



Q Guild Management Committee Meeting

Thursday 22nd August 2016 at 10.30am

Cranstons of Penrith

Monday 22nd August 2016

Present: Mark Turnbull (Chair), David Lishman, Brindon Addy, Philip Cranston, Gordon Newlands (Guild Manager) and Douglas Scott (minutes)

Apologies: none

Minutes of last meeting were approved

Matters Arising: none that would not arise under agenda headings.

Membership Report

There are currently 120 members of the Guild. Latest members joining the Guild have been Brendan Anderton Butchers at Longridge and McMurchie Meats at Hetton-Le-Hole.

At the time of writing, confirmation is awaited from Acoura regarding Cranstons, Orton Grange completing their audit. Cranstons are experiencing excessive demands from the Acoura auditor.

William Peat Butchers are having their full audit on 24th August and we will await the outcome of that from Acoura.

I reported at April Management Meeting that Peter Speaight had to contact Acoura with details of the issues that they had to rectify. The office has had no formal notification of conformity but believes he may well have complied. This application was first made on 2nd April 2013 and was one of the last received by Audrey. Since he has paid his audit fee as per previous procedures, Peter Speaight would require to pay the balance of a year's fee before becoming a member. He will be invoiced when we received confirmation of passing from Acoura.

Jesse Smith have yet to pay their subscription on invoice dated 21st April.

Corporate Membership

Latest addition to the corporate membership is Cosmos Labels from Saltaire. The corporate membership now stands at 42. Hawk Systems are outstanding for renewal billed on 1st May 2016

QMS have now been added as an associate member along with AHDB following a meeting between them and Gordon Newlands.

Finance

DS reported that income is almost £10,000 ahead of budget due to new member shops. Income also includes £25,000 from key partners for Q Guild digital platform development.

As previously reported the Business Conference and BBQ weekend cost the Guild £1800. Inspection audits are forecast to be around £1800 over budget but that is just because of new member inspections.

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



In 2015 the Smithfield Awards ran to a surplus of £600. This year for some reason we budgeted for a £4500 surplus. I think this was something to do with City of Glasgow College not billing us for previous year's event until last year.

The final income and costs will not be known until February 2017 this time but the accountants will want all costs relating to this within the 2016 accounts. Nevertheless I am not sure we can count on a surplus on this event.

Promotions and advertising is showing a current planned overspend of £12,000.

Under overheads. After receiving funds back from Keurslager, the Digital Platform currently shows costs of just £11,566. All other costs are currently forecast to be on or around budget with the exception of General Expenses where £2000 has been included for possible legal costs incurred with Q Guild brand enforcement but may stretch to £3000.

When you reach the bottom line the projected surplus now stands at £27,675. The bank balance looks healthy at £125,000 but we are currently sitting on £22,354 of World Butchers Challenge funds. Of that £14300 is due now to the Australians and £4327 to Dalziel.

For noting one member is still outstanding for the 2015 Smithfield Awards Lunch. It was agreed to write to this member and should this sum not be paid services would be withdrawn and would not be invited to re-join in January.

A further £14000 will be due for the digital platform yet within this financial year. Key partners funding will cover 2016, 2017 and 2018.

DS will ask the auditors how to deal with spreading income for key partners over the three years that it relates too. Corporation tax situation will be investigated.

Guild Manager's Report:

Fraudulent Shops:

I have been in constant contact with Edward Carstairs from Gill Jennings and Avery the UK and European Trade Mark Attorney Company. As you have read we have mixed responses and several no reply what so ever. The shops concerned have either replied or not and NONE have signed the document that was requested to sign and send back. This document was a legal one and if they had signed we would have more of a case if we went to court.

Broughs- No response

Howarths- Cheeky reply.

Scotch Beef Shop- Replied and will comply.

Rileys- Apologised as it was an oversight.

Rothbury- No evidence to say the logo's have been removed.

SD Kirk- Nothing.

Scotch Beef Ltd (Essex)- Nothing.

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



NB- I have been informed of another 4 businesses that are displaying the Q Guild Logo. (4 also that were asked to leave require to be checked)

Members know that we are proceeding with this and we HAVE to protect their membership rights to use the logo. I have received several phone calls to ask how I am getting on with this legal action.

I am aware that there is a financial cost to this and I believe that some of the accused will be trying to ensure we spend as much money as possible on this. However, I think personally that we should proceed with this as otherwise what is the point? You will then get members leaving altogether knowing fine well that they too can use the logo without challenge.

The committee were concerned that Q Guild needs to be seen to be acting on the issue. It was suggested that we will take advice with a view to creating a legally binding agreement in place.

Dalziel Ltd Show:

I have been invited to the Dalziel Ltd show to have a stand on display. I will have the Pop Ups on display and will attend. I am working on a little booklet on why you should join the Q Guild. Prototype to put the new branding on the booklet to make it stand out.

Regional Meetings:

Regional meetings all happen in September and I have set the agenda's for a good few of them with the help of the Regional Chairmen. North West are going to the MRC The Flava People on the 21st, South are visiting Godfrey and Co for a visit on the 19th, Scotland are visiting Tom Rodgers new cutting plant on the 26th. I am trying to ensure that they are full of content and of benefit to the members attending. I have also invited several new prospective members to the North West- The lambing Shed in Knutsford and Bebbingtons in Chester. Both confirmed to attend. South I have invited Haywards Butchers in Tonbridge which is a super business and lovely people. There is another in South London- Loughton Butchers that I still have to invite with a view to joining.

The regional meetings have been poorly attended in recent months and this is what I will be concentrating on to raise the numbers. I have asked the office to contact the members in each region to gain information if they will be attending or not. Agenda will also be sent several times by the office.

Several members from other regions have complained to me about the minutes of the North West compared to other regions minutes are very poor and basic in content.

Marketing:

I am working on something for sausage week with Gav at Prototype and will get this out to the members. There is a lot of Xmas brochures from years gone by in the office which require to be sifted through and bundled into groups of 100's. I would send them out FOC to the members as we require to get rid out of the office. Time will be required to bundle leaflets together. I am planning to work a few days in the office next month. Date to be arranged.

Remaining Christmas brochures to be sent out to members to clear stock. Agreed that a brochure for Sausage Week would be a good idea.

The Q Guild 8-10 Needless Road, Perth, PH2 0JW
Tel: 01738 633160 Fax: 01738 441059 Email: info@qguild.co.uk



Product of the Month:

Seems to be working well and I have heard good reports from members. However, Scobie has complained that only 10 packs were sold and they wished to release it to other butchers after only 1 week of Q Guild promotion. I would be interested to find out how many members are actually taking part in the promotions?

I have been in 6 shops over the last week or so and not one has the Marketing material up on display.

January product of the month will be sent out in November.

Suggested that promotion boxes are sent out with Q Guild branding on the exterior.

Prototype:

I have been attending Gav at prototype every week and seen great progress on the system. They are diligent and work away and there is not a day passed that I do not speak to one of the staff at Prototype. On schedule for the end of August for Stage1.

We have had to hack into the Old website which is encrypted and we cannot access a lot of pages due to this. However, I have managed to add to the "News" section over the last couple of days. Stop gap really until end of August. Good company and have offered me a desk to work from when on the road. (I have taken him up on this offer several times).

Working to schedule.

Have taken delivery of new Pop Up banners and a conference stand for Smithfield and BBQ Finals. Investment for the future. Agreed that a Q Guild gazebo should be purchased.

Secret Facebook:

James Patrick and Andy Hull created a secret group on facebook for the members to use. Wish Management to make a decision on whether this should be allowed or not.

Richard Holden BBQ:

Richard Holden has contacted me to ask if the Guild wish to use the Videos of him cooking for Hayes garden World using Higginsons of Grange produce. Created 10 videos which are all Hayes Garden World branded along with Richards own branding.

Photography and Video:

Gav at Prototype is requiring the images for the asset bank in September and we will require to make decision on whether we proceed or not. Time is running out for website and I would not like the asset bank to be empty when we launch. Social Creative in Glasgow I think has given a good quote and have the experience of doing projects like this before with Dalziel Ltd and Lucas. Decision required.

Quotes had been received from Solo Creative, Davidsons, Edinburgh Food Studio. The Management Committee will recommend Solo Creative of offer of 100 photos for £3300 plus associated costs up to a total of £5000.

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



Meat Trades Journal:

Rod Addy has asked for the article to be sent for the 19th August. I have contacted a copywriter and she has produced 350 words for the article. Mark to take control from now on as his name will be on the article.

Smithfield:

Tom Parker Bowles booked and confirmed. He has phoned me to say that he looking forward to the event as he so much enjoys Meat. 3 Scottish members have complained about the choice. Entry forms have been sent by the office and we await their return. Glasgow City College has been booked and judges are in the process of being organised.

I was looking at an electronic system that would cut a huge amount of time down on admin from Douglas and Bruce in the office. However, Instor marketing wanted £2500 to rebrand the system for the Guild. I have instructed Gav at Prototype on what I would wish and they have started a plan and set aside a project manager for this.

Quality Meat Scotland is sponsoring the Beef and Lamb categories and have asked if they can trial a project this year. Every Gold medal winner of the categories they sponsor to be contacted by them and asked to submit another product to be sent to their - Scotch Kitchen test consumers. Aim is to provide another award for example- Scotch Kitchen Q Guild Award. I do not see a problem having a trial run of this in 2016 and have spoken to John Davidson who also agrees that it is a good idea.

Sponsors in place apart from Welsh category and Wine on table which I am working on. Confident that I can get all categories filled.

GN will meet Ironmongers Hall in early October to check out the facilities and agree a ticket price. It was agreed that since all Gold Award winning products must submit recipes for your products.

TAC:

Meet on the 7th September in Edinburgh to view an online platform that could potentially save admin lots of time and is effectively managed by Acoura. Financial impact to be reviewed. Hygiene Standards has been reviewed an updated and is being formatted as we speak. Denise Islip is a super lady that is extremely good at what she does and works with Butchers from FSA through to Crawshaws and independent Butchers. (Keelham, Jon Crawshaw to name a few) TAC will be first to see the updated Hygiene standards.

Quality standards require to be looked at as I feel that they are a bit behind the times. Aim is to release to the members in the New year when they re-join the Guild.

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



Any Other News:

Continue to be busy and September is a busy month. I have made good contacts now with all Q Guild members and receive each day about 25 emails from members asking questions and wishing information.

Guildsman: Guildsman is coming along and about 65% complete. Regional chairs are the hold up with only 2 submitted. Bakers that demonstrated at North east agreed to send an article and I am still waiting. Hopefully end of September for publication to be produced.

Corporate Members I keep phoning them and keeping in contact and butchers members update is on going.

FSA- Poster sent out to members. Better working with FSA than against. Caroline Kitson FSA Director of services has phoned me personally and thanked me and the Guild for promoting.

Online Sellers and Businesses- ALL businesses selling online and only online are classed as Direct Sales by FSA and local councils EHO officers. Wakefield Services have requested a meeting with myself and Denise Islip with a view to making our Guild members on the "relaxed" list.

Q Guild Digital System

Update on system by Gordon Newlands. Stage One is a consumer facing website. Stage Two a back office system with membership login. Stage One would include design and build of responsive content managed system inclusive of unlimited design revisions and one year hosting. Recipes, Members Directory, Butcher of the Month, Key Partners dedicated pages, Image Gallery, Corporate Member directory listing, links to social media. Stage One would also include population of members directory, header image, thumbnail image, general content, contact details, Google map and social media links.

Stage Two (due end of 2016) will include a back office dashboard, specialist recipes, edit ability for members directory, key sponsors dedicated pages, asset bank, corporate member directory listing and corporate advertising space.

Proactive Creative will make a presentation to the Q Guild Executive Committee in York in September.

TAC

TAC will meet on Wednesday 7th September at Acoura headquarters. EHO reports are still being pursued from a number of members. Denise Islip of Food Safety Management was sent the Steps to Quality manual on 27th June. DI is revising the hygiene standards. On quality standards the Management Committee felt that the existing controls were working well with the evidence of five members not receiving invitations to re-join.

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



Communications

There is a message from Acoura stating that they are upgrading their e-Learning site this month. We received an offer of a complimentary delegate pass to the inaugural Food & Drink Research and Innovation & NPD summit which is a conference and exhibition focussing on brands in the food and beverage industry. This will be held at the National Motorcycle Museum, Birmingham on Wednesday 30th November. Offer will not be taken up.

Members have been circulated with the new FSA poster about rare burgers.

Surveys were undertaken and results circulated to those participating on the subject of bank pay-in charges, pensions auto enrolment, laundry, coffee machines, etc

Several news items from corporate members have been emailed to all members. We have had several dealings with World Butchers Challenge all pertaining to payments.

Any other competent business

DS will investigate how Q Guild server can be accessed by GN. GN will source a new laptop.

DS informed meeting that the office is having to devote increasing amount of resource to servicing the Guild. This is not a complaint but merely a consequence of greater Q Guild activity.

Date of next Meeting TBC

Date of next Executive Meeting: Tuesday 20th September 2016 at Royal York Hotel

Date of next Management Meeting: Wednesday 16th November 2016 at Cranstons, Penrith.

Meeting closed at 3.20pm

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