

## Q Guild Management Meeting Monday 18th August 2014 Cumbrian Foodhall, Penrith.

Present: Brindon Addy (chair), Philip Cranston, Mark Turnbull, David Lishman, Sandy Boyd and Douglas Scott.

Minutes of last meeting

There were none for meeting held in June.

### Finance

Up to date figures for the Guilds financial performance were tabled. It was noted that the loss of income as a result of fewer corporate members has created a poorer than predicted outcome. The forecasted loss was £6500 but there was potential for further savings on TAC, inspections, Guildsman, regional meetings and Marketing conference.

Figures for bank balances were circulated with £70,000 being held at the bank. Philip noted that the £6000 predicted loss would mean that cash reserves would be in excess of £30000. He recalled that ten years ago reserves were in the region of £40000.

Noted that corporate membership was being considered by Smithfield Casings and it was agreed that if member testimonials were successfully submitted by Phoenix Retail then they could be invited to be corporate members. Discussion on replacing Anthony Roweclyffe with another national distributor eg H&B. A list of targets should be drawn up by Sandy. This list to be circulated to members for any objections.

### Tri Nations Report

David reported on the event that involved teams of five plus a captain from Australia, New Zealand and UK. 50 visitors from Southern Hemisphere were welcomed. A study tour took in shops in London and Harrogate, Smithfield and Borough Markets. A Gala evening at Butchers Hall went down really well and there was a farm visit at Boroughbridge to see the production of young bull beef for ASDA through ABP and a visit to Morrisons abattoir at Colne.

Contest took place on the third day of the Yorkshire Show. Side of beef and a lamb to work on but a real challenge time wise. Participants then jumped on train to London for Supermeat Awards where the results were announced. It was the headline presentation and it was announced that the Kiwis had won. The Tri Nations were very well organised by EBLEX but wouldn't have happened without Q Guild.

EBLEX reckoned that they got £42,000 worth of PR for a £12,000 worth of investment. David feels that the event fits well with the Q Guild but Brindon felt that there was not enough coverage for the Q Guild. Brindon identified a weakness being commitment required from team members. Sandy felt that it would be hard to promote Q Guild values in Australia. Sandy recommended that the innovative cutting techniques and recipes that could be rolled out to members then there would be added value for the membership and justify the cost and future commitment. Brindon felt that there could be PR generated at the trial events ahead of the 2015 event in Australia. Agreed that there should be a selection process to identify team members.

Sandy recommended that product specifications and photographs would need to be well prepared for future events. Mark suggested that it could be of interest to a television company. EBLEX have committed to a competition in 2015 and would probably expect Q Guild to contribute £6000 which could be funded through sponsors. It was important to communicate to Guild members what the objectives of the Tri Nations are and how members will benefit. Brindon stressed that if there was not sufficient demand from the membership then the team should not be an entirely



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Q Guild one. Philip agreed that it was the right kind of competition for the Guild to be part of.

Mark felt that the event possibilities had to be detailed to the members to canvas candidates to put forward. Sandy would produce a sales pitch that would be circulated with a deadline of 30th September. Participants would need to underwrite a sum up to £1000.

### **Smithfield Awards**

Sponsorship has been secured for all eight categories with the wine and lunch card left to be sponsored. The entry form and explanatory booklet was issued on 11th August.

Members who have not entered will be contacted in last week of September to canvas entries and log barriers to entry.

Matthew Fort has been engaged to make the presentations at Butchers Hall on Thursday 13th November.

City of Glasgow College, the venue for the judging, have intimidated that Friday 17th October is not possible for judging so judging will need to be Wednesday 15th and Thursday 16th October. Entrants would be advised and asked to confirm that they understand that entries will need to reach the College on Tuesday 14th October.

### **EBLEX**

Mike Richardson has taken over as the Guild's account manager. Laura Bishop to be thanked with a letter from the Chairman.

### **Guild Manager Report**

Sandy reported as follows

#### **Regions**

South region's barbecue event fell flat and didn't happen. Sandy had visited Lewis of Sunningdale and Tilehurst butchers.

South West meeting at Moody Sow arranged in late September Meeting at Etheringtons in November 16th September Business Conference at Darts Farm, Cullompton near Exeter. Will include a visit to Pipers Farm on the day before the conference. 30 attendees is the breakeven point. Programme to go out to members on Tuesday 19th August.

#### **New members**

Potential member in Chesterfield, although not a new business will allow six months trading completed in new premises before progressing membership.

Prospective member M E Evans at Wrexham will be visited by Sandy at start of September.

Response rate to emails have been poor, benchmarking only 25% and generally one third of members are not opening emails. Price benchmarking results to be sent out to only those who participated in the survey. Teaser email to be sent to non participants.

Sandy suggested pro formas to address allergens. Discussion postponed to take place under TAC Report. In his own time, Sandy has developed a raspberry pie computer programme to monitor temperatures and humidity of fridges that may be of interest to smaller members.

#### **Sausage Week**

Posters to be inserted into Guildsman along with recipe for Mark Pearson's Diamond winning Pork and Honey Glazed Parsnip Sausage. Posters at A2 size to be sent along with Guildsman. Mike at Coda to be asked for a quote for design. Distribution would need to be in first week in October with suggestion that promotion and publicity is sought during British Sausage Week.



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### Corporate Members

Time taken to process corporate members applications is an issue. Decided that the policy should be to take their money for full year subscription and then ask for objections.

### Values

Sandy suggested that corporate values and charitable support might be something that should be developed. Brindon felt that was aspirational but stressed the importance of regular meetings and emphasis should be on exchange of ideas. Philip highlighted that "Building Your Numbers" as headlined on the Business Conference material would get more support.

After discussion it was felt that regional meeting schedules and suggested agendas need to be arranged from top down. Each region is requested to hold four business meetings and two social events. David felt that there has to be a real structure to the meetings. Set dates, fix agenda and get minutes out. Chairing meetings was recognised as an important issue and if the regional chairman is ineffective Sandy should drive meetings especially where a regional chairman does not have a good grasp of the meetings. Douglas to circulate to Management Committee the paper that briefs Chairing Meetings.

### Guildsman

October issue planned to be followed by January issue with Smithfield Awards featured.

Hot off the Block to be produced monthly August edition will cover business conference, e learning and regional meetings.  
These newsletters to be printed out and also sent via mail.

### Calendar of Events

Italian Sausage recipe was on website

Requested that new updated version of calendar be produced for sending out to members.

David recommended the use of Facebook and asked how much use of this medium was used by the Q Guild.

### Regions

Scotland will meet on 25th August and again on 6th October.

Midlands met in May but no date is yet available for the next.

North West to meet on 23rd September

North East in August and September.

East will meet at Chi Johnson's in September. They have also met at Halls of Hazelmere.

South visited Chadwicks, and ran a barbecue event. They will hold their next meeting in South at James Lally's new shop.

South Wales and West - no activity to date but one meeting at Moody Sow on 29 September and 3rd November at Redruth.

Suggested on the eve of the next Executive meeting on Tuesday 30th September Executive members should meet for dinner and accommodation be provided at the Dean Court Hotel in York. This will allow Executive meeting to start at nine o'clock with a presentation on chairing meetings,

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## Membership report

There are currently 108 members of the Guild. There are three applicants who have completed their pre-audit: - Honeywell Meats, Preston; Black Barn Butchers, Godalming; Laverstoke Park Farm Shop, London and we are awaiting contact from them advising if they are ready for a full inspection.

We have had an enquiry from the Farmers Cart, Towthorpe for membership of the Guild and there having been no objections from North East Region, then membership information has been sent out to them.

Peter Speaight, Tunbridge Wells have resurrected their interest in becoming members of the Guild after originally applying last year. HAS have been contacted to arrange a pre-audit inspection.

A reminder was sent out last month to those members who had not returned their Membership Proforma in March of this year. Replies are now coming in and just over half of the membership have responded. Those members who required external signs should have now received them direct from the supplier, Sign Plus.

We now have 30 Corporate members and there is one membership application currently being processed from Innovative Food Ingredients Ltd. XL Refrigeration still have logo on their website and David volunteered to chase them up to rejoin.

Agreed that Sandy Crombie can return once the six months suspension expires if he wants. Scottish members to be asked to make their support for this known to him.

## Technical Advisory Committee

Mark reported on his meeting with Julia and Rosie at Heathrow Airport earlier this month. There had been an issue with one member refusing to have an audit because of an intention to move premises. This had been resolved after Douglas had spoken to the member. Mark also advised that one inspection result had returned a C grade inspection report and this requires following up by the office.

Steps to Quality manual has no reference to allergens. Two entries need to be introduced into the standards. One under process since this is important and should cover the degree of separation and storage. An addition to section on labelling should be made to include allergen requirements.

Mark suggested that the standards should also include a clause to cover bringing the Guild into disrepute. Standards and rules to be examined by Douglas to include food safety.

Cross contamination appendix needs to be located and added to Steps to Quality when circulated. HAS to agreed to highlight e learning when out on inspections. Next TAC meeting to be held in November on morning of the Smithfield Awards.

## AOCB

The quote from Astute for Christmas leaflets was considered but before ordering a reprint it was agreed that the membership should be sounded out to gauge demand and the quantity that should be printed.

Date of next meeting

Monday 1st December at Cranstons Cumbrian Foodhall, Penrith



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