

**Q Guild****North East Region**

Minutes of the Meeting held on 20th October 2015 at
The Golden Fleece Hotel, Thirsk.

Commencing at 7.30pm

Present

Gordon Newlands, Helen Newlands, Kathryn Meadows, Mark Turnbull,
Stuart Beaton, Ed Garthwaite, Gordon Atkinson, Brian Fields, Brendon
Ellison, Paul Ellison, Brindon Addy, David Lishman, Graham Starkey, George
Payne, Jo Celerier, Andrew Green, Douglas Nicholson, Anna Blackwell, K.
Hudson

Corporate Members:

Vin McDonald and Ben May from Dalesman

1. Apologies

n/a

2. Minutes from last meeting and matters arising

No matters arising

3. Exec report

Digital platform is ongoing to help drive the Guild forward.

4. TAC Report

Significant changes to the Q Guild inspection process - the audit process
has been dropped however new members will be audited to be able to join
the guild. Although audits have been dropped it was stressed that standards
are still in place. A copy of EHO report is to be sent to Guild with a
minimum of 4* required. Members can be audited at a cost if they still
would like to have audits.

5. Correspondence

n/a

6. Corporate Presentation - Dalesman

Dalesman presented 4 Christmas lines -

- Santa Sausage
- Pork and Cranberry Sausage
- Cranberry and Orange
- Date and Ginger Stuffing

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Members were also given a quick overview on best sellers and trends - concentrating on what customers want at Christmas -

- Nostalgia and Extravagance
- Best seller - Rudolf's revenge or also known as winter warmer with cranberry and spiced apple the most popular stuffing.

7. Members presentation - Ed Garthwaite re Christmas.

Ed Garthwaite gave a very interesting presentation about their approach to this Christmas.

Key points for Ed this Christmas is to:

- Plan
- Right people at the right time at the right place
- Using the theory of marginal gains

Other plans in place -

Create a Christmas theme in the store with an additional marquee at the front of the store to create a whole new look and feel and within that have tasting events with events on every weekend leading up to Christmas.

8. Butchers 'One minute please' - on the topic of Christmas:

B. Fields - in early stages of planning Christmas. Still to do brochure and order form but using same strategy as last year but building on brochure and ordering system to gain more customers.

M. Turnbull - believe his brochure run a 3 year course - this year will be the 3rd year of the brochure system and will use the same system as last year. Will be using a new turkey ordering system called Turkey Time.

S. Starkey - Take orders from 1st of November, giving customer's money off vouchers in January and February to try and boost sales.

G. Payne - emphasising that they are different to supermarkets. Using all local supply and giving customer's more information on this. Using coated wax boxes with good structure for all birds.

Blagdon - pushing on basis from last year. Having issues with recruitment and getting staff with experience and knowledge. Opened a concession in Fenwick's Food Hall in Newcastle with a 3m fresh meat counter. Early days but exciting venture.

Ellison's - same as last Christmas looking to grow and develop this year.

National Chairman: Mark Turnbull and National Vice Chairman: David Lishman

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Ainsty - similar to last year - using own reared beef and lamb for Christmas and pushing own livestock.

Elite Meat - will be using a new order form for the first time. Moving to storing orders electronically.

B. Addy - moving business to having a better management structure and to share more information with staff to try and boost sales. Shares number of customers, average spend, number of transactions and breaks down into department.

Wilsons - using the same process and plans as last year for Christmas. Andrew will concentrate more on the pies this year as they have been pushed aside in the past. Also working on a new pie shop and are waiting a new rondo sausage roll machine which can make 4,000 sausage rolls and hour!

Blackwells - new brochure in store for Christmas with a reduced product range. Reducing the number of items that can be ordered and trying to push customers to collect staple items on the day of collected. Using a new turkey supplier which is close to the shop to help with storage.

Lishman's - using the same brochure as last year with a slight tweak taking out some old lines and putting in new lines. Brochure etc. be rolled out during sausage week where he has reduced pack size on the packs and is offering customers buy 2 packs get 1 pack free.

9. Meet the manager

Working on the Krushlager system to explore their digital platform system and to develop a similar system with the Q Guild.

Reminder that Smithfield tickets are now on sale 19th November

10. AOB

Opportunity to take part in a smoking course next year (March time) in the Lake District. Date to be arranged at AGM.

Next Meeting - Christmas Meal Tuesday 24th November at 7.00pm Crab and Lobster, Asenby, Thirsk.

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