



Q Guild Management Meeting Minutes 11.00am Tuesday 9th January, 2018

The Principal York,
Station Road, York YO24 1AA

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www.theprincipalhotel.com/york

Present: Mark Turnbull (Chair), David Lishman, Brindon Addy, Philip Cranston, Claire Holland (Guild Manager), Douglas Scott (minutes).

Apologies for absence: none

Minutes of last meeting

The minute of meeting held on 8th August were approved.

Matters arising

There were none that would not be covered under agenda topics

TAC

MT circulated guidance for quality audit interpretation that he had written. He has written an introduction for the use of auditors, Shoppers Anonymous, and for information to members. Outcome of the audit will be determined by the scoring. Interpretation was amended to colour coding with referrals. We will request auditors take photographs where practical, of red rated issues.

Mystery shopping audit will be undertaken first for scoring and then after introduction they will perform the part of the quality audit that requires owner / manager input.

The committee felt that the need to communicate the imminent potential mystery shop and quality audit should be highlighted to the membership.

Three shops that had dropped below the four star FHRS rating and one had exhausted the time limit for rectifying this. One had their membership cancelled and CH is to speak to the other two. Suggestion was made that the member with other shops which had satisfactory FHRS ratings should be encouraged to change the shop in membership.

The suspended Scottish member was still within the four month timescale.

Membership Report

There are currently 122 members of the Guild – revised since meeting to 119.

We lost one member in November 2017 as Bennetts Quality Meat ceased trading.
Update since meeting: Jan 2018 Mearns T McCaskie, Newitt & Son & Halls of Hazelmere

Although we had numerous enquiries about joining the Guild, there were no concrete applications. So far this year there has been three enquiries, one of which will join, and there is also a business in Scotland keen to join. Details will be sent to them as soon as possible.

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McCaskie's in Wemyss Bay have intimated that they will not be renewing their membership for 2018 and there are three businesses who have been permanently suspended until such time as their Hygiene Rating is improved. One of these businesses will be asked if they wish to join one of their other shops in place of the one that is being suspended. There is also another business that is temporarily suspended due to their hygiene rating being unsatisfactory, but it appears that the EHO is the issue. This issue will be looked at again in due course.

All Smithfield judging forms have been sent to members (apart from 3 businesses who have yet to pay their entry fees). Reminders have been sent to these businesses again. We are now awaiting booking forms to come in for the Smithfield Lunch on 7 February.

Invoices will be sent to all members in the next two weeks for 2018 membership.

- **Corporate Membership**

We have had an enquiry from Paragon to join as a Corporate Member. The committee approved Paragon's application. Dalesman Group no longer wish to be classed as a Key Partner. PC and DL will seek confirmation of interest with IFI and Wrights. Update since meeting IFI have requested a meeting to discuss further.

Invoices for membership have been sent to all Corporate members for 2018

Financial Report

DS presented figures for 2017. These were almost complete for the year and showed a forecasted surplus of around £9500. Income was down £38000 from 2016 due to no income from key partners (-£25000) and diminished Smithfield Awards entries (-£12000 - £25 x 200). When forecast is compared to budget for 2017 the reduced total is for the same reasons and because the auditors wanted all Digital Platform income applied to 2016.

Expenditure is £17000 below budget and so a surplus has been created. Major influences here were £9000 less on audits, £4000 less on Promotions, £7000 more on Smithfield Awards, £10000 more on BOS, £2000 more on Exec Meetings, £8000 less on Manager's Expenses, £17000 less on Salaries and Management.

- **Budget 2018**

Turning to the Budget for 2018, DS presented figures that had been worked up by him and CH. At this stage the figures are merely there to try and assist outline the shape of the Guild activities for the year ahead.

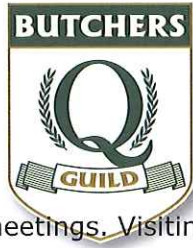
The 2018 budget showed a forecast surplus of £5000. The forecasted figures had been amended from budget after discussion. Income is based on 120 members joining including in that number 40 branch shops, 30 corporate members and six key partners. Other income is based on 2017 figures making a total of £181,936 against a 2017 figure of £171,676. No increase in subscription rate was assumed.

Expenditure was based on 2017 figures except for audits and promotions which were set at £6500 for mystery shopper / quality audits and £31,000 for a promotion campaign including product of the month. Under overheads Manager's expenses were reduced to an average of £500 per month. Total expenditure of £176,200.

The committee discussed the priorities for the coming year. After Smithfield Awards, Business Conference, Product of the Month and the re-invented consumer magazine it was felt that the

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manager's priority should be regional meetings. Visiting every member would take too much of manager's time at this stage.

The BOS had been a priority over the last year and it was agreed that a strategy was required to promote the BOS. Budget was set at £4680 to allow for Prototype services.

After discussion it was agreed that the subscription rates for both members and corporate members should remain the same for 2017.

BA suggested that one roadshow style meeting should be held in each region. The committee agreed that there might be merit in holding these to coincide with Executive and Management Committee. The concept required working up.

Confirmed Key Partners fee is £2500, new partners would be charged a joining fee of £1000. Existing key partners would pay £2250.

Guild Manager Report

- Business Conference 2018

CH explained that the venue had been changed to Aubrey Park Hotel near St Albans, since they were much more flexible with organisation. Date of the Business Conference and National BBQ is Sunday 13th May.

CH has been researching potential speakers. Suggestions included Dick Van Leeuwen talking about AHDB Education Programme, AHDB insights with Kantar Worldpanel. Barbecue products to be entered by 1.00pm prior to the Conference lunch, viewing would be possible after lunch and cooking and judging to be undertaken during the key partners presentations during the afternoon session. Awards presentation to follow in the evening. Agreed photographer should be engaged for winner pictures.

CH had visited Chambers Food Hall, Sausage Judging, Smithfield Awards judging and three Scottish members and one corporate member plus PR Duff Winter Show. CH had attended five regional meetings in North East, North West, Midlands x2 and South at Verstegen.

A members meeting was arranged for 5th February at Philip Warren, Launceston, CH would attend.

Two events at corporate members were planned

1. Dalebrook showroom in London through Scobies
2. Dalziel plant, Newcastle

- Key Partners

CH had visited Scobies and met with Dalziel and Lucas. They would like more notice of events. Key Partners links now appear on Q Guild website and BOS. An icon would be included in E-Newsletter. Key Partners are keen to host members visits / tours.

- Corporate members

Met Cosmos Labels, MacDuff, Weddel Swift and WJ Packaging. Meetings planned with Anthony Rowcliffe and Maille.

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- Product of the Month

Lucas - February (Moroccan Sausage)

Scobies - March (product TBC)

Dalziel - April (Spatchcock Lemon Chicken)

May - Smithfield Award Winner

June/July - possibly new Key partners or BBQ Winner

A poster will go out to members introducing the POTM. From February all the point of sale material will be distributed via the BOS. A template for personalised items would be created. Prototype will send out email alerts.

- Media update

107 articles and consumer proportion improving. 61 articles between March and August, 34 consumer / 27 trade. 46 articles between September and December 13 trade and 33 consumer. BBQ awards, National Sausage week & Burger Day have been the greatest focus. Currently working on Smithfield Awards PR and will then move on to National Butchers Week, British Pie Awards, Easter, Meatopia and Butchers BBQ tips.

- Social Media

CH working on Facebook, Twitter and Facebook.

Other activities include Hot Off The Block.

- BOS

Stats reveal 580 logins since start, 172 individual logins, most visits are to access images and recipes

- Consumer Site

Aug-Dec top pages viewed home and local butcher followed by news and recipes

- Consumer Magazine

Cover suggestions were shown to the meeting. Meat Masterclass would be A4 12 pages, 100 copies per member personalised. Print run 12,500 copies. Costing are being pursued.

After discussion it was agreed that Executive should be circulated with copies of Five Year Plan to remind everyone of the vision.

- Q Guild logo

CH felt that after working with logo for some time she recommended slight tweak to put incorporate the word "quality" in the centre.

- Smithfield Awards

Logos had been revised but not seriously altered. Re-designed certificates were approved. CH has visited Stationers Hall. Venue seems ideal apart from the difficulty in locating it. There is a room available for private tastings with Nigel Barden. Toastmaster Neil Hunt has been engaged. DS to arrange products to be tasted. MT to be briefed with requirements from him on the day. An invitation to the Awards would be extended to Master of Worshipful Company of Butchers.

Communications

Nothing to report

Meeting closed 16:30

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