



## Q Guild Management Meeting Minutes

10.00 am - Tuesday 19 November 2019 - Penrith

**Present:** David Lishman (Chair), Gordon King, Sue Woodall, Mark Turnbull  
**Apologies:** Claire Holland, Philip Cranston, John Mettrick

Minutes of last Management Meeting held on 22 October 2019 were approved.

### Matters arising and Action Points

These were covered in the agenda.

### Finance

Budget for the year 2019 is predicting a small surplus to date.

Aim is to have the Final accounts for the year ending 2019 be ready for approval at the February AGM.

Balance in the banks are:

- Current account: £25,110.
- Tracker account: £33,761 of which £3290 is held on behalf of WBC.

Draft 2020 Budget prepared for 70, 80, 90 and 100 shops at £750 and £800 membership fees for comparison.

DL and MT proposed that the **2020 Budget** be based on 70 businesses and 80 shops, as a worst-case scenario, in order to future proof spending and so that adjustments can be made as memberships are renewed and actual figures known.

Suggestions of how to spend any spare budget was to get through 2020 and review the situation in 2021 AGM meeting (GK)

### 'Guild Plans 2020'

Members manual reviewed and changes made to reflect the new Q Guild '100 Best Butchers' for 2020.

In summary this includes:

- Reduction of membership fee to £750 for both butcher and corporate members
- Regional Chairman renamed Regional Contacts and duties reduced
- Executive Council Meetings (which include Management and Regional Contacts) reduced to once a year in February, to endorse proposals for the year and to tie in with the Management AGM (Management Meetings continue to be 3 per year.)
- Mystery shopper audits to cease, for business and shop guidance refer to 'Steps to Quality' manual
- Limit membership to 100 butcher's businesses - to create a Q Guild Top 100 Butchers

*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

- New members will require a proposer and seconder from current members otherwise membership entry will be at the Chairman's discretion.
  - New members will also require a visit from either a management or regional member plus either the General Manager or someone from the Perth Office (i.e. GK)
- Reduction in printed promotional material being sent to members, to include:
  - One Guildsman per year (first one due out in January)
  - HOTB printed and sent once every three months (continue to be emailed every month)
  - Consumer cooking advice leaflets - mainly available as pdf's
- Activity to focus more on trips, visits and meetings
  - Aiming for two big trips per year, one being a "chairman's pick" trip (MT suggested)
- Make more use of the BOS for accessing leaflets and images
- Update the [www.qguild.co.uk](http://www.qguild.co.uk) website to provide information to prospective members

In addition:

WhatsApp group communication is proving very successful and after the Irish trip and other group visits it remains an open channel for members to communicate through.

It was agreed to extend to whole membership on a regional basis.

**Action:** KG to ask for contact numbers for WhatsApp groups to be set up per region.

Trade Press- the Q Guild will keep in regular contact with key trade publications in order to generate awareness of Q Guild events and members.

Minutes of management meetings will continue to be available on the back office system for all to read.

## Smithfield Awards 2020

Awards reviewed and in Summary the changes are:

- Categories reviewed to include new categories, product specific categories which change each year, counter display and a specific Young Butcher category.
  - Some changes to the list proposed by CH were made and the 15 new categories decided on as per the amended document, attached.
- Judging form to be replaced with a new industry revised form, copy available with entry details
- Renamed Smithfield Star Awards with Gold, Silver and Bronze certificates being replaced with 3\*\*\*, 2\*\* and 1\* Awards.
- Luncheon date is 24th March 2020 at Butchers Hall
- In place of a celebrity this year it was suggested to ask the Master of the Worshipful Company of Butchers to host, attend and award the final trophy. CH to action.
- Name badges to be available for all.
- No promotional gifts or pens to be purchased for this event, to be reviewed in future.
- DL to ask Robin Moule to carry out the Media and PR

- Advice/guidance sheet to be produced and issued to winners to help them to promote their win. (CH to action)
- Logo stickers for all awards will be available in sheets and as artwork or use on pack and instore systems
- It was agreed to leave £1000 in-budget as contingency.

### **Any other competent business**

GK to provide a breakdown on admin and management costs.

KG to ask when making calls for updated business details, to gauge interest in names for the “regional contact” positions and also interest in setting up a regional “WhatsApp” group.

Suggested the renewal letter be reviewed by CH making it more succinct and to include an information flier explaining the changes and fees. This document and the letter to highlight that the membership and associated benefits will cost “less than £15 per week”.

Action: CH to include this in the Guildsman.

To update the A5 promotional flier promoting the “100 best Q Guild butches” brand.

All agreed to set dates at the AGM for the three Management meetings throughout 2020.

Date of AGM, Management Meeting and Executive Meeting: Proposed for 18 February 2020 in York

Action: KG to check if this is suitable for all

Meeting closed 3.30pm



# Q Guild Butchers

## Smithfield Star Awards 2020



1. **Traditional Pork Sausage**
2. **Innovative Sausage** - any flavour or meat type
3. **Best Burgers** any size or flavour profile
4. **BBQ product** to be cooked on a BBQ in under 30 minutes
5. **'From the Deli'** i.e. sliced meat, pate, charcuterie. **No-pastry items.**
6. **Best Bacon Category** (pork only) any flavour cure.
7. **Kitchen Ready Meal** all ingredients in an oven-able tray ready for cooking at home
8. **Specialty Hot Eating Game Meat Product** such as a kitchen ready, ready meal or a hot sandwich filler, using any wild game

**Categories 9-14** are product specific and will change each year, this year they are as follows:

9. **Best Hot Bakery Product – 'Hot Eating Steak Pie'**
10. **Best Cold Bakery Product – 'Traditional Pork Pie'**
11. **Gluten Free 'Sausage'** any meat type and flavor
12. **Naked Steak - '8oz sirloin Steak'**
13. **Artisan Product – 'Black Pudding'**
14. **Best Q Guild Butchers Shop Promotional 'Fresh Meat' Display**

To be judged from x5 photos submitted, showing up to **1mtr of counter display**.

15. **Q Guild Young Butcher of the Year** open to all Young Butchers aged under 24yrs on 24<sup>th</sup> March 2020. Nominations to come from the business owner or shop manager who they work for, to include a description and picture of a new product the young butcher has developed accompanied by a description of other work they carry out and why they deserve to be the Q Guilds Young Butcher of the Year.

