



Q GUILD North West Region AGM

**Minutes of the regional meeting
held on Tuesday 10th January 2017
at The Hartwood Chorley**

Present

Greg Hull, John Mettrick, Stuart Higginson, Philip Cranston, Neil Corry, Jonathon Wallwork, Martin Bennett.

Apologies

Charles Clewlow, Honeywell Meats

Minutes of the last meeting and matters arising

There were no matters arising

Greg Hull opened the meeting by wishing everybody a Happy New Year.

Election of Officers

Chairman: Greg Hull

Deputy Chairman: Jonathon Wallwork

Secretary: Mark Bannister

Proposed PC Seconded SH

2017 Meetings

14 3 17 Business meeting The Hartwood Chorley

21 3 17 to 23 3 17 trip to Paris

26 4 17 Regional BBQ heat. Venue Greg Hulls country residence commencing at 2.00pm

June 17 joint meeting with the North East in Cumbria

19 7 17 Shop visits Yorkshire

29 9 17 Shop visit Honeywell Meats

21 11 17 Business meeting The Hartwood Chorley

Christmas 2016

Bennetts

Mediocre trade but better than 2015. Changes to the layout in the town centre have resulted in loss of business

Higginsons

Turkey sales up. The following products all showed increases Turkey breast 19%, Beef 6.5%, Lamb 14%, Pork 4%, Sausage 9%. Decreases Bacon and gammon 42%, Pies 26%, Cooked meats 42%.

1000 500g trays of pigs in blankets at £5 per tray were sold. Cheese boards at £15 each sold well. Catering sales showed significant increases.

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



Cranstons

Christmas leaflets were circulated in October. 10700 Christmas postcards were delivered by Royal Mail. This mailshot resulted in a 20% redemption in store, with the offer of spend £5 and receive 400g pack of Cumberland sausage. All turkeys were sold price pointed, with the cut off date for orders being 17 Dec. The radio promotion prior to Christmas proved very successful. 5% increase in overall sales.

Corrys

Turkey and turkey breast sales same as 2016. Pork and Lamb shoulders sold well. A range of Iberico pork products have introduced and proved very successful.

Walmsleys

Started prep earlier this year. Pie sales were fantastic. Overall 7% up with pigs in blankets 15% up.

Frasers

Started prep in Sept with frozen pie meat production of 1500 portions. 2550 large pork pies sold over 3 days. Copas sales very slow. Hampers, turkey breast, sausage and pigs in blankets sales well up on 2015.

Manager's Report

French Tour- A potential French trip has been planned for the 21st, 22nd and 23rd of March. The itinerary has been sent and it will be the first 25 names when the email comes out that will attend. The French Butchers association wish to maximise at 25 as they will not host us if it is more than this. Please look out for the email dropping through your email inboxes.

Young Manager Club- Young Manager club visiting London for a 2 day visit in late February. Plans are at final confirmation stage and will be sent out shortly. 12 places available on this trip. Set KPI's and reports to be completed by attendees with reports going back to business and Guild.

BBQ/Regional Heat- Date requires to be set for the BBQ Heat. March is usually the date for this. Please use this free heat to gather some potential Gold certificate for your business.

Smithfield Luncheon- If you have not got your lunch seats booked. Please contact the office and do so. This luncheon will not disappoint. Tom Parker Bowles is the guest and is looking forward to meeting us all on the day. The chance of a photograph is always nice to have on the wall of the shop.

Forum- Andy Hull has created the Guild forum and is building the forum nicely. This should be the place to discuss recipes, ideas and thoughts on Guild promotions. If not signed up for the forum please contact Andy at Frasers Butchers.

Executive Meetings- if any member wishes a point brought up at the executive, the proper process is to contact the regional chairman and he will bring the point up at the meeting. Please, use this facility as members have to be heard through the chairman. February 8th is next executive meeting.

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Website: The website 1st stage has been completed with consumer facing and members details are all on their own page on the website. If you have not populated your page please contact me asap.

Stage 2: Will launch on January 31st and will include

Asset Bank- includes 120 images of Food which is copyrighted by the Guild for members' usage free of charge. Professionally shot images which are superb. 350 Butchers recipes- Free to use as their own and all award winning recipes. PDF's of all marketing material for you to use.

Stage 3- Will probably launch in March and will contain templates for Posters, Newsletters and POS material.

Product of the Month: Seems to be gaining more popularity and we would encourage all members to participate in this initiative. It is the first step in gaining a national promotion. If any member has an idea of what could be used as a POTM, please let me know so I can pass this onto the relevant Key Partner.

TAC- Steps to Quality manual has been rebranded and will be sent in February. Each member must use this as the only bible in the shop. The standards have been upgraded and it is recommended that members read the new points and alter business HACCP accordingly. TAC are meeting in January to discuss.

Terms and Conditions; A new set of terms and conditions has been legally complied and will be sent with the renewal letter. This is a legally binding document and must be signed in order to become a guild member. This protects the member and the Guild.

Marketing: A Burns leaflet should have been sent to you all and plans for 2017 include. Steak Leaflet, Roasting guide, BBQ Guide, Game Guide and Xmas leaflet. All consumer leaflets for you to hand to your customers.

Lastly, but not least. I am going in for a Knee replacement in February and will be out of action initially for 2 weeks. After this I will have the laptop and phone on and be working from home until I am allowed to drive. (6 weeks post op). I have plenty of work to be getting on with and plan to undertake an Xmas survey and collate and send out to the members and also the next edition of the Guildsman for March. I hope to be back to full health and not walk with a limp after this operation. I will keep you all informed when I will be off for 2 weeks recuperating. In my absence the office will handle all questions and queries.

I hope that you all have a great 2017 and wish you all the very best. If there is anything you wish me to do on your behalf, you all know where I am. Here's to a happy and profitable 2017.

Any other business

GH is in discussion with Extra Energy who have quoted 5.88p standing charge per day. 11.3p per unit day rate and 6.3 p per unit night rate. JW is all ready dealing with and has had no problems.

Date of next meeting

14 3 17 Venue The Hartwood Chorley Lancs

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