

**Q GUILD
SOUTHERN REGIONAL MEETING
MINUTES**

3rd February 2014

Present

Chris Kelly	Corp	Avery Berkel
Eric Dodd	Corp	Windsor Food Machinery
Danny Upson	Corp	Dalziel
Chantal Absalom	Corp	SCS
Matthew Sorrell	Corp	Unbar Rothon
James Lally	Shop	James of Shepperton
Katie Lally	Shop	James of Shepperton
Linda Mulford	Shop	Dennis of Bexley
Dennis Mulford	Shop	Dennis of Bexley
Carlie Welch	Shop	Chadwicks
Gary Chadwick	Shop	Chadwicks
Chris Watts	Shop	Tilehurst Village Butchers
Jane Watts	Shop	Tilehurst Village Butchers
John Harding	Shop	Owtons
Gill Owton	Shop	Owtons
Toney Warner	Shop	Owtons
Paul Ricketts	Shop	Owtons
Sand Boyd	Q Guild	Q Guild
Sue Bride	Goverment	BIS
Mike Connon	Guest	We Are Codas

Apologies

Graham Hall	Shop	Halls of Hazelmere
Edward Byford	Shop	East region
John & Helen Buckwell	Shop	Buckwells
Danny Lidgate	Shop	Lidgates
Paul Murther	Corp	Bizerba

NOTES OF MEETING

1. Gary Chadwick opened the meeting, Welcomed members and corporate guests. Gary gave a presentation on Branding with help from Mike Connon from website developers 'We Are Codas'.
Discussed were;
 - Branding
 - Turkey Boxes
 - Bags with shop Logo's
 - Own label goods
2. Gary introduced Sue Bride from Department for Business Innovation & Skills who lead a discussion on HACCP and the cutting of red tape from Health & Safety regimes. Discussed were;
 - Regulations,
 - Focus on Enforcement
 - Safe Guarding.



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

**Email:
info@qguild.co.uk**

**Website:
www.qguild.co.uk**

**Honorary President:
Gordon Hepburn**

**Chairman:
Brindon Addy**



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

3. Eric from Windsor Food Machinery gave a demonstration on burger making machines.
4. Danny Upson from Dalziel gave a talk on a regional product concept, which he has been working on with James Lally. A sub brand for a kitchen ready idea. Discussed was a 'Q Guild -Simply Cook & Eat' concept. All present stores supporting the proposed formed a work group for the development of products (James, Gary & Tony. Others to be confirmed). Danny also invited us to the Dalziel Butchers Show Launch to be held on 18th May 2014.
5. James Lally opened the discussion - Thanks and Apologies.
Office bearers were elected for 2014 as follows:
James Lally - Chair
Gary Chadwick - Vice Chair
Carlie Welch - Secretary
6. Christmas review was very positive with all present reporting strong sales increases. Owton's told us of their McMillan's Christmas Charity event, A Birthday card initiative (where they will be sending out branded birthday cards to people who have liked them on Facebook) and of branded Key Chains they have had designed as a advertising aid. James Lally spoke of a 'Design Your Own Sausage' competition where children from local primary schools design their own sausage and the winner is then created by the store. Also discussed was a 'Butchers Bare Their Bones' Christmas calendar to raise money for Charity in 2014.
7. National Schools Breakfast week is 3rd - 7th of March. Each store to do something individually for this.
8. Southern Regions Steak/Burger/Sausage Competition to be held on Monday 17th March 2014.
9. Eastern region would like to hold a joint Butchers Trade Show with the Southern Region on 7th or 14th April 2014.
10. Invitation to Mulford's opening of their new store on Monday 10th Feb. Please confirm to Ed Byford if attending.
11. Sandy Boyd introduced himself to the meeting and gave a quick run down of the 'Horse Gate scandal' and the outcome of the survey filled in last year by Q Guild members.
12. Next meeting to be held at the Barbecue Competition - 17th March.
13. James Lally invited any offers for future venues or venue ideas. As we don't want to be wasting money on meeting rooms!!

Meeting closed at 15.00pm

Email:
info@qguild.co.uk

Website:
www.qguild.co.uk

Honorary President:
Gordon Hepburn

Chairman:
Brindon Addy