.

### Events

Attended: British Pie Week Judging, MeatIfex - Belfast, NFMFT Judging at Foodex - Birmingham, Dalziel Butchers Event - Notts, x2 Butchery Apprenticeship Working Group mtgs.

Coming up: Royal Norfolk Show Art of Butchery Event, British Charcuterie Live event, MM Sausage week judging, Smithfield Judging

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#### Media Update

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This year there have been 107 press stories, includes consumer and trade press. Total for 2018 to date has already exceeded all of last years. 6.5m reach.

Barbecue final had generated much coverage. A full media report is attached as a pdf.

Sound Bite PR now have a digital team and so CH suggested that as social media is becoming a more important and relevant part of all businesses that Facebook posting becomes part of the media activity undertaken by them for an extra fee. They can tie this in with their current media activity and promote any featured articles plus

- Share consumer content like recipes, quality meat eating and purchasing guides; Encourage new members to sign up; Talk about the Guild generally and publicise members who are in the news; create a Butcher of the Week activity

JD asked that they do not share individual member stories and that all messages are targeted at the final consumer. MT felt this was not always a bad thing, so due consideration should be taken.

#### Communications

Hot Off the Block newsletters have been going out monthly / 6 weeks via Mailchimp. Members suggested more emails with less content. Agreed that Hot off the Block should be printed out as hard copies and sent out with POTM materials if available.

Questioned as to whether a hard copy newsletter every two months might be better than Guildsman. The meeting considered the Guildsman being replaced by 12 Hot Off The Blocks in a two sided A4 Newsletter but agreed to retain Guildsman and post out Hot Off The Block when available.

#### Consumer Magazine

The first Masterclass in Meat was published in May. 15,000 print run with 10 members ordering extra copies. CH ran through her ideas for content in the next edition; Cooking with Game and ideas for an alternative Christmas lunch, how to cook Turkey's, plus quick to prepare party snacks and Sausage recipes to focus on Sausage Week. MT suggested including the Christmas recipe leaflet, but CH felt it might be a bit early, but could reference the option to get a copy from their butcher or download from the website.

#### Smithfield Awards

City of Glasgow College has been booked for judging on Wednesday 17 October and Thursday 18 October. There will be paper entry forms as well as an online entry option. Categories were reviewed and retained with Best Game category added.

Young Manager's Meeting will be held by North East in July.

#### **13. 2018 Events Programme**

Calendar of Events was circulated to meeting.

#### **14. Digital Platform**

Support from Prototype has been variable. Meeting felt that the Guild should not be putting any more resource into the BOS. CH and DS to look at alternative website.

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**15. Any other competent business**

RJ pointed out that Q Guild members had recorded major industry awards. Lishmans and then Archers as Butchers Shop of the Year, Allan Bennett as Sausage Champion of Champions and Owen Taylor as best sausage. He felt that the Guild should be highlight get these achievements that reinforce the strapline Britain's Best Butchers.

JD felt that consideration be given to meeting times being extended. It was agreed that careful time management was required at these meetings but we had fully discussed lots of topics.

In future when possible, the Guild Manager's report would be circulated before the meeting.

**16. Date of next meeting:**

Wednesday 26th September at 11:00 in York

**17. Meeting closed at 15:30**

**Action points from this meeting:**

1. JM to contact Ieuan Edwards
2. Key Partners to be offered new dates for meeting as dates in September were unsuitable
3. DS to ask Shoppers Anonymous why they contacted Melbicks
4. A one sheet Executive Summary to be continued
5. DS to progress Past President medals
6. Chapmans should be approached for membership by CH.
7. CH and SW to address shop memberships.
8. A new introductory pack needs produced emphasising members high profile achievements
9. Comark Instruments, Cottage Delight, and TruNet Packaginging to be removed from Corporate Membership list
10. MT and CH would consider options for 2019 Business Conference in conjunction with the BBQ final at a venue in middle England close to communication links and present to next meeting
11. Post out Hot Off The Block when available
12. Smithfield Awards: paper entry forms as well as an online entry to be available as an option
13. CH and DS to look at alternative website

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