

**Q Guild
North East Region**

Minutes of the North East Regional shop visit held on 22nd September 2014 at The Golden Fleece Hotel, Thirsk.

Commencing at 7pm

Present

Gordon Atkinson, Stuart Beaton, Andrew Green, Simon Osbourne, Ed Garthwaite, Brindon Addy, Kathryn Nicholson, Anna Blackwell, David Lishman and George Payne

Corporate:

n/a

1. Apologies

Mark Turnbull, John Ellison, Anna Longthorpe, Andrew Weatherhead, Anthony and Peter from Dalziel and Graham Starkey.

2. Members overview on Plans for Christmas 2014:

Brindon Addy -

Brindon will be using the same system as last year - orders are taken for everything and prepared the night beforehand. This allows customers to collect their order without a wait and to also browse the shop for additional items. Using the system last year allowed customers to spend more and made the days leading up to Christmas run smoothly. Brindon uses a system called access where all orders are collated and run off a picking list - which gives up to date order numbers. Brochure will be based on the same style/theme as last year with the option for customers to follow a link and order online.

Blackwells -

Last year customers' orders were taken and paid beforehand, this year they are going to try taking all orders as previous but allowing the customer to pay when they collect, orders will be confirmed with a £10 deposit. Customers will be given a receipt, this receipt is then collected when the customer returns to collect their ordered items. Blackwell's online ordering will be suspended over the Christmas period to concentrate on Christmas orders. Orders are organised alphabetically and by day to speed up the collection process.

Lishman's -

Same system as Blackerhall Farm shop - pre ordering system. Lishman's will be trying new recipes - stuffing bomb in a metal dish that the customer can keep and also a smoked bacon recipe that Tom Kerridge did last Christmas - recipes can be found on you tube.

George Payne -

George will be using the same system as he used last year - taking orders on poultry only and concentrating on whole birds/turkeys, George has changed his turkey supplier and will be using a local farm for all his speciality poultry



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and turkeys. No cooked items will be for sale only raw meats, George will also be putting together Christmas hampers.

Wilsons -

Wilsons will be using the same system as used in previous years, all orders are pre- paid, and customers collect order at the back of the shop, they can also call into the main shop for additional items or to browse. Last year customer's had little or no waiting time for collections and there was no waiting time within the shop itself. Wilsons use time slots for customers to come and collect their orders, which most customers stick too.

When putting orders together they have 2 teams assembling - and 1 person packing the items into the box against the order. Prices are increased in Christmas brochure to allow for the variances in weight when making up price marked items - by around 10% to allow for variance in weight. Brochure will be on the same style as last year with some tweaks to the layout and items removed that didn't sell well last year.

Nicholson's -

Introducing an order form and new ordering system that will be recorded into an excel spreadsheet to track orders more effectively. Orders will only be taken for poultry/birds all other items will be collected/chosen on the day of collection. Customers are given a collection day. Brochure will be based on the same as last year with an order form included.

Elite Meat -

Using same system as last year - orders taken and totted up every night. Paper system - works well and is effective for Elite Meat. Brochure will be based on the same as last year.

Ainsty Farm Shop -

Will be using the same system as last year and using an order form that was created last year, increasing the amount of cooked hams/items as these sold well last year. Brochure based on the same as previous years.

Blackerhall -

Using the same system as last year - all orders taken and pre paid. Customers collect orders from marquee outside of the shop. Blackerhall will be pushing the vegetable packs as they did very well last year, with customers going for the most expensive option (bigger pack). Flyers will be distributed mid-November to remind customers to order from Blackerhall. Cut off dates for ordering 16th December. Blackerhall will run offers before Christmas to get customers to come and spend money before Christmas.

Blagdon -

Using the same system as last year. Ordering and customer collection - customers are given time slot and day due to shortage of space for storage onsite. Brochure will be updated but will be based on the same as last year. Last year the brochure was the first one they have created and it worked well for them increasing sales.



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Smithfield Awards

Deadline for entries Monday 29th September, members reminded about the positive media coverage following the competition.

Members Forum

Kathryn Nicholson mentioned kitchen ready meals which have been introduced and are selling well. (X2 chicken breasts in a tray with vegetables and a sauce)

Possible visit to Umbar Rotham early next year for a site visit and presentation on seasonings and flavours etc. More info to follow.

Next meeting:

*****DATE CHANGE*****

Tuesday 4th November, Carpenters Arms - Felixkirk.

<http://www.thecarpentersarmsfelixkirk.com>

Proposed agenda - Brief meeting and a Christmas meal.
Rooms will be available at a reduced rate of £99 per room - please contact Kathryn Nicholson if you would like to attend on:
info@nicholsonsbutchers.co.uk



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