

Q GUILD

Executive Council Meeting

Tuesday 20 November 2012 at 11.00 am
Dean Court Hotel, Duncombe Park, York
(MacLeod Suite)



MINUTES

1. PRESENT

Brindon Addy in the Chair, Philip Cranston, Sandy Crombie, Robert Jones, Jon Thorner and Simon Osborne.

In Attendance – Audrey Coates
Souter PR – Kirsty Hall and Hannah Stirling

2. APOLOGIES

Apologies for absence were received from John Davidson, Steven Robinson, Greg Hull, Julie Henshaw and Peter Heanen.

BA said that it was very important that all Regions were represented at the Executive meetings. It is very important that all Regions have a Vice Chairman or someone who is keen to represent the Region at Executive meetings. The Regional Chairman should offer a report to the membership.

3. ADOPTION OF THE MINUTES

The Minutes of the previous Executive meeting held on Wednesday 26 September 2012 were unanimously approved.

4. MATTERS ARISING FROM THE MINUTES.

There were no matters arising from the Minutes.

5. PR/MARKETING REPORT – SOUTER

JT said that they have a local magazine that is covering different topics in each edition.
RJ said that the members will never be happy with everything that is being done for them.

PC said that they were hoping to do promotion with the Diamond Award winning Sausage.

They also intend to do a Spring/Autumn promotion. SC raised concern about doing a promotion with a Sausage.

HS showed the videos that had been done with John Davidson, Andrew Ramsay, Philip Cranston and Mark Turnbull. Agreed to break Phillips video down into sections. Also agreed that we need an introduction.

RJ felt that the videos were too specific. The balance is too much for the individual business. Agreed that the Q Guild logo should be on any backdrops.

The question was asked how much it would cost to advertise in Good Housekeeping. KH said that she thought about £10k. Could members do supporting adverts?

BA said that the lead times for the big named foodie mags are 3 months.

KH said that we have editorial in the December issue of Great British Food.

JT felt that we should highlight the fact we use celebrities and use this as an opportunity to promote the Q Guild and not the members.

Souter said that there were only two shops still to be photographed.

The general feeling is that members like tangible goods.

As a result we are re doing:

Vinyl – ‘You are now shopping at Britain’s Best Butchers’

(One per shop but keep a stock and send a replacement annually)

Consumer leaflet – 500 per business

A2 Poster - Ten reasons to be a Q Guild Butcher

The webpage will also have a library of photos for members use. Mike from Coda to be asked to put all photos on the members page of the web site so members can up load and down load photos

ACTION SOUTER

Agreed that we should try and get a database of names. KH said that they could use the Consumer database.

Anna Longthorp has suggested we have a Members Forum on the Webpage. Agreed not at this was a good idea but members are not using the web site enough yet to do this.

A Loyalty card was also discussed. No action agreed. Souter to look into options.

ACTION SOUTER

Members need to be made aware of what is going on. There needs to be regular communication with the membership letting them know what is happening with PR/Marketing.

Regions should hold regular meetings and give a PR/Marketing update. Next year regions will be helped to arrange more regular meetings

ACTION OFFICE

Souter has agreed to do updates for the Regional Chairmen to use at their meetings.

ACTION SOUTER

6. 2013 EVENTS & ACTIVITIES PROGRAMME

a. Product Evaluation update

Email from John Davidson who said that he was unhappy with the coverage received from the Product Evaluation results. The email was discussed.

BA has since had an email conversation with John Davidson.

BA said that he appreciates comments.

JT said that BA's response to JD was well worded.

BA said that a lot of people use their own PR company and do not rely on Souter.

HS said that she had contacted all the Diamond Award winners on the Wednesday morning. Souter had all the results prior to the lunch and the Diamond awards were sent to Souter at 2pm the day of the lunch. Next year Souter to be given all results one week prior to awards lunch.

Souter has asked in future if publications are looking for results that they make contact with them.

b. Tri Nations competition

BA said that a team of Q Guild Butchers was going to NZ to take part in a Cutting competition in March.

David Lishman and Robert Jones are looking after the sponsorship.

RJ said that he was working on sponsorship with several companies.

He was also trying to get funding for a junior member from the Meat Training Council.

BA will forward the sponsorship packages to AC.

ACTION BA

JT said that he may be able to get sponsorship from a Company called Jarretts.

c. Marketing Conference

Will be held in York in 2013. We had initially hoped to hold it in March but it now looks as if it would be better in April.

Option on dates would be 15/6/17 April. Timing 9.30 a.m. – 4.30 p.m.

The Conference would include Media Training,

Vince Matthews a speaker from Hygiene Audit Systems

Laura Bishop from EBLEX on Market Trends.

Guest speaker to be Helen Colley (who is available to speak on 17 April)

RJ felt that it was important that members were given something to go away with at the end of the Conference.

We are hoping to have around 30 businesses to participate.

AC has been to look at venues in York – Hilton, Cedar Court and Royal York. The preference would be the Cedar Court. ACTION AC

Agreed to offer Corporate members an opportunity to put up some display boards, free of charge.

If they wish to attend the conference they would have to pay the normal delegate rate.

Agreed we would have an informal dinner the night prior to the Conference.

After discussion it was agreed that we would charge £40 & VAT for the first delegate and if they were bringing a colleague it would be £70 & VAT.

Audrey to handle, hotel booking and numbers. Souter to handle the format and running of the day of the day.

7. Financial update

PC gave a resume of the 2012 Financial situation and the 2013 Budget.

The 2012 actual figures were circulated.

We should have a loss in the Region of £1400

PC said that we thought that all figures outstanding were included.

2013 budget figures show a loss of £25037. Figures have been based on 120 shops and 38 Corporate Members.

95 Audits and two TAC meetings.

SO asked how we monitor the time that Souter PR work for the Guild. BA said that as long as they deliver.

Agreed that we should go back to having three Executive meetings per annum. ACTION AC

Agreed to review the budget figures in January.

The subject of membership was discussed.

Agreed that membership was restricted is in a lot of cases possible members were being blocked.

Agreed to look at doing by postcodes. AC to establish how postcodes are allocated.

Is it on population?

ACTION AC

Agreed that we should remove the proximity rule.

8. Membership update

SO said that he attends the FARMRA event each year in January and there are a lot of good businesses that would be worth targeting for membership. He felt that it would be worthwhile to have a stand at the event. ACTION

AC said that all members of the Exec were sent the possible businesses for targeting for membership. RJ asked for it to be re sent.

Agreed that AC should have a strong and targeted approach to getting new members in 2013. ACTION AC

We are currently sitting at 127 Members with 1 application pending.

We are already aware of seven members who are not renewing their membership.

Agreed to write a paper on the 'Benefits of Being a Q Butcher' ACTION AC/SC

- **Members letter**

A letter has been drafted to go out to the membership telling them what we have done this year. ACTION AC

- **Corporate members letter**

A letter will also be drafted for Corporate members. ACTION AC

9. TAC report

SC reported that since the introduction of the new **Hygiene audit** on 14 May up to 18 October there have been 38 audits in total with 64 RED issues and 149 ORANGE issues identified, which is roughly 2 red and 4 orange on average for each shop.

Overall scores were: 49% - A rating, 35% - B rating, 11% - C rating, 5% - D rating

The main problems highlighted appear to be procedural, i.e. problems with HACCP, recording due diligence checks. Lack of training is also an issue with some.

Separation of raw and ready to eat food is not a new concept and disappointing to find this problem still highlighted.

Quality audits over the same period resulted in all being awarded an A rating.

The number of recent referrals since last time have notably decreased.

Very positive TAC meeting with the following outcomes:

FSA Guidelines on E.Coli 0157 to be sent to all members to increase awareness. This has been e-mailed to members – Actioned
-AC

A new HAS newsletter will highlight current issues and how to overcome them. This can be circulated in the “Guildsman” Action - Vince Mathews/AC

Clarification on hygiene training needs has been produced by HAS – Will be sent out to members – Action
AC

A Level 2 refresher hygiene course specifically designed for Q butchers could be produced at a cost of £800. The course would then be available with a £5 licence fee per user. EHO's would see these as satisfactory.
Decision needed by Exec. (Exec approved)

An E.Coli on-line course is presently available at £5 from HAS if required.

HAS have agreed to establishing an advice line by e-mail to answer questions on the likes of HACCP. This service to be offered free of charge as a way of “adding value”, but the amount of time taken will be reviewed monthly. Members to be notified.- Action – included in Guildsman Newsletter - SC

Supplier checks: HAS to provide a simple questionnaire for butchers to use – awaited from Vince Mathews –
Action AC

Other monitoring forms to be made available to members who request them – List to be compiled and sent out to members – SC/ AC

Part of the Quality audit could be filled in by members themselves on the day of the audit, or beforehand. This would free up more time to spend at the round up meeting at the end of the audit. The shop appearance, display, staff appearance and knowledge, Ease of Shopping, and Q Guild branding would continue to be done by the auditors. A trial is to be undertaken –SC/ HAS

A presentation headed “Trust in the Q Brand” will be presented by Vince Mathews our Q Guild co-ordinator/ advisor, at our Marketing weekend in March.

SC to compile TAC reports for regional chairmen with current key issues.
SC has compiled an easy to follow guide to our Hygiene standards – **“Meeting Q Guild Standards”** This to be issued separately to members in a folder. Ideal for training purposes. Additional copies could be ordered at cost.
To be sent out in January with other material – AC/SC

There are several very worthwhile initiatives for members here.

On the question of retaining our auditors HAS, SC can now say that he is better pleased with their performance, and feels we are firmly following the right lines.

10. Management Report – MeatUp/Craft Butchers/Keurslager visit

Meatup is on in July (2/3 July) next year and they would like us to stage a demonstration/cutting comp etc

Suggestion that the Regions have their own BBQ competition and the top three products would go forward for a cook off at Meatup.

AC to speak to Pam Brook at Meatup.

ACTION AC

RJ said that if we did this we should not solely BPEX judges.

Craft Butchers – BA read out a list of suggestions from John Hinkley the Marketing guru for The Craft Butchers.

He suggested that:

We should call the Smithfield Awards the Q Guild Awards.

We should use the Diamond Awards for promotions

Ask Corporate members for members discounts

Consumer research

Training Schools

Having a Chef at the Marketing day

He felt that the Q Guild should work with the Craft Butchers as follows:

Exchange of ideas

Exchange of articles

Young Butcher of the Year competition – UK/Ireland

Vision and Mission

Brand manual

Product promotion – annual date.

Keurslager Visit

BA said that Keurslager were coming to visit next week and they were meeting up with BA-

11. Regional Roundup

AC to send out a template so that the Regional Chairs can fill in all dates and visits for 2013

The template will also include Exec dates and any other events.

- Midlands Region hold meetings per year. Members generally bring a product which they talk about and also the costings.

RJ said that their next meeting was 23 January and this was a Christmas Review

4/5/6 February they are going to Belgium

- North East

BA said that their next meeting was the Christmas meal

The AGM will be held in January.

- North West

PC said that they were meeting tonight.

- South West & Wales

JT said that there was a lot of apathy amongst his members.

Tim from Jon Thorner's has tried very hard to get people to attend the meetings.

AC said that it is important that dates are set in advance to give members the opportunity to plan for attendance at these meetings.

12. Date of next meeting

Wednesday 20 February – Dean Court Hotel.

Circulated to Executive – Friday 23 November 2012.