

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

Minutes of the Meeting held on Monday 11th January 2016 at
The Golden Fleece Hotel, Thirsk.

Commencing at 7.30pm

Present

David Lishman (Chair), Kathryn Meadows, Mark Turnbull, Stuart and Lilly Beaton, Gordon Atkinson, Brendon Ellison, Brindon Addy, George Payne, Gordon Newlands (Guild Manager).

Corporate:

Vin McDonald and Ben May - Dalesman
Mike Richardson - AHDB
Roger Lathbury - SCS

1. Apologies

A Blackwell, Ed Garthwaite, B Fields, D Nicholson, Jo and Simon - Blagdon Farm Shop, Jo and Graham Starkey.

2. Minutes from last meeting and matters arising

No matters arising

3. Election of officers for 2016

- A. Chairman - David Lishman
- B. Vice Chairman/secretary - Kathryn Meadows
- C. Treasurer - Douglas Nicholson

All election of officers for 2016 was suggested by Brindon Addy and seconded by Gordon Atkinson. There were no counter proposals.

4. Correspondence

On pack stickers have been produced for gold award winning Smithfield products and award winning Smithfield products that can be used in store as a point of sale.

Stickers for Smithfield Awards "Winners" and "Gold" are available through InkREADible Labels Ltd. 11 Chatto Way Industrial Estate, Torquay Devon TQ1 4UE sales@inkreadible.com Tel: +44(0)1803 326818.

Stickers can be used on a Smithfield product even if it wasn't your own but you use the recipe to produce it.

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Hot off the block November and December issues - all members were encouraged to read and open more mails from Q Guild as more correspondence will be issued in this form.

Two members commented on 'Masters of Glass' a company who restore counter glass and give a protective coating to help with cleaning. George Payne and Gordon Atkinson both commented on the change in the counters and the time saving benefit.

5. Overview of Christmas '1 minute please'

Overall all members had a positive Christmas with an increase in sales, many members noted a quiet first two weeks in December with some members finding orders coming in slowly.

Mark Turnbull gave a demonstration into a new system put into Turnbull's this Christmas called 'turkey time' - Mark gave an insight into the programme and how orders were processed from start to finish and how it made his Christmas more organised and as seam free as possible.

6. Executive Report -

No matters arising

7. Keurslager Video Presentation -

Gordon gave an introduction into Keurslager and the work the Guild have been doing to bring their marketing and media platform to the UK.

The platform will assist members in all marketing aspects from designing leaflets for your counter tops to tickets for your individual products along with posters and promotional material. It will also give the opportunity to build a new website which is simple, quick and easy to amend as and when you need it - best of all it is totally free to amend your website as and when required.

The platform also links promotional material to a TV screen in your shop - carefully planned offers and promotion's will be scheduled to come on to the TV at certain points in the year - this will be across all members and will give a clear message, having all members running the same promotions at the same time will gain greater interest and therefore help to gain more customers.

This is something totally new to the UK. The system is in really early stages of development with lots of tweaks required. The view from the Guild is to take things slowly and get it right first time as opposed to making numerous changes.

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**8. Technical Advisory Committee Report**

No matters arising

9. 2016 Events and Programme

Calendar of Events 2016	
Date	Event
Monday January 12th	AGM - Golden Fleece, Thirsk
Monday March 7th	Amsterdam Trip - National Q Guild Trip
Tuesday April 5th	BBQ Comp - Blacker Hall Farm Shop
May 15th & 16th	National BBQ Competition - Grantham
Tuesday June 14th	Smoking Course during day - stay over night
Tuesday July 19th	Shop Visit - Wilsons, Crossgates
Tuesday September 27th	Christmas Meeting, Golden Fleece, Thirsk
October	Entries for Smithfield submitted
Tuesday November 15th	Christmas Meal

10. AOB

n/a

Next Meeting -see above

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