



Q Guild Scottish Region AGM

Sunday 14th January 2018

The Bothy, Perth at 13:30

Present:- John Davidson (chair), Ian Jack, Scott Johnston , Steven Cusack, Robert Patrick, Duncan Fraser, Graeme Johnston, Tom Grierson, Mark Turnbull (National Chairman), Bruce McCall (minutes).

Corporate member: Tom Lawn (Scobie & Junor).

Apologies for Absence:- Alan Kennedy, Tom Rodgers, John Lawson, Drew McKenzie, Stewart Collins, Douglas Scott.

Nigel Ovens of Mearns T McCaskie has resigned from the Guild

Chair John Davidson introduced and welcomed everyone including one corporate member.

OVERVIEW

The meeting expressed a disappointment that Nigel Ovens had resigned. Robert Patrick said you only get out of the membership what you put into it. John Davidson said we are in a transition this last year with Gordon Newlands leaving and Claire Holland being appointed. Mark Turnbull said the situation was discussed at the recent management meeting. We have spent a lot of time building the back office system for members which we have not had a good return on the investment as we thought. Going forward it is suggested that the management / executive will meet round the regions in the afternoon then attend the regional meeting in the evening. There is a desire to engage more with members and regional meetings are the best way to do this as you get more value out of it. Tom Grierson said everyone needs to know what is going on.

Scotland Region BBQ Event: The meeting discussed the regional BBQ event on 12th March. It was agreed that it was the responsibility of the member to attend the meeting and cook their own products. If you were unable to attend the member needs to make their own arrangement to have their products cooked by another member. Ian Jack said he did not want to cook his products and would like someone else attending to cook for him. Mark Turnbull said part of the membership was members should attend two meetings per year it helps build engagement and seen as a member getting some value out of their membership. Tom Grierson said because of logistical reasons he could not attend meetings during the week. It was agreed the Perth office team would be the judges for the BBQ.

Minutes of the previous AGM were approved.

Election of Office Bearers

Chairman: John Davidson proposed by Robert Patrick, seconded by Ian Jack.

Vice Chairman: Robert Patrick proposed by Duncan Fraser, seconded by Ian Jack./

Secretary: Bruce McCall proposed by Robert Patrick, seconded by John Davidson.

Graeme Johnston nominated Douglas Scott. Bruce McCall said he would minute it but it was Douglas who was their secretary.

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Overview of Christmas from members

Robert Patrick, Camelon reported he runs his figures from last week of November to 3rd January which is a 6 week period and things had been good. Footfall was up 7%. A Marks and Spencer's Food Hall had opened up nearby but did not affect him. He said this year the profit was not as good but he would make the necessary changes to that. He said that his geese were sold out the 1st week of September.

Graeme Johnston reported good trading week on run up with it being slightly up. He sells less whole birds. He said selling geese is an expensive exercise. He sells less whole turkeys. He said when he opened on up on the last trading day the queue was 80 yards down the road. This is just the mentality of the area whatever time you open we will be waiting on you opening up to get in early.

Tom Grierson reported he had a good Christmas 6% to 8% up. Turkey sales were up and he sells the Kellys turkey and they were up. He had 12 geese and sold 4 which were Gressingham. He said he sells boneless turkey German crowns throughout the rest of the year.

A general discussion took place on geese and the profitability and it was difficult to get a margin as this was the third set of hands they had gone through by the time the butcher got them stated Graeme Johnston. John Davidson said he bought frozen geese from abroad which were cheaper defrosted and sold on and gets a margin on it. He suggested they could be sourced from DB Foods or Campbells.

Bruce McCall stated that he and Douglas had discussed in the office about trading statement from large retailers like Tesco and maybe Q Guild could do the same. Mark Turnbull felt it was a good idea and thought this could be progressed through Charlotte & Joseph.

Charlotte & Joseph were then discussed. Members felt they were asked for feedback at very short notice and they could not react quick enough. Tom Grierson said the latest one he had was for British Pie Week to be in by 18th February. Duncan Fraser, Ian Jack and Scobie and Junor were not receiving requests for information from Charlotte & Joseph

John Davidson, Inverurie reported good Christmas, considerably up by 26½%. As usual it was a slow run up with it all coming late. Turkey numbers were up. John had moved to Walters Turkeys and everything came in branded Davidsons boxes. Barra Bronzes is on his door step and it impacts on his sales but they are not what they should be. John Davidson asked about Turkey roasts with stuffing wrapped in bacon if you still put them in the netting. Others confirmed they did this. Mark Turnbull said he had tied this product with string as it made it stand out as different from the supermarket. John Davidson said that 64% of his orders were click & collect.

Steven Cusack said that beef sales were extraordinary, down on fillets rib roasts were well up.

John Davidson said that the striploin price was very good at the moment. Ian Jack said Tesco down his way were selling sirloin steaks at 50p each.

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Duncan Fraser reported that he took his figures from 26th November and he was up 11%. Turkey sales up he sells Copas. Rib Roasts were up he sold 23 Gressingham Geese. New year he had a clear counter, no pies, fillets etc. It had been a difficult year but the last four months showed a steady increase not a lot but never the less steady.

Ian Jack, Stranraer said Xmas trade was back this was down to an issue he had which he did not want to divulge in the meeting. He had no white turkeys that was not asked for. He totally sold out of imported butterflies. He had no call for rib roasts. Fillet went well. Sirloin is not big now for him. Lamb sales were not good. Loin of pork roasts were a good seller. He was let down by Lomond Foods for Capons. He got some from Galloway Foods but his son had to phone customers round telling them what they were getting and they sold them as cornfed Capons.

Mark Turnbull reported he was 3% up. He does his figures from 18th to 24th December. They were ahead on orders up until the end. They were 4.5% down on orders but the orders he got were more profitable. He said there is 10,000 population in his town. Aldi and Lidl have moved in the last few years. He said that more and more they sell turkey breast joints and they are all hand tied once the customer moves to that product they do not go back. He got 25 geese and sold 15. Rather than losing out on them by freezing he found somewhere to sell them which did not give him as big a hit.

Corporate Member

Scobie & Junor - Tom Lawn reported.

He said they had a loyalty scheme and there was a big payout on prizes recently. They had a fantastic Christmas with probably the biggest growth he had seen in the 10 to 15 years he had been there.

They had a Christmas webshop from the 1st October Sales were up 200% in October. November 24% and overall they were 20% up on the year.

They got some deals with machinery suppliers and had a huge sale for Black Friday. The downside to this was DPD the carrier struggled to cope. There was bad weather and strikes in the Glasgow area. Amazon were into same day delivery so they were prioritized. They carried out an anonymous survey after Christmas.

They sponsored Butcher Shop of the Year and they felt it was very positive and professionally run. He noted that Stewart Collins had some very negative comments about it. One or two members felt Fred A'Court was not an asset to the judging process. Tom Lawn said they will continue to work closely with William Reid. They will do Smithfield awards again this year. Smithfield this year after the event there is a visit to Dalebrook on how to work a 2ft area in your cabinet to drive sales. Duncan Fraser is attending. Robert Patrick had a negative view on it and felt all they were trying to sell him something which is no in cinque with what happens on a day to day basis. Tom Lawn said that Claire Holland came to Scobie office at East Kilbride when she was last in Scotland. Tom thanked everyone for their support and he had some handouts to give to the members.

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2018 Events and Programmes

Meeting dates agreed were as follows:-

Wednesday 14th February Q Guild AGM (Business Meeting)
Sunday 13th May - National Barbecue Finals - venue Aubrey Park Hotel, St Albans
Sunday 13th May - National Business Conference - venue Aubrey Park Hotel, St Albans

The dates for the remainder of the year will be discussed at the next meeting.

Q Guild Chairman's Report

Smithfield Luncheon- If you have not got your lunch seats booked. Please contact the office and do so. This luncheon, at Stationers Hall this year, will not disappoint. Nigel Barden is the guest and is looking forward to meeting us all on the day. The chance of a photograph is always nice to have on the wall of the shop or use of social media / promotional material and website.

Quality Audit

Guidance for quality audit interpretation has been written for the use of auditors, Shoppers Anonymous, and for information to members. Outcome of the audit will be determined by the scoring. Interpretation was amended to colour coding with referrals.

Mystery shopping audit will be undertaken first for scoring and then after introduction they will perform the part of the quality audit that requires owner / manager input. Graeme Johnston wanted to know if Scottish shops would be mystery shopped narrowed down to the month. Mark Turnbull stated everyone would get one free mystery shop and a third of the membership would be done every year

Three shops that had dropped below the four star FHRS rating and had exhausted the time limit for rectifying this. They have had their membership cancelled.

Business Conference 2018

The venue had been changed to Aubrey Park Hotel near St Albans, since they were much more flexible with organisation. Date of the Business Conference and National BBQ is Sunday 13th May.

CH has been researching potential speakers. Barbecue products to be entered by 1.00pm prior to the Conference lunch, viewing would be possible after lunch and cooking and judging to be undertaken during the key partners presentations during the afternoon session. Awards presentation to follow in the evening.

Two events at corporate members were planned

1. Dalebrook showroom in London through Scobies on 8th February
2. Dalziel plant, Newcastle, date to be arranged

Key Partners

Dalziel, Scobie & Junor, Lucas Ingredients and Verstegen have committed for 2018.

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Product of the Month

Lucas - February (Moroccan Sausage)

Scobies - March (product TBC)

Dalziel - April (Spatchcock Lemon Chicken)

A poster will go out to members introducing the POTM. From February all the point of sale material will be distributed via the BOS. A template for personalised items would be created. Prototype will send out email alerts.

Media update

Charlotte & Joseph report a total of 107 articles and consumer proportion. 61 articles between March and August, 34 consumer / 27 trade. 46 articles between September and December 13 trade and 33 consumer. BBQ awards and National Sausage Week & Burger Day have been the greatest focus. They are currently working on Smithfield Awards PR and will then move on to National Butchers Week, British Pie Awards, Easter, Meatopia and Butchers BBQ tips.

Social Media

CH working on Facebook, Twitter and Instagram.

Other activities include Hot Off The Block.

BOS

Stats reveal 580 logins since start, 172 individual logins.

Consumer Magazine

Meat Masterclass would be A4 12 pages, 100 copies per member personalised.

Executive Meetings- if any member wishes a point brought up at the executive, the proper process is to contact the regional chairman and he will bring the point up at the meeting. Please, use this facility as members have to be heard through the chairman. February 14th is next executive meeting.

Any other business

Duncan Fraser asked about Data Protection laws changes coming in soon, Bruce McCall said the office will investigate and advise members on requirements.

Meeting closed at 16:00.

Date of next meeting: Barbecue event, Monday 12th March at 15:00

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