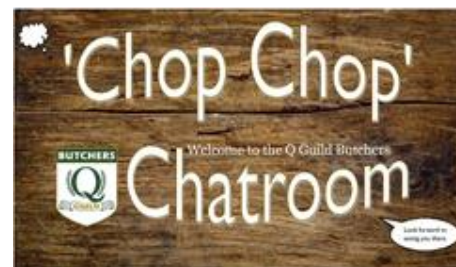


## Q Guild Zoom Meeting – 26<sup>th</sup> Aug - Hosted by Emma Lishman

**Present:** Higginsons, Robinsons, Lishmans, Cranstons, Blagdon Farm Shop, Claire from Q Guild

**Main Topics:** Eat Out Scheme, PPE Wearing and Christmas



### Lishmans

- Quietening down to what it was, but still considerably up on last year
- Eat Out affecting retail trade a lot, Deli a lot quieter and Mon-Weds slower and quieter however wholesale trade is good
- Feel we are still in uncertain times
- Home Deliveries twice a week Tues & Fri and Drive thru's Tues, Fri & Sat, due to add this option to the website. Will continue with this even tho it's slowing down as the customers may move from the vulnerable to home workers.
- Feel it is time to look to change procedures and modernise the business

### Higginsons

- Trade picked up over last 4 weeks as tourist trade has increased since lockdown eased
  - But people not really adhering to social distancing as wearing masks seems to make them invincible

### Robinsons

- Eat out Scheme been a good boost - **Seats** our restaurant going really well – 60 covers per session, even tho restaurant only has 22 seats, so all tables are limited to 1hr 15mins, not open Mondays
- Not lost retail/shop trade thro'out Thurs, Fri & Sat
- 3for2 this weekend for all BBQ products – to help clear the freezers
- Closed Sun-Tues to help cover all staff bank hols later in the week
- Feel Covid has proved we can fit our business to suit us, so may continue with some of the changes.
- September back to opening Sundays

### Cranstons

- Trade good, 20% up
- Eat out has increased wholesale, 20% yoy, taken a bit from shop sales, steak sales down a bit not sure if this will increase when the scheme finishes
- Café's doing well with the scheme, with limited staff and menu, busiest Tuesday this week with 270 covers. Good Lakes tourist trade – helps Penrith and Food Hall.
- C&C slowed down, will keep running tho as avg spend £60

### Blagdon Farm Shop

- Trade has picked up, since July was a bit quiet, still trading up 20-40% week on week, and trading a day less, be nice to keep to this but may have to open eventually
- Lost a butcher so struggling with staff
- Beef prices seem to be rising, the group consensus was to leave it as long as poss before ordering and add 5%+ on top to ensure any further price increases.
- Lishmans currently paying £9 a kilo for beef assuming £10pk at Xmas, so this year a rib will sell for £36, based on £12.45 pk once trimmed

## **Christmas 2020**

### **Lishmans**

- Working on Xmas, the Website and encouraging ordering via the WWW – requesting consumers to order as much as possible to save on queuing in store
- Also need to know what to order to cover customer orders
- Encouraging customers to order and pre-fill freezers prior to collecting main orders
- Xmas birds – asked suppliers to unit price and they have agreed. Which means we can unit price.
- will offer 2 hour time slots for customers to collect orders, allowing about 70 per slot, and also doing home deliveries for £5 fee
- Collections at back of shop, if customers want extra's have to requeue in the shop

### **Robinsons**

- Not done before but may offer a Delivery round as currently doing 20 per week and on avg make £1500 just from 20 orders
- Unit price all for Xmas orders and only offering what is available on the order form, encouraging pre-ordering and prepayment – seen it has worked for others and during covid
- One-way system in thro the shop, go out via the restaurant where they will pay.
- 6ft serveover going to be used for cheese display
- Order by email via an order form
- Collection out back in the car park

### **Cranstons**

- Trying to get all stores sorted, hard to get one size fits all scheme
- Christmas trade last year was split online sales 10% and stores 90%, so trying to push more online and perhaps later collection times
- Aiming to increase online C&C up to 50% to help ease the stores
- Build up to Xmas by promo's thro'out Nov i.e. Buy Me Freeze Me promo's, postcard drop our biggest redemption of the year (last year sent out 120k and redeemed 24k) it pulls people in, but not sure if this is the right thing to do this year,
- we've collected lots of new data via recent qstnrs, C&C details this year, which we'll to inform customers of new/revised Xmas trading options.

### **Blagdon**

- Always do time slots, helps to reduce queuing, and means they can just turn up and collect
- Hope to handle about 80 per hour
- Worry is how to manage inside the shop, we only have one till to manage the sales
- Currently don't take prepayments, and don't have much stock unit priced
- Looking at to unit pricing to help with pre ordering and having a longer day for later C&C
- Going to sell Hampers online and aiming for premium £ per pack as last year offered a discount, not this year tho. A lot of work to pack and produce but can sell for around £100.

### **Unit pricing of Birds**

- Some supplier's will unit price in half kilo or kilo brackets – worth asking
- Means sometimes getting a higher price per bird by unit pricing to the top of the range per kilo

## Higginsons

- Big concern is Xmas – how to manage the queues if social distancing still in place
  - May look at C&C and getting a website or way of online ordering in place
  - May shut take away and open up a pie collection point, to help ease the shop
  - Need to get the products right on the list and get pre orders
  - Have lots of elderly customers so may need to take details outside of shop or over the phone. The aim is to achieve prepayment of all orders and reduce queuing.
  - Need to produce new marketing to inform customers of new systems
  - Time slots – may be a good option to enable people to not queue
  - Feeling positive that it may be a busy Xmas.
  - May use a local delivery Co to help deliver local orders
  - Looking to pre-price over Christmas
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## Q&A's

### Marketing Facebook Workshop

- Emma asked if anyone was interested in running another Workshop as it was really worthwhile.
- The FB Marketing Workshop was excellent for helping businesses to closely target adverts to new local audiences and went through all the stages and how to not overpay for advertising.
- Claire will look to organise a further three courses to start at a later time, 4pm-6pm thro Amanda at North East Social Media - <https://northeastsocialmedia.co.uk/> if enough interest

### Online Shopping Platform

- For those struggling or don't want to invest in an online presence or want to extend what you have with no extra cost, there is a new platform called URShop, which will list your products take payment and send the details to you for delivery or C&C.
- Check out <https://urshop.co.uk/> - site coming soon

### Traceability Forms

- Emma asked if anyone has an effective way of production traceability, proving where pork is coming from for Charcuterie products. To help with getting Salsa approved.

### Current Wages for Butchers

- Ranged from £9.80 - £10 per hour for a basic skilled butcher
- Some have a three-tier system which starts at £9.80'sh up to £11.80 for supervisors and more responsibility
- Hours range from 40-45 hours per week
- Some offer a shop-based Bonus scheme – 10% monthly bonus based on yoy sales, divided by hours worked. If been off sick they lose the whole week.
  - Incentivises staff to promote their shops and sales
- Some offer a Management bonus scheme at the end of the year, based on t/o

### Getting new staff/butchers

- Businesses finding it difficult to find new staff/butchers

- Some are aiming at the catering trade, because they are used to the hours and early starts, plus are usually foodie
- Some use the website Indeed and use catering words within the advert to attract those candidates.

## PPE

Further details from the Gov.uk site can be found at the end of these minutes about what to do if a member of your staff contracts Covid.

## Lishmans

- Staff wearing visors
- May look at getting all staff flu jabbed.
- Concerned if a member of staff gets Covid how to deal with the fall out. (See end of minutes)
- Seen EHO visits in Yorkshire
- Visited Manchester and saw some really smart shops who had some impressive customer social distancing signs and systems in place etc.
- So we are looking to update our instore and outside shop signage etc and was looking for recommendations

**Solo press** - <https://www.solopress.com/>

**Cosmos** - [info@cosmossupplies.com](mailto:info@cosmossupplies.com) – see attached brochure

## Higginsons

- All staff wearing masks or visors
- Takeaway staff have chosen not to wear PPE, but have warned them that if they get Covid they would have shut that section and may not be paid for 14 days while they isolate

## Robinsons

- Going to get the staff to wear more PPE so that the risk of closing the shop is reduced

## Cranstons

- Production unit staff don't all wear face masks, depends how well distanced they are, butchers are now in long runs, working side by side at a distance, wearing PPE in high risk areas and where SD is harder. Also working in bubbles, take breaks in separate areas and shops all work in bubbles, even down to the sections within each shop, if there is any cross over it has to be less than 15mins contact.
- Factory the biggest worry area, as it would mean a whole set of specialist people would have to isolate if someone contracted Covid.

## Blagdon

- Struggling with some staff to get them to wear PPE
- Behind till have to wear
- Now more staff coming in, so having to get them to wear PPE
- May buy staff some Vit D over Xmas to keep them going and help them stay healthy.

## Next meetings

**8<sup>th</sup> Sept** – 4pm: Visit to Turnbolls to view the new Food Hall and discuss Christmas trading.

Address: Turnbull's Northumbrian Food Hall, WILLOWBURN RETAIL PARK, TAYLOR DRIVE, ALNWICK, NORTHUMBERLAND, NE66 2HJ TEL : 01665 602186

**15<sup>th</sup> Sept** – Scottish Chatroom

**16<sup>th</sup> Sept** – Midlands and Beyond Chatroom

Closed meeting at 4.15pm

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Re question raised earlier of what to do if a Worker contracts or thinks they have Covid.

## Taken from Gov.uk site

**If a worker develops Covid symptoms** they should [request a free test](#) as soon as their symptoms start.

Once they have ordered the test, they'll be asked by the NHS Test and Trace service to provide details of anyone who they have been in close recent contact with. This will not automatically be all their co-workers, but anyone who meets the definition of a close contact.

A close 'contact' is a person who has been close to someone who has tested positive for COVID-19 anytime from 2 days before the person was symptomatic up to 7 days from onset of symptoms (this is when they are infectious to others). This could be a person who:

- spends significant time in the same household
- is a sexual partner
- has had face-to-face contact (within one metre), including:
  - being coughed on
  - having skin-to-skin physical contact, or
  - contact within one metre for one minute
- has been within 2 metres of someone who has tested positive for COVID-19 for more than 15 minutes
- has travelled in a small vehicle, or in a large vehicle or plane

## Note:

**Where an interaction between 2 people has taken place through a Perspex (or equivalent) screen, this would not be considered sufficient contact, provided that there has been no other contact such as any of those indicated above.**

**The contact tracers will not consider the wearing of personal protective equipment (PPE) as a mitigation when assessing whether a recent contact is likely to have risked transmitting the virus. Only full medical-grade PPE worn in health and care settings will be considered.**

Medical-grade PPE should not be purchased to circumvent self-isolation, as this risks disrupting critical supplies needed by the NHS and social care sector.

### **Multiple cases in the workplace**

If there is more than one case of COVID-19 in a workplace, employers should contact their local health protection team to report the suspected outbreak.

Find your [local health protection team](#).

The health protection team will:

- undertake a risk assessment
- provide public health advice
- where necessary, establish a multi-agency incident management team to manage the outbreak

### **Further and full details info:**

<https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance>