



Q Guild Management Meeting Minutes

11.15am Tuesday 8th August, 2017

Cranstons of Penrith

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

Apologies for absence: Brindon Addy

Minutes of last meeting

The minute of meeting held on 19th April were approved.

Matters arising

There were none that would not be covered under agenda topics

Guild Manager

MT welcomed Claire Holland and said that for this meeting only, most of the Guild managers' report might be covered under Chairman's report.

Membership

a) Guild

There are currently 123 members of the Guild.

The latest member to join was Dales Traditional Butchers in Kirkby Lonsdale.

There have been 14 enquiries regarding membership since April, but no concrete enquiries to date. Of those who contacted, two had not been in business for a year, two were not in the UK, two did not reach the required standard rating (though one business is addressing the issue as they are keen to join), and one wanted to use membership to improve his wholesale business!

There are still a number of businesses yet to return their membership proforma accepting the new terms and conditions of membership. This will again be chased up in the next few weeks.

Six businesses were informed that they were temporarily suspended from membership of the Guild as their hygiene rating had fallen below the required standards. Two businesses provided proof that their rating issue had been addressed and now reached the required standard.

One business has been in touch to say that Gordon Newlands had given them a period of grace as the outlet had been redeveloped and they needed time to reach the required standard. We have no record of this. There has been no contact from the other three businesses. Those still suspended have until mid October to improve their rating or be referred to TAC.

It was agreed to forward CH details of enquiries that could be followed up.

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



b) Corporate

There have been two enquiries regarding Corporate membership, one was refused at the moment as it was another packaging company and the other has not responded to information being sent to them.

Unilever have finally joined as Corporate members. Payment was delayed due to the parent company being outwith the UK and there was lots of information required to send them regarding account details. We now have 38 Corporate Members and three associate members in QMS, HCC and AHDB.

Finance

The Annual Accounts have just been received so these will be addressed after the budget figures that take account of the first six months of the year. July figures are not finalised but reflect best forecast given knowledge of activity in July.

The pink column giving the figures that we had at December last year. These have not been altered to take into consideration of the figures in annual accounts. These figures have been altered to take into account various auditors adjustments for income and expenditure for Smithfield Awards which they now treat in separate years and for certain subscription income collected on 2016 that relates to 2017.

The figures forecast in the budget sheet give a more understandable description of income and expenditure. Revenue from subscriptions is more or less to budget. We have estimated £21000 to come in from Smithfield Awards - sponsorship and entry fees.

Other than that there is no significant change on the income side of the budget. Under cost of sales forecast is down from £68567 to £59448. The reduction is down to under spend on Inspection audits. Promotions and Advertising and Product Evaluation lines are the other variations from budget. Promotions spend is £5500 below budget and Product Evaluation is £9000 above budget but the figure of £3400 is the late bill from City of Glasgow College for the cost of judging in 2015 and 2016. This figure has been adjusted in the 2016 annual accounts and so they will not be included in the 2017 accounts. So that figure will be removed from future forecasts.

Overheads show an underspend of £6000. This is the same amount as saved on Guild Manager's travel. The £13000 underspend on Management is entirely due to not paying a salary for several months. The spend that was not in the budget is the amount on the line entitled Back Office System. £9977 has been billed, the last amount £3299 has not been paid yet.

You will note the large increase in Executive Meeting costs. It costs a lot to bring in the representatives from Scotland and Wales.

The Annual Accounts show a surplus after tax of £2612. That is in contrast to the £24081 surplus in 2015. Income in 2016 includes all £25000 from the key partners and expenditure on promotions is £23000 more in 2016 than in 2015. The auditor has removed the activity around the 2017 Smithfield Awards but because of additional expenditure in 2016 above 2015 levels, the net difference in Cost of Sales is £13000.

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



On the final page the expenses state £135,425 in 2016, that's £31000 more than in 2015. The bulk of this additional expense is due to Back Office System and Legal Fees.

Taking all that into consideration that results in a surplus before tax of £2677.

On request from SFMTA for payment to cover additional expense in providing managerial support in the absence of a Guild manager, an additional payment equating to one month's fee was approved.

Chairman's Report

BBQ/Business Conference at Eastwood Hall on 21/22 May went well. Structure requires reviewed. PC felt that the content was too light. Key Partners presentations need to be shorter with interesting new content.

There had been few Regional Meetings held since the Business Conference. Scotland and Wales held meetings in June. South held a meeting on 10 July, no minutes available. North West visited Elite Meats in July and North East will hold a Party Food meeting in mid August. No meetings had been held in Midlands and East. DL advised that Regional chairmen need help to arrange meetings.

POTM

Dalziel have supplied product idea for November, Verstegen have supplied product for January but Scobies require to be pushed for October product. POTM material requires to be sent out w/c 18/09/17.

Marketing campaigns

Reprinting Christmas leaflet was discussed. PC suggested that material on BOS might be a preference. CH to speak to Prototype to redesign existing Christmas leaflet. Price to be quoted for re 60,000 and 70,000 run so that members can be sent 500 each.

Guildsman

Douglas to follow up

- requests for the Key Partner Adverts
- Some copy on the Smithfield Awards
- the Diamond Award recipe feature
- the list of Corporate members

CH to pull content together and hopefully get to print in time for circulation w/c 11/09/17

Meeting with Key and Potential Partners

One to one meetings were held in York in early June. Meetings held with Dalesman, Scobie & Junor, Dalziel, Verstegen and Lucas were very constructive. Q Guild met potential key partners MRC, Innovative Food Ingredients and WR Wright on day two. Offers made were as documented in Five Year Plan plus

- One demo regional Meeting
- Electronic POTM
- Feedback / product consultation with members
- Joining fee £1000 plus £2500 annually (no corp membership fee)

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



Existing key partners would receive a £250 discount on the £2500 annual fee in 2018. If all five continued that would cost the Guild £1250.

Access to regional meetings was of the greatest interest to Key Partners. Going forward these would be allocated on a first come basis but it would be the Guild manager's responsibility to ensure fair distribution of opportunities and liaise with Regional chairman re programming.

Scobie & Junor, Dalziel, Verstegen and Lucas confirmed ongoing support. WR Wright agreed at York and Innovative Food Ingredients have since confirmed. CH to pursue Dalesman and MRC.

A consumer magazine and videos were promised as part of the return for key partner investment. Each key partner would

PR.

Charlotte & Joseph's Report was tabled. Since March there has been 50 pieces of coverage 23 Trade v 27 Consumer

3.85m total circulation

26 butchers shops covered in press

CH would give an updated version to the Guild Executive in September.

Q Guild Digital System

Update on system by Mark Turnbull.

Sizing of images did not appear to be easy. New features of BOS were only visible to admin. CH to speak to Prototype about the functionality of BOS, templates, email marketing, navigation, Butcher of the Month etc.

Communications

There was none to report.

TAC

The quote from Shoppers Anonymous as a mystery shopper quality audit approach was a recommendation from the TAC. Guidance on interpretation of Quality Standards to be drawn up and documented so that auditor understands the scoring. Members would be advised that a quality auditor could be calling upon them in the next month.

A trial run of four or five is recommended in November.

Any other competent business

There was none.

Date of next Meeting TBC in November

Date of next Executive Meeting: Tuesday 26th September 2017

Venue: York

Date of AGM and Feb Exec Wednesday 14th February 2018

Meeting closed at 3.45pm

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