



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

Q Guild - North East Region

Minutes of the North East Regional AGM held on 12th January 2015
at The Golden Fleece Hotel, Thirsk.

Commencing at 7.30pm

Present

Douglas Nicholson, Graham Starkey, Simon Osbourne, George Payne, Sandy Boyd, Mark Turnbull, Stuart Beaton, Andrew Weatherhead, Ian Weatherhead, Edward Garthwaite, Brindon Addy, Andrew Green, David Lishman, Kathryn Nicholson.

Corporate:

Roger Lathbury (South Coast Systems), Anna Longthorpe (Anna Happy Trotters), Soner Enver (Hawk Safety).

1. Apologies

Gordon and Charlotte Atkinson, Anna Blackwell, Judith Johnson, John Ellison.

2. Minutes from last meeting and matters arising

n/a

3. Election of officers for 2015

- a. **Chairman** - Proposed by Brindon Addy, 2nd by D. Nicholson - **David Lishman**
- b. **Vice Chairman/Secretary** - Proposed by Simon Osbourne, 2nd Andrew Green - **Kathryn Nicholson**
- c. **Treasurer** - Proposed Mark Turnbull, 2nd Simon Osbourne - **Douglas Nicholson**

Action - D. Nicholson to change the bank account name from Martin Blackwell to D. Nicholson and to determine the balance on the account.

4. Exec Report

Sandy explained that there will be a change in the way new members can join the Guild, currently the new members have to wait until all audits have been carried out. Then subscription has to be paid and then membership issued, this can take up to six months. Now the new members pay subscription upfront and can become members once the other members have agreed and they have passed the pre audit and full audit. Currently we have 110 members and have lost 2-3 members this year.

5. TAC Report

Mark Turnbull fed back that generally inspections are going well, more information on allergens is to be included within the Guild.

Mystery shops - members would like details to have mystery shops more often

Action - Sandy Boyd to send over mystery shop details to all members.

Action - K. Nicholson to supply contact details of Shopper Anonymous, a company to use for mystery shops (see below). ASI Outsourcing is used by the Guild.

Steven Boyd Operations Manager

ASI Outsourcing
4 McLaren Park, Blairgowrie
Perthshire | PH10 6US
t: 01250 770100 m: 07703
529497 | www.asi-outsourcing.co.uk
Email: steven@asi-outsourcing.co.uk

Sue Ford

Customer Relationship Manager
Shopper Anonymous UK Ltd
Office: 0844 943 2992
Mobile: 07855 944230
Email: sue@shopperanonymous.co.uk
www.shopperanonymous.co.uk

Email:
info@qguild.co.uk

Website:
www.qguild.co.uk

Honorary President:
Gordon Hepburn



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6. Correspondence

Overview of the Guildsman

Trips planned this year - Northern Ireland. If you wish to take part please contact Douglas/Sandy. [Trip to Holland in March has been postponed but Midlands Region will be running a trip to Northern Ireland in June]

Small shops - if you wish to apply please see email distributed

Tri Nations - Entry forms to be sent out in the near future

7. Overview of Christmas from members

David Lishman - Good Christmas, adjusted the brochure to have a matt finish. Increase in sales and customer numbers. Items that sold well were honey glazed hams (with runny honey and wholegrain mustard) and pigs in blankets. For orders an access system was used (Brindon Addy's system)

Wilsons - found Christmas difficult and not enjoyable, whole bird sales were down. Sales were good on pies, stuffing and accompaniments. They felt that they lost the centre piece. Sales were up overall.

Brindon Addy - Increase in sales in Christmas week and on the whole of December trade. Internet sales were up. Only sold outdoor reared Bronze turkeys and targeting up selling more. Sales were down at New Year.

Blackerhall Farm Shop - numbers were disappointing this year, more orders were taken online and to a greater value. In December they lost numbers through the door and the shop felt quiet. 60% of orders were taken online.

Turnbulls - felt like it was a difficult Christmas, item pricing and orders went well and orders came in quickly. Shop opened at 7.30am and to ensure they were ready for the customers all staff started at 4am which gave them a head start on both days. Figures matched previous year.

Weatherhead's - sales were up, herb fed turkeys sold well, 2nd shop performed better than expected, pie sales were greater than previous years. Bacon sold well, and their own home smoked items were very popular.

Ainsty Farm Shop - felt like Christmas was hard work, orders were late coming in, figures were not as good as previous years.

George Payne - sales as a whole were up, customer numbers were up. Sausage and bacon sales were the highest to date, George believes shoppers habits are changing away from full birds.

Blagdon Farm Shop - felt like it was a difficult Christmas, lost a full day trade on Monday 22nd due to a road closure (due to a traffic incident), hampers were a big success again.

C&G Starkey - Generally a good Christmas, turkey sales were an increase on previous years he felt like £ was not an issue to his customers. Had a good new year also.

Nicholsons - Increase in overall sales and customer numbers, personalised pork pie sales were high. New ordering system worked well - using an order form and collating the orders on excel. Orders were slow to start off with but took off quickly in December.

Email:
info@qguild.co.uk

Website:
www.qguild.co.uk

Honorary President:
Gordon Hepburn

Action - M. Turnbull to feedback on ordering system and IT system for the future.

8. 2015 Events and Programme

Soner Enver - Hawk Safety Systems soner@hawksafety.com

Roger Lathbury - South Coast Systems roger@southcoastsystems.co.uk

9. Any Other Business

D. Nicholson asked about a new gravy that can reduce boil out in pies.

Action - S. Boyd to feedback who the suppliers were at the BBQ competition last year at Weber.

Next meeting:

14th and 15th March BBQ Comp (14th Meal and Hotel)

Blacker Hall Farm Shop

More information to follow



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Calendar of events North East 2015:

Date	Event
12th January	AGM - Golden Fleece, Thirsk
14th and 15th March BBQ Comp (14th Meal and Hotel)	BBQ Competition - Blackerhall Farm Shop, Wakefield. Meal out night beforehand.
11th May	Meeting - Golden Fleece, Thirsk (agenda TBC)
17th June	Shop Visit - Brindon Addy, Holmfirth
20th August, Thursday	York Races, Ebor Meeting
End of September (date TBC)	Clay Pidgeon Shooting and Christmas Meeting
13th October	North West Shop Visit shops TBC
10th November	Meeting and Christmas meal
11th January 2016	AGM - Golden Fleece, Thirsk



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