



## Q Guild Executive Meeting

Royal York Hotel, Tuesday 20 September 2016 at 11.00am.

**Present:** Mark Turnbull (Chair), David Lishman, Philip Cranston, Gary Chadwick, Andrew Edmonds, Brindon Addy, John Davidson, Greg Hull, Martin Player, Gordon Newlands (Guild Manager), Douglas Scott (Minutes).

**Apologies:** Robert Jones, Kathryn Meadows, Simon Osborne (TAC), Douglas Scott (for late arrival)

### Minutes of previous meeting

Approved and there were no matters arising that would not crop up under agenda items.

### Technical Advisory Committee

Acoura has taken over Hygiene Audit Systems (HAS). MT and GN visited Acoura and were well received by them.

Acoura has offered an admin system that they will take charge of reporting hygiene status of members, automatically sending emails regarding members EHO reports. It is envisaged that this would lighten the admin load at Q Guild office. Cost would be £50 per member and a £750 set up fee. System would also send out reminders for self audits.

There were various concerns around value for money, possibility of FHRS ratings appearing on members' page on Q Guild website, system merely duplicating information online and suggestions to charge members not submitting reports. These points would be fed back to TAC.

Denise Islip has reviewed hygiene standards. MT felt that the existing standards was tough but needed to be met e.g. testing ready meals. PC warned about making the standards too tough. TAC would consider wording of any changes. It was suggested that the new standards be circulated in a new folder with a directive to throw out previous editions. Cost might cause £10 per copy. There were no objections to the proposals.

EHO reports: 9 members have still to send in their most recent EHO reports. They have all received requests for this information. JD raised the fact that some members do not receive reports.

### Manager's Report:

1. Recipes- My request to hopefully produce a booklet of recipes which can be sent out to member at the start of the year and when they re- joined the guild has fallen on deaf ears!! 4 recipes were submitted. However, we have decided to compile the first 100 Gold medal winners' recipes at the Smithfield Awards in 2016. A rule of the competition states they must submit a recipe or certificate will be withheld. This booklet will be sent out in the New Year and will be a powerful tool to gain new members.
2. Audit Timescales- Acoura have agreed with myself that from being told about a prospective member that they will contact the business within 5 days and arrange an audit within 30 days. 5 days after audit maximum for report to be sent to office. Manager to be copied in

*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





on all correspondence on audits as when on the road it is imperative he knows the information being exchanged. £50 per member for the digital platform with all EHO reports being submitted to the online portal which will cut down admin labour and will make it clearly visible for management in a quick timescale.

3. Regional Meetings- Regional meetings are the heartbeat of the Guild and I am trying to add value to them all with members' questions and shop visits. South visit yesterday was superb with a great mix of members and corporate members attending. The members to take as much out of the guild must attend these meetings as they are important and crucial information is exchanged at these meetings. I will be working hard for each region to add value to the region with ideas and thoughts for the regional chairmen. Two meetings per year for members to be encouraged by regional chairmen.
4. EHO reports- TAC really have dealt with this but I have to stress that it is a requirement of the audit being dropped that members must submit their EHO report or start rating to the Admin office when asked for. Folder with updated standards and quality and hygiene standards to be sent to members when annual subscription is received in 2017. Standards to be compiled and formatted and sent to print and designer.
5. Smithfield Awards- Tom Parker Bowles to present the awards which have been moved to February 2017 to give more marketing time for the member. Members have until Friday 23<sup>rd</sup> to reply and submit entries and at the very least they should be submitting their free entry. Disappointing if we do not get the same number as last year or more.
6. Facebook Group- I have set up a secret group due to 2 young lads pushing for a group discussion platform. Andy Hull and James Patrick. This is for Q Guild members only and staff to discuss any ideas or recipes on the industry with Guild members. Importance must be on the professionalism of the group and I would like to think it will be conducted in a professional manner. Young staff will hopefully engage with this and be more energised to start communication within the workplace which will in turn help the business. Great idea by 2 young keen men.
7. Q Guild Frauds- Six businesses have all complied with the lawyer and litigation lawyer and have removed all branding and have signed legal documents to prove this with photographic evidence. Legal info will be sent directly to the office for storage. We have to defend the Q Guild and will protect this at all costs. Currently £4500 has been spent on this and it has proved worthwhile. However, we need to protect it further with a member's terms and conditions in the new folder that is being sent out in January. Solicitor in London has been working on this and has drafted a proposal for the Guild at £1500 to write a "member's terms and conditions" to protect if fully. Manager to go ahead with solicitor.
8. Communications- I would like to be copied in on all communication from the office as my role is more remote than ever before and I need to know what has been sent out and received as soon as possible so when member's phone me I know what the correct information is. I have access to the info@qguild account which I do not use at all and very rarely look at as it really is an Admin account. However, that being said I do really require to know if information has been sent to me via post or email as quickly as possible.

*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





9. Young Manager Club: Too late to organise for this year but have organised for February 2017 to tour London Shops and with a strategic plan for the young managers to stick to and bring back and add value to the members shops. Inspirational talk at night TBA and several Guild leaders wish to be involved in this project.

### Demonstration by Prototype Creative

The new website is almost complete for stage one. AHDB have supplied images and recipes. Site contains more information on what the benefits are of being a Q Guild butcher.

Members only section was considered. Key partners will have a page each, corporate members will get a list, possibly with an advertising module. Key partners pages can be turned on and off for other key partners.

There would be varying degree of access. Full for members, part for key partners and limited for corporate members. Shop facility to order Q Guild items. Branding guidelines are included. Library of images will be created.

Members only website would include a social media store with a bank of videos that can be used and shared. Stage two would include facility to create own literature and posters. Members would have templates with set sized boxes to work with. This stage could include facility for members to email recipes to the members own database.

### Correspondence

We have recently had requests from members for images and a link to the Shutterstock files on Dropbox has been forwarded to them. This appears to have emanated from a need for Christmas images. It was noted that the Shutterstock images possibly did not have permissions for anything other than Q Guild usage.

Most of the correspondence has been with members with regard to submission or more accurately non submission of EHO reports.

There was a complaint that GN dealt with when a London member complained about a large meat processor wrongly printing Scotch Beef on their labels and so devaluing that brand.

There has also been a fair degree of dialogue around managing the finances of the GB team at the World Butchers Challenge.

### Finance Report

The up to date figures to the end of August, currently forecast another surplus for the year ending December 2016. Income and expenditure was reviewed. As reported last time, income is forecast well ahead of budget principally due to additional £7000 subscription income from new members and including the £25,000 from key partners. Income from new members incurs matching costs especially when it is branch shops that are coming in at £500 per time.

On the Cost of Sales side inspection costs are greater again because of new members. PR costs are ahead of budget but Robin Moule's contract to include product evaluations was agreed after

*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](mailto:info@qguild.co.uk)





the budget was agreed in February 2016. Noted that some of Robin's work for the Smithfield Awards would be paid in 2016 ahead of the press releases in February. It was felt that was acceptable given the work would be done in 2016.

Promotions total is showing expenditure well above budget, £15,522 as opposed to budget of £3000. This was sanctioned at previous meetings when it was agreed that Product of the Month materials should be provided for the membership.

The Business Conference shows a net cost of £2550 but the Barbecue event a surplus of £700. Combined this is half the budgeted total loss on these events.

Overhead costs were pretty much to budget with Guild manager travel costs expected to be under both budget and 2015 costs.

As mentioned these accounts include the £25,000 paid by key partners. You will see on page two, top figure spend on digital platform is £14,951. That allows for £8102 returned from Keurslager for non delivery of project. A £10,000 underspend is shown but spending all this within one year is not the objective and auditors will extract whatever is left as prepayment for 2017 activity. Therefore spending that money will not have any effect on tax situation should the Guild end up in surplus at year end. PC asked to check how the digital platform would be treated for capitalising. DS needs to ask Condies.

Under overhead costs you are asked to note an exceptional £3683 spend on legal expenses but at the foot you will still see a forecasted £26,652 surplus, £16,000 if the key partners income is considered to be a prepayment. £11,800 is anticipated as cost of website stage two.

Where has this come from you may ask. £8,000 has been saved on budget for inspection costs, £7000 extra on subscriptions and lower anticipated costs of Executive meetings. At a higher level the savings made from ceasing inspections are in excess of the extra that the Guild is spending. Not necessarily bad since it would be prudent to make contingency in case inspections were ever to be re-introduced.

Solo Creative have sent a proposal that includes supplying 100 cooked food images and 10 one minute videos, 20 to 30 second clips at a combined cost of £9,300. All material would be copyright of Q Guild. Videos that show 'how to do' are popular online. It was agreed to progress only with the images part of the proposal at a price of £3300.

### **Membership Report**

There are currently 122 members of the Guild.

The most recent members joining the Guild have been Brendan Anderton Butchers at Longridge, McMurchie Meats at Hetton-Le-Hole, William Peat Butchers, Barnard Castle and Peter Speaight in Tunbridge Wells.

At the time of writing, confirmation is awaited from Acoura regarding Cranstons, Orton Grange completing their audit.

*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](mailto:info@qguild.co.uk)



A member with a FHRS rating of zero had been brought to the attention of the Guild Manager. If a member's FHRS rating drops below 4 it is the duty of the member to notify the Guild. The Executive decided that this member should be immediately suspended, remove material, and apply for new local authority inspection. The member will have three months to put this right.

GN raised issue of a 100% catering butcher showing interest in becoming a member. Meeting agreed that this was not appropriate but membership of purely online retail shops would be discussed by Management. Question arose over inspection of members plants that are remote from the inspected shop. A proposal would come back to the next Executive meeting from Management Committee.

#### **Corporate Membership**

Latest addition to the corporate membership is Cosmos Labels from Saltaire. The corporate membership now stands at 42.

Following a meeting between QMS and Gordon Newlands, QMS have been added as an associate member alongside AHDB.

#### **2016 / 2017 Events Programme**

GN said regional meetings are key to the success of the Guild.

North east had a successful smoking course in Cumbria, Scottish members are visiting Tom Rodgers meat plant and shop in a Glasgow on Monday 26th September, North West will visit MRC on Wednesday 21st. South will have a Christmas Lunch.

GN asked all Chairmen to set AGM date and future dates and programme. MT asked if there could be a visit to France in March 2017. It is agreed that East Region and the South West required support.

Target date for the 2017 Business Conference and BBQ finals would be 21 and 22 May 2017, venue to be found in Central England.

#### **AOCB**

GN raised Young Managers Club where he had 12-14 people interested. A study tour would be set up to visit London in February. Several Q Guild leaders have expressed an interest in assisting with this.

Product of the Month for first four months of 2017 will be branded and sent out in late November.

#### **Date of next meeting**

Wednesday 8<sup>th</sup> February 2017, Royal York Hotel, York

Meeting closed at 3.32pm

*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](mailto:info@qguild.co.uk)