



## Q Guild

North East Region

Minutes of the meeting held on 17<sup>th</sup> June 2015 at J. Brindon Addy, Holmfirth.  
Commencing at 3.30pm

**Present:** Gordon Newlands, Stuart Beaten, Simon Osbourne, John Ellison, Ed Garthwaite, Andrew Edwards, Gordon Atkinson, Brian Fields, Ian Richardson, Brendon Ellison, Stuart Baker, Samantha Willoughby, Brindon Addy, Adam Shaw, David Lishman, Kathryn Nicholson.

**Corporate:** Roger Lathbury (South Coast Systems), Mike Richardson and Martin Eccles (Eblex), Debbie (Copas)

A tour of Addy's newly extended shop was given, followed by a cutting demonstration by Martin Eccles.

**1. Apologies:** Anna Blackwell, George Payne, Andrew Weatherhead, Ivan Lowther, Andrew and John Green, Douglas Nicholson.

**2. Minutes from last meeting and matters arising:** No matters arising

**3. Exec report** None

**4. TAC Report** None

### **5. Correspondence**

New hot of the block issued via email, Guildsman issued recently - members were encourage to read and give feedback good or bad.

### **6. Review of National BBQ Competition**

National BBQ competition took place 3 weeks ago with a good turnout from members. Excellent products entered which gave the judges a difficult task of selecting the winners. Walter Smith won 4 awards, it was disappointing that some regional finalists didn't enter their product into the finals.

Conference - speakers from Keurslager were well accepted and members were impressed with what they presented. They presented their systems and how they operate. They have over 900 members - with an excellent system in place that is robust.

A demo was given to all attendees on creating videos on your iPhone and how to edit and create videos - showed members how simple it is to produce. It was noted that video get x4/5 more views on Facebook than a normal posting. (Video was made on iMovie - this works better with a stand and a microphone). Overall this was a successful weekend which members took a lot from.

### **7. Meet the manager - Gordon Newlands to give an update on the Q Guild UK.**

Gordon has settled into the role, he has visited 89 shops and has 19 to go. Q Guild media is growing with Facebook at 740 likes and twitter at 2210 followers.

Gordon is in the process of organising the Smithfield awards location.



#### **8. Any other business:**

Marketing Presentation - Presented by Sam Willoughby from 1017 Marketing. Sam is working alongside Brindon to establish a clear well planned marketing strategy. Her aim is to increase sales through a clear plan looking at basket spend and increasing this, consistency throughout the store and in all marketing material, engage the customer more through feedback and surveys, engage the staff and involve them in new ideas and changes, identify USP and review competitors.

Roger Lathbury demonstrated his packaging machine.

D. Lishman gave a review of his recent burger promotion. Ran in May for a week - packs of burgers £4 each or 3 for £10. Produced 10 different types of burgers. Good uplift and generated interest. David mentioned that using named cuts is becoming popular in burger names e.g. hickory chuck burger

Members discussed options offered to customers for Father's day - pork pies, pies and a pint, breakfast packs, steak meal deal etc etc.

**Next meeting: Social - York Ebor Races 20<sup>th</sup> August**

#### **More information to follow**

The Chairman thanked Brindon Addy and all those who presented, and closed the meeting at 6pm.

#### **Calendar of events North East 2015:**

Date	Event
20th August, Thursday	York Races, Ebor Meeting
End of September (date TBC)	Clay Pigeon Shooting and Christmas Meeting
13th October	North West Shop Visit shops TBC
10th November	Meeting and Christmas meal
11th January 2016	AGM - Golden Fleece, Thirsk