



**North East & North West Q Guild
Minutes of joint Regional Meeting
Tuesday 6th March 2018**

Business meeting held at Skipton Auction Mart 3pm, following a very interesting guided tour of Keelham Farm Shop

Present: Brindon Addy, Gordon Atkinson, Stuart Bebbington, Howard Callaghan, Jo Celerier, Philip Cranston, Ed Garthwaite, Andrew Green, David Green, John Green, John Hollingworth, M Jones, David Lishman, Emma Lishman, Peter McEwan, John Mettrick, Doug Nicholson, Peter Potts, Dan Turnbull, Mark Turnbull, Jonathan Wallwork, Andrew Waterhouse, Alex Wright

1. **Apologies:** Andertons, Mark Bannister, Corrys, Dalziels, Higgingsons, Greg Hull, George Payne
2. **Adoption of minutes from previous meeting:** Minutes have been distributed
3. **Matters Arising:** None
4. **Correspondence:** None, other than matters discussed in Executive Report
5. **Executive Council Report**
 - a. **TAC**

Mark Turnbull explained that all Q Guild establishments are being audited for quality and would receive a visit from a Mystery Shopper. The audits are being conducted by Shoppers Anonymous who will conduct 40 visits per year and will audit the shops every 3 years. MT encouraged members to have a look at the Q Guild folder to see the standards that the mystery shopper will be scoring them against.

MT noted that the mystery shopper report is worth looking at. He explained that if any shops did not pass then they would be marked for 'referral' and the TAC would decide next steps on a case by case basis.

b. Executive Committee

Brindon Addy congratulated David Lishman on his role as national Chairman. John Mettrick now holds the role of Vice Chairman. DL highlighted key outcomes from the meeting including:

- That there had been good press coverage from the Smithfield Awards
- March's Product of the Month - products will be available from Scobie & Junor next week for the Cherry Cola Glazed Pork Steaks
- BBQ Competition & Business Conference at St Albans: Nigel Bottrill will be the keynote speaker. It is a one day event on a Sunday with dinner in the evening.
- The new Q Guild magazine is coming out soon and each Q Guild butcher will receive 100 copies for their shop. These copies can be individualised.

a Masterclass in Meat...

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



DL informed those present that his focus for his 3 year tenure as national Chairman would be to make the meetings useful, enjoyable, educational and with plenty of members attending.

6. **BBQ/ Summer Eating Ideas:** Covered in members' round-up later in meeting.

7. **Presentation by Philip Cranston of Cranston's:
The Future of Independent Retailing**

Philip explained the history of his business and how it had developed from his grandfather's saddlers business in to a multi-site, modern and very successful butchery business. He went on to say how he and his brother run the business and gave a very interesting insight of which many members asked many questions. It was a very informative and thought-provoking presentation, which included discussions on GP margins, labour turnover, bonus schemes etc

8. **Open Floor Discussion**

The chairman then opened up the floor to each business individually who shared their rough guide to how their business was operating since Christmas, their new product and marketing ideas and their thoughts on the future. All 14 businesses participated in this discussion.

9. **Any Other Competent Business**

Northern Ireland Trip: 8 members present had decided to go to Belfast to the IFEX Exhibition where the World Butchers; Challenge is about to take place on March 20th/21st. The first day will be taken up with visiting some of Northern Ireland's top butchers. Anyone wishing to attend is asked to contact Mark Turnbull.

10. **Date of Next Meeting**

NW BBQ Cook Off will take place on 25th April to find products going through to the National BBQ Final, venue Aubrey Park Hotel, St Albans.

Next meeting 17th April at Blacker Hall Farm Shop where Kathryn Nicholson will be giving a presentation, start time TBC.

The Chairman thanked Phil for his excellent presentation and closed the meeting at 5pm

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