

Q Guild

North East Region

Minutes of the North East Regional meeting held on 13th January 2014
commencing at 7.30pm
Venue - Golden Fleece Hotel, Thirsk



Q Guild
8 Needless Road
Perth PH2 0JW
Tel: 0844 800 6560

Present

David Lishman, Gordon Atkinson, Stuart Beaten, Andrew Weatherhead, Sandy Boyd, John Green, Andrew Green, Ed Garthwaite, Brindon Addy, George Payne, Simon Osborne, Kathryn Nicholson and Mark Turnbull.

1. Apologies

B. Fields, John Ellison, D. Nicholson, L. Bishop, K. Wood

2. Minutes

The Minutes of the previous meeting had been circulated and there were no matters arising

3. Christmas Overview from all members

Simon Osborne (Blagdon Farm Shop) - first time for printed brochure and sales were increased by 15½% last year, geese sales dropped by 30%, butterfly sales increased. Used a laminated sheet at the order point so that customers can see what they are ordering (e.g. crown, butterfly etc). January is still busy.

George Payne - November sales up by 10%, December sales up by 10%, topside sales 30% drop, sausage and bacon sales up by around 60% - George believes that his awards and how he communicates the Smithfield awards have helped him increase his sausage sales. Legs of lamb have taken a big decrease.

Gordon Atkinson (Elite Meat) - took advice to stand back and not to be direct with customers but to be on hand to solve problems and issues - was a great thing and will do again. Pork sales have generally increased.

Brindon Addy - Made all orders up, was apprehensive in the build up to Christmas and found it harder work than originally thought to prep all the orders. Using the tent at the back of the shop was good and customers collected their orders and then went into the shop itself to buy more items. Had a very professional looking brochure which customers could order online or in the shop. Busiest day was the 23rd. Free range increased, didn't sell any white barn turkeys. Goose sales down.

Ed - Blackerhall Farm Shop - again was apprehensive in the build up to Christmas - sales were not where Ed has hoped. However there was a 7% increase over at Christmas. 5% more items were bought. People who ordered online were clicking on more items, however as they were shopping at home they didn't buy from the shop as they would have done if they had come in to order.

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info@qguild.co.uk

Website:
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Honorary President:
Gordon Hepburn

Chairman:
Brindon Addy



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Wilson's (John and Andrew Green) - did orders for the first time, customers could collect from shop or behind the shop in a gazebo style tent. Most customers had pre paid. Used unit pricing on everything - allowed 10% for error. Took 500 more customers - no build up of customers at the shop which allowed for customers to come into the shop and spend more time browsing. Customers had time and date collections slots which almost all customers kept to.

Andrew Weatherhead - had a 3% increase in sales from last year. Geese and ducks remained the same.

Stuart Beaton - had a slow start however everything caught up. White turkeys were down in sales. Used an order form for the first time.

D. Lishman - overall had a good Christmas, a much better improvement on the previous. Used a brochure and computer system for ordering. Had multi-buys on offer - increased prices prior and did a two for £6.00 on sausages, sausage meat, stuffing etc.

Nicholson's - overall a good Christmas. D. Nicholson not present to give insight.

M. Turnbull - sales were 8% up on last year. Thinks that the system is working well and is the best it will get for Turnbolls. Had a few issues with deliveries. Everything unit priced except the poultry.

4. BBQ Competition (Rockcliffe Hall)

Agenda for weekend to be sent out by M. Turnbull. Numbers to be confirmed. Date - 1st March. BBQ Competition on the Sunday.

5. AOB

Quick Presentation following survey created for horsegate - overall general response was good, members like the ease in which it was to complete and also how easy the figures were to digest and take away. All would be interested in running a monthly survey.

It has been decided that the first survey results would be a 'freebie' in which all members can see the results, however following the first results those who took part will only see the results.

AGM

Election of Offices

Chairman - Mark Turnbull, Proposed B Addy, Seconded A. Green. All agreed.

Vice chairman - Simon Osborne, Proposed D Lishman Seconded John Green. All agreed.

Secretary - Kathryn Nicholson, Proposed Simon Osbourne, seconded Brindon Addy. All agreed.

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2014 Dates

1st /2nd March - North East Social Evening and BBQ Championships, Rockcliffe Hall, Darlington

29th April - National BBQ Final - Weber Grill academy, Oxford

12th May - Golden Fleece, Thirsk - Beef & Lamb Costing's, Presentations from Martin Eccles, Eblex and Brindon Addy

17th June - Blackwells Butchers, Norton - Shop Visit to see recent refit

19th August - Ainsty Farm Shop, York and Weatherhead's, Pateley, Harrogate - Shop visit, New Members

22nd September - Golden Fleece, Thirsk - Christmas Marketing Meeting

October - European trip, TBC - Possibly as part of a National Q Guild Trip to Spain or Italy

10th November, Golden Fleece Thirsk - Kitchen Ready Presentation, TBC

13th Smithfield Awards Luncheon - Butchers Hall, London

12th January 2015 - January AGM, Golden Fleece, Thirsk.

Possible Social

Clay Pigeon Shooting

York Ebor Races

October trip (location TBC)

Date of next meeting - 1st March - BBQ Competition

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