



Q Guild Management Committee Meeting, Thirsk Monday 11th January 2016 at 2:00pm

Present: Mark Turnbull, David Lishman, Brindon Addy, Philip Cranston, Gordon Newlands, Douglas Scott (Minutes).

Minutes of Management meeting held in Penrith on 1st October were approved. There were no matters arising.

Membership Report

There are currently 108 members of the Guild.

The newest member in December 2015 was Mearns T McCaskie in Wemyss Bay.

Peter Speight and John Mettrick had failed audits and have work to do before they will be ready for audit again.

It looks like Grasmere Farm (Stamford and Market Deeping) will be progressing with their application for membership of the Guild and we have received positive intentions from Grierson Brothers in Castle Douglas.

Three prospective members in the pipeline - Huntley at Preston, Country Harvest near Ilkley, Jim Higginson at Barnard Castle.

Membership proforma's were sent out to all members in December asking for an update of contact details, address, email address etc in order that we can update our records. To date 44 have been returned.

Branch shop subscription has been reduced to £500 and 19 branch shops will be invited to join.

As minuted in October, there are some shops in the Guild that should NOT be in the Q Guild. Old fashioned and tired. We need to look at how we can get them to improve their businesses and bring it up to Q Guild standard or ask them to leave the Q Guild. It brings the majority of the Q Guild shops down and is not a good image to portray to the consumer. After discussion it was agreed that five members who do not meet quality standards will not be invoiced and instead they will receive a letter from the Technical Advisory Committee.

Corporate Membership

After the recent membership of Theo's Food Company and Phil Webber Meat Ltd, XL Refrigerators have also joined as a Corporate member at the end of December 2015.

Two prospective members in the pipeline -Smith Packaging and Marsden Group in Rotherham.

Corporate membership currently stands at 39.

The Q Guild
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National Chairman: Mark Turnbull and National Vice Chairman: David Lishman



Finance

DS reported on the current state of the finances. Increased revenue from corporate members and reduced payments to Hygiene Audit Services had improved the look of the accounts. The outcome for the financial year ending 31st December looked very positive but awaits audit.

A budget for 2016 was presented that excluded all Keurslager Digital Platform activities. The committee asked that Product of the Month be added as expenditure and that future budget projections did include Digital Platform income and expenditure.

Guild Manager's Report

GN reported that he had taken time off in December to try and use up annual leave and time off in lieu. It had been impossible to switch off entirely and he had found himself dealing with members problems including Copas turkeys.

BBC Radio One and Two, the Meat Trades Journal, Rip off Britain and Meat Management Magazine had all contacted GN for information and comment. It was noted that it was good that Q Guild had become a valued point of contact.

GN has been invited to join the committee of the British Food Fortnight (Great British Food).

Smithfield Awards

GN has assisted Owtons develop manufacturing equipment. Pack stickers promoting Supreme Champions, Gold and Winners are now available through InkREADible and order forms will be sent out to the membership. Following comment from members it was agreed that holding the awards ceremony in January might be a better idea and prolong the current longevity of awards. A decision would be asked of the next Executive Meeting.

The Committee felt that the Smithfield Awards lunch held at Ironmongers Hall in November went very well. Minor points for improvement were noted. Photo shoot might be better done by tables to avoid queuing. Order of presentation should be reviewed with particular regard to regional winners. GN will investigate a presenter for 2016 and he was advised to rebook the same venue when a date has been agreed.

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Corporate Members

GN had an extremely successful meeting with David Brennand of Innovative Food Ingredients. David is willing to supply barbecues and chefs for the Q Guild National Barbecue Finals in May. He was keen for Q Guild members to see his charcoal / wood chip burning Alfresco Chef range.

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A letter was read from Copas turkeys reference the inserts supplied in the boxed turkeys handed out to customers. The leaflet highlighted the mail order service available to customers, primarily for their chicken, that members felt conflicted with their efforts to attract customers. GN will send a letter of objection to Copas.

Regions

GN has set out AGM dates and venues. Notice of meetings has been emailed to all members.

Publications.

The Guildsman is not cheap to produce but it was felt that it was an important and tangible carrier for corporate members news. The Management Committee recommends to the Executive Committee that three editions be published.

Digital Platform.

The Committee agreed that this should be named 'Artemis'. A presentation compiled by Keurslager to explain to Q Guild members what the digital platform could do was shown. Several improvements were suggested by members prior to showing it at Regional Meetings. The system website provides a means of accessing posters, promotions, ticketing, and eNewsletters. It will become an important marketing tool for Q Guild members. It was accepted that Guild staffing levels will need to be reviewed as the system is introduced to more members. Initially five pilot businesses will be involved.

Key partners will be given a two hour slot at the BBQ / Marketing weekend. Belton Woods near Grantham has been booked as the venue on Sunday 15th and Monday 16th May.

Robin Moule PR

Robin had tabled a proposal for 2016 that broke down the costs into a monthly retainer. After scrutiny it was agreed to accept Robin's proposal which showed a slight increase from 2015.

TAC

It was agreed that three meetings per year be scheduled.

Management Meeting ended at 5.00pm

Date of next meeting

To be fixed after Executive Meeting on Wednesday 3rd February in Dean Court Hotel, York.

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Future Dates for noting

Visit to Verstegen, Keurslager Trade Show and Amsterdam Food Tour:-
Monday 7th to Wednesday 9th March 2016

Tel: 0844 800 6560

Executive Meeting Dates proposed:-

Wednesday 22nd June 2016

Wednesday 5th October 2016

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