



North East Q Guild -

AGM Minutes

16th January 2018,

6.30pm for 7.00pm start at The Golden Fleece Hotel, Thirsk.

Present

Brindon Addy, Kathryn Meadows, David Higginson, Mark Turnbull, Stuart Beaton, Ed Garthwaite, Gordon Atkinson, David Lishman, Jo Celerier, Andrew Green, Ian Barlow, Emma Lishman, Damon Buckingham, Alex Daley.

Corporate: n/a

1. Apologies

Bryce Lawson, Douglas Nicholson, John McMerchie, Brian Fields, Ellisons, Anna Blackwell, G. Starkey

2. Minutes from last meeting and matters arising.

n/a

3. Election of officers for 2018.

- A. Chairman - Brindon Addy
- B. Vice Chairman/secretary - Kathryn Meadows
- C. Treasurer - Douglas Nicholson

All election of officers for 2018 was suggested by G. Atkinson and seconded by A. Green.
There were no counter proposals.

4. Correspondence. n/a

5. 10 minute presentation on what worked, what didn't, plans for the future etc. from North East member Andrew Green from Wilsons

Andrew gave an overview of how Christmas works at Wilsons - from when they start to collection day for orders.

Hamper sales start in August with a saving scheme and an 'A' board promotions outside the shop. This year they sold 280 hampers. These go into Jute bags. 25% of orders were online. Best seller is boneless turkey breast. £10 deposits are taken from customers and they have the option to prepay in store beforehand - 65% of all orders are pre-paid.

Pies are prepared in mid-December and frozen down raw in foil cases.

All joints were packed in shrink fit vac pack bags - which looked very professional and tidy.

6. Overview of Christmas '1 minute please' from all members present. Best and worst - what worked and what didn't.

Lishman's - sales were up with a reduced number of customers. Did more items in foils to make it easier for the customer and less washing up. Did 2 hampers which worked well.

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Stuffings worked well in foil trays with fancy decoration on them - used sage and onion as a base and added to it.

Starkey's - 20% up (3 day comparison YonY) winners were a cool bag which was given away to customers. Butterfly were good sellers

Brindon Addy - item priced but needs improving as didn't work as well as planned, used a new printer to clearly label the items which worked better. Would like to add click and collect to website for next year. Customers were given cool bag. Feels like he should have done more this year.

Nicholson's - up in sales. Introduced hampers and stuffed turkey breast - need to promote more next year. Would like to improve order system, but generally worked well. Order form was too bulky and needs reducing. Vac packed joints which worked and made the product look cleaner.

William Pete - first year with an order form - worked well. Would like to introduce a brochure for next year. Sales from catering side were up this year.

Turnbulls - 3% up on trade, new shop layout meant they struggled to get as many staff to serve but they managed to combat this by addressing the customer at the door and hanging order form back to them so that when they were served the customer would hand the form to who was serving and it speeded up serving times. Wants to add click and collect to the website for next year.

Blackerhall - lots more sales online this year, 15% up on orders, 65% of people placed their order online. Online was done well - with product referrals to help increase customer spend. Average spend was £95.00. Added in lots of new products - specifically luxury - had luxury pigs in blankets and luxury stuffing baubles. Everything was item priced.

Wilsons - finished level with last year, would like to make things even simpler next year.

Ainsty - up in sales overall. Felt it was hard work, pies seemed to sell very well, and orders came in very late. Desserts seemed to sell well also.

Elite Meats - Christmas was down this year - disappointed. Weren't open on New Year. Orders were done the day before. On another note 3 for £10 working really well in store.

Blaydon - 2% up overall bird sales. Ducks were good from country |Valley. 83% up on hampers. Geese sales were also up. Carvery rib sold well as was game.

George Payne - sales were up, smooth running Christmas. Vac packed the joints into roasting bags and sold well - customers liked this.

Buckingham foods - first Christmas trading so played it safe and felt he could have done a lot more. Beef sales were very good as well as 3 bird roasts.

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General comments - members felt that customers were moving to item priced and that customers want to know what things will cost. All members who item price wouldn't go back.

7. Easter 2018 - open discussion on what members do for Easter - ordering, promote sales.

Ideas - to create a centre piece show stopper product, do breakfast packs, home in on the family opportunity as opposed to roast.

8. Executive Report.

Clare Holland has become Guild Manager and is settling in.
Remind members Smithfield on 7th February with Nigel Bardon from radio 2 hosting.
13th May - BBQ final and conference

9. Calendar of Events for 2018

See separate sheet.

10. Technical Advisory Committee Report

All shops with be independently audited and the focus will be more in butchery not hygiene - this will be done by shopper anonymous. Reports will be sent back to you to feedback to staff.

11. AOB

n/a

12. Next meeting: Tuesday 6th March -

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