

Audit & Consultancy Quality Standards

1. Shop Appearance and Display

1.1 Shop appearance -Outside

- 1.1.1 The appearance of the outside of the shop should be eye-catching and must provide reassurance to customers that the business operates to the highest standards of hygiene.

1.2 Shop Appearance - Inside

- 1.2.1 The appearance of the shop inside must create a good overall impression to customers, and should provide reassurance to the customers that the business operates to the highest standards of hygiene. The shop interior should be well maintained, well laid out, well lit and customer friendly.

Display

- 1.3.1 Product displays must be eye catching, well laid out and sufficient to generate interest.
- 1.3.2 All ticketing and labelling should be clear, easy to read, and consistent with a quality image.
- 1.3.3 All displays, including non-meat products, should show a level of promotion including special offers, new lines and award winning products.
- 1.3.4 All meat displays must show a good range and include basic meat lines.

2 Shopping Experience

Staff Appearance

- 2.1.1 All staff must be smart and clean in appearance and wear the appropriate clean protective clothing, including hats, and present a standard corporate image.

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Staff Knowledge

- 2.2.1 All staff must have a good knowledge of what the Q Guild represents and the important role they have in the success of the business.
- 2.2.2 All staff who have contact with customers must have a good knowledge of the range of meat and meat products offered for sale, the most suitable methods of handling and storage of meat in the home and suitable methods of cooking.
- 2.2.3 All staff who have contact with customers must have a good knowledge of the types of meat including different cuts and their suitability for alternative cooking methods including roasting, grilling, braising and barbecue.

Staff – Customer Greeting

- 2.3.1 All staff who have contact with customers must always offer a polite and friendly greeting and goodbye. All staff should be encouraged to use the customer's name when known.

Services Offered

- 2.4.1 Shops should have a means of advertising the services they provide such as home delivery, on-line ordering, catering and barbecues and attention should be drawn to the Guild's web site.

Information & Advice

- 2.5.1 Customer information should be on hand to offer guidance on products, recipes, storage and correct cooking instructions.
- 2.5.2 Customer receipts should be given.

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Customer complaints

- 2.6.1 A Customer Complaint Procedure should be in place, and records should be kept giving: - Date, Product, Reason, Name and Action Taken.

Ease of Shopping

- 2.7.1 The layout of the shop should provide a pleasant and easy shopping experience.

3 Product Quality

Quality Meats

Provenance

- 3.1.1 Preference should be given to purchasing locally sourced meats and/or “British Speciality Meats”.
- 3.1.2 Sourcing of all meats should be from nominated listed suppliers.

Carcase Meats

- 3.2.1 Preference should be given to handling carcase meats from beef, lamb and pork.

Buying Specifications

- 3.3.1 Buying specifications should be listed for all meats purchased, whether carcase or primals, outlining quality standards required.
- 3.3.2 Specifications should list production/rearing methods where possible.

Maturation

- 3.4.1 All carcasses, primal or boxed meats from beef, lamb or pork must be marked with a kill date.
- 3.4.2 A reliable system should be set up to ensure the proper maturation of selected cuts, in line with shop policy, but with the following minimum limits applying to beef.
Roasts, Rump, Sirloin, Rib Eye – min. 14 days

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Quality Products –Own Make

Sausages

- 3.5.1 Businesses should produce a selection of “own make” sausages.

Burgers

- 3.5.2 Businesses should produce a selection of “own make” burgers.

Bacon & Cured Meats

- 3.5.3 Businesses should produce a selection of “own make” bacon and cured meat products.

Value Added Products

- 3.5.4 Businesses should produce a selection of “own make” value added products.

Innovative Products

- 3.5.5 Businesses should produce a selection of “own make” innovative products.

Quality Products – Own Make - Cooked

Pies & Pastries

- 3.6.1 Businesses should produce a selection of “own make” pies and pastries.

Other Cooked Products

- 3.6.2 Businesses should produce products from the categories below.
(Ready Meals, Cooked Meats, Puddings eg. Black Pudding, Processed Meats)

Smithfield Awards

- 3.7.1 Businesses should strive to achieve recent Smithfield Awards (last 3 years), for the product categories above.
- 3.7.2 Businesses should strive to achieve Diamond Awards for their products.

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4 Marketing and Promotion

- 4.1.1 A marketing plan should be in operation outlining promotions throughout the year.
- 4.1.2 Evidence of previous marketing activity should be available. These promotions should include the use of some of the following – “A” Boards, In-Store Boards, Banners, Posters, Leaflets, Radio Advertising, PR activity, Direct mailing, Newspaper/Magazine Adverts, Website, Apps, Social media, In Store Demos, Screen presentations etc.

5 Q Guild Branding

- 5.1.1 The shop should display their most recent “Smithfield Awards”.
- 5.1.2 A generic Q Guild poster should be on display.
- 5.1.2 The Businesses own posters/leaflets and general advertising should include the Q Guild logo where possible.
- 5.1.4 A current membership certificate should be on display.
- 5.1.5 A Q Guild logo should appear on all ticketing.
- 5.1.6 The shop must display prominently one of the external Q Guild signs supplied by the Q Guild.
- 5.1.7 All staff who have contact with customers, must wear uniforms which clearly displays the Q Guild logo.
- 5.1.8 The shop should use the Q Guild logo on all packaging and carrier bags.
- 5.1.9 All shop vehicles should display the Q Guild logo.

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6 Q Guild Culture

- 6.1.1 All members should have a website which links to and from the Q Guild website.
- 6.1.2 All members must have an e-mail address to enable efficient communication between them and the Q Guild.
- 6.1.3 All members should attend at least two Regional Q Guild meetings annually, and retain the minutes of the meetings attended.
- 6.1.4 Members should endeavour to visit fellow Q Guild members in other regions.
- 6.1.7 Members should adopt an open door policy to fellow Q Guild members to allow visits to take place.

Quality Standard Guidelines

A	Excellent
B	Good but requires improvement
C	Satisfactory, however, major improvements required
D	Does not meet Q Guild requirements

	Clause	Guidelines
I	Shop Appearance and Display	
I.1	Shop Appearance – Outside	
I.1.1	Is the appearance of the outside of the shop eye-catching and does it provide reassurance to customers that the business operates to the highest standard of hygiene?	<ul style="list-style-type: none"> a) Good colour co-ordination and all in excellent condition and very suitable for the area and style of trade. Modern or old world. b) Smart very reasonable conditions and clean. c) Satisfactory in style, condition and cleanliness. d) Poor style cheap quality and dull.
I.2	Shop Appearance – Inside	
I.2.1	Does the appearance of the inside of the shop create a good overall impression to customers? Does it provide reassurance to the customers that the business operates to the highest standards of hygiene, product quality and customer service? Is the shop interior well maintained, well lit and customer friendly?	<ul style="list-style-type: none"> a) The whole shop is smart, tidy, clean and in excellent condition b) All in very reasonable condition. c) Satisfactory condition. d) Poor condition, shop showing very visible signs of many of the following: cracked tiles, flaking paint, stained ceilings, old posters, grime in corners etc.
I.3	Display	
I.3.1	Are the product displays eye catching, well laid out and sufficient to generate interest?	<ul style="list-style-type: none"> a) Eye catching, well laid out and sufficient to generate interest b) Adequate and reasonable display c) Satisfactory display d) Poor with empty trays
I.3.2	Is all ticketing and labelling clear, easy to read and consistent with a quality image?	<ul style="list-style-type: none"> a) Very clear professional clean and quality image labelling with both shop name and Q logo present b) Clear, clean and easy to read smart labels c) Satisfactory labels d) Rather poor quality and some dirty
I.3.3	Do all displays, including non-meat products show a level of promotion including special offers, new lines and award winning products?	<ul style="list-style-type: none"> a) all 3 b) 2 c) 1 d) None

Quality Standard Guidelines

	Clause	Guidelines
1.3.4	Do all meat displays show a good range and include basic meat lines?	a) Excellent range of basic and more unusual lines suitable for the local trade b) Good range of products c) Satisfactory display d) Poor product range and lack of some seasonal lines
2.	The Shopping Experience	
	Staff Appearance	
2.1.1	Are all staff smart and clean in appearance and wearing the appropriate clean protective clothing, including hats and presenting a standard corporate image?	a) Very smart and clean standard of uniform throughout the serving staff. b) A clean and uniform standard throughout. c) Other than white coats & hats no standard. d) No standard & some dirty.
	Staff Knowledge	
2.2.1	Do all staff have a good knowledge of what the Q Guild represents and the important role they have in the success of the business?	a) Yes all. b) Most. c) Some. d) None.
2.2.2	Do all staff who have contact with customers have a good knowledge of the range of meat and meat products offered for sale, the most suitable methods of handling and storage of meat in the home and suitable methods of cooking?	a) All relevant staff have good knowledge. b) All relevant staff have reasonable knowledge. c) Limited knowledge. d) No knowledge.
2.2.3	Do all staff who have contact with customers have a good knowledge of the types of meat. Including different cuts and their suitability for alternative cooking methods including roasting, grilling, braising and barbecuing?	a) All relevant staff have good knowledge b) All relevant staff have reasonable knowledge c) Limited knowledge. d) No knowledge.
	Staff – Customer Greeting	
2.3.1	Do all staff who have contact with customers offer a polite and friendly greeting and goodbye? Are staff encouraged to use the customer's name when known?	a) Yes, all staff appear very good b) Yes, most of the staff appear very good c) All staff satisfactory d) All staff rather poor
	Service Offered	
2.4.1	Does the shop have the means of advertising the services that they provide, such as home delivery, on-line ordering, catering and barbecues? Is attention drawn to the Q Guild web site?	a) All these things are in place where appropriate. b) Are mostly in place c) Few are in place. d) No mention of any of these things even where appropriate.

Quality Standard Guidelines

	Clause	Guidelines
	Information & Advice	
2.5.1	Is the customer information on hand to offer guidance on products, recipes, storage and correct cooking instructions?	a) Yes, excellent all written b) Yes, good mostly written c) Some d) None apparent
2.5.2	Are customer receipts given?	a) Receipt handed to customer by sales staff. b) Receipt placed into bag by sales staff. c) Receipt placed on display counter. d) Few or none given
	Customer Complaints	
2.6.1	Are all staff who have contact with customers aware of the Customer Complaint Procedure? Are records kept detailing: - date; product; reason; name and action taken?	a) All staff are aware of the procedure and full records are kept. b) Mostly aware and reasonable records kept. c) Mostly aware, but no records kept. d) Not aware and no records kept.
	Ease of Shopping	
2.7.1	Does the layout of the shop provide a pleasant and easy shopping experience?	a) Layout has sufficient space for customers to browse full range of products on offer b) Restricted access to some products c) Difficult for customers to access product range d) Poor layout and access to goods on sale
3	Product Quality	
	Quality Meats	
	Provenance	
3.1.1	Is preference given to purchasing locally sourced meats and/or "British Speciality Meats"?	a) Yes, all products conform b) Most products conform c) Few products conform d) No products conform
	Carcase Meats	
	Buying Specifications	
3.2.1	Are all meats whether carcase or primal purchased to a detailed, preferably written, specification which is understood by all appropriate staff?	a) Yes, always b) Yes, but no written specification c) Staff understand what is required d) Not a very clear idea what is required and not many checks made

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	Clause	Guidelines
3.2.2	Does the specification reflect the standards and quality expected of suppliers, and includes live purchases where relevant? (For example, buying specification might list breed or cross, sex, conformation, weight, fat cover and age at date of slaughter.)	<ul style="list-style-type: none"> a) Yes, all clearly written and on accessible files b) All appropriate staff know what is required c) There is a general understanding of what is required d) Little evidence of awareness
	Maturation	
3.3.1	Are carcasses, primal or boxed meats from beef, lamb or pork marked with a kill date?	<ul style="list-style-type: none"> a) Yes, all marked b) Mostly marked c) Some marked d) None marked
3.3.2	Does the shop have a reliable system to ensure the proper maturation of beef in line with shop policy? Minimum limits for Roasts, Rump, Sirloin and Rib Eye 14 days.	<ul style="list-style-type: none"> a) All compliant b) Mostly compliant c) Some compliant d) None compliant
	Quality Products – Own Make	
	Sausages	
3.4.1	Does the business produce a selection of “own make” sausages?	<ul style="list-style-type: none"> a) Yes, 8 or more varieties b) Yes, 6 or more varieties c) Yes, 4 or more varieties d) Less than 4 varieties
	Burgers	
3.4.2	Does the business produce a selection of “own make” burgers?	<ul style="list-style-type: none"> a) Yes, 6 or more varieties b) Yes, 4 or more varieties c) Yes, 2 or more varieties d) Less than 2 varieties
	Bacon and Cured Meats	
3.4.3	Does the business produce “own make” bacon and cured meat products?	<ul style="list-style-type: none"> a) Yes d) No
	Value added Products	
3.4.4	Does the business produce a selection of “own make” value added products?	<ul style="list-style-type: none"> a) Yes, 8 or more b) Yes, 6 or more c) Yes, 4 or more d) Less than 4
	Innovative Products	
3.4.5	Does the business produce “own make” innovative products?	<ul style="list-style-type: none"> a) Yes d) No
	Quality Products - Own Make - Cooked	
	Pies & Pastries	
3.5.1	Does the business produce a selection of “own make” pies and pastries?	<ul style="list-style-type: none"> a) Yes, a good range all “own make” b) Yes, a good range “own make” c) A limited range, some “own make” d) None, “own make”

Quality Standard Guidelines

	Other Cooked Products	
3.5.2	Does the business produce own make products from the following categories: (Ready Meals, Cooked Meats, Savouries, eg. Black Pudding/ Haggis and Processed Meats)	a) Yes, all 4 categories b) Yes, 2-3 categories c) Only 1 category d) None
	Smithfield Awards	
3.6.1	Has the business won Smithfield Awards in the last 3 years?(Gold, Silver or Bronze)	a) Yes, 6 or more b) Yes, 3-5 c) Yes, 1 or 2 d) None
3.6.2	Has the business won a Diamond Award for its products?	a) Yes d) No
4	Marketing and Promotion	
4.1.1	Is a marketing plan in operation outlining promotions throughout the year?	a) Full marketing plan in place covering whole year b) Marketing plan in place for immediate future(3 months) c) Only current marketing evident d) No marketing plan
4.1.2	Is evidence of previous marketing activity available? These should include the use of the following- "A" Boards, In-Store Boards, Banners, Posters, Leaflets, Radio Advertising, PR Activity, Direct Mailing, Newspaper/Magazine Adverts, Website, Apps, Social Media, In-Store Demos, Screen Presentations etc.	a) Most of these (5 or more) b) Some (3-5) c) Few (1-2) d) None
5	Q Guild Branding	
5.1.1	Does the shop display their most recent "Smithfield Awards"?	a) Yes d) No
5.1.2	Is a generic Q Guild poster on display?	a) Yes d) No
5.1.3	Where a business produce their own posters/leaflets and general advertising, including van livery these should include the Q Guild logo where possible?	a) Yes, all do b) Yes, most do c) Some do d) None
5.1.4	Is the current membership certificate on display?	a) Yes d) No
5.1.5	Does the Q Guild logo appear on all ticketing?	a) Yes, on all b) Yes, on some c) On few d) None
5.1.6	Does the shop display the external Q Guild sign supplied by the Q Guild?	a) Yes d) No

Quality Standard Guidelines

	Clause	Guidelines
5.1.7	Do all staff who have contact with customers wear uniforms which clearly display the Q Guild logo?	a) Yes, all do b) Yes, some do c) Few do d) None
5.1.8	Does the shop use the Q Guild logo on all packaging and carrier bags?	a) Yes, logo used on all b) Yes, logo used on some c) Logo used on few d) None
6	Q Guild Culture	
6.1.1	Does the member have a website which links to and from the Q Guild website?	a) Yes b) Yes, but not linked to Q Guild d) No
6.1.2	Does the member have an email address and is the Q Guild office aware of it?	a) Yes b) Yes, but Q Guild not aware of it d) No
6.1.3	Can the member provide evidence of attendance at two Regional meetings in the last 12 months? (included in Minutes of meeting)	a) Yes b) One meeting only d) No
6.1.4	Does the member endeavour to visit fellow Q Guild members in other regions?	a) Yes, photographs seen or other evidence seen d) No, hasn't visited
6.1.5	Does the member adopt an open door policy to fellow Q Guild members	a) Yes, evidence of visit/s having taken place b) Verbal evidence only c) No visits taken place d) No visits allowed