



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

## Q GUILD

Minutes of Southern Region's held on the  
25<sup>th</sup> June 2013 at 10.30am  
Venue: Kings Coppice Farm, Grubwood Lane, Cookham,  
Berkshire, SL6 9UB

### Present:

James Lally	- James of Shepperton
Katie Lally	- James of Shepperton
Danny Lidgate	- Lidgate's
Carlie Welch	- Chadwick's
John Harding	- Chalcroft Farm Shop
Paul Rikktts	- Chalcroft Farm Shop
Keith Smith	- Eastwoods
Kathy George	- Eastwoods

### Corporate Members

Danny Upson	- Dalziel
Graham Pentelow	- CK Meat Group
Emma Fox	- Copas
Emma Wharfe	- Copas

### Apologies

Apologies were made by Tom Newitt and Peter Henan

### Chairman's thoughts and welcome

James Lally Chairman: Thanked everyone for coming and welcomed us to the day ahead looking at Copas poults and having a talk from Graham from CK Meats. After lunch we can take the opportunity to hold our meeting and go through a letter/email sent by Gary Chadwick.

Emma Wharfe of Copas: Thanked us for coming and expressed the want to host more of our meetings.

### Tour of the Poults

Our first hour saw a tour around the Farm by Steve (Copas Farm Manager) looking at all the Poults and having pictures taken. The tour included the process of the life of the Poults to the end package received by us "The Butcher" the opportunity to take pictures for social media sites and websites.

Minutes by Katie Lally  
June 2013

Email:  
[info@qguild.co.uk](mailto:info@qguild.co.uk)

Website:  
[www.qguild.co.uk](http://www.qguild.co.uk)

Honorary President:  
Gordon Hepburn

Chairman:  
Brindon Addy



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

## Lunch

Lunch was served by Tom Copas himself. Breast Roast stuffed with Sage and Onion Stuffing. The opportunity was taken by all to have a chat about each other's shops and what is working well for each of us. We spoke about the different opinions of raw v cooked Meat images on websites.

## Results from BBQ competition

Results from the BBQ competition were given out to those who wanted them. Our region were lucky to be able to be represented by Lidgates and Buckwells of Southsea both with very exciting products entered.

## Bench Marking

Bench marketing forms were emailed before the meeting we have so far received 5 back out of the 14 shops in our region so we would urge you to send your copies as soon as you can!

## Corporate presentation

Graham Pentelow presented us with some amazing flavoured Beer bacon to taste. If you are interested in having some of Grahams Bacon on sale in your shop please contact him on Tel: 07969 923210 [graham@penterspr.co.uk](mailto:graham@penterspr.co.uk)

## Social Media

Tweeting and Facebook were discussed and we all agree that the Q guild do not tweet enough and that the tweeting we all do between us is positive. The idea is to promote your business through social media.

## Any Other Competent Business

Gary Chadwick's email was discussed at length and we all agreed with the base content.

James and Katie Lally are working with various companies to secure some good deals going forward and trying to make the Southern Region as positive and useful as the Northern Region make theirs.

The need for a different more powerful uniformed force in the PR was discussed at length. With emails still going back and forward from Gary and Brindon this will be discussed again at the next meeting.