



## Q Guild Scottish Region AGM

Sunday 15th January 2017

The Bothy, Perth at 13:30

**Present:-** John Davidson (chair), Ian Jack, Drew McKenzie, Nigel Ovens, Stewart Collins, John Mackie, John Lawson, John Lawson Junior, Steven Cusick, James Patrick, Robert Patrick, Duncan Fraser, Mark Turnbull (National Chairman), Gordon Newlands (Guild Manager), Douglas Scott (minutes).

Corporate member: Aileen Monk (Kelly Bronze).

**Apologies for Absence:-** Graeme Johnston, Tom Grierson, Alan Kennedy, Graeme Sharp.

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

**Minutes** of the previous AGM were approved.

### Election of Office Bearers

Chairman: John Davidson proposed by Robert Patrick, seconded by Stewart Collins.

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

Secretary: Douglas Scott proposed by Gordon Newlands, seconded by John Davidson

### Overview of Christmas from members

Robert Patrick, Camelon reported six week period up 5%, customers up 10%, 14% up on transactions. New Year well up but first two weeks in December poor, all in all trade ok despite a big new Simply Food Store opened locally

John Davidson customer numbers and orders down but average spend up a lot. Prices were lower this year because felt that his turkeys were too expensive in past and it worked because the customers bought turkey and other things. 40% of orders made online at Aberdeen shop. Geese considerably down, this was echoed by others, possibly because no celebrity recommendations. Strong game sales especially pheasant.

Ian Jack, Stranraer apprehensive. Monday of Christmas week good and continued that way. 24% up but predicts might suffer in January. It is a long long time since did so well. Chipolata and Sausagemeat sales exceeded expectations.

Duncan Fraser, Inverness

Customer count up 7%, sales up 9%. Sold out of Copas turkeys.

New Year trade not as good. January trade not good. Sold more geese (Gressingham) than anyone else at the meeting!

Drew McKenzie, Port Glasgow, Christmas well up, poultry mainly sold as hampers. Brochure of pre priced items demonstrated the savings to customers. Steak pies and Turkey boxes made organisation efficient. Making up one order a hundred times rather than a hundred once. Online shop through Shopify, not difficult to do £24 per month for a year. 189 orders at average of £60. All click and collect. PayPal very popular.

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Stewart Collins reported sales up 5% bought more carcase meat, sold more hampers. Thinks will be a rethink on ordering system. Sold Kelly Bronze and another, sold more beef, stuffing much the same. December up, first two weeks in January down. A couple of busy months coming up with a refurbishment planned before 17th March.

SC felt there was an issue with MTJ Butchers Shop of the Year Awards because not publicised enough. JD agreed that expectations are big but little uplift from when he won UK Butchers Shop of the Year. Agreed that too many awards lead to less publicity but good motivation for staff. General view that the MTJ entry system needs reviewed.

James Patrick asked that more members interact on the Facebook page. Average of 83 read every post but only 1% interaction. GN warned that there are only 27 businesses on that forum.

John Lawson, thought Christmas was successful. 10% up, customer orders and numbers up. Sold set meat packs that made it easy to make up orders. Beef sales up, quality of beef good. Poultry sales similar, whole birds up, capons up. Steak pie sales strong at New Year. Happy with Festive fortnight and January started steadily.

Nigel Ovens, Wemyss Bay.

New unit operational 14th December, set him back badly. Nightmare, maybe took on too much. Overtime excessive but 200 orders up, hampers good and online great, delivered through APC. Steak pie sales phenomenal. Christmas brochures successful but swamped with people. Bigger book better than a flyer. New facility is incredible, just need to drive sales now but calm it down at Christmas. Uses newspaper advertising.

Mark Turnbull - down all year on back of good year before. 8% up at Christmas. New Year sales a bit flat, hampers back a little. Feel fresh meat slipped a little. Whole birds down but boneless turkey breast strong.

GN said that in the North East region trade ranged from 6% down to 12% up. Hampers and Butchers app were discussed. Recommended reading North East and Midlands meeting minutes that were circulated in midweek.

Corporate Member

Kelly Bronze Scotland

Aileen Monk good Christmas, new customers, got short of birds so closed on farm sales. Like to promote flexibility but was more difficult. Kelly website gave customers a good option to order through their local stockist from an online platform. This was helpful but sales were not massive.

## 2017 Events and Programmes

Meeting dates agreed were as follows:-

Monday 13th March - Scottish Barbecue heats and meeting

To be cooked by members, steak to be standardised sirloin, seasoning and oil allowed. Judges to be Nigel plus two others.

21st, 22nd and 23rd March - French Butchery Tour

(limited to 25 places first come basis)

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Sunday 21st May - National Barbecue Finals - venue TBC  
Monday 22nd May - National Business Conference - venue TBC  
Monday 5th June - Perth Christmas Planning  
Monday 4th September - Perth  
Monday 6th November - Muirhead TBC

### Manager's Report

**French Tour-** A potential French trip has been planned for the 21<sup>st</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> of March. The itinerary has been sent and it will be the first 25 names when the email comes out that will attend. The French Butchers association wish to maximise at 25 as they will not host us if it is more than this. Please look out for the email dropping through your email inboxes.

**Young Manager Club-** Young Manager club visiting London for a 2 day visit in late February. Plans are at final confirmation stage and will be sent out shortly. 12 places available on this trip. Set KPI's and reports to be completed by attendees with reports going back to business and Guild.

**BBQ/Regional Heat-** Date requires to be set for the BBQ Heat. March is usually the date for this. Please use this free heat to gather some potential Gold certificate for your business.

**Smithfield Luncheon-** If you have not got your lunch seats booked. Please contact the office and do so. This luncheon will not disappoint. Tom Parker Bowles 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.

**Forum-** Andy Hull has created the Guild forum and is building the forum nicely. This should be the place to discuss recipes, ideas and thoughts on Guild promotions. If not signed up for the forum please contact Andy at Frasers Butchers.

**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 8<sup>th</sup> is next executive meeting.

**Website:** The website 1<sup>st</sup> stage has been completed with consumer facing and members details are all on their own page on the website. If you have not populated your page please contact me asap.

Stage 2: Will launch on January 31st and will include

Asset Bank- includes 120 images of Food which is copyrighted by the Guild for members' usage free of charge. Professionally shot images which are superb. 350 Butchers recipes- Free to use as their own and all award winning recipes. PDF's of all marketing material for you to use.

Stage 3- Will probably launch in March and will contain templates for Posters, Newsletters and POS material.

Product of the Month: Seems to be gaining more popularity and we would encourage all members to participate in this initiative. It is the first step in gaining a national promotion. If

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any member has an idea of what could be used as a POTM, please let me know so I can pass this onto the relevant Key Partner.

**TAC-** Steps to Quality manual has been rebranded and will be sent in February. Each member must use this as the only bible in the shop. The standards have been upgraded and it is recommended that members read the new points and alter business HACCP accordingly. TAC are meeting in January to discuss.

**Terms and Conditions;** A new set of terms and conditions has been legally complied and will be sent with the renewal letter. This is a legally binding document and must be signed in order to become a guild member. This protects the member and the Guild.

**Marketing:** A Burns leaflet should have been sent to you all and plans for 2017 include. Steak Leaflet, Roasting guide, BBQ Guide, Game Guide and Xmas leaflet. All consumer leaflets for you to hand to your customers.

Lastly, but not least. I am going in for a Knee replacement in February and will be out of action initially for 2 weeks. After this I will have the laptop and phone on and be working from home until I am allowed to drive. (6 weeks post op). I have plenty of work to be getting on with and plan to undertake an Xmas survey and collate and send out to the members and also the next edition of the Guildsman for March. I hope to be back to full health and not walk with a limp after this operation. I will keep you all informed when I will be off for 2 weeks recuperating. In my absence the office will handle all questions and queries.

I hope that you all have a great 2017 and wish you all the very best. If there is anything you wish me to do on your behalf, you all know where I am. Here's to a happy and profitable 2017.

#### **Any other business**

SC requested improved Product of the Month ideas and earlier intimation of forthcoming Products of the Month. May, June and July information will be issued on 1st April. This kind of timescale is likely going forward.

SC also recommended spending a day with other businesses.

SC asked if there was progress towards the instore screen presentations as demonstrated by Keurslager. MT said that Q Guild was still trying to progress this with a UK based supplier. Costs were still being ascertained.

Smithfield Awards submission of award winning recipes. JD thought it was a great idea but as time has gone by felt that this was not what he wanted to do since years of development had gone in to certain products. The meeting felt that it was a great idea but unfair on those who did submit entries. GN said that it was very unlikely that the proposed 100 award winning recipe book would get printed but that the recipes would be available on back office.

Meeting closed at 16:30

#### **Date of next meeting:**

Barbecue event, Monday 13th March at 15:00

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