

Q Guild Management Committee  
Thursday 3rd April 2014

Present:- Brindon Addy (Chair), Mark Turnbull, Philip Cranston, Sandy Crombie, Douglas Scott.  
Sandy Boyd

#### Calendar of Events

Cost of utilities delayed because GK Meats have asked for a pork survey. Only 20 completed previous survey on Internet shopping 34% participated, 77% actually opened the email. BA suggested that the first two surveys would be sent to every member. Following that only those participating would get the results of surveys.

Hot off the block 63% opened, 15% clicked through to the website.

We need to check about credit card flyer. Hot block off the block requires mailing out until such time as we are sure that members are reading their emails.

White Papers to be completed. ( was subsequently reduced in importance to other activities)

Regional meetings have happened as advertised and Guildsman will come out in April and will include details of Marketing Conference. Visit from Tipperary producers had gone well and Pat Whelan had offered help if members wanted to visit Ireland. Scottish members are planning to visit Clonmel in. September.

SB will progress visit to an Artisan bakers in April or possibly May, as a regional meeting but info to be circulated nationally. East trade show at Mountnessing on 7 April appears to be well received.

Diamond award winning recipe promotion is still to be formulated. Aubrey Allan's Supreme champion recipe to be targeted for May.

#### BBQ

DS reported that all the regional heats in the 2014 Barbecue Event had been held apart from South West and Wales, although East had merely nominated members and products. Efforts had been made to arrange something for members in SW&W but there had been no communication.

The finals will be held at the Weber Grill Academy on Tuesday 29th April and the Masterclasses available to finalists were filling up. Jeremy R Fowler would again lead the judging and results including a Supreme Champion would be announced after lunch. Robin Moule will attend and undertake PR for all finalists and regional award winners where a barbecue heat had taken place.

Mark Turnbull will arrange delivery of six category trophies and one Supreme Champion trophy to the a Weber Grill Academy.

#### Marketing Conference

Leeds 28th and 29th May 2014

SB presented options with the southern option placed on hold to await response to the Leeds event. Including Retail Networks management fee the forecasted cost based on 30 attendees would be £173 per person. After discussion it was agreed that price including lunch to attendees would be £90 + VAT with each liable for their own accommodation and dinner costs. Publicised through Hot Off the Block immediately, inclusion in Guildsman, email to a Regional Chairmen for pushing. Tag on all Q Guild emails.

Opportunity for Corporate Members to be welcome on Wednesday night at the dinner and provide tables for display purposes at lunchtime in the College. SB to draft letter for Corporates.



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Honorary President:  
Gordon Hepburn

## Communications

Guildsman expected in Perth on 22/04/14.

### Hot off the Block

Paper copy sent out by office following email to members and corporate members.

### Benchmarking

Horsegate and Online ordering undertaken. Pdf of online ordering will be circulated. SB said it was disappointing that several members did not have websites. MT recommended Google Places.

### Membership Report

DS reported that membership stood at 108 with all but one paid up.

In the Midlands Region, G Simpson Butchers will receive their Full HAS Audit on 8th April 2014.

In the South Region, Lewis of Sunningdale will receive their Full HAS Audit on 7th April 2014.

Laverstoke Park Farm Shop have been in contact again and are in the process of getting a date for their pre-audit from HAS. They have also enquired about applying for membership for another shop.

In the South West & Wales region, two new members have joined, Moody Sow Farm Shop and Etheringtons Farm Shop.

We have had two enquiries to join the Q Guild in the North West Region, one of which has been rejected.

Another Corporate Member has resigned, Labelling & Packaging Systems.

Membership Proformas were sent out to all members in the middle of March in order that their details could be updated both in the office and also on the Q Guild website. To date, 22 forms have been returned. It was suggested that Corporate members requires a pro forma sent so that all members could read what they had to offer.

Information has now been received from all members requiring external signage and we are now in discussion with the sign company.

### TAC

Mystery shopping can start through ASI. DS to email 20% sample. 15% initially and 5% later. Only cause for concern to be intimated to the office. Reports to be sent to members directly.

Refresher course devised by HAS has been completed and tested by SB and SC. SC had several issues with HAS which he felt were possibly financially related. Cost of use at £5 + VAT. The options HAS had come forward with were cumbersome and DS was to approach HAS to see if a smoother less labour intensive system of paying and using could be achieved.

### Regions

BA asked for special attention be paid to South West & Wales. Other regions appear to be operating effectively. Reminder of involvement of Corporate members. SB asked to target areas where there are most needs.

### Smithfield Awards

Noted Diamond Award winning product recipes were not yet available on the members only website. SB explained that this was because all the recipes had still to be formatted. MT stressed that with nothing yet available to members, this is why it is important to get out the Aubrey Allan winning recipe.

The 2014 Smithfield awards presentation is booked for 13th November. PC will ask Michael Fort to provide agents contact details for DS. Sponsors will be sought after this and the evaluation date at City of Glasgow College.

Speciality Sausage and, Speciality Burger sub category within the Burger and Sausage categories. Chipolatas to be clarified as cocktail sausages.



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#### Finance

A revised budget was tabled by DS. Figures now reflect smaller number of corporate members and items requiring amendment might be Guildsman where September cost could reach £2500 since there would be an additional cost in producing the consumer Guildsman. Marketing Weekend deduct £3000 from budget. Reduce TAC meeting cost by £1790. It was felt that there was enough slack in the projections to reach break even at year end. PC agreed to speak to Barclaycard re credit card account.

#### PR

Chertsey Sausage supported by Robin Moule who split the bill between Q Guild and James of Shepperton. James Lally will be advised that Q Guild will pick up the bill. DS to contact Robin.

#### Tri Nations

Competition:- UK, New Zealand and Australia at Yorkshire Show on Thursday 20th July.

Q Guild responsible for co-ordinating team.

A Q Guild team to represent UK practiced at Aubrey Allan, Nigel Rose, Richard Carter, Martin Crombie, David Lishman (non knife) and Robert Jones, worked with Martin Eccles.

EBLEX have devised a costly programme but have now turned round and asked for £12000 contribution.

PC suggested a well structured letter pointing out the commitment of Guild members. The additional expense was created by EBLEX and the Guild cannot afford cash contribution. It will be pointed out that this is for the industry. SB will draft letter.

#### Instore events

Smithfield Award Diamonds to be promoted.

Aubrey Allens pork fillet product for late April BBQ award product in June and possibly Pork and Parsnip Sausages for end of year. SB to instigate photos, posters and artwork.

Posters will be emailed for printing locally. Hard copy of the Hot off the Block would be sent after each edition.

#### Date of next meeting

Provisionally agreed for 6th August in Penrith at 10:30.

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