

Q Guild

Minutes of the Eastern Region Meeting held on the 23rd June 2014

Commencing 10.45 – 11.00am

Venue: Hall's of Hazlemere, 15 Park Parade, Buckinghamshire, HP15 7AA

Tel 01494 711565



Present Q Guild Manager Sandy Boyd

Southern Region

Graham Hall (our host)

Eastern Region

Chi Johnson Vice Chairman

Andrew Edmonds

Edward Byford (Secretary)

Corporate Member

David Smith (Dalziel Ltd)

Apologies

Julie Henshaw (Chairman) Duncan & Ian Hepburn, Howell Jenkins, Andrew & Claire Belcher, Gary Simpson, and Keith & Linda Mulford, Tom Newitt.

Minutes

1. Graham gave as a warm welcome to his shop which he had refurbished in April this year, report under agenda item 4
2. Apologies
3. Adoption of the minutes from our Mini Trade Show 7th April 2014.
4. Graham's refurbished shop. Graham's father started the business in 1966- Graham joined him during the 1970's

The current refit has been 5 years in the planning. One of the most important decisions was which make of cabinet to buy, after a great deal of research Graham chose the Smeva cabinet manufactured in Holland, (which looks stunning).

A good innovation was supporting the meat chopping blocks and sink units from strong steel angle brackets fixed to the wall, rather than having legs to the floor- which has made the floor much easier to clean.

A small kitchen area had been relocated which made the shop 15-20% larger, the false ceiling had been raised too, overall this made the shop feel much more spacious.

The floor is a grey wood grain effect Altro bonded compound which has been taken to a skirting level of about 300 centimetres up the walls for ease of cleaning.

The walls are mainly of UVPC grey board cladding, the back wall of the shop sales area is of textured tiles – mounted on those is Graham's business logo which is a unique style "H"

The butchery preparation area has now been opened up so customers can see meat being prepared- Graham said this has created a busier feel to the shop and has given customers more confidence in what they are buying because they can now see products being produced. Because of the various efficiencies the refit has made the staff now start at 8am instead of 7.15 am (apart from Mondays). From the customer perspective the refurbishment has given the shop a fresh classy image with plenty of room to browse at Graham's impressive range of fresh& cooked meats, ready prepared marinade products and pies etc.

At this early stage Graham has not been able to say how much his trade has increased but said it has definitely been much busier since the refit.

5. Andrew Edmonds won the Burger Category at the Q Guild's annual BBQ Competition. He told us that it is a simple recipe using silverside of beef and seasoning, using a good cut of meat is what has made the difference.

6. Andrew Edmonds told us about his partnership with a computer programmer. They are developing an integrated system to incorporate the new legislation for allergen and nutritional values on ready prepared foods.

Their objective is to be able to receive electronically information about allergens and nutritional values from manufactures/ distributors of marinades, seasonings, etc.

This information can be stored and used to produce tickets/labels easily.

Within the computer programme they are going to produce a costing facility. Therefore as cost of the raw materials change whether it be meat or other components, new retail price can be accurately and quickly worked out.

Another feature of their work is to link this to an ordering system for suppliers for purchasing seasoning/marinades etc. It will be able to predict invoice prices/totals, this means that if prices have changed the computer will send out an alert.

7. Sausage machines, some exchange of experiences on how to get the best out of vacuum fillers and what were the best kind of skins to use.(David Smith gave advice on synthetic skins)

8. Q Guild Business Conference held on the 29th May – feedback

Andrew and Sandy attended, they felt it was a worthwhile event, it commenced with a visit Wilson's of Claygate who make thousands of pork pies per week.

Dennis Reed business adviser addressed the conference on the following:

Written procedures for staff, for example how to handle customers, manufacturing and hygiene rules etc. (He said if you see a member of staff not complying with your procedures you must tell them about it, DO NOT LET IT GO UN-CHALLENGED, otherwise you are effectively condoning poor performance/behaviour)

He went on to stress the need to train staff to get ADDED SALES.

On the financial side he spoke about using KEY PERFORMANCE INDICATORS to monitor how the business was performing against expectations of performance.

Stephanie Moon managed a workshop for members where she demonstrated how to add quality to ready prepared products, an example was to brown off/seal mince or steak before cooking through to add flavour (layering flavours)

9. No other business

Our sincere thanks go to Graham for showing us around his shop and hosting the meeting at his house. A SPECIAL thanks goes to Graham's wife Sue who prepared us a superb lunch.

The meeting finished at about 3 pm