

# SHOOT BENCHMARKING SURVEY

2015-16 season

Do you want to understand your shoot's performance better and compare it with others?

Savills and GWCT offer a free Shoot Benchmarking service.

## Why take part?

To compare your shoot operations against similar shoots, aiding the identification of areas for improvement and refinement.

### Key benchmarks from last year:

Beat keepers	£15,517 + benefits
Cost per bird put down	£12.96 (excl VAT)
Price charged per pheasant	£33 (excl VAT)

## What do I get?

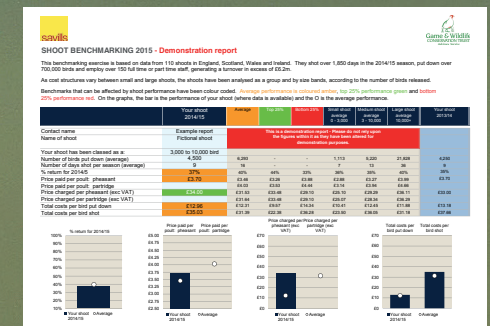
A detailed benchmarking report which compares your shoot with benchmarks only available to participants and against figures for small, medium or large sized shoots.

## How to take part:

The survey will take around 50 minutes to complete, and you will need these items to hand:

Bag records, shoot accounts, staff salaries (and tea and biscuits!).

Please complete and return this form by **8 April 2016**.



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This survey will provide shoot owners and managers with a wide range of indicators to help compare and manage their shoots. Any information you provide will be treated in **strict confidence**. You and your shoot will not be identifiable in the survey results.

Please respond by  
31 March 2016

## Your Details

Your name:

Your email (in case we have data queries):

Would you prefer your personalised report by post or email? By post ☐ By email ☐

If by post, please write your postal address:

## About Your Shoot

Shoot name:  County:

Area of shoot (acres): Bare land  ac Game crops  ac Woodland  ac Total  ac

Is the land you shoot over: All Owned ☐ All rented ☐ Mixed ☐

Number of days shot in the season: Private (family & friends) only  Syndicated  Let  Keepers

What was the average bag size per day? Private (family & friends) only  Syndicated  Let  Keepers

Total number of birds shot (including wild) on: Private days  Syndicated days  Let days  Keepers days

Number of birds put down: Pheasants  Partridge  Duck  None - all wild

Number of birds shot (including wild): Pheasants  Partridge  Duck  Other species

What is the average cartridge : kill ratio  
for your shoot across the season?

Returns (% of birds recovered): 2015/16  % 2014/15  % 2013/14  %

(NB Return is number of birds shot divided by the number of birds put down  
Please only include released species in the number of birds shot figure)

Do you give your guests... (tick relevant boxes) Birds in the feather ☐ Dressed birds ☐ None ☐

Average price dead game is sold for (per bird in feather) Pheasants £  Partridge £

Do you adhere to the Code of Good Shooting Practice? Yes ☐ No ☐



About Your Shoot Costs

Price paid per poult:

Pheasants

£

Partridge

£

Price paid per day old chick:

Pheasants

£

Partridge

£

What % of your birds are day olds, poults or do you hatch?  
(all species)

Day olds

%

Poults

%

Hatched

%

Variable costs (£; total per season)

Feed

£

Fuel (for vehicles and brooders)

£

Birds (poults, day olds, eggs)

£

Vet and medical

£

Seeds / fert / sprays for game crops

£

Professional advice

£

Shoot equipment (pegs, radios etc)

£

Ammunition

£

Materials for pens

£

Beaters and pickers up pay

£

Hospitality costs

£

Advertising and marketing costs

£

Any other variable costs e.g. shavings, water  
and electricity for rearing  
(please specify below)

Total variable costs (£; total of above) £

Fixed costs (£; total per season)

Staff salaries (including NI, bonus and pensions) i.e. full cost to employer

£

Management costs of operating the shoot

£

Housing - maintenance of housing

£

Housing - income foregone as staff housing not let out

£

Housing - utility bills paid for staff, inc. Council Tax

£

Housing - rent paid to 3rd parties for staff housing

£

Rent paid to 3rd parties for land and cover crops

£

Rent paid to 3rd parties for sporting rights

£

Dog allowances

£

Clothing allowances

£

Mobile phones

£

Other staff benefits

£

Vehicle and trailer costs

£

Insurance

£

Depreciation

£

Any other fixed costs (please specify below)

Total fixed costs (£; total of above) £

## About Your Shoot Income

% of available let days sold...	before the start of the season	<input type="text"/>	%	by the end of the season	<input type="text"/>	%		
Price charged per bird (excluding VAT):	Pheasants	<input type="text"/>	£	Partridge	<input type="text"/>	£		
Do you charge VAT?	Yes	<input type="checkbox"/>	No - below threshold	<input type="checkbox"/>	No - as a club	<input type="checkbox"/>	No - other	<input type="checkbox"/>
What is your policy on overages?	No overage charged or underage given	<input type="checkbox"/>	Charge per bird shot with no leeway	<input type="checkbox"/>	5% leeway allowed then charge	<input type="checkbox"/>	10% leeway allowed then charge	<input type="checkbox"/>
	Other	<input type="checkbox"/>	If other, please specify	<input type="text"/>				

### Income (£; total per season)

Income from let days	<input type="text"/>	£	Income from dead game sales and hens for laying	<input type="text"/>	£
Income from syndicate guns	<input type="text"/>	£	Income from hospitality / accommodation	<input type="text"/>	£
Any other income to the shoot (please specify below)	<input type="text"/>	£	Any contribution from owner towards private days	<input type="text"/>	£
	<input type="text"/>		<b>Total income (£; total of six boxes)</b>	<input type="text"/>	£

## About Your Staff - Please be assured that all information will be treated in the strictest confidence

Number of people employed on the shoot:	Full time	<input type="text"/>	Part time	<input type="text"/>	Pickers up (ave total per day)	<input type="text"/>	Beaters (ave total per day)	<input type="text"/>
Average staff salary increase in 2015	<input type="text"/>	%	Gross rate paid per day for...	Pickers up	<input type="text"/>	£	Beaters	<input type="text"/>
How do you intend to respond to the living wage?	<input type="text"/>							

### Please complete for each employee (full or part time only)

Please make a copy of this sheet if you have more than four shoot employees

Job title (head keeper, single handed keeper, beat keeper, other)

Full or part time (write FT or PT)

Salary (£ annual basic salary, before tax and NI)

Bonus payments (£ annual)

**Provided with:** pension? (write Yes or No)

House? (Yes or No)

If yes, does shoot pay utility bills? (Yes or No)

If yes, does shoot pay council tax? (Yes or No)

Vehicle for private use? (Yes or No)

Dog allowance? (Yes or No)

Clothing allowance? (Yes or No)

Mobile phone? (Yes or No)

A 'keeper's day'? (Yes or No)

Other benefits? (Yes or No)

If yes, please specify:

	Employee 1	Employee 2	Employee 3	Employee 4
Job title (head keeper, single handed keeper, beat keeper, other)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Full or part time (write FT or PT)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Salary (£ annual basic salary, before tax and NI)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bonus payments (£ annual)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Provided with:</b> pension? (write Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
House? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
If yes, does shoot pay utility bills? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
If yes, does shoot pay council tax? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vehicle for private use? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dog allowance? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Clothing allowance? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Mobile phone? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A 'keeper's day'? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other benefits? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
If yes, please specify:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## About habitat management to benefit the shoot

Is any of the land shot over in the following schemes... (please tick all that apply)	Part of a paid agri-environment habitat improvement scheme <input type="checkbox"/>	Part of a voluntary habitat improvement scheme (e.g. CFE) <input type="checkbox"/>	Self-funded to benefit the shoot <input type="checkbox"/>	Not part of a scheme and <b>no</b> environmental management carried out <input type="checkbox"/>
Have you established...	Buffer strips and / or field corners <input type="checkbox"/>	Wild bird seed mix <input type="checkbox"/>	Pollen and nectar mix <input type="checkbox"/>	Conservation headlands (selectively sprayed and fertilised or low input cereal headland) <input type="checkbox"/>
Has any woodland been managed in the last 10 years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Area <input type="text"/> ac	
Has any woodland been planted in the last 10 years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Area <input type="text"/> ac	
Do you feed your birds after the shooting season? (not including any additional feeding carried out under an agri-environment scheme)	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
If yes, do you feed them until nature takes over and provides food?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
Have you taken up a supplementary feeding agri-environment scheme option (e.g. EF23)?	Yes <input type="checkbox"/>	No - and don't supplementary feed <input type="checkbox"/>	No - but undertaking voluntary feeding for songbirds <input type="checkbox"/>	
If you are in an agri-environment scheme which is under your control, when it expires do you intend to enter another agri-environment scheme?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not applicable <input type="checkbox"/>	
Is the focus of your fox control in:	Spring (breeding season) <input type="checkbox"/> No control <input type="checkbox"/>	Summer (release period) <input type="checkbox"/>	Spring & Summer <input type="checkbox"/>	Controlled all year <input type="checkbox"/>

## Grey partridges and Wild Birds

Do you have any wild grey partridges?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Do you undertake any specific management to conserve grey partridges?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
How has the population of grey partridges changed over the last three years?	Increasing <input type="checkbox"/>	Stable <input type="checkbox"/>	Decreasing <input type="checkbox"/>
Do you participate in the GWCT Grey Partridge Count Scheme?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Do you participate in the GWCT Big Farmland Bird Count?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	

## Intentions for your shoot next season 2016/17

How optimistic are you about your shoot compared with the 2015/16 season?

More optimistic ☐

About the same ☐

Less optimistic ☐

Reason

Will you put down more or fewer birds for the coming season?

More birds ☐

About the same ☐

Fewer birds ☐

Reason

Are there any significant changes or risks that might affect your shoot?

How optimistic are you about the future of driven game shooting, compared with a year ago?

More optimistic ☐

About the same ☐

Less optimistic ☐

Reason

Compared with this time last year, are your confirmed bookings more or fewer, or about the same?

More bookings ☐

About the same ☐

Fewer bookings ☐

Reason

Do you sell any days on a fixed price per day? Yes ☐ No ☐

If no, would you consider selling any days on a fixed price per day? Yes ☐ No ☐

What are the sources of your clients? Repeat business  % Internet / website  % Journal advertising  % Sporting agents  % Other sources  %

If other please specify

Does your shoot have a website? Yes ☐ No ☐

Does your shoot use social media? Yes ☐ No ☐

With regard to charges per bird, compared with the 2015/16 season are you planning to...

Increase charges ☐

Keep the same ☐

Decrease charges ☐

Reason, and how much per bird? (e.g. +£2 per pheasant or -£1 per partridge)

Thank you for providing your data.

Please post it or email it to us at the address to the right by **8 April 2016** and we will send your bespoke report in the summer.

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