



Q Guild
8 Needless Road
Perth PH2 0JW
Tel: 0844 800 6560

Q Guild Executive Meeting

Monday 30th June 2014 at 11:00

Dean Court Hotel, York

Present: Brindon Addy (Chairman), Philip Cranston, Andrew Edmonds, John Davidson, James Lally, Mark Turnbull, Sandy Boyd, Douglas Scott.

Apologies: Jon Thorner, Greg Hull, Robert Jones.

Matters Arising: DS to contact Frank Taylor with regard to Q Guild membership claims on his website.

Correspondence:

Pork, a book by Phil Vickery and Simon Boddy. Pork celebrates the wonderful versatility of the meat with chapters covering Shoulder & Ribs, Belly, Loin & Fillet, Ham, Bacon, Sausages and Odd Bits (offal). The 100 recipes in the book come from the UK, USA, Spain, Italy, Germany, Hungary, France and India among others, and explore the cooking and preserving of pork around the globe. Fully illustrated with stunning photography, it's a delight for pork lovers everywhere. Executive felt it was an extremely good book but decided that to purchase 250 copies as required would represent too great a risk to the Guild but members would be alerted to the publication for them to purchase directly through Littlehampton Book Service.

A letter of support has been sent by the Chairman to Cambrian Training supporting their proposal to have butchery included in the next Worldskills event to be held in London.

Finance

Membership income was as expected, corporate membership looked healthy but might yet have a reversal of around £4000 if those already invoiced resign. Transport costs for Tri Nations will be covered by EBLEX, a sum of £1500 will be paid to Q Guild to be reclaimed by the team members. Budget for Tri Nations is set as neutral.

On the expenditure side inspection audits are slightly ahead of budget. The first mystery inspection costs have been paid with the balance due in the autumn. All other expenditure was as budgeted and the forecasted deficit stood at just short of £5000 but at risk of increasing should income from corporate membership not materialise.

Membership Report

As at 25 June the Guild has 108 members. Woodlands Quality Butchers have had their membership revoked due to non-payment of their fee.

In the Midlands Region, G Simpson Butchers Ltd became members in May.

In the South Region, Lewis of Sunningdale also became members in May. Laverstoke Park Farm Shop had their pre-audit carried out at the beginning of May and we await contact from them when they are ready for their full inspection. There has been no further information regarding their interest in membership for another shop. We are awaiting confirmation from HAS regarding a pre-audit date for Black Barn Butchers, Godalming.

In the North West Region, we have been notified by HAS that Honeywell Meats have had their pre-audit inspection carried out earlier this month.

Hepburns of Shenfield have left the Guild, but membership is still valid for their Mountnessing shop.

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We have had a tentative enquiry from R Brown Ltd, Harborne for information regarding the Q Guild but to date there has been no further correspondence. We have also had an enquiry from Masons of Billericay to join the Q Guild, but their hygiene rating is 3 star and should therefore not be considered as a member at this time.

With regard to Corporate members, Comark, Weddel Swift, and Advanced Air Hygiene are not renewing membership. Anthony Rowcliffe, Kiernans Food Ingredients, DB Foods, Newly Wed Foods and PR Duff (Macduff) have not responded to requests for membership payment.

Only a third of members have returned their Membership proformas which were sent out in March. Another letter will be sent shortly to those members who have yet to respond.

We are awaiting delivery of the new external signs and as soon as they are received will be sent out to those members who have requested one, or have requested a replacement sign.

On Corporate membership, Smithfield Casings are awaiting news from Q Guild. DS to check invoice has been raised. It was agreed to give up on Anthony Rowcliffe. DB Foods will be pursued by SB. Kiernan Foods and Newly Weds may need to be written off.

SB will put in a request in next Hot off the Block for members to submit their top three suppliers in an attempt to identify more corporate members.

General Manager's Report

SB reported that the Business Conference was successfully held in Leeds on 27th and 28th May where Dennis Reid gave an inspirational talk and Stephanie Moon a practical session. He suggested that future Business Conferences might not require the practical cookery element and that a simple demonstration may be adequate and allow the limit of participants to be removed.

IT knowledge was included to try and pull down training funding from Defra. Butchers as sellers of primary produce are eligible £1500 received but £940 of that was returned in admin costs to Lloyds Europa consultants to establish the principles. Satisfaction rating on the course was between 80 and 90%. Event may be repeated in the South West with venues near Southampton, Bristol or Exeter airports making it easier to attract members from the north.

Tri Nation Competition involving a Q Guild team representing the UK and teams from both Australia and New Zealand starts on Thursday 3rd July. Tour will be based in London until Monday 7th July when they will travel to Yorkshire. On Wednesday the tour goes to abattoir and supermarkets. Thursday there follows two and a half hours of the competition in a marquee that is open to the public at the Great Yorkshire Show. Prizes to be presented at the Supermeats Awards in London. The Q Guild team is led by David Lishman and includes James Lally who reported that the team is confident.

South West Region is a concern to SB and it was noted that Jon Thorner is a reluctant chairman. SB has offered to convene meeting or meetings in the South West.

South Region has found it hard to get members committed to attending meetings in midsummer but an informal get together planned for August and a follow up formal meeting in September.

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SB reported Hot off the Block is going out on a regular basis. 67% opened on average, 25% click through. Benchmarking continues with two reports circulated and a recent online and paper survey getting only limited uptake. Product pricing to be surveyed next but on a regional basis. Christmas product pricing to be undertaken in October.

An updated Calendar of Events was circulated. SB outlined ideas for customer autumn recipes and customer Christmas recipes. These to be circulated on a PDF for members to print out their own. If they received a Word document then they could do their own versions.

The Christmas leaflet was discussed and a price for a 30,000 print run would be investigated.

BBQ final

This was successfully held at the Weber Grill Academy. It was agreed good time of the year. All regions had held regional heats with the exception of East and South West. Participants had been nominated from regions not holding heats and a full complement contested the final. The final had gone smoothly except for principal judge Jeremy R Fowler's reluctance to allow the four judges to be split into two groups to perform the judging. Winners were detailed in the Guildsman and online with Corrys winning the overall prize for the best barbecue product, an Italian Pork Sausage.

Weber Academy will move from Oxford to London at the end of August. Association with Weber to be encouraged and investigate possibilities of cross marketing. DS to progress.

Smithfield Awards

City of Glasgow College was confirmed as the venue for the 2014 Product Evaluations on Thursday 16th and Friday 17th October. Product would be received on Wednesday 15th October to allow members both Monday and Tuesday to prepare product. Butchers Hall has been booked for the presentation luncheon on Thursday 13th November and it was agreed that Matthew Fort from the Great British Menu should be booked for the presentations. Price for PR through Robin Moule to be costed. DS requested names of any non Scottish judges who would be willing to travel to Glasgow.

TAC

No problems with audits only one re-appraisal outstanding. Nothing has been referred to TAC. Mystery shopper questions are still to be finalised. List of shops to be mystery shopped has been forwarded to Stephen Boyd at ASI.

SB raised the issue of allergens, he will circulate news of impending regulation due for implementation in December 2014. DS will check where allergens are covered in Q Guild Standards and inspection and liaison with MT.

Regional Activity

South have meeting planned for September.

North East shop visit in, Christmas meeting in September, kitchen ready in November.

Scotland, next meetings Monday 25th August, Monday 6th October.

North West had visited Edwards of Conwy.

East had a visit to Halls of Hazelmere and have a planned visit to Chi Johnson's new shop.

It was felt that all Executive members confirm that in future they or a substitute will attend Executive meetings in their place.

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Marketing

No plans because there is no budget.

AOB

David Lishman has agreed to be nominated for the position of vice chairman in February.

Next Guildsmans due end of July and then in September.

The possibilities of a consumer version of the Guildsman was debated and it was felt that the assistance of EBLEX would be critical to creating this. A version produced in previous years had cost £11000 per edition. PC recommended Guildsman is kept for member communication only and that consumer leaflets should be addressed as a separate project. BA said that we need to plan this well in advance but cost of design might count this out. SB was asked to produce a plan for promotions on 2015 for the next Management meeting but BA doubted whether Q Guild had a budget for this.

It is noted that Crombies of Edinburgh had been suspended from membership of the Q Guild for a period of six months on 15th May 2014 on the basis of Jonathan Crombie's indiscretions. Several Guild members had felt that the punishment was rather harsh. The Executive meeting felt that since Jonathan Crombie had severed his connections with the business that it would now be appropriate to discuss with Sandy Crombie the return of the business to the Guild. BA would approach SC.

Date of next Executive meeting:

Wednesday 1st October 2014 at Dean Court Hotel in York.

Date of next Management meeting:

Monday 18th August 2014 in Penrith.

Meeting closed at 15:00.



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