



Q Guild
8 Needless Road
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Q Guild - East Region

**Minutes of the East Regional AGM held
on Monday, 26th January 2015
at Goodies Food Hall, Pulham, nr Diss.**

Commencing at 11:00am

Present:

Stuart Gooderham (host), Edward Byford, Howell Jenkins, Andrew Belcher, Andrew Edmunds, Jamie Archer (guest), Robert Munt (retired Q Guild member), Sandy Boyd.

Corporate:

Chantal Absolom (South Coast Systems)

Apologies:

Julie Henshaw, Chi Johnson, Stuart Barker.

1. Introduction and welcome

Stuart Gooderham opened the proceedings with an very interesting background and guided tour of Goodies Food Hall and cafe. This was followed by a light lunch (although everybody commented on the very generous portions!) and general discussion before starting the AGM at 1:30pm

2. Apologies: Julie Henshaw, Chi Johnson, Stuart Barker.

3. Minutes from the last meeting and matters arising.

N/A

4. The election of officers for 2015

As both Julie Henshaw and Chi Johnson were unable to attend the meeting, it was decided that the election of a new Chairman would be postponed until the next meeting on Monday, 23rd February 2015. The position of Treasurer was discussed as the Eastern region still held £51.43 in a community account with Barclays Bank. It was agreed that in light of last year's changes to the way in which meeting expenses were paid, this money should be returned to the Q Guild's central account in Scotland and that any future expenses would be drawn down from the central office as and when necessary.

5. Exec and TAC report

Sandy explained changes to their way in which new member's applications and audits would be handled. He also mentioned that the TAC would be including more information on allergens in the future inspection audits. He reminded members that following an EHO visit to a Scottish member that there had been an amendment to the allergen template which was publicised in hot off the block and that a new updated allergen template would be issued later in the week.

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Honorary President:
Gordon Hepburn



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6. Overview of Christmas from members.

Andrew Edmunds - Whole Turkey sales were down but Turkey breast, gammons and beef sales were very good. He was relatively even with last year sales, but found the workload much easier this year, now that his office clerk inputs all the orders onto the spreadsheet which allows him to analyse customer orders on a day by day basis. This allows him to ensure that there is sufficient meat for each day, which allows him to cut to the customer requirements on the day, which he feels allows his butchers to upsell to his customers. His customer loyalty scheme is working well, but he feels he needs to make more of the opportunity to sell via email.

Jamie Archer - had a good Christmas, which he put down to a local leaflet drop delivered by special delivery company, which drove new business to his shop. Sales of his Christmas "hamper medleys" were up 10% this year, he puts this success down to customers having a fixed price for a known quantity of meat.

Howell Jenkins - December was around 5% up on last year, largely due to the development of his pie business. He had also made an arrangement with a friend to put fruit and vegetable stall outside the shop which worked very well. Christmas poultry was not as good as last year but beef and lamb sales were up. Post Christmas sales have been encouraging.

Andrew Belcher - Christmas sales were good but this is based on last year, where there was a dip against the previous year. He found them both. Whole turkeys and breast sales went up and the Gammons performed well too. Andrew was full of praise for his daughter, who had masterminded the company's Facebook page is still working in Paris! She had created a daily blog from the beginning of December with photos, recipes and videos. It is excellent and well worth a good look at
<https://www.facebook.com/pages/Andrews-Quality-Butchers/810077182391520?fref=ts>.

Chi Johnson - Edward spoke of Chi's continued success with Christmas meat hampers, they were valued at £40, £50 and £60 and he worked with 3 London cabbies to do timed deliveries charging £5 per delivery. Over 50% of his Christmas orders were delivered via the taxi service.

7. 2015 Events & Programme

The next meeting is Monday 23rd February at Meat Ipswich starting time, 10:45 am.

Forward Programme (to be confirmed)

9th March - Regional barbecue heat

20th April - Shop visits to the Midlands & Sausage & pie masterclass by Allan Bennett

22nd June - Butchers Trade Show - Mountnessing Village Hall

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