

Q Guild



Q Guild
8 Needless Road
Perth PH2 0JW
Tel: 0844 800 6560

Minutes of the North East Regional meeting held on
9th September commencing at 7.30pm
Venue - The Black Lion, Thirsk

Present

B. Addy, A. Green, E Garthwaite, G. Atkinson, C. Atkinson, D. Nicholson, K. Nicholson, G. Payne, L. Bishop, P. Ellison, Jo - Blagdon Farm Shop, M. Turnbull

1. Apologies

B. Fields, K. Wood, D. Lishman and A. Longthorpe.

2. Minutes

The Minutes of the previous meeting had been circulated and there were no matters arising

3. Correspondence:

n/a

5. Executive/TAC Council report:

n/a

6. Corporate members:

L. Bishop (Eblex) - quick explanation of packs arriving through the post and new TV adverts to hit our screens.

7. Members Forum and Christmas Preview

Wilson's (Andrew Green) - Moving all products to item pricing for 2013 using a mix of Turnbull's and Crombie's methods. All orders prepaid - separate collection point in the car park at back of shop.

Ainsty Farm Shop - Using same method as previous years, use the shop layout to carefully move customers throughout all departments so that they buy on impulse. Add cooking instructions to each carrier bag to aid the customer.

Ellisons - Using the same method as last year.

Nicholson's - Using the same method as last year, introducing an additional card machine to free time staff waste on waiting for card machine.

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Gordon Hepburn

Chairman:
Brindon Addy

Blackerhall Farm Shop - Same method as previous years. Pushing the customer to purchase more 'additions' to boost sales, taking orders online and in the shop.

G. Payne - Pushing hamper sales, introducing more hamper options than previous years.

Jo @ Blagdon - Using the same method as last year, customer pays a deposit on turkey orders. Using own reared Turkeys.

Turnbull's - Using the same learning's and methods from last Christmas. Using Sandy Crombies system - unit pricing. Not unit pricing poultry. Mark will be selling the turkeys in a bag that the customer can keep and that also makes the turkeys look more impressive - £1.00 added to overall costs to soak up the bag costs. 10% added onto prices to allow for error. Moved all marketing to in house - rented a printer and does all his own marketing information.

Addy's - Online choice which will be an extension to the current website, an online clicking selection that the customer can complete. Not producing a brochure.

8. Any other competent business

Irish Group coming to visit the UK - will be visiting several locations in Yorkshire.

M. Turnbull to distribute benchmarking sheet again.

Benchmarking - only members who complete the spreadsheet will get to view the others numbers.

Kick back - working together as a group to push suppliers on pricing structures and group buying - to hold prices for a year or to bulk buy to reduce the costs.

Smithfield entries - Need to confirm what a Chipolata is.

M. Turnbull to confirm next meeting dates and Rockcliffe Hall dates for post xmas meal and BBQ competition.

9. Date of next meeting:

9th October - London Trip



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