

GUILD OF FINE FOOD MEMBERSHIP

TERMS & CONDITIONS

Eligibility:

- ▶ All Guild of Fine Food ('the Guild') members are asked to adhere, as closely as possible, to the shared objectives as outlined in the Guild's Membership Charter.
- ▶ The Guild has the right to refuse a membership application, to decide not to renew a membership or to cancel a membership with immediate effect during the membership period if it is felt that the company has not demonstrated active commitment to the shared objectives and ethos of the Guild membership. No membership fees will be refunded in the event of the cancellation of a membership.
- ▶ The membership application must be from the registered company that will directly use the resources. Membership applications cannot be accepted from associations and third parties representing a registered company, or group of registered companies.

Fees:

- ▶ The membership fee is proportionate to the total turnover of the registered company.
- ▶ The fees are based on the previous year's filed accounts at the time of joining. The Guild may request a copy of the accounts in support of a membership application.
- ▶ Each company should pay the membership fee relevant to the turnover of the registered company and the membership will cover each branch of said company if these branches operate under the same registered company number. Eg. A delicatessen with more than one outlet, with a total company turnover of between £1-£5m, would pay the membership amount for a medium-size business and each branch would be eligible to display the Guild member logo.
- ▶ Some membership resources may incur an additional fee per outlet, and these would be advised on a case-by-case basis.
- ▶ Turnover will be reviewed on a year-by-year basis and we expect our members to update their turnover, should this substantially change at any point.

Advocacy:

- ▶ As one of the key objectives of the Guild is to represent, celebrate and champion the independent food and drink sector; acting as a voice for the industry, we encourage members to take the opportunity to share their thoughts, concerns and experiences by participating in surveys, polls and research undertaken by the Guild or its associates, to gain industry data in support of reports and lobbying government on key issues. Collective efforts have the potential for greater impact when feeding into wider debates and discussions.

Resources:

- ▶ The majority of resources and benefits offered to Guild members are open to all members while their membership remains current. However, for operational and legislative reasons the eligibility for a small number of these may be dependent on a company's geographical location or company type. If a Guild member cancels their membership they will no longer be eligible for the resources and benefits and access will be removed. Further information can be supplied by the Guild.

Partnerships:

- ▶ The Guild works with several key partners to offer our members critical business support. The Guild assumes that all members will wish to be part of these partnerships and will automatically be *opted in*. Your company's contact details will be supplied to these partners solely for the purposes of offering you these membership benefits.
- ▶ The Guild has entered into a co-ordinated Primary Authority partnership with Cornwall Council on behalf of its members and therefore all currently subscribed members will automatically be opted in. This partnership will enable Cornwall Council to review processes and procedures which are relevant to members of the Guild of Fine Food, with the potential to assure these processes in relation to environmental health and trading standards, and issue Primary Authority Advice. Details of the partnership, as well as any advice which has been provided, are set out on the Primary Authority Register.
- ▶ The Guild recognises that some of our members may wish to *opt out* of one or more of the partnership schemes. To do this members should email karen.price@gff.co.uk who will arrange for them to be removed from the register of members that are covered by the relevant partnership.

Member logo usage:

- ▶ Only current members of the Guild may display the Guild member logo. If the membership has lapsed or been cancelled (by either the company or the Guild) then the logo must be removed immediately from all marketing and promotional materials.
- ▶ The logo cannot be used on products or on product packaging.
- ▶ The logo should appear at the minimum size of 18mm in print and 120px on screen.
- ▶ There should be a clearance around the member logo of 10mm in print and 38px on screen. The logo should never overlap.
- ▶ The logo should not be shared or forwarded to third parties.
- ▶ The logo may not be altered or amended in any way. Two versions of the logo are supplied in various file formats. The logo with a transparent background should only be used when reproduced on a light background colour, otherwise the logo with black background should be used and a 1pt white keyline added around the logo.
- ▶ When reproduced the logo must appear in the original colours and format. Please use the following colours:

**PROCESS
BLACK**
CMYK: 0/0/0/100
(or CMYK 'rich black'
45/35/20/100)
RGB: 0/0/0
HEX: #000000

PMS 871C
CMYK:
27/28/63/0
RGB:
192/173/117
HEX: #C0AD75

Data Protection:

- ▶ The Guild may share a member's company address, telephone number, email address, website & social media links, as well as the main membership contact's name, telephone number and email address, as provided on the application form or later updated through contact with the Guild, with other Guild members or selected third party Partners solely for the purposes of offering the member access to the full range of membership benefits and resources.
- ▶ For further information on how the information provided may be used by the Guild please see <https://gff.co.uk/privacy/>

