



Q GUILD

Executive Summary

Executive Committee Meeting

12.40pm Wednesday 26 February, 2019. Dean Court Hotel, York

The Way Forward

A large part of the meeting was taken up discussing plans and activities in 2019.

The Executive agreed the recommendations of the Management Committee held on 8 January that to give a more positive future, the Guild focuses on the benefits of networking. To promote this it was suggested that quality open business meetings be held and not to hold a Business Conference. Marketing changes are also proposed. POTM is unpopular and so as such would cease. Digital materials be produced instead of printed ones and the services of Sound Bite PR ceased. The reason behind the change of direction on PR being that national recognition cannot be achieved with the budget available.

Open Networking Meetings Programme

It is hoped that Open meetings would see like minded people brought together at meetings held after the Executive meeting. The first was held in York on 20th February, the next will be held in Glasgow on 4th June. Open Networking meetings would be held between 6.00pm to 8.00pm. Content inspirational, business motivation, innovative products. Members welcome to stay over, enjoy the fellowship of other members and take in a shop visit next day. September Open Networking Meeting - venue possibly Butchers Hall, with next day a Food Safari or shop visit.

Smithfield Awards

It has been suggested that the BBQ evaluation be held within the Smithfield Awards followed by a National BBQ Final. The Executive agreed to the proposal to move awards to one Smithfield Award ceremony including the BBQ awards. Entries to close in December, products to be judged in January, presentations to be made in April at the latest. Agreed to start in January 2020.

Guild Membership

There are currently 99 members of the Guild for 2019. There have been 11 resignations from the Guild for this year but we have two new members Albion & JT Butchers.

Corporate Membership

Key Partner status has ceased so there are 28 Corporate members. Resignations have been received from Anthony Rowcliffe & Sons and Windsor Food Machinery.

Finance

The unaudited as yet, figures for 2018 suggest that last year the Guild ran in surplus to the extent of £2300. The 2019 budget is based on a membership of 100 and 27 corporate members and shows a deficit approaching £10,000. With drop outs and rationalisation of Guild activity, income will probably reduce from £176,000 to £127,000.

Staffing

There has been a new member of staff recruited to replace Christine in the Admin office in Perth, Kelly Geraghty. She is currently getting up to speed with all things Q Guild.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Q GUILD

Minutes of Executive Committee Meeting

12.40pm Wednesday 26th February 2019

Dean Court Hotel, York

Points underlined are action points.

Present: David Lishman (Chair), John Mettrick, Mark Turnbull, Philip Cranston, Stephen Robinson, Kathryn Meadows, John Davidson, Martin Player, Claire Holland (Guild Manager), Sue Woodall (Regional Support), Douglas Scott (minutes).

Apologies for absence: Andrew Edmonds

Action Points from previous meeting

Office has written to Hartshead Meats.

Letter was composed to go out with subscription notice.

Calendar of Events has been compiled and circulated today.

Letter has gone to Key Partners

Budget was tabled at Management meeting and an updated one will be considered under Finance report.

JM has investigated Q Guild section at National Craft Butchers awards and will report later in meeting.

Approval of Minutes of last Executive meeting

The minutes of 26th September 2018 were approved, proposed by PC and seconded by MP.

Matters arising

DL said that the Five Year Plan needs updated and he will do that after this meeting. There were no other matters arising that would not be discussed on the rest of the agenda.

Management Meeting Report

The Management Committee met on 8th January in Penrith. The Committee were brought up to date with Smithfield Awards, Key Partners, Guild Manager visits, Regional meeting plans but a large part of the meeting was taken up discussing plans and activities in 2019.

The Management Committee agreed to recommend to the Executive that to give a more positive future, the Guild focuses on the benefits of networking. To promote this it was suggested that quality open business meetings be held, not to hold a Business Conference and that the Smithfield Awards and National BBQ events are held on alternate years.

Marketing changes are also proposed. POTM is unpopular and so as such would cease. Digital materials be produced instead of printed ones and the services of Sound Bite PR ceased. The reason behind the change of direction on PR being that national recognition cannot be achieved with the budget available.

Accepted that the lack of PR agency might mean less opportunity to comment on current affairs. Executive debated what could be done with PR, it was agreed that a PR company would be required for news of Q Guild awards (saving approx £16,000 to £18,000pa) but we could benefit more from training members how to do their own PR and social media. This would mean that general PR enquiries would in future need to be addressed by Guild Manager, Chairman and Regional chairmen.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Unanimously agreed to cease services of Sound Bite PR but to allow £5000 in the 2019 budget and use funds to address social media training. This to be reviewed at the next Executive meeting.

Membership Report

There are currently 99 members of the Guild for 2019. There has been 11 resignations from the Guild for this year. Elite Meat, Patricks of Camelon, Poxons, Thompsons, Walter Smith (Lichfield, Huntingdon and Bridgemere), AE Chambers, Weatherheads, Archers and Jon Thorners, Frome. We have two new members Albion & JT Butchers.

Since the beginning of the year, there has been three enquiries and we have received one application form from Paul Binns, Quality Butcher, Saltaire. An email has been sent out to all North East Region members to ascertain if they have any objection to them being considered for membership of the Guild.

There are currently 35 members still to pay their membership fee. These will be actively chased up in the next few weeks.

All members have had their FHRS rating checked and all have the relevant pass or star ratings necessary. These will be checked again in three months time.

Corporate Membership

There are 28 Corporate members. Resignations have been received from Anthony Rowcliffe & Sons and Windsor Food Machinery.

Payments for Corporate members are coming in, but there are 19 members who are still to pay. There has been no indication of other Corporate members resigning, though the Direct Debit for IMoon Lighting has been returned by the bank. We have tried to contact them unsuccessfully to confirm whether they wish to continue with membership.

Staffing

There has been a new member of staff recruited to replace Christine in the Admin office in Perth, Kelly Geraghty. She is currently getting up to speed with all things Q Guild but please bear with us during the training process.

Executive Summary of Exec meeting to be circulated to Regional chairs but kept as short as possible, in bullet point style. Noting any major changes or issues which members either need to or should know about.

CH reported the following:-

Members Visits

- Dennis of Bexley, Lidgates, Addy's
- 2 new members - Albion & J T Butchers plus Cherrington re Smithfield Trophy presentation

Corporate Members Visits/Update

- **Paragon** - want to get more involved and be seen as the main support for Hygiene Products
- **B Smith Packaging Meeting** - want to get more involved in meetings, have offered meeting room in Worcs max 15 people

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Key Partners Update

Prior to Christmas CH met with DL, SJ, Lucas, IFI, email with Verstegen DL spoke with W R Wrights General consensus is POTM not working, lack of attendance and take up of ideas/activities. In particular Scobie, Lucas and DL asked to review their spending and value for money, which included their sponsorship uptake and the Guild activity could not show them a beneficial return. So wish to revert to Corporate Member Status. Maybe interested in a Sponsorship package.

Additional comments from each:

Verstegen had good feedback on their POTM but generally not happy with the uptake and promotion of the products by the butchers. The Keurslager approach is definitely not working as it does in Holland. But felt the Guild should be pushing new ideas and product innovations, to set them aside from other High St butchers, rather than promoting old ideas that don't deliver on repeat sales. They also have two NPD Butchers on board now - James Taylor (England) and Erin Conroy (Scotland) - happy to send them out to Guild meetings or events.

Scobie have offered their NPD Kitchen facility at Corby as a meeting and demonstration venue. They also have a new ticket machine they would like to demonstrate. Want to make more of their online offering to Guild members.

Lucas have a monthly blog in their News area of the website which often refers to food trends and happy to support Guild events and activities wherever possible.

Dalziel have 2 events planned for 2019. Sun 28th April at MK Ingredients, Exeter and the Great British Butcher event in Harrogate on 19th May with numerous events and comps planned. They have offered the Guild the Newbury Depot for the South, SW & Wales regional BBQ workshop 13th March plus a tour and demo.

W R Wrights felt the KP package was too much effort for them and didn't really benefit their business so also wish to revert to Corporate Member status.

IFI enjoyed their first year and wish to build on their support. They have a new product launch in April/May and wish to use their AlFresco site in Blackpool again for hosting the NW BBQ event or a meeting, along with offering all members an all-expenses paid trip to AVO in Germany and Newley Weds in Osset.

Contact & meetings held with other trade suppliers interested in supporting Guild in various ways:-

- Henrietta Green - re **British Charcuterie Live** event judging and Guild support.
- **Angel Refrigeration** - keen to support members on the back of the Charcuterie events
- **Bite Network** - offering Social Media Training in North East and West, but will travel to other areas
- **Cutting Edge** - large scale knife sharpening and suppliers of meat industry robotic technology - interested in promoting the Guild to their customers and offering their services, as well as their board room for meetings
- **British Game Alliance** - wish to promote their new scheme of game sourced from accredited shoots, have free POS material available

Future Event Dates from Corporate Partners

- MK Ingredients - Exeter 28th April
- Dalziel Butchers Show, Harrogate - 19th May

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Other dates worth noting

- British Pie Week 4th - 8th March
- National Butchers Week 11-15th March
- British Charcuterie Live - 12th judging in London, Finals 1st Aug at Countryfile Live, Blenheim

Finance Report

The bank balances are currently £59,766 and £33,710. The year ended in 2018 at £9664 and £33,710. The unaudited as yet, figures for 2018 suggest that last year the Guild ran in surplus to the extent of £2300.

The original budget was based on a membership of 100 and 27 corporate members. Income from Key Partners was deleted, reducing income from those six businesses by £7380.

The original budget shows a deficit approaching £10,000. The forecast currently suggests it to be £6,882. With drop outs and rationalisation of Guild activity, income will probably reduce from £176,000 to £127,000. Costs are forecast to be £134,000 and currently a lower spend on Smithfield awards has caused the reduction in forecasted deficit.

The likely income will become clearer by next month when renewal intentions of both members and corporate members is better understood. You will note that there is no budget for provision of PR services from May onwards.

A separate Income and Expenditure for Smithfield Awards to be circulated ASAP.

TAC

Insight had not forwarded 8 of the quality audits undertaken at the end of the 2018 schedule. These have now been forwarded to the members involved.

Merits of the mystery shopper exercise were debated. DL pointed out that the 2019 membership certificate states "this shop has been independently inspected". Executive meeting felt that members feedback should be given to Insight. Reports did not always match what the member felt the mystery shopper saw and accuracy was in doubt. In future audits the meeting felt that they would like to see four photos taken at end of each audit including one of the outside of the shop.

One Scottish member was contacted about their FHIS status of Improvement Required. By return they were able to provide evidence of re-inspection and pass certificate.

Guild Manager's Report

Media PR report

- 8.8m reach - down on last year c11m - (R2 Sausage Week interview boosted last year's reach)
- Total press articles 142 - Increase by a third on last year
- Biggest achievers Smithfield Awards (2.66m) and BBQ (2.17m)
- Trends
 - o Falling print sales

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



- Difficult to make money on online news
- 24hrs news, reliance on SM
- Fewer staff means less getting news and less photographers
- Instagram rising in place of Twitter

Suggestion is to reduce Soundbite PR services to:

- a. only cover the main Award events i.e. Smithfield and BBQ Events
- b. as above plus a skeleton service so that the Guild can be present within the trade press for commentary on industry issues
- c. or cease altogether with any requests coming into the office or Manager and then fielded out to members if appropriate.

HOTB

- Sent early Dec and early Feb
- Feedback; enough detail, too busy?
 - displayed links in full or short to make it easier to see the links when printed out

Guildsman - suggested topics for the Spring issue

- Smithfield Awards PR coverage & quotes
- Feature on the three new butchers - Albion, J T Butcher & Cherrington

Corporate Partners who have offered articles

- IFI article on new product launch and further details of suggested AVO trip
- Paragon Services, their Colour Coded System and digital temperature probe
- B Smith Packaging on trends and the plastic debate
- British Charcuterie Live article supported by Angel on Charcuterie fridges
- Regional round up - suggest CH start with a general piece covering all regions mentioning specific members activities - circulate to all Exec members for comment and addition
- Plus an in depth review on one or two members
- There will be less pages due to no Key Partner adverts, however all Corporates are given a free quarter page, not all take up the offer.

Website & BOS

- Back office and admin area now updated and running - works really well, sometimes a little convoluted to update, but works and is much quicker to update and navigate.
- the next stage is for the individual member pages to be editable by members

Marketing Campaigns

Consumer Magazine

- although generally well received the overall cost to the Guild per issue of c£7-8k is perceived high for the audience reach - each shop only receives 100 copies which proves difficult to then reach a wider audience.
- Plus comments received that customers are veering away from picking up recipe leaflets, preferring to search online

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Suggestion is to produce smaller size A5 or DL size leaflets plus digital files that can be used on websites, printed instore or bulk print stocks to be called off from the Perth office.

Themes:

- Healthy Eating Messages to combat news trends & vegans
- Seasonal Recipes i.e Easter Roasts, BBQ, Summer Eating, Casseroles, Christmas
- Q Guild branded Carcase Cut Chart - long A4 concertina style includes Beef, Pork, Lamb & Venison

Christmas Kit - useful? Do we need another one, or reuse last years?

Smithfield Awards 2019

Awards Review

- Celebrity - Matt Tebbutt - worked well for the event, friendly amenable, but expensive - £5k
- Venue - Ironmongers Hall, worked well
- Attendance low - 62
- 10 Diamond Award categories + 6 Country of Origin, Innovation, Game & Supreme
 - o 13 butchers received 19 awards
- Award promotional collateral - on pack and door stickers, plus cabinet tickets
- PR to date - 20 articles including 3 radio interviews
- Photography of Awards and Products - mainly for PR use, plus sent to members and attendees - good quality

Judging

- Down 242 vs 351 previous year
- More silvers this year 33% vs 24% last year,
- less Gold this year 55% vs 71%
- Glasgow College - very accommodating and great venue
- Expensive for non-Scottish judges to attend
- Judging consistency better

POTM & Butchers Recipes

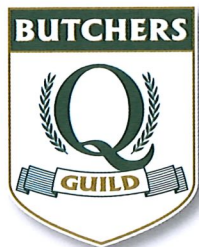
- Suggestion to cease current POTM activity in light of KP and member feedback - looking to create an online flip book of all past recipes for all members to access.
- Produce a Smithfield award winners recipe booklet for distribution to butchers - is a digital version enough (pdf and/or online flip book) or would a printed one be well received/required as well.

Attendance or Visits by CH

- Nov 2018 - Attended **Sausage Week** Launch/Awards
- Nov 2018 - Attended **CofC judging** & BSOTY Awards
- Nov 2018 - **Slavakto**/Amsterdam Trip and Butchers Visits
- Feb 2019 - Attended **Hampshire Fare** Sausage & Pie judging along with Lucas ingredients, Eastleigh

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Regional Meetings

Since the last meeting the following meetings have taken place with attendance gradually getting better since a greater effort has been put into organisation and encouraging attendance:

Scotland

- Sept: Meeting, Perth 3 corporate presentations - 8 members attended
- Jan: AGM/Meeting - 9 members attended

North East

- Sept: Dalziel Newcastle Factory Tour
- Nov: Xmas Meal at Thirsk - 8 attended
- Jan: AGM/ Meeting, 13 members attended

North West

- Sept: Hartwood Hall, Festive Food discussion and demo - 8 members attended
- Feb: Honeywells Visit - 12 members + Honeywells

Midlands

- Sept: Packington Farm tour and meeting - 9 members attended

South

- Sept: Walters Turkeys tour and farm shop visit - 3 members attended, 4 corporates

South West

- Oct: Taste of Game Cookery Demo - postponed, only 2 signed up

Meetings Organised for 2019 - see attached list

In summary:

Scotland, North East & North West seem happy to organise or suggest a schedule of meetings, Sue helps to plan and book venues/speakers. The remainder seem happy for either Sue or myself to suggest and organise trips, visits or speaker.

We have concentrated on the national meetings so far, and will work on the smaller regional events, specifically for the Southern regions over the next few months. Each event takes time to source venues and availability at the same time for all concerned.

In response to Guild Manager's Report the meeting discussed the following:-

Hot off the Block

Agreed that two pages was enough.

The meeting wondered if members should be asked if they still want hard copies sent to them, but it was agreed to continue, but only to be added to anything that was already being posted.

Website update

Members would like to see more images on BOS for butchers to use. Suggestion to spend some of the cost savings on sourcing or employing a photographer for new imagery.

Consumer magazine

Felt that there was no budget to do this. Previously this was funded by Key Partners.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Smithfield Awards

Matt Tebbutt had maybe not delivered what was required. Noted it has become harder year on year to source a personality. JM suggested that Smithfield Awards judging and presentations should be held within the same year.

The initial suggestion was to have Smithfield and BBQ evaluations on alternate years.

Alternatively JM suggested that the BBQ evaluation be held within the Smithfield Awards followed by a National BBQ Final.

Proposed by KM: Move awards to one Smithfield Award ceremony including the BBQ awards. Products to be judged in January, presentations to be made in April at the latest. Agreed to start in January 2020. MT asked that a sub committee looked at new ideas and/or categories for the Smithfield Awards to encourage member participation. KM, JD, SR and MT accepted responsibility to bring a proposal to the June Executive.

Discussion on 2019 Plans & Events Programme

JM explained that it would not be possible to combine a Q Guild evaluation within the National Craft Butchers.

It is hoped that Open meetings would see like minded people brought together at meetings held after the Executive meeting.

MT suggested that prospective members should be invited to the June meeting to be held in Glasgow, DS to book venue and arrange visit next day to Q Guild member, S Collins & Son. Executive meeting to start at 12:00, Open meeting 6.00pm to 8.00pm. Content has to be inspirational, business motivation, innovative products, maybe Toni Singh. Speakers to be arranged by SW & CH.

September Open Meeting - venue possibly Butchers Hall, with next day a Food Safari hitting as many street food vendors in London as possible. Content possibly on how to take your own food photographs. Possible HG Walters visit.

Any other competent business

SW asked if the office could compile a list of up-to-date members mobile numbers so that those giving permission could be texted to see if they were attending events.

Review of Action points - as underlined above.

Date of next meeting: Tuesday 4th June 2019, Glasgow.

Meeting closed at 16:35

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk

Meetings, Visits and Networking Schedule for 2019



Dates Booked

January

8 th	Management Meeting, Penrith
15 th	North East, AGM & Meeting
20 th	Scottish Regional Meeting/AGM
30 th	Smithfield Awards, London

February

5 th	Visit to Honeywell's, Barton Grange, 2pm
20 th	Executive Meeting, York, pm, followed by an open meeting for all members, 4 presenters
27 th	Midlands Meeting (on behalf of Owen Taylor) - Visit and talk at RB Elliott's Abattoir Chesterfield 10am – 3pm

March

w/c 4 th	British Pie Week
w/c 11 th	National Butchers Week
12 th	North West BBQ Comp – The Alfresco Chef, Unit 12 Westby Close, Whitehills Business Park, Westby, Blackpool FY4 5LW - 3 pm start
13 th	BBQ 'New Ideas' Workshop - Dalziel, Newbury Depot 1pm – 4pm
19 th	Visit to Cranswick Country foods slaughter plant at Preston near Hull - 12 noon

April

3 rd	North East BBQ Comp – David Lishman's- 1pm - 1 Parish Ghyll Road, Ilkley LS29 9NG
8 th	Visit to Rhug estate, Corwen, North Wales - 1pm – 4.30pm organic, Bison, Venison and the first Drive through farm shop/bistro

June

4 th	Executive Meeting, Edinburgh <i>GLASGOW</i> followed by an open meeting for all members – presenter/speaker tbc
-----------------	---

Sept/Oct

Tbc	Executive Meeting, London (suggest hold at Butchers Hall) followed by an open meeting for all members – presenter/speaker tbc
-----	--

Events that have been followed up, awaiting confirmation of suitable dates and interest

- **AVO Factory, Germany** - in association with IFI – w/c Monday 17th June 2019 tbc
 - Offered an all-expenses paid trip to **AVO in Osnabruck** www.avo.de Germany combined with German butchery visit and masterclass in German butchery techniques – a minimum of 10 members is required for this to go ahead (only cost to members is flights into and from Dusseldorf)
- **Tour of the South West** (possibly September 2019) area including overnight stay, option to fly into Newquay and travel via minibus:
 - Primrose herd Butchery, Cornwall – award winning hogs pudding - agreed
 - Q members Philip Warren TBC
 - Visit to Lobbs Farm shop
 - Visit to West Cornwall pasty Co TBC

Any member requiring further information or to book a place please contact *Sue Woodall*

Call 07857 698322 or Email regionalsupport@qguild.co.uk