



Q Guild Management Committee Meeting, Penrith Thursday 14th April 2016 at 10.30am

Present: Mark Turnbull, David Lishman, Brindon Addy, Philip Cranston, Gordon Newlands, Douglas Scott (Minutes).

Minutes of Management meeting held in Thirsk on 11th January were approved. There were no matters arising.

Matters arising

GN reported no movement from prospective members Huntley at Preston and County Harvest on membership applications.

Membership Report

There are currently 106 members of the Guild.

There have been four resignations from the Guild for 2016 - Andrews Quality Butcher (time commitment), Etheringtons, Four Winds Farm (unwilling to upgrade business), and Jesse Smith (this business will come out of the Guild but are applying to put Watermoor Meats into the Guild in its place).

John Mettrick has rejoined the Guild and we also have Grasmere Farms at Market Deeping and Stamford who have joined. John Davidson has brought in his shop at Dobbies Garden Centre again and there are additional shops for Jon Thorners at Frome and Farrington Gurney. Honeywell Butchers at Brock has also come into the Guild and we are awaiting confirmation that Honeywell at Bents Garden Centre has passed their audit.

We are awaiting information from Acoura regarding the results of audits for Simpsons butchers at Stamford, Lincoln, Spalding, Sleaford, and Pennells Garden Centre. Other members who have applied to enter a branch shop are Owtons at Country Market, Cranstons at Orton Grange, Tilehurst Village Butchers at Shinfield and Mortimer Common.

Peter Speight has to contact Acoura with details of the issues that they have to rectify as has Grierson Butchers in Castle Douglas. Applications have also come in from William Peat Butchers at Barnard Castle and Brendan Anderton Butchers at Longridge and Clitheroe.

Holloway Meats have been contacted regarding arranging a date for their audit with Acoura but they have yet to respond. J E Baty have also been contacted to ascertain if they wish to continue with their application for membership.

One member has still to pay their membership fees for this year, but they have been contacted again to ascertain if they wish to continue in the Guild. Unfortunately they tend to be late payers.

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There are four other businesses which have been asked to improve their business or their membership will be withdrawn.

Corporate Membership

The most recent addition to Corporate membership has been B Smith Packaging in February. The Alfresco Chef is being treated as a Corporate member as part of a deal to provide barbeque services at the National BBQ Final.

Corporate membership currently stands at 41 although payment has still to be received from Bizerba, Copas, DB Foods and MRC. Agreed that Guild should write to Copas to inform them that Guild corporate membership would be withdrawn from them (they have not paid 2016 subscription).

We had an enquiry from Harrogate Wholesale but they have not encouraged.

Finance

DS gave a summary of the accounts as at end of February. The forecast for the year looked healthy even considering the additional cost of Product of the Month promotions. GN comfortably predicted that his travel and accommodation budget would be well within budget.

Guild Manager's Report:

Manager- Since the last management meeting I have helped many members with queries and gave them answers. Members see me as the point of contact and invariably I get an average 20-30 phone calls per day from members and corporate members. I have visited more corporate members and have only 5 corporate members to visit, which I can tie in around Regional meetings to make it cost effective. I hope to spend more time in the office 2-3 days per week which means we will have more full time cover along with Christine working her time.

Love British Food- I attended the recent Love British Food Fortnight National Committee in London. The ethos of this campaign is Great British Food. Many top firms were also in attendance-

National Car Home Association
 Brake Brothers
 National Trust for England
 Rural England
 Chef Federation
 Culinary Chef Association
 Sustainable Restaurant Association
 Cucina Restaurants
 Raymond Blanc and Oli Blanc- Le Manoir.
 National Federation of Young Farmers
 Womens Institute.
 HG Walter

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I was concerned when at the end of the meeting that the organisers announced that The Co-Op would be the main sponsor and would have the sole rights to the logo in retail. I have asked for them to clarify their position. The organisers have informed me that a separate logo will be made available for to allow the Q Guild to adopt in marketing material. HRH The Duchess of Cornwall is the patron and she writes an introduction every year to support the campaign. I also asked if we could use the introduction which again was told that it is solely to use by the Co-Op.

Dalziel Ltd Show, Newbury- I have accepted an invitation from Danny Upson to attend the Dalziel show in Newbury on the 22nd May. They have kindly given us a small space to advertise what the Q Guild can offer. Prospective membership is the idea that I am attending this event.

BBQ/Conference Finals- The running order for the BBQ Finals have been released to the members and corporate members. I have contacted all the winners to express my desire for them to attend this event. Douglas and the admin team are also sending out to the winners what they require to bring with judging forms and booking forms. Key partners have all been informed that they have 45 minutes to pitch to the members on whatever they like. (I suspect that they will have a lot of cooked products to test). Jonathan Winchester from Shoppers Anonymous has been lined up and will prove a very good addition to the Monday morning line up with interesting views on the customer service. Please if you could all ring round some friends and members that are near to you it would be appreciated. 25 member businesses were represented in 2015, so we really need to try to better this in 2016.

Dalziel Ltd offered to sponsor the main course with a new brand of beef they have created. However, Eastwood Hall refused this on health and Safety regulations. (I have expressed my disappointment at this outcome to Eastwood)!

Young Manager Club- I had an idea last year that a Young Manager club would benefit the businesses in terms of learning and experience. I sent an email 2 weeks ago and have had a good response. 10 Businesses have expressed an interest and would like to know more about the structure. I had thought that the structure would take the form of a 2 day Butchery study tour. I would have liked to get someone like Peter Allen or Russell Allen at night to talk about leadership and innovation. I am working on a 2 day tour to London/Coventry for potentially August 2016.

Women in The Q Guild - Kathryn Nicholson has expressed an interest in setting up a "womens" Q Guild. I have informed Kathryn that in principle it is a good idea but would have to come under the banner of the Q Guild, it could not be separate and would have to report to the Executive and Manager.

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Lee Frost from WH Frost has had a massive burst up with Howarths of Flixton and blasted him on social media. True to lee's vocabulary he did not hold back. Howarth has refused to remove the sign from his building and has warned Greg Hull that if removes it he wants the holes filled in and front shop painted as the Q Guild placed it and they should return the building to its original state. Greg is going on Wednesday to remove and speak sense into him.

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Non Member shops displaying Q Guild logo's is a worry and although I have informed Trading Standards on 6 occasions there seems to be very little done. UK Government probably hurt Trading Standards in each council the hardest and after speaking to Liverpool council last week I have come to the conclusion that they just do not have the money to physically send a member of staff to investigate our complaint. I have asked for Physical evidence to be reported to myself and I will name and shame them on social media and website.

Gary Chadwicks has taken part in NBC advert as the face of the Premier League. I set him up with the Production executive way back in October 2015. He auditioned and won the contract to be the face of the Premier League. Adverts will go out across the whole eastern seaboard of America for the next 6 weeks. I did instruct Robin Moule to complete some PR for Gary as this will highlight the Q Guild to the wider media.

Organised itinerary for Scottish tour of Eire in August and Midlands Tour of South Yorkshire in June.

Still to drum up support for AVO Tour on September 12th. Good visit in 2015 and very enthusiastic corporate members.

Dalziel Ltd wish to invite Q Guild member to AK Stoddart in Edinburgh to see where their new brand "Border Reiver" beef is produced and take the members for a meal in Edinburgh afterwards. Waiting on a list of Q Guild members from Dalziel Meat department before I promote.

Workload continues as a heavy one and hence the reason that I am planning to spend more time in the office and from home working. I am on holiday from 19th April till 22nd April.

Q Guild Digital System - Update on system was given by Mark Turnbull and Gordon Newlands

MT and GN led a three day Q Guild visit to Holland taking on visit to Verstegen and shops in Rotterdam, Keurslager Trade Show, and Food shops in Amsterdam. MT and GN went on to spend two days with Versinspiritie Platform.

MT has been liaising with Sebastian in Holland and has implemented a trial of the system at Turnbolls of Alnwick. Template design for posters, ticketing and website is progressing well. The look and feel is very good. Sebastian will be in England in first week of May to progress implementation. If that goes well then the roll out can start to more businesses and a demonstration can be given at the Business Conference on 15th and 16th May. Examples of the templates were tabled.

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BA received assurance that the system would be delivered to all Guild members who want it within three years.

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The system is the biggest marketing effort ever undertaken by the Guild. MT was very positive with his experience of it and stressed that members inputting content

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will be the hardest part for the membership. He felt that the committee just need to have patience and was confident that the system will deliver what members are looking for. No payments are currently being made to the Versinspiritie Platform.

Communications

The Guild has agreed to be Tri-Nations 2016 team treasurer. Team to be asked to place Q Guild logo on competition workwear.

Tom Newitt has contacted the Guild about non member businesses using Q Guild branding. GN has taken this up.

Ties: A new (cheaper) supplier James Morton Ties will be used for the next batch of ties.

TAC

Committee will meet on 18th May at Blagdon and will be chaired by Kathryn Meadows.

Any other competent business

Draft of new letterhead was approved.

GN had asked AHDB for consumer recipes and images for use on Q Guild website. The reply had been less than helpful. AHDB had asked for link to their website. It was agreed to pursue this matter with AHDB.

GN asked for opinion about holding the 2017 National BBQ final in Scotland taking in the Scottish Craft Butchers Trade Fair at the same time. A Business Conference / Key Partners day might need to be held in England but the Key Partners would be sounded out about this.

A proposal from Cass Stephens insurance brokers was tabled but it was felt that this was a trade organisation and individual matter.

Smithfield Awards: judging will take place on Wednesday 19th and Thursday 20th October. Presentations is at Ironmongers Hall on Wednesday 1st February. Categories require to encompass innovation and commerciality has to be a criteria for diamond winners. It was agreed to have a specific gluten free meat product category for the 2017 evaluation. Presentation of prizes requires to be streamlined. Photocall to be announced by tables. Celebrity presenter has still to be finalised.

Date of next Management Meeting TBC

Date of next Executive Meeting: 22nd June 2016, York

Meeting to closed at 14:40

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