



Q GUILD

Management Meeting

Thursday 9th June 2016 at 10.30

Cranston's, Penrith

Minutes

Present: Mark Turnbull (Chair), David Lishman, Brindon Addy, Philip Cranston, Gordon Newlands (Guild Manager) and Douglas Scott (minutes)

Apologies: none

Minutes of last meeting were approved

Matters arising: None

GN reported

Membership Report:

There are currently 115 members of the Guild, that is up 9 since our last Management meeting.

Recent additions to the Guild have been John Mettrick, Grasmere Farm at Market Deeping and Stamford plus John Davidsons at Dobbies Garden Centre, Jon Thorners at Frome and Farrington Gurney.

Honeywells at Brock and Bents Garden Centre have become members along with Simpsons Butchers at Stamford, Lincoln, Spalding, and Pennels Garden Centre. Owtons at Country Market have also become members.

We are awaiting information from Acoura regarding the results of audits at Simpsons, Sleaford and Tilehurst Village Butchers at Shinfield and Mortimer Common.

Brendan Anderton Butchers at Longridge underwent their pre-audit on 1st June and Cranstons Orton Grange are also due their audit shortly.

McMurchie Meats had to cancel their audit but we are hopeful that this will be re-arranged with Acoura later on this month.

We have received no word from Holloway Meats or JE Baty regarding if they wish to continue with their application for membership. GN advised JE Baty should not be progressed but Honeywell Meats will be followed up shortly.

Corporate Membership

Caldecotts Turkey Farms Ltd have recently joined the Guild as a Corporate member and membership stands at 41. They have a strong customer base with Midland Guild members. A joining fee for new corporate members might be considered, a fee in region of £250 might be acceptable. Concept to be presented the executive.

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8-10 Needless Road
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Finance Report:

DS presented figures for the Guild up to end of April 2016. Despite increased expenditure on Promotions and Advertising the forecast for the year continues to show a surplus. Revision of outstanding invoices revealed non payment of 2015 Smithfield Award entries and lunches. It was agreed going forward, entries unpaid on the day of evaluation will not be judged.

The audited accounts have been received in draft and DS will meet Condies to finalise accounts and to investigate the ability to avoid paying corporation tax.

Guild Manager's Report:

BBQ Finals/Conference:

As a requirement of the competition it was clearly sent out to the finalists of the Regions that ALL finalist recipes must be submitted to the Q Guild. This is for the sharing of ideas concept that we are meant to be about. **I have received 4 so far.**

GN recommended that recipes for BBQ products should be submitted with entries. Some members did not even send their products to the final to be judged.

Regional Heats- Some regions were very poorly attended. Categories split between each member that attended.

Audit Timescales:

The timescale of the Audits is far too long. A recent case with Brendan Anderton Butchers saw them pay their money on the 21st April and they just got their date for audit on the 1st June!! This was only after I received irate phone calls from Brendan Anderton (Emma) to complain that we already cashed their cheque and what was the hold up. I am trying to arrange a meeting with HAS at end of July to try to speed this process up.

Regional Meetings:

Corporate members have been complaining about the lack of attendances at the Regional meetings. South tour to DB - 7, Midlands tour to Yorkshire- 7, AVO Trip to Germany- 5.

I have lost count of the phone calls from corporate members asking me what I am going to do about the attendances. South Coast Systems who were regular attenders last year stated- It is the same faces and poor attendances. I am sure that we will lose corporate members in 2017 because of this, however I will keep trying to satisfy them with information.

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PC felt that corporate members' expectations need to be managed. Regional meetings are not all well attended. MT observed that the more members attending, the better the buzz.

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**EHO Reports:**

At a recent TAC meeting I highlighted the fact the membership had not sent in any of their latest/current EHO reports to the office. 4 members had sent in previous to this mail. This was a requirement under the dropping of the Audits and TAC felt that a deadline should be communicated to them. I sent an e-mail to the membership and to date have varied response!! 6 have been communicated to the office. I have to stress it is only myself that reads them and stores them, so we know when the next EHO report is due in. However, it allows us to see if the standards have dropped or are indeed improving.

It is not a witch hunt and it is quite possible that collation of reports will expose subjects that are of greatest interest to local authority inspectors.

Corporate Complaints:

My phone seems to be ringing a lot of times with corporate complaints!! There is never a day goes by that I do not hear a complaint from a corporate member about a member not using their services or are using a non- corporate member!!

MRC- Complained that they were not given the option of becoming a Q Guild Key Partner and felt that as long standing members they should have at least been consulted.

Product of the Month:

I am trying my best to placate the key partners but if members cannot be bothered to take part.....

Dalesman complained about the take up of the product for June.

April- 51 members

May-42 members

The effectiveness of the most recent promotions was discussed. Uptake is disappointing but not really surprising. It was felt that future products of the month need to be more inspiring and more compelling for members to make.

NB- It is frequent that I get a phone call from a member to say this product is crap!!
On the flip side I get some that say it is brilliant!!

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**Fraudulent Shops:**

I am in the process of gathering evidence to name and shame these businesses. I only have 1 confirmed case at the minute- Howarths of Flixton. He has it emblazoned on the side of his van.

There has been another 4 cases, however I have no evidence to go ahead and blast them on social media.

Trading Standards are hopeless.

Scottish Q Guild wishes us to take an advert in their local paper and embarrass them that way?? Cost implications in that way.

Brindon highlighted John Crawshaw displaying a logo outside- I phoned John and he has informed me he will take it down. Good chat ensued and I have to go and see him when down that way.

BBQ/Venue:

As you can see by the spreadsheet to date, we have lost money at this years BBQ event. This will require to be addressed as every event should be self -funding. Principal Hayley Group and Eastwood Hall were a nightmare to deal with and up to 48 hours before there was no evening meal!!!

Venue to be arranged for 2017 or as some members wish it to be scrapped and re-invented for 2018.

Communication:

The summer edition distributed in June 2016 was reviewed and there was general approval of the style, layout and content. More and larger pictures would be an improvement.

It was felt that employing a professional photographer for future BBQ presentations would be beneficial.

TAC:

Kathryn Meadows has taken over from MT as Chair of TAC (Technical Advisory Committee). Committee discussed submission of EHO reports. As a consequence all members have been emailed requesting their most recent reports.

£1050 quoted by HAS to review the current Steps to Quality - Q Guild standards. GN has obtained an alternative quote which looks likely to be more affordable. A recommendation will be presented to the next Guild Executive meeting. MT requested that there should be a budget for random inspections. In due course members will receive new standards and they will be asked to discard all they currently have, print out from PDF and place in folder. MT reported that rules regards signage will be spelt out clearly.

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**Any Other Business:**

A request had been made for endorsement by Crosby Management Training. It was agreed that this would not happen until members reported satisfaction of CMT.

Keurslager System:

Sebastian Otten visited MT on 2nd May. MT was pleased to report that the TV screen system worked well. Two different presentations based on Flash are running in his shop.

Keurslager have had difficulty in delivering the rest of the system, the committee had grave reservations on their ability to deliver and the new system is only trialling in Holland. In September 2015 Q Guild were promised a well proven system that was already functional. Now confidence in Keurslager has dissolved and there is no sign of a solution.

An alternative UK based system has been investigated and is feasible at a price. Several routes for progressing were discussed and options would be put to the Q Guild Executive meeting on 22 June 2016.

It was the committee's recommendation that we pull out, negotiate a refund from Keurslager and design own screen system and website system with templates in stages. Given Executive approval,

Keurslager would be asked to release Q Guild from the contract.

GN will contact Key Partners to advise situation.

Date of next meeting:

Executive Meeting: Wednesday 22nd June 2016

Clifford Suite, Royal York Hotel, York.

Management Meeting: TBC

Meeting closed at 15:10

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