



Q Guild Management Meeting Minutes

10.30am Monday 16th November 2016

Cranstons of Penrith

Present: Mark Turnbull (Chair), David Lishman, Philip Cranston, Gordon Newlands, Douglas Scott (minutes)

Apologies were received from Brindon Addy

Minutes of last meeting

The minute of meeting held on 22nd August were approved.

Matters arising

There were none that would not be covered under agenda topics

Membership Report

There are currently 122 members of the Guild. The most recent new member to join the Guild has been William Peat Butchers.

Confirmation is still awaited from Acoura regarding the membership of Cranstons Orton Grange.

Lk

There has been a pre-audit request to Acoura for New Close Farm Shop, Bakewell, but as yet no information regarding a date for the audit has been received. Information was sent out to the Midlands and North West Regions and there were no objections to the application progressing.

We have had 8 enquiries recently regarding membership of the Guild but as yet none of these have come to fruition. GN felt that four or five new members would come in January and February.

Peter Speaight has been suspended until his FHRS rating has been upgraded. His business still appears on the website's list of members. This has been followed up by the regional chairman, Gary Chadwick. A follow up letter is required to be sent to this member explaining timespan. We should seek acknowledgement etc

Corporate Membership: A request came in from the BayTree Food Co. It transpires that they do not wish to become corporate members, but "wish to know if we could embark upon a marketing strategy where we could build a relationship to inform butchers of Q Guild and The Bay Tree Food Co.". This company is similar to Cottage Delight and so would not be considered for corporate membership at moment.

Finance

DS firstly apologised that I was unable to open the file sent on Onedrive to him on Sunday. I have subsequently viewed it and once I have gone through the figures in front of you Gordon may wish to add further. The projections of costs from Prototype principally for 2017 activity comes to just over £9000.

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Accounts that have been circulated that shows forecasted income for the year £34,000 ahead of budget. That comes down to £9000 when you subtract the £25,000 income from key partners. The reasons for the £9000 can be seen as increased revenue from members' fees and increased income from product evaluation.

Cost of sales are £17,000 above budget £13,000 of which is due to approved increased expenditure on Promotions and advertising. PR is £4000 over budget but that was agreed previously when Robin Moule's proposal was accepted. Inspection audits are £3000 over budget but that is due to new members and income from members' fees neutralises this additional cost.

Overheads show a £23000 increase and that is attributable in the main to Artemis / Digital Platform (£15000) and Legal Expenses (£6000).

The tax situation was checked out with Condies our auditors and Digital Platform income could be treated as deferred income in the 2016 annual accounts. Accounts need to consider expected cost of January to March product of the month material (£3000) and website back office development (£6000).

Bank balance includes £2500 for World Butchers Challenge.

Subscriptions for both membership and corporate membership would be billed in January. There had been no increase in members' fee since 2015. Management agreed that fees for 2017 would remain the same to members (£1120 and £500 for branch shops) and corporate membership at £1020.

Status of key partners was discussed. The initial key partners paid £5000 for three year membership up until end of 2017 and the annual corporate membership fee during that period.

Guild Manager's Report:

1. Website: The launch of the website has taken place and all members seem happy with the new look and feel of this new website. 30 members have sent in their details on their business for their own page on the website. A group email has gone out to the rest of the members to instruct them to contact Prototype or myself. (None have done so to date)! The 2nd stage of the website is taking shape and being populated at the minute. Frustrated to say the least with Prototype as they have promised for over 3 weeks a generic form that I can populate the speciality recipes and upload to the asset bank. (received yesterday!). 5 forms submitted through the new website for membership- a big uplift compared to last website. Have added a box for business name to the form to make it easier to identify a business. Have also added the Twitter and Instagram accounts to the website. December 31st is the deadline for the 2nd stage of website to be ready and launched.
2. Surveys: Have completed surveys on general trade in 5 regions to date. South and South West and Wales to complete. Results have been pretty dire to be honest with trade being very slow and footfall down with average spend down also in the majority of the members' shops. Some

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members buck the trend and have tried to communicate that in the reports. All completed anonymously and I have been getting great feedback from the members on this albeit poor results from the surveys. Hopefully conduct a Xmas 2016 survey in January.

3. Communications: Have daily communications from the members on lots of topics and issues. Emails have gone through the roof and it is my main point of contact with members now. Frustrating when the mail was down as I lost answering to 356 emails in the 5 day period. Am getting calls from non-members weekly asking for a visit and to allow them to know a little bit more about the Guild. I have 21 businesses to visit with all potential members. They have all contacted me directly or been in touch with corporate members to enquire about membership.
4. Social Media: Facebook competition has been a great success for sausage week.

Reach 28,000
Shares 990
Likes- 997
Spend £18.00
Page Likes 200

Great engagement with the consumer and generated some good trade for members hopefully. I would like a budget to be set monthly for this as I feel that we get a lot of the youngsters into knowing what the Guild is about by posting these competitions. £50 per month would give us a much more visible presence on all social media platforms.

Twitter - 3320
Facebook- 1801
Instagram- 209

All growing weekly and engaging with consumers and industry.

5. Litigation: 5 members have signed the undertakings for not to use the Logo and have returned the documents to litigation lawyer. 1 ex member has continually refused to sign and even acknowledge the lawyer. Have been notified of several (5) more ex members still using the Logo in their businesses. Will forward to the office for them to write to the businesses concerned. We have to protect the logo going forward and with this in mind a members' "Terms and conditions" have been drawn up by an Intellectual Property lawyer who has vast experience in this field. This will be issued before the Steps to Quality manual is sent and requires signature of the member and is legally binding. Several members have been concerned of this point and have called me to ask what is happening. A few ex members have been really bad mouthing the Guild due to me phoning and contacting them to remove the Logo. I have to protect the members and if ex members wish to use the sign then join the Q Guild.

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6. Smithfield: Have had meetings with Ironmongers hall and have confirmed the running order and schedule of the event with improvements on last year. Really require a big push on ticket sales this year as we require to make it bigger and better each year. Each category has been sponsored and drinks reception and Beef and Cheese on the menu have also been sponsored.
7. Corporate Members: Contacted weekly by corporate members asking for info or a general catch up. Encouraging them to come along to regional meetings and have a 5 minute pitch to the members. Have gathered all the corporate logo's in the last 3 weeks for their own pages on the Back office system. Have closed the membership at the moment due to a huge amount of corporate members (42) and not being able to satisfy all their requirements. Leonards Ingredients and Bay Tree Company to name just 2 that have asked to join recently.
8. Executive: Many questions asking about the lack of minutes from the last executive Chairmen not received as yet. Members asking for more communication from the Executive and transparency. Several members have asked for the minutes to be sent to them to read and digest. I would suggest that the Back Office of the new website would be the place to upload these minutes to, this would allow the members full transparency.
9. Product of the Month: Have worked on the POTM with the key partners and have all submitted to Prototype to go to print. The last 3 POTM have been really successful and members have been taking part in these with great success. Meat Loaf seems to be the best seller out of all the products so far. Last week in November or 1st week in December the next batch will be sent out to the members. Q Guild branded tape will be used to highlight to the member. Several members have lost their packages. We do not print more than 5 extra as it is too expensive to do so. All packages require to be signed for on delivery and we store all signatures. Key partners receive a package also due to their investment in the initiative.
10. Took 2 days off and drove the Elite Irish Butchers on a tour of Liverpool and Yorkshire Butchers. Some Q Guild and some not. Have invited 3 shops to North West meetings in 2017 with a view to joining the Guild. Very good standard of butchery and cements links with the Elite Butchers. Exchange of information will be on the cards in 2017.
11. PR: I have been in contact with a PR company in Edinburgh who has really good contacts in the food Industry and food magazines. She has proposed a contract with the Guild and we will require to discuss. More members are disgruntled about our existing PR company and refuse to use his wording. My main aim is to highlight to the public in 2017 what the Q Guild is and what it stands for and by doing this we promote the members.
12. Young Manager Club: I have visited London and scoped a route for the young manager club in February 2017. Proposed date is 21st and 22nd February. Peter Allen has kindly agreed to speak to the attendees at night on leadership and inspiration. Have 1 shop to agree with and will write the

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itinerary and scope a hotel. Edward Garthwaite from Blacker Hall will be helping to set the KPI's for the attendees.

13. Regional Meetings: The regional meetings in September have been extremely well attended. Record attendances in several regions and super interaction between members and corporate members. The South led the way with a massive 27 attending. This is truly the way that the Guild should build and promote to new members. David Lishman when he introduced the "One minute please" in the North East created a great platform in which members can at ease speak freely about issues they have. I have adapted this and made it "2Minutes please" and rolled out to the other regions. Have made promises to East and Welsh Chairmen that 2 days will be set aside in January to visit some potential members in their respective areas. Working on the Agenda's for January AGM's and just need the venues and timings from the Chairmen to complete.
14. Have taken receipt of a Conference stand (curved) and several new pop up banners. A Gazebo is also in the process of being printed with Q Guild branding. This is for the Guild BBQ event.
15. French Butchery Tour: Have spoken to French Consul in Rungis Market and he is scoping a route for March to visit 10 Butchers and a market visit. Problem lies in the distance butchers are apart in Paris. Work in progress and put out in January 2017. Limited to 20 members.
16. Have contacted IStock and Shutterstock with potential to purchase images. Both have replied that we need to have a corporate account. Corporate account and an investment of £2000 per annum would enable us to buy 4 images and share with our members!!! Really tight and clamping down on people using their images without consent. Totally out of the question for us to use this facility.

Smithfield Awards

For the lunch at Ironmongers Hall on 1st February, a toastmaster at a cost of £450 will be employed, he will direct affairs and make the ceremony more special. Prototype will compile PowerPoint presentation. Toastmaster will announce the photocall with celebrity at the end, by table. Product tasting will take place downstairs at Ironmongers Hall to allow more room upstairs. Room will be set up the other way around and the sponsors who will be presenting will be invited to a holding area near to the presentation area. Cellist to be engaged.

It was agreed that members and sponsors would have until 1st January to book tickets for the lunch. After that date those requesting additional tickets would be allocated space with members having priority over corporate members. Maximum 13 tables of 10. Photographer from last year (Pho2u) will be booked by DS.

Judging sheets were sent out on the Monday following the evaluation. There were six that did not go out until payment was received, one has still to be paid.

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Feedback on judging. DS said several members failed to read the criteria that the products would be judged against. The new Gluten free category required Labelling, Allergen advice and cooking instructions. Labelling was added to the Ready Meals and Kitchen Ready categories since previously in too many cases judges had no idea what species the products were. The description field on the entry form was very poorly completed and so could not be used to assist the judges.

Cooking instructions and Labelling were judged on receipt of products in case the labels went missing in storage and cooking. DS reported that members understanding of what should go on a label is very varied and proposed that next year the office should supply a free label vetting and advice service possibly up to the Friday before the event. It was agreed that examples templates be included in future.

Several members had complaints about the judging and comments on the judging sheets. GN to forward to DS the names of those wishing to appeal. GN felt that an extra day for judging might be better and that more judges would be preferable. There are cost implications here and City of Glasgow College might not be able to accommodate an extra day.

Discussion regards publicising results on social media. All PR is released in February and it was felt pointless having a presentation lunch if results were being publicised before that.

All entrants have been reminded by email to send in their Gold Award recipes and to do so by 30th November 2016 at the latest. To date ten have been received.

MT asked that a Smithfield Awards promotional pack go out with the certificates.

Q Guild Digital System

Update on system by Gordon Newlands

Second stage including asset bank of images and recipes is still on target for 31st December. GN is in continual contact with Prototype to ensure they meet the deadline. He is meeting them again on Monday. Point of sale templates will follow.

Constitution

To protect the Q Guild brand an intellectual property lawyer, Laytons, has drafted new terms of membership. These terms and conditions will be sent to the membership in January to be signed and returned.

Management discussed the content and asked if it would be legal to have a dropdown acceptance facility on the back office of website to avoid the necessity to sign and return terms and conditions. It was agreed to follow the lawyer's advice and to commission a template letter that would be sent to members who left the Guild.

It was agreed that rules will be drawn up to reflect the management of the Q Guild, incorporating representation and annual meeting. DS to forward SFMTA Memorandum of Agreement and Articles of Association.

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Communications

Email system

The office email system went down with the transfer to the new website. Email addresses had to be re-input, but hopefully all addresses are all now up and running and compatible with the Members and Corporate members lists.

Meat Contacts

This Yandell publication a Who's Who of the meat industry, has an advertising deadline of 25th November. They have emailed this week asking for support but cost of advertising was felt to be prohibitive.

Requests for more Christmas leaflets could not be met since these are out of stock. PDF of previous version would be sent out to enquirers. A new version would be designed and printed for Christmas 2017.

Requests had been received for images, especially Christmas ones. It was felt that the asset bank would satisfy this demand in future.

Nutritional Labelling

Noted that members have been addressing this to different degrees. There was still ambiguity over requirements.

TAC

Standards have been review by Denise Islip and reformatted for simpler use by both auditors and members. TAC are recommending that five further standards be added to cover labelling, management control and due diligence, internet and e-commerce sales, transport and allergens. Last EHO report must be available. Management committee feared that the standards were high although the standards possibly merely reflected current legislation. It was felt that the added standards greatly increase the potential for reds. TAC were asked to reconsider the number of reds acceptable before passing an audit. A trial audit to the new standards was proposed.

The office checked FHRS ratings for members who come under the scheme and discovered six sitting at two and three star. This has been reported under code to TAC.

Any other competent business

2017 Business Conference & BBQ Final confirmed for 21st and 22nd May 2017 at a venue in the South of England. GN meeting with several hotels in the South to ascertain availability and suitability.

PR proposal from Charlotte at £1200 per month was recommended.

Date of next Meeting TBC

Date of next Executive Meeting: Wed 8th February 2017 at Royal York Hotel.

Meeting closed at 4.00pm

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