

Q GUILD

Executive Summary Executive Committee Meeting

11.00am Wednesday 26 September, 2018. Dean Court Hotel, York

Finance

Audited Accounts for 2017 were presented. The surplus on the year was £7327. The committee considered the 2018 budget. Current forecast is an operating deficit. Agreed that budget would be balanced out of retained funds.

Subscription costs - agreed that we stand on current rate of £1120 +vat, £500 +vat for branch shops and stress that this is the second year of no increase. Key Partners fee remains £2500 annually (no corporate membership fee). Corporate membership remains at £1020 + VAT.

Guild Membership Report

Despite numerous enquiries regarding membership of the Guild, we have only had one new member, Cherrington Butchers. There were no objections to their membership from the Midlands Region.

Corporate Membership

Comark, Cottage Delight and Tru Net are no longer Corporate members of the Guild as they did not respond to letters and emails to ascertain if they wished to continue membership. Taste of Game were the latest Corporate member to join.

TAC

We have one member who is currently temporarily suspended due to them not having the required Food Hygiene Rating. They have until late October to improve their hygiene rating. Letters and information have been sent out to 34 members who will be mystery shopped before 31 October.

Guild Manager's Report

It was proposed and agreed to hold the 2019 National BBQ at the Scottish Craft Butchers Trade Fair on Sunday 12 May, followed by an awards dinner. An option to do shops visits on the Monday, including Highland Wagyu. JD agreed to be a collection point for entries that wouldn't be brought to the final.

Agreed that a business conference should not be held in 2019. Emphasis should be on making regional meetings better.

Product of the Month. Frazzles has worked well. Oriental Pork had worked for some but not others. Chicken Korma was not seen as an impressive or innovative product. CH would feedback that products need to be more inspirational.

Regional meetings

CH attended South visits at Owtons and Walters Turkeys. Not well attended, three members at each. South and South West now have no representation on Executive. Feedback was that visits should be continued to encourage greater attendance. SW stressed that a fresh approach should be encouraged since it is clearly not working at the moment.

Media Update

Sound Bite PR had recently secured a Telegraph article on steaks, generated high profile judges for the Smithfield Awards, their proposed media day was still to be progressed. Magazines are requesting Christmas products to review. It was important, not only for the Q Guild brand but for Members own media coverage, that requests are responded to swiftly.

Junior Managers Event

Successful event held from Mettrick in Glossop. CPD style certificates have been presented to those who attended. Travelling by minibus helped interaction of participants.

ActivDS

A presentation had been made to the Management meeting of an on screen in-shop display system. This is similar to what Keurslager had promised but failed to deliver and the option from Prototype was far too costly. ActivDS would instal a demonstration unit in Mettricks to test potential for Q Guild members.



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Minutes of Executive Committee Meeting

11.00am Wednesday 26th September, 2018

Dean Court Hotel, York

Points underlined are action points.

Present: David Lishman (Chair), Brindon Addy, Jan Corry, John Davidson, Martin Player, Claire Holland (Guild Manager), Sue Woodall (Regional Support), Douglas Scott (minutes).

Apologies for absence: John Mettrick, Mark Turnbull, Philip Cranston, Kathryn Meadows, Andrew Edmonds, Chris Watts.

Chairman asked if there were any points for any other business.

Minutes of last Executive meetings were approved.

Matters arising and Action Points

Nothing that would not be discussed on the rest of the agenda, other than Five Year Plan.

In the newly written Five Year Plan DL stressed the importance of Regional Meetings. SW would be responsible for arranging and making meetings as valuable, meaningful as possible.

Aim was to sustain and increase membership.

Comment that there were not enough Q Guild promoted products which were unique to Guild members. Desire for more innovative products.

Lack of communication causes ill feeling but agreed communication is key.

Means of communication- Hot Off the Block, Guildsman, Q Guild Facebook forum, text. SW said that the four regions with smaller numbers need greater communications since their meetings are few and small. Mobile numbers should to be collected with a view to sending text reminders but only in relation to attendance at meetings.

Members all have different expectations from membership of the Q Guild. They want to be more forward thinking, listening to Kantar Worldpanel, identifying trends and examining innovative things. There was a feeling that some members have lost interest. Q Guild needs to up the game and offer something else. "One of the Best Butchers in UK" was seen as arrogant. There are really good shops who are not in the Guild.

Executive agreed that the plan was a fair vision of what should be achieved. It should be renamed Five Year Business Vision.

Action points from previous Exec meeting had been reviewed at Management meeting.

JM has contacted and Ieuan Edwards will visit him.

Stuart Bebbington invitation still on table

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Key Partners meeting still to be fixed. CH to approach Scobie, Lucas, Dalziel, Verstegen, IFI, individually to assess need for a meeting. DL to contact Wrights. Face to face meeting in January. SW is pursuing Chapmans, to be invited to South meeting. CH to also send application pack
CH to produce more prestigious looking material to send out. Documents produced now awaiting revised artwork
DS to follow up Past Chairman medals. This had been done and a quote was awaited from Kirkwood.

Finance

Audited Accounts for 2017 were presented. The surplus on the year was £7327 and that means a tax liability of £1554.

The committee considered the 2018 budget. Subscription income was forecasted at £3000 below budget. Cooking with Meat Magazine would cost £14,000. Guild manager travel was forecast below budget but regional support will add to overhead costs. Travel expenses for both SW and CH to be on one line in budget. Current forecast is an operating deficit. Agreed that budget would be balanced out of retained funds.

Subscription costs were considered. Recommendation from Management Committee was that we stand on current rate of £1120 +vat, £500 +vat for branch shops and stress that this is the second year of no increase. The recommendation was approved by the Executive meeting.

Discussion followed on cost of subscriptions for Key Partners and Corporate Members. Key Partners fee remains £2500 annually (no corp membership fee). Corporate membership remains at £1020 + VAT. CH to set up Key Partners meeting in the new year.

Guild Membership Report

Despite numerous enquiries regarding membership of the Guild, we have only had one new member, Cherrington Butchers. There were no objections to their membership from the Midlands Region.

We are still waiting payment from one member for membership!

Agreed that a revised cut off date of services to members whose subs are unpaid would be end of March. Suspension would follow with one month to pay before expulsion.

Letter to be sent to the member informing them of suspension with a month to pay or membership would be cancelled.

Interest from outside UK stimulated a proposal for international membership. Suggested by Management Committee that the benefits and fee would have to be the same. After discussion, agreed each applicant would be considered on their own merits as a full member. CH to reply to Belgian butcher who was interested.

CH named several potential new members who had shown interest. CH would pursue and offer 15 months for the price of their annual subscription. This to apply in Year 1 only.

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Corporate Membership

Comark, Cottage Delight and Tru Net are no longer Corporate members of the Guild as they did not respond to letters and emails to ascertain if they wished to continue membership. DB Foods, Cosmos and Caldecotts eventually paid their membership fees and continue with membership for this year. We are chasing Unilever to see if they still wish to continue as members, but even though they are only due a fee from May to the end of the year it looks like they are a loss.

Taste of Game were the latest Corporate member to join.

All Corporate Members would be invoiced in January.

TAC

We have one member who is currently temporarily suspended due to them not having the required Food Hygiene Rating. They have until late October to improve their hygiene rating. Letters and information have been sent out to 34 members who will be mystery shopped before the end of October. To date, one member has intimated that they are not happy with this and concerned about it. One assistant shop manager refused to accommodate the auditor.

Scarves

Agreed that scarves should be designed for lady members

Guild Manager's Report

CH reported that due to lack of support for the 2018 Business Conference, options were a stand alone 2019 BBQ or tag on to another main event. Due to there being only two potential dates in May 2019 because there are two bank holiday weekends. One of the dates was a Dalziel event, the other the weekend of the Scottish Craft Butchers Trade Fair. It was proposed and agreed to hold the 2019 National BBQ at the Scottish event on Sunday 12 May, followed by an awards dinner. An option to do shops visits on the Monday, including Highland Wagyu. JD agreed to be a collection point for entries that wouldn't be brought to the final.

Agreed that a business conference should not be held in 2019. Emphasis should be on making regional meetings better.

Product of the Month. Frazzles has worked well. Oriental Pork had worked for some but not others. JC said that tacos with a different filling were extremely good. Chicken Korma was not seen as an impressive or innovative product. CH would feedback that products need to be more inspirational. JC suggested one month was not long enough but accepted that one that really works can be continued and members will pick and choose the POTM that they like. Agreed that it was doubtful if the POTM is achieving what was envisaged initially.

Regional meetings

CH attended South visits at Owtons and Walters Turkeys. Not well attended, three members at each. South and South West now have no representation on Executive. Feedback was that visits should be continued to encourage greater attendance. SW stressed that a fresh approach should be encouraged since it is clearly not working at the moment.

BA suggested the formula for success included good venue, good agenda, trends, visits to other shops, foreign tours. DL felt that getting staff members to attend was beneficial for all concerned.

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Media Update

Sound Bite PR had recently secured a Telegraph article on steaks, generated high profile judges for the Smithfield Awards, their proposed media day was still to be progressed. Magazines are requesting Christmas products to review. It was important, not only for the Q Guild brand but for Members own media coverage, that requests are responded to swiftly.

Hot Off the Block is produced monthly and emailed, a 16 page Consumer Magazine (100 free) is due to be sent out in October along with an A5 double sided Christmas cooking guide, plus a banner and open/closed poster is in production.

Smithfield Awards

Smithfield Entry forms have been sent out to all members (apart from the suspended member and Walter Smith businesses). Entries so far have been disappointing, they close on Sunday and currently there are only 42 entries, 8 members. Cut off for viability was debated but agreed that Awards must go ahead even with lower numbers. DS may need to explore possibilities to reduce size of presentation lunch at Ironmongers Hall on 30 January 2019.

Junior Managers Event

Successful event held from Mettrick in Glossop going to Corry's in Bramhall and finishing at Cheerbrook Farm Shop. CPD style certificates have been presented to those who attended. Travelling by minibus helped interaction of participants.

Website

Request for payment for renewal of web hosting by Prototype had instigated a switch of host to 2mx.co.uk. The consumer facing website was successfully replicated and would be switched over at the end of the month.

The Back Office System (BOS) was still to be completed. Members wondered how much this is used. It was suggested that BOS should go live without Templates and await reaction. Images and photo galleries were shown and improvements were identified. Cost would remain at £390 per month with that figure paid to 2mx for eight months and reducing to £190 thereafter. At request of JD, DS would ask 2mx.co.uk what Q Guild would get for the £190 retainer.

ActivDS

A presentation had been made to the Management meeting of an on screen in-shop display system. BA observed this is similar to what Keurslager had promised but failed to deliver and the option from Prototype was far too costly. ActivDS would instal a demonstration unit in Mettricks and CH would liaise with Mike Pennington at ActivDS.

AOCB

SW and JC felt that the start time and venue for NW meeting needs reviewed. They also suggested that the venue should move around region.

Date of next meeting:- Wednesday 20 February 2019

Venue: Dean Court Hotel, York

Meeting closed at 3.30pm

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