



Q Guild
8 Needless Road
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Q Guild - North East Region

Minutes of the North East Regional AGM held on 11th May 2015
at The Golden Fleece Hotel, Thirsk.

Commencing at 7.30pm

Present

David Lishman, Brindon Addy, Gordon Newlands, Edward Garthwaite, Stewart Beaton, Mike Richardson (EBLEX), Jo Celerier.

Apologies-George Payne, Kathryn Nicholson, Ivan Lowther, John Green, Andrew Green, Andrew Wetherhead, Anna Blackwell, John Ellison, Mark Turnbull.

1. Welcome

David Lishman Regional Chairman opened the meeting with a welcome to all attendees and thanked everyone for coming.

The Minutes from the last meeting were approved and no matters arising were put forward.

2. Exec Report

Executive Report- Brindon Addy talked through the last Executive Report and gave a brief account of the new Managers role and how this came about.

3. TAC Report

No TAC members were present. Gordon Newlands commented that matters were in hand for the TAC to meet and any issues were being discussed regularly.

4. Correspondence

David Lishman thanked Edward Garthwaite for allowing the Regional BBQ even to be held at BlackerHall. David talked about the BBQ Event in May and really advocated attending the meeting. He felt the value to those that were going to be attending would be great as Kerslauger the world famous Butchery Guild were attending and talking about the ethos of what makes them so high profile in the Industry worldwide.

David talked about Hot of the Blocks and asked if anyone read them? Out of the 7 attending only 3 said they had read it.

Website- Gordon Newlands informed the guests that this was being upgraded and in the process of organising the members only page to make it easier navigated. This should be the main portal for all consumers and customers in all the Q Guild shops. Competitions were going to be ran monthly starting in June to highlight and raise the profile of the Guild to the public.

5. New Members Presentation

David Lishman informed the guests about his idea of a members presentation at each meeting. The member would talk about a product, process or machinery and for 5 minutes sell the talk to the members present.

David started with his idea for "Burger Fortnight"

He used to hold a "Steak Fortnight" but the prices of steak and beef in general hindered and limited the sales, so he decided to change to a Burger fortnight.

David handed out a leaflet that introduced members to several kinds of burgers that he is going to produce for this fortnight. Leaflet contained weights and titles of the burgers. He talked through the certain burgers and hoped that they would be popular so he could actually produce them in his shop after the promotion had finished. A

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novel way of selling a “slider” was talked about by David who stated- customers would come in and buy 1lb of rump, he would mince it in front of them and bag and hand them a leaflet of instructions to create a slider. A bit of theatre involved but he added that this is what we are all about now. Step by step guide on creating and cooking would also be handed to customer in a mini pack.

Mike Richardson from EBLEX said why don't you put a small press in also and sell it as a pack? This was perceived as a good idea.

David Lishman also wanted to upsell his probe thermometers as he feels that Burgers need to be cooked just to the correct temperature and not over done, so having a probe would allow the consumer to check this when cooking.

Members present felt this was a good idea and health discussion was involved in the merits of certain cuts of beef being used in production methods.

6. 2015 Events and Programme

Manager Gordon Newlands was to create a template for members to keep it simple. Brindon Addy the next member to hold a presentation.

A calender of events was handed out by Guild Manager Gordon Newlands for the members to see all the regions activities. Next date of North East is to be held at Brindon Addy Butchers in Holmfirth where he will talk about the expansion he has recently undertaken and hold a presentation.

It was discussed to fix a date for a specific staff meeting so key members of staff could attend a meeting and gain some knowledge and hopefully some impetus to bring back to each business and drive forward their ideas.

Ebor Meeting at York is a eagerly anticipated event in the North east calender with a social aspect and get together.

7. Guild Manager's Report

Gordon Newlands talked about how he is getting around the regions and gaining some much needed feedback on the Guild in general and he then feedbacks to the Management the views of the membership. He has helped several members with ideas and thoughts on problems and put members in touch with the correct contacts to solve.

The Guildsman is out this week and also a cooking guide which would be sent also.

He is working with the website manager to upgrade and develop a new and improved website. Twitter followers are growing by 10 per day and Facebook has another 50 likes in the last week. All generates a bit of a buzz around the Guild which in turn gets it out to the public our consumers.

Any problems he is there to help.

8. Mike Richardson-Eblex.

Mike demonstrated the new point of sale material that is available from Eblex and showed the members how easy it is to download and gain maximum exposure in their shops via poster and tickets and point of sale material.

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9. Any Other Business-

Edward Garthwaite talked about Dave Brailsford and his view on Incremental Gains and he thinks that members speaking to each other at meetings is such an incremental gain.

Mike Richardson talked about trends in the meat industry and how this affects peoples eating habits. David Lishman had some facts and figures when he recently attended a supermarket networking day. Trends for next year would be Oriental, Middle East and Brazilian. David talked about how calling a burger by its primal name commanded more money- Rump steak Burger.

Statements to come from meetings were- Consumers shopped-
Once per month
Top Up shop
Specific Shop
Immediate Shop.

Healthy discussion was encountered with those present discussing which applied to them as independent Butchers.

Jo Celerier asked if this was available to frequently as she needed this kind of information for her business. Gordon Newlands stated that Mike Richardson from EBLEX was going to be helping the Q Guild on this very topic and he hoped to be holding a meeting soon after the BBQ Event in May.

This was agreed that we as members needed this information to stay one step ahead of the competition.

Edward Garthwaite informed the members that this is exactly what he meant by Incremental Gains. Adding value to his business.

Jo Celerier informed the guests that you should never print of in Bold lettering or capitals as it does not read well and it should be never in Red. She has been studying forms of writing to try to gain some insight in what would work for her business,

Next meeting:

17th June at Brindon Addys. Times were to be changed to 3.30pm with a view for the longer travelling members getting home at a decent time. This was agreed by all attendees. A separate date was to be confirmed with members for the staff meeting.

Votes to the chair was proposed and a healthy round of applause was given to Regional Chair Lishman.

Meeting finished at 9.45pm.

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