



### Q Guild Executive Meeting

The Dean Court Hotel, York.

Tuesday 26<sup>th</sup> September 2017 at 11:00.

**Present:** Mark Turnbull (Chair), David Lishman, Martin Player, Chris Watts, Robert Patrick, Jessica Sneddon (Charlotte & Joseph), Claire Holland (Guild Manager), Douglas Scott (minutes)

### Welcome:

The Chair gave a warm welcome to Claire Holland and to RP and CW attending as the regional vice chairs for Scotland and South.

**Apologies for absence:** Brindon Addy, Philip Cranston, Greg Hull, Gary Chadwick, Andrew Edmonds, Robert Jones, Kathryn Meadows.

### Minutes

Minutes of last meeting held on 4th May 2017 were approved

### Matters arising

None that would not be raised under other agenda items

### Guild Manager

The Chair said how pleased he was that Claire Holland had been appointed Guild Manager with effect from 4th September. DL and MT had met CH and following a meeting recommended her appointment to the Management Committee and their agreement was subsequently ratified by Executive Committee. She has extensive industry experience with MLC and AHDB. DL felt that CH could take the Guild to a new level. She had already attended a Midlands regional meeting and would attend a North East meeting later that day.

### Correspondence

A request by PR Duff for sponsorship of their Christmas Show on 29th November was turned down. In response to Andrew Duff's question if there was anything Q Guild could do, the meeting agreed to offer distribution of information about the event to members.

### Finance

The management accounts were presented incorporating actual figures for August and forecasts for September. Income is currently ahead of budget but is possibly £5000 under budget on Smithfield Awards entry fees.

Income from subscriptions is forecast slightly above budget and corporate members slightly below.

The Business Conference income is less than predicted and when matched against expenses shows a deficit of just under £3000. You will see we had budgeted for a £2500 cost to the Guild since it is the policy that members attending should only cover the marginal cost of their attendance.

The figure we wanted to bring forward as deferred income on Digital Platform was taken into the annual accounts for 2016 so that £5000 needs to come out of the forecasts for 2017.

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Similarly the auditors will take out any payments made for the 2018 Smithfield Awards lunch, so the October, November and December will need removed too.  
So that now really only leaves £176,452 as forecasted income in 2017.  
If expenses remain the same that leaves a surplus at the year end of only £4545.  
We haven't paid Claire yet so the monthly outlay for Salary, NIC and Q Guild management are still estimates but possible over costed by £1000 per month.  
Further good news is that the July Product Evaluation figure includes payment to City of Glasgow College for 2015 and 2016 evaluations. They have been incredibly slow to invoice, not our fault. The auditors took this figure back into the 2016 accounts as well. So now I would predict, if we stick to the other budgeted expenditure, that the end of year surplus should look more like £12,945.

### Membership Report

There are currently 123 members of the Guild. The latest member to join in May was Dales Traditional Butchers in Kirkby Lonsdale.

There have been 14 requests for information about joining the Guild since the beginning of May. None have so far materialised into applications. There were 3 Corporate requests for information but again no further contact has been received.

There are still a number of membership proformas to be returned. These will be chased up again.

Six members were temporarily suspended in June 2017 as a result of their "star" status being below the required standard. Two immediately got in touch and provided evidence that their status had reached the required standard, although the FSA website had not updated their site. Three members have failed to respond, and one member is disputing the suspension. There has been another business which has been temp suspended since the end of August, but this business is currently liaising with the FSA to address the issues and have been in touch with the office. If no contact is received from these members, then information will be sent to the TAC to decide on any further action to take.

The Smithfield Award entries have been taking up fair amount of time, due to the problems members are having inputting their entries.

Product of the Month leaflets and posters and the Guildsman have been issued to all members and Corporate members in the last few weeks, which has been very time consuming.

### Corporate Membership

Unilever were finally received as Corporate members and are very keen to participate in the Q Guild.

Information has been sent out to three possible Corporate members, but there has been no further contact from them.

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CW noted that Lewis of Sunningdale had pulled out at the beginning of the year. He said that he was disappointed at attendances in his area. A discussion reviewed means of getting members to meetings. Quality of meeting was important and DL said that text messages appeared to be the best form of communication.

MP requested that CH called prospective member Brian Crane.

**TAC-** Mark Turnbull, TAC Committee.

The recommendation on how we progress the quality audit was put to the meeting. Every three years a member would be audited unannounced and as a bonus they would receive a mystery shopper report with recommendations. This represents a saving of £175 to the member should they have commissioned their own mystery shopper. The quote from Shoppers Anonymous was accepted as good value for money and this would be phased in with a trial run of five members in November.

Members would be advised that a mystery shopper / audit system is now in place and should be expected. They will be advised by email and letter that they should review their business against the quality standards in the Q Guild Members Manual (these were sent out to members in May this year). Guidance for mystery shoppers would be drawn up for the interpretation of the quality standards and what would constitute passes and failures. Failures would be referred to TAC under code.

The question of the members suspended as a result of not maintaining a minimum of four FHRS stars. Those not addressing their temporary suspension in the timescale given would be fully suspended and all rights removed.

### **Key Partners**

In June DL, MT and DS met all the key partners in York. They also spoke to another three potential key partners. They requested better communication and greater interaction with members. Presenting at regional meetings was a priority for key partners and it was agreed that each key partner should be given access to one regional meeting exclusively.

Offer: as documented in Five Year Plan (which includes 100 consumer magazines per member)  
Plus

- One demo regional Meeting
- Electronic POTM
- Feedback / product consultation with members
- Joining fee £1000 plus £2500 annually (no corp membership fee)

Sweetener for existing key partners £250 discount on the £2500 annual fee. Costing Guild £1250.

Dalziel Ltd, Lucas Ingredients, Scobie & Junor and Verstegen all committed to be key partners for 2018. Innovative Food Ingredients and WR Wrights have also accepted the offer of key partnership in 2018.

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### **Q Guild Digital Platform.**

2nd stage and 3rd stage of website have now been completed including templates. It was agreed that the forum section was superfluous to requirements given the Facebook forum but would be retained. There were still no stats for members usage. CH agreed to chase up.

### **PR Report**

JS gave a resume of the PR coverage from March to September. She reported 61 pieces of coverage, 27 trade and 34 consumer press. 4.4m reach over all platforms. JS said that the members who are most responsive are getting the greatest exposure but JS tries to engage as many members as possible with the objective of achieving the greatest publicity for Q Guild. JS outlined trends and opportunities for future publicity. A mailer has gone out to members surveying for some newsworthy facts about trends for Sausage Week. So far survey completions have been poor but members will be encouraged to get customers engaged.

The 30th anniversary of Q Guild is this year. JS asked for ideas for using this anniversary as a means of gaining more PR for the Guild. She made a plea for members to communicate with Charlotte & Joseph PR.

### **Guild Manager Report**

CH has been looking at possible venues for the 2018 Business Conference. Travel options and barbecue facilities were main criteria. Thoughts are members should arrive on the Saturday evening or Sunday morning with a one day conference with barbecue final in the afternoon and presentation dinner on the Sunday evening. The meeting felt that the Tring hotel option was the preferred and date of 13<sup>th</sup> May 2108. CH would check Dalziel re their demo days (subsequently found to be 20<sup>th</sup> May 2018).

For the National Barbecue finals it was agreed that it should be a requirement that someone from the member's business must attend. If not available place would go to the region's runner up or next available to attend.

The regional finals rules should be agreed by each region prior to invitations to enter.

### **Product of the Month**

The products circulated for October, November and January completed the commitment to the original Key Partners. For 2018 the Key Partners require confirmed first and then in November they will need to submit products for the first three or four POTM. If there are seven key partners then the vacant months could possibly be filled by Smithfield Award winners and Barbecue winner.

### **Communications**

E-Newsletter was sent out by CH. This will be a monthly round up of useful information and dates to be sent out monthly.

Meeting agreed that the most recent Guildsman was good and the content was better. Next edition would be targeted for March 2018.

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#### 2018 Smithfield Awards

Awards will be presented by Nigel Barden who has the culinary slot on Thursday night on the Simon Mayo Radio 2 (5.00pm - 7.00pm), the largest radio audience for a cookery programme in Europe.

#### 2017/18 Events Programme

26 September North East Meeting  
2 October South Meeting  
9 October Midlands Meeting  
10 October North West Meeting  
TBC Christmas Dinner North East

#### 2018

Regional AGM dates need confirmed  
7 February Smithfield Awards Lunch  
14 February Q Guild AGM and Q Guild Executive York  
TBC May Business Conference & National BBQ Finals

Notice of the AGM will be mailed out to members 21 days prior to AGM and nominations would be invited for positions of Chairman, Vice Chairman and Company Secretary.

#### Any other competent business

Young Manager's Meeting was deferred until the next meeting.

Date of next meeting: Wednesday 14th February 2018

Meeting finished at 3.30pm

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