



## Oct 15 Q Guild Management Committee

10.30am 7th October 2015, Cranstons Food Hall, Penrith.

**Present:-** Mark Turnbull (Chair), David Lishman, Brindon Addy, Philip Cranston, Gordon Newlands, Douglas Scott (minutes).

### Minutes of last meeting

The minutes were agreed.

### Matters arising

There were no matters arising that would not come up under an agenda item.

### Membership Report

There are currently 107 members of the Guild. The new additions are Walter Smith, Melbicks Garden Centre and Walter Smith, Bridgemere Garden Centre. Walter Smith at Melbicks will replace their Knowle shop.

Peter Speight had their Audit on 17 September, but I have been formed that they have been sent for re-appraisal.

We have had applications for membership from Mearns T McCaskie, Weymss Bay, Holloway Meats, Luton and John Mettrick has applied to rejoin the Guild.

We are still receiving enquiries and have recently had one from Grasmere Farm who have businesses in Stamford and Market Deeping.

### Corporate Membership

There are currently 38 Corporate members. Theo's Food Company have joined, along with Phil Webber Meat Ltd.

XL Refrigeration have applied to rejoin as a Corporate member and we are waiting to see if Lakeland Computers wish to progress with membership, having been sent out an application form.

### Finance Report

Forecasted income is almost £16000 ahead of what was rather conservatively budgeted. There is more income from subscriptions due to new members and income from corporate membership is almost £6000 ahead of budget as well. Barbecue sponsorship is a very welcome new item.

Cost of Sales are £6000 ahead of budget and that can be attributed wholly to Business Conference and additional PR costs. There is £2350 income to set against those increased Conference costs.

Overheads costs are very much on budget with the exception of Guild Manager expenses. This cost merely reflects activity and engagement. The good thing is that a surplus is still forecasted at the end of the year.

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## Guild Manager Report

### Membership:

108 member shops visited.

27 Corporate members visited. (10 still to visit)

Corporate members have been extremely pleased to see me visit and have been appreciative of the time I have given them.

I have several shops to visit that are thinking about joining the Guild.

Frank Taylor

Jeff Riley

Holloway Meats- Application stage

3 x Welsh butchers. (Martin Player has names).

Baldwins Butchers- Haringey, London

The Hindquarter, Manchester.

Anderton Butchers, Lancashire. (previous members)

William Reed Butchers, Bernard Castle, Durham.

### Inspections:

All members are happy with the "new" arrangement of an Inspection at the start of their membership in the Guild. I have heard no grumbings of the EHO report being sent to the Q Guild office.

Blackwells of Norton were deeply upset that we have suspended the audit inspections. Anna Blackwell was furious that we had done so and asked what our point of difference was without the audits. I did try to explain to Anna that it was a majority decision and although management were not fully convinced the sheer membership number unhappy forced the decision through. However, EHO reports and self audits and steps to quality to be retained. She stated- that she will consider her membership in January.

New members are scheduling their audits via the Q Guild admin.

Self Audits have sent out every 9 months but going forward it was agreed that these are sent out at the end of January along with a request for the most recent EHO reports to be forwarded.

### Smithfield Awards:

All booked and confirmed. Copas offered to sponsor the main meal, however the caterers considered this and prefer to stick to the main lunch menu. Offered Copas the drinks reception which they declined. Drinks reception sponsor to be finalised.

Ironmongers Hall are extremely helpful and are in constant contact to see if any changes to the Q Guild plan. HCC are sponsoring the Best Welsh Beef and Lamb categories. Quality Meat Scotland pulled out of sponsorship for Scottish categories. Innovative Food Ingredients are sponsoring instead.

59 businesses entered compared to 56 in 2014. 480 products. There has been an issue with the entries coming in late. 2016 there will have to be a date that we stick to and all entries after that date do not gain entry to the competition. This has an effect on the admin and creates a huge amount of added work when products are late.

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Gary Chadwick mentioned at the last executive meeting that we should honour a stalwart of the Q Guild every year. Lifetime Achievement Award? I think that this shows we are giving something back to the membership and honouring members that show continued support to the Guild. This was discussed and the idea was approved. Recipient/s should be presented at the Smithfield Awards and be someone who had given service to the Guild in recent years.

## Labelling:

Smithfield Logo regulations were issued to executive at their last meeting. To date I have had no response so these were agreed. A designer has been challenged to come up with a new design for the Smithfield Awards, so that winners can use this design when supplying the multiples.

## Website:

Website is looking better than it has ever done. Mike at Coda has been prompt with uploading information and has been pro-active in asking for scheduled posts.

I have stopped Robin Moule from completing Butcher of the Month as I feel that is a job I can complete easily and save a bit of money to the Guild. October BOTM is Black Barn Butchers. (Waiting on photographs from him).

Website Competition was well received to a point. 267 entries and winner was from Reading who shopped at Tilehurst Butchers. Photo of winner on the website page. However, 267 addresses stored for future use. It was very apparent that very few butchers actually took part.

## Cloaked Website:

Price survey has ceased. I started to ask the Vice-Chairmen of each region to submit the price survey's. I received two replies- Kathryn Nicholson and Damon Buckingham.

Recipe folder has also ceased. I continually have asked butchers to submit recipe's each month. This started to falter and eventually I was getting no response. Phone calls did not help.

I still see this the cloaked website as the place to store all the information that we need to communicate to the membership.

## Regional Meetings:

I am constantly being contacted by corporate members who are frustrated at the lack of members attending the regional meetings. (8 corporate members attended one region which was only represented by 5 businesses).

I think that the meetings should be reduced to two per year and one visit or tour. I also feel that we should state to the membership that both meetings must be attended as part of their membership.

## Welsh Region- 26th October in Cardiff.

Martin Player has booked a room and I am working on inviting corporate membership. Martin has also invited 3 non Q Guild members to attend with a view to join the Guild. It would be great to see some of the Management at this meeting. HCC will be in attendance.

Somerset, Cornwall and Devon region meeting scheduled to take place in January 2016.

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## Executive Meetings:

I think we should hold two meetings in York and two in Birmingham. This would be easier for everyone attending and would hopefully make everyone happy when travelling to these meetings.

## Social Media:

Twitter is growing at an alarming rate. 2,360 followers to date.

Facebook 943 Likes. The most views and likes I have ever had are the videos of

John Penny and Sons, Leeds. 1,700 views.

Garretts Butchers in Limerick. 468 views

Walter Smith Fine Foods, 472 Views.

I would like to ask the Management Committee to invite their own followers and likers on Facebook to like the Q Guild of Butchers page. David Lishman did this and it created another 70 odd likes on the Guild facebook page.

## Marketing:

Christmas leaflet is being proof read at the minute and will be delivered to members hopefully last week in October. 300 will be sent to each member shop. More will be available to buy from the Q Guild office, sold at cost plus P&P.

## Keurslager System:

Cathie George from Eastwoods of Berkhamstead has continually contacted me to ask if she could be involved in the Keurslager digital platform.

Corporate/Key partners: MRC have contacted me this week and are very upset that they have not been included in the sponsorship of the system. Stewart Niven the Commercial Director has asked me to consider allowing MRC to sponsor the project as they are setting their budget and would like to ring fence this money now. Danny Upson and David Darroch are openly informing customers now. The Management Committee discussed the potential inclusion of other corporate members in a second tier. Key partners had to have their interests safeguarded and a menu of opportunities should be drawn up.

Key partners have agreed that a weekend be set up for the roll out of their product ideas.

Keurslager Communication.

Phase 1

Inventory in Scotland by Sebastian Otten (possibly 29 & 30 October).

To get a picture / feeling, visit some butchers

Phase 2

From a visit "mood board"

design November

- Corporate website
- Portal
- Individual Website
- Mailing Module
- Printing Module
- Instore Module

Phase 3

Correction Phase 2nd / 3rd week in January

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## Phase 4

Implementation phase February

## Phase 5

Gordon Training in Leusden late February / early March

Training portal operation

Delivering portal

Delivering individual website

Delivering image bench

## Phase 6

Staging/ roll out (installation in Scotland / UK) at the end of March / beginning of April 2015.

Sebastian Otten will coordinate this project and be the direct contact from Fresh Platform. Management Committee considered that the finances had been covered with the spreadsheets that were produced following that meeting. Committee now focused its attentions on the implementation. It was agreed that more human resources were required to ensure that the role out can be done efficiently and to meet the members expectations. A budget was agreed to employ an Implementation Assistant.

Require first set of recipes, products etc by January. First five month plan needs to be in place so that each of the key partners can be included. "Box" has still to be sourced to suit the UK market.

## Technical Advisory Committee

See the conclusion under inspections above. Self Audits and EHO reports are to be reviewed by Guild Manager and letter of acknowledgement sent in reply.

Q Guild require to know what HAS re-appraisal is about and we require a quotation for cost of inspections in future. BA felt that Q Guild should have their own independent auditors to undertake inspections. Agreed that PC and DS source network of inspectors who could do inspections to Q Guild standards on demand so that Q Guild members could issue Certificates of Conformity to satisfy contracts and customer requirements.

Steps To Quality Manual as revised earlier in 2015 was agreed.

The TAC propose writing to members that do not meet the Q Guild quality standards and told that they will not be invited to continue in membership. The Executive will be contacted to gauge their support and ask for permission to take that action.

K & EJ Crump & Son Family Butchers will be contacted regards loose use of Q Guild award winners claims.

## Communications

No invite received for Guild Manager to attend MTJ Butchers Shop of the Year. It was agreed that the Guild Manager should attend.

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Paul Kelly has indicated that he would like an opportunity to address our annual meeting to relate the trends in turkey production and consumption.

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**Associate Craft Butchers of Ireland**

GN reported on meeting that he, DS and MT had with their CEO John Hickey. It was felt that there was little in common.

**Elite Butchers**

GN had hosted the Northern Ireland butchers in Scotland and presented the PowerPoint of the Digital Platform to them. Elite butchers feedback was that they would be unlikely to be interested at present.

**Guildsman**

GN would be compiling a new edition for release in November.

**Guild Manager Visits**

GN asked for guidance on the idea of visiting prospective members. MT suggested that the pre-audit inspection is done by the Guild Manager rather than ask HAS. Agreed.

**Calendar**

Regional meeting dates need to be set for 2016. A presentation on the Digital Platform would be given to all the regions AGMs in January and February. These are all set in the current Q Guild calendar. BBQ regional heats will be run as in 2015. BBQ final would be held at the marketing event. This event would be five Key Partners presentations, date suggested is Sunday/Monday 15th and 16th May at the Windmill Hotel, Coventry. DS to investigate availability. *(Subsequently discovered Windmill is not available, Belton Woods at Grantham is suggested)*

**Branch Shops**

It was agreed that GN would ask the opinion of regional chairmen and gauge the likely reaction to a reduction to a £500 per shop fee.

**Date of next meeting**

Monday 11th January 2016, 2.00pm at Golden Fleece Hotel, Thirsk

**Date of next Executive meeting**

Wednesday 3<sup>rd</sup> February 2016, 11:00 at Dean Court Hotel, York

Meeting closed at 3.40pm

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