



Q Guild Management Meeting Minutes

10.30am Thursday 13th September, 2018
Cranstons of Penrith
Ullswater Road, Penrith Cumbria CA11 7EH
Tel: 01768 868680

Present: David Lishman (Chair), John Mettrick, Mark Turnbull, Philip Cranston, Claire Holland (Guild Manager), Douglas Scott (minutes).

PC proposed a letter to be sent to Mark Bannister and voucher in recognition for his lengthy period providing secretarial duties to North West.

Minutes of last Management and Executive meetings were approved.

Matters arising and Action Points

JM has contacted Ieuan Edwards, IE will visit him.

Stuart Bebbington invitation still on table

Key Partners meeting still to be fixed. CH to approach Lucas, Dalziel, Verstegen, IFI, individually to assess need for a meeting.

DL to contact Wrights. Face to face meeting in January.

Melbicks possibly a misunderstanding.

SW is pursuing Chapmans, to be invited to South meeting.

CH to produce more prestigious looking material to send out to potential members.

DS to follow up Past Chairman medals with Kirkwoods.

TAC

We have one member who is currently temporary suspended due to them not having the required minimum Food Hygiene Rating. They have until late October to improve their hygiene rating.

Letters and information have been sent out to 34 members who will be mystery shopped before the end of October. To date, one member has intimated that they are not happy with this and concerned about it.

Guild Membership Report

Despite numerous enquiries regarding membership of the Guild, we have only had one application. Cherrington Butchers have applied for membership and will be audited by Claire on 11th September. There were no objections to their membership from the Midlands Region.

Smithfield Entry forms have been sent out to all members (apart from the suspended member and Walter Smith businesses). We are still waiting payment from one member for membership! To date, we have received no entry forms. Reminders will be sent out weekly to try and encourage members to enter.

Interest from outside UK stimulated a proposal for international membership. Suggested that the benefits and fee would have to be the same. Idea to be put to membership for discussion.

Corporate Membership

Comark, Cottage Delight and Tru Net are no longer Corporate members of the Guild as they did not respond to letter to ascertain if they wished to continue membership DB Foods, Cosmos and Caldecotts eventually paid their membership fees and continue with membership for this year. We are chasing Unilever to see if they still wish to continue as members, but they are only due a fee from May. Taste of Game were the latest Corporate member to 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



Finance

Audited Accounts for 2017 were presented. The surplus on the year was £7327 and that means a tax liability of £1554.

The committee considered the 2018 budget. Subscription income was forecasted at £3000 below budget. Cooking with Meat Magazine was looking like costing £14,000 against budget of £10,000. Guild manager travel was forecast below budget but regional support will add to overhead costs. Current forecast is an operating deficit. Agreed that budget would be balanced out of retained funds.

Subscription costs were considered. Recommendation that we stand on current rate of £1120 +vat, £500 +vat for branch shops and stress that this is the second year of no increase. Proposal to go to Executive meeting for a decision.

Onscreen displays

Mike Pennington from ActivDS demonstrated onscreen software that may be of interest to members. The software App kit costing £120. Cloud builder allows publishing on screens. A configured Media player costs £165. Meeting was impressed and CH and JM would progress the potential.

Smithfield Awards

CH and Christine to contact members and log reasons if not entering this year. Sponsorship so far from 4 key partners, plus category sponsorship from AHDB, QMS and Taste of Game. Judges, celebrity (Matt Tebbutt) and Ironmongers Hall have all been arranged. Some concern was expressed re- slow entry rate.

Guild Manager's Report

Key Partners all co-operating with POTM.

Marketing campaigns: next consumer magazine and Christmas kit are in preparation. Includes competition for a slow cooker on back page. Overprint of members name on front is available. Members will receive 100 copies free. Previous run of brochure - *Christmas We've got it wrapped* - are still available from Q Guild Office.

Hot Off The Block

Meeting happy with hard copy sent out.

Campaigns for next year. Need to wait on feedback on consumer magazines. Do we print our own materials or do we leave that to promotion bodies? JM agreed that healthy eating should be promoted in January. MT felt that members need to be sent something. PC suggested two magazines and a Christmas leaflet was enough.

Breakfast Week and Bacon Week should be considered.

Cooking instructions for steaks and joints are beneficial.

Updating video content on YouTube, short and sweet demos on how to carve a turkey, how to carve a leg of lamb etc.

2019 BBQ/Business Conference

CH suggested that some of the regional BBQ heats were too ad hoc. MT said South, East and South West possibly need more help. Due to the number of events and bank holidays in May, it was suggested that only a National BBQ final be held. The committee recommended that the finals in 2019 be held at the Scottish Craft Butchers Trade Fair on 12 May. If that format worked then it could be held at other butchers events.

An international tour incorporating a trade fair / event would be well received. There was interest in a trip to Slavakto at Utrecht on 5th and 6th November. CH and PC to investigate possibilities.

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Sound Bite PR are still chasing stories.

Sue has got on well at regional meetings. A sizeable list of ideas for content of regional activities in 2019 has been drawn up. Regions travelling to meet up at other regional meetings was suggested.

Website options

The invoice from Prototype for web hosting had triggered a change in web host to 2mx.co.uk. The change has allowed better access to admin and BOS will be refreshed in the process.

Consideration Admin support following retiral of Douglas Scott in May.

DS intimated that SFMTA would like to continue providing the secretarial support to Q Guild. The Management Committee agreed that a decision on whether or not to continue could be made after his replacement is in place.

Five Year Plan

DL introduced an update of existing plan. He had listed by priority as he saw it. Firstly regional meetings included regional support. Membership numbers have been changed to realistic figures.

Communication with Key Partners should be maintained as they are valuable fee payers. What's App, Skype and Facetime should be introduced for regional meetings.

Social media focus would be on Facebook for consumer engagement. Twitter would be used for industry matters.

Plan would be circulated to Executive Committee for approval.

Any other competent business

Continuous Professional Development (CPD) certificates would be produced for presentation to attendees at the recent Young Butchers event in North West. The party of six visited three butchers shops and undertook tours and demos. The format worked well and these events would be replicated in other regions.

Date of next Management Meeting TBC

Date of next Executive Meeting: Wednesday, 26th September 2018.

Venue: Dean Court Hotel, York

Meeting closed at 3.20pm

ACTION POINTS

1. JM has contacted Ieuan Edwards, IE will visit him.
2. Key Partners meeting still to be fixed. CH to approach Lucas, Dalziel, Verstegen, IFI, individually to assess need for a meeting.
3. DL to contact Wrights re possible Face to face meetings in January.
4. SW is pursuing Chapmans, to be invited to South meeting.
5. CH to produce more prestigious looking material to send out to potential members.
6. DS to follow up Past Chairman medals with Kirkwoods.
7. CH and JM would progress the potential with ActivDS.
8. Slavakto at Utrecht on 5th and 6th November. CH and PC to investigate possibilities.
9. DL to prepare Five Year Plan would be circulated to Executive Committee for approval.
10. Continuous Professional Development events to be repeated CH.

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