

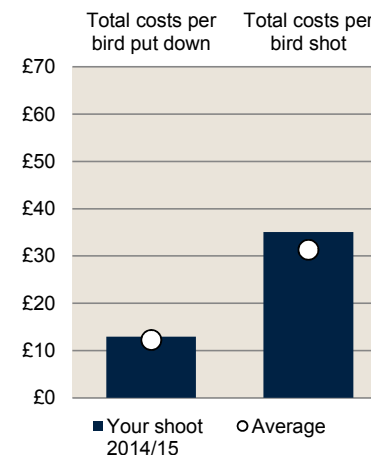
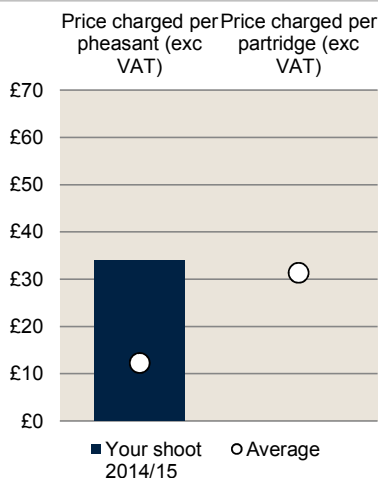
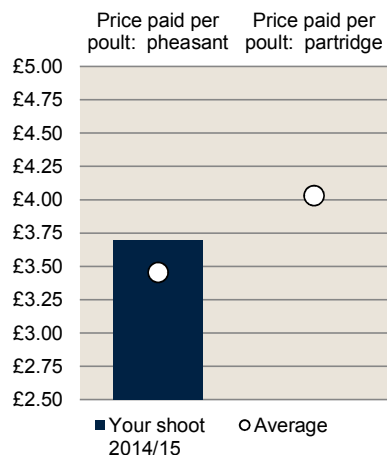
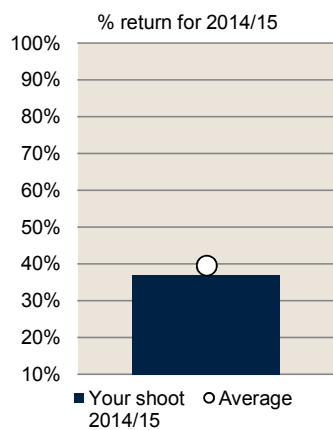
SHOOT BENCHMARKING 2015 - Demonstration report

This benchmarking exercise is based on data from 110 shoots in England, Scotland, Wales and Ireland. They shot over 1,850 days in the 2014/15 season, put down over 700,000 birds and employ over 150 full time or part time staff, generating a turnover in excess of £6.2m.

As cost structures vary between small and large shoots, the shoots have been analysed as a group and by size bands, according to the number of birds released.

Benchmarks that can be affected by shoot performance have been colour coded. **Average performance is coloured amber**, **top 25% performance green** and **bottom 25% performance red**. On the graphs, the bar is the performance of your shoot (where data is available) and the O is the average performance.

	Your shoot 2014/15	Average	Top 25%	Bottom 25%	Small shoot average 0 - 3,000	Medium shoot average 3 - 10,000	Large shoot average 10,000+	Your shoot 2013/14
Contact name	Example report	This is a demonstration report - Please do not rely upon the figures within it as they have been altered for demonstration purposes.						
Name of shoot	Fictional shoot							
Your shoot has been classed as a:	3,000 to 10,000 bird							
Number of birds put down (average)	4,500	6,293	-	-	1,113	5,220	21,828	4,250
Number of days shot per season (average)	9	16	-	-	7	13	36	9
% return for 2014/5	37%	40%	44%	33%	36%	35%	40%	35%
Price paid per poult: pheasant	£3.70	£3.46	£3.26	£3.88	£2.88	£3.27	£3.99	£3.70
Price paid per poult: partridge		£4.03	£3.53	£4.44	£3.14	£3.94	£4.66	
Price charged per pheasant (exc VAT)	£34.00	£31.53	£33.48	£29.10	£25.10	£29.29	£36.11	£33.00
Price charged per partridge (exc VAT)		£31.64	£33.48	£29.10	£25.07	£28.34	£36.29	
Total costs per bird put down	£12.96	£12.31	£9.57	£14.34	£10.41	£12.45	£11.88	£13.18
Total costs per bird shot	£35.03	£31.39	£22.38	£36.28	£23.50	£36.05	£31.18	£37.66



	Your shoot 2014/15	Average	Top 25%	Bottom 25%	Small shoot average 0 - 3,000	Medium shoot average 3 - 10,000	Large shoot average 10,000+	Your shoot 2013/14
NUMBER OF BIRDS PUT DOWN AND AREA								
Number of birds put down (average)	4,500	6,293	-	-	1,113	5,220	21,828	4,250
Acreage of shoot (average)	2,000	1,862	-	-	940	1,781	3,829	2,000
		On average large shoots have released more birds than last year. Small and medium shoots are similar.						
NUMBER OF DAYS SHOT AND DAY TYPES								
Number of days shot per season (average)	9	16	-	-	7	13	36	9
Number of days let per season (average) ¹	7	15	-	-	7	10	30	7
Number of private days per season (average)	2	5	-	-	4	5	6	2
		The average hides a great variation in days shot; the ten shoots that shot the most days averaged 50 days; whilst the ten that shot the least averaged 5 days.						
SALE OF LET DAYS								
Proportion of shoots sold out before season	Sold out	68%	-	-	56%	73%	68%	Sold out
		70% of shoots had sold all their days before the season started.						
AVERAGE BAG SIZE								
Let days (average)	200	155	-	-	67	131	231	200
Private days (average)	200	135	-	-	65	130	231	190
		The average hides a great variation in bag size; the ten largest bags for let days averaged 273, whilst the ten smallest averaged 62.						
RETURNS (% OF BIRDS PUT DOWN)								
2014/15	37%	40%	44%	33%	36%	35%	40%	N/a
2013/14	35%	37%	41%	31%	35%	33%	37%	35%
2012/13	35%	38%	41%	33%	35%	34%	42%	35%
		Smaller shoots continue to achieve higher return rates.						
SHOOT POLICIES								
Adhere to the Code of Good Shooting Practice	Yes	92%	-	-	78%	85%	105%	Yes
Feed birds after season	Yes	92%	-	-	80%	85%	100%	Yes
		High proportions of shoots adhere to the Code of Good Shooting Practice, and feed birds after the season.						

¹ Let includes all income generating days (Let and syndicate). The average number of days for each day type do not sum to the overall average number of days as not all shoots offer each type of day.

	Your shoot 2014/15	Average	Top 25%	Bottom 25%	Small shoot average 0 - 3,000	Medium shoot average 3 - 10,000	Large shoot average 10,000+	Your shoot 2013/14
PRICE CHARGED PER BIRD								
Price charged per pheasant (excluding VAT)	£34.00	£31.53	£33.48	£29.10	£25.10	£29.29	£36.11	£33.00
Price charged per partridge (excluding VAT)		£31.64	£33.48	£29.10	£25.07	£28.34	£36.29	
		On average large shoots charge £11.01 more per bird for pheasants and £11.22 per bird more for partridge than small shoots; adding on VAT increases the price differences.						
OVERAGES								
Your policy on overages	No overage & no underage							No overage & no underage
Policy on overages: no overage		19%	-	-	25%	23%	6%	
Policy on overages: no overage & no underage		23%	-	-	25%	25%	6%	
Policy on overages: allow 10% leeway		28%	-	-	15%	23%	50%	
Policy on overages: allow 5% leeway		10%	-	-	0%	3%	33%	
Policy on overages: charge per bird, no leeway		10%	-	-	5%	11%	11%	
Policy on overages: other		6%	-	-	10%	6%	0%	
TYPE OF BIRDS GIVEN TO GUNS								
Your policy	Dressed birds							Dressed birds
Birds in feather		60%	-	-	66%	44%	50%	
Dressed		21%	-	-	3%	28%	44%	
Both		14%	-	-	10%	18%	11%	
None		0%	-	-	0%	0%	0%	
		Smaller shoots are more likely to give guns birds in the feather.						
SALE PRICE OF DEAD GAME								
Pheasant	£0.50	£0.48	£0.47	£0.29	£0.49	£0.43	£0.47	£0.45
Partridge		£0.36	£0.42	£0.29	£0.29	£0.28	£0.49	
		Average sale prices have fallen for the last four seasons.						
PRICE PAID FOR POULTS								
Price paid per poult: pheasant	£3.70	£3.46	£3.26	£3.69	£2.88	£3.27	£3.99	£3.70
Price paid per poult: partridge		£4.03	£3.72	£4.44	£3.14	£3.94	£4.66	
		NB Very few shoots buy day old chicks so the data is not benchmarked; from the data available pheasant chicks averaged £0.83 and partridge £1.15. 79% of shoots purchase some poults, 24% purchase some day olds, and 13% of shoots hatch some of their own chicks. 69% of shoots use poults as their only source of birds.						

	Your shoot 2014/15	Average	Top 25%	Bottom 25%	Small shoot average 0 - 3,000	Medium shoot average 3 - 10,000	Large shoot average 10,000+	Your shoot 2013/14
STAFF SALARIES AND PACKAGES								
Average salary for full time staff: Head Keeper		£20,808	£18,811	£23,025	The range is smaller than for last season.			
Average salary for full time staff: Beat Keeper		£14,741	£13,032	£17,468	Benefits packages vary between the three types of keeper, the proportion of keepers who receive each benefit is indicated. The proportion of keepers receiving pensions has increased, this is likely to be businesses pre-empting auto enrolment.			
Average salary for full time staff: Single Handed Keeper		£17,377	£15,113	£19,841				
Data for your keepers:	Keeper 1	Keeper 2	% of FT keepers provided with benefit					Keeper 1
Job titles	Single Handed Keeper		Head Keepers	Beat Keepers	Single Handed Keepers			Single Handed Keeper
Are they full (FT) or part time (PT)	FT							FT
Salary	£15,000							£14,000
House	Yes		82%	50%	83%	-	-	Yes
Utility bills paid	Yes		30%	12%	51%	-	-	No
Council Tax	Yes		75%	81%	80%	-	-	Yes
Pension	Yes		52%	50%	22%	-	-	Yes
Bonus			19%	8%	18%	-	-	
Vehicle for business use	Yes		95%	93%	97%	-	-	Yes
Vehicle for private use	No		35%	13%	14%	-	-	No
Dog allowance	Yes		60%	47%	62%	-	-	Yes
Clothing allowance	Yes		69%	70%	82%	-	-	Yes
Mobile phone	Yes		63%	38%	45%	-	-	Yes
Keepers day	Yes		82%	66%	83%	-	-	Yes
Other benefits	Yes		21%	37%	14%	-	-	Yes
BEATERS AND PICKERS UP REMUNERATION								
Beater (per day)	£30		£27	£23	£29	£21	£25	£25
Picker up (per day)	£35		£30	£23	£34	£22	£28	£30
			For all sizes of shoots, beaters and pickers up rates have increased, and by most on smaller shoots.					

	Your shoot 2014/15		Average	Top 25%	Bottom 25%	Small shoot average 0 - 3,000	Medium shoot average 3 - 10,000	Large shoot average 10,000+	Your shoot 2013/14
VARIABLE COSTS PER BIRD PUT DOWN									
Total variable costs per bird put down	£7.21		£7.58	£6.05	£8.68	£6.81	£7.05	£7.35	£7.53
			74% of variable costs are on birds, feed and beaters and pickers up pay. The bottom shoots spend over 60% more than the top ones on these inputs.						
% and £ of variable costs									
Birds	51%	£3.70	£2.78	£2.42	£3.67	£2.53	£2.66	£2.48	£3.59
Feed	17%	£1.25	£1.83	£1.31	£2.38	£1.66	£1.65	£1.86	£1.75
Beaters and pickers up pay	7%	£0.51	£1.02	£0.67	£1.41	£0.85	£1.03	£1.01	£0.50
Fuel	6%	£0.40	£0.36	£0.09	£0.52	£0.32	£0.35	£0.32	£0.39
Seeds / fert / sprays for game crops	2%	£0.15	£0.49	£0.07	£0.70	£0.50	£0.39	£0.41	£0.15
Any other variable costs	0%	£0.00	£0.13	£0.00	£0.15	£0.14	£0.06	£0.18	£0.00
Hospitality costs	6%	£0.45	£0.39	£0.00	£0.52	£0.36	£0.29	£0.48	£0.44
Materials for pens	4%	£0.30	£0.22	£0.00	£0.31	£0.18	£0.25	£0.19	£0.29
Shoot equipment (pegs, radios etc.)	3%	£0.20	£0.18	£0.00	£0.18	£0.16	£0.21	£0.11	£0.19
Vet and medical	3%	£0.25	£0.08	£0.01	£0.15	£0.05	£0.09	£0.12	£0.24
Ammunition	0%		£0.06	£0.00	£0.06	£0.06	£0.04	£0.07	£0.00
Advertising and marketing costs	0%	£0.00	£0.02	£0.00	£0.00	£0.00	£0.01	£0.09	£0.00
Professional advice	0%	£0.00	£0.01	£0.00	£0.00	£0.00	£0.01	£0.03	£0.00
FIXED COSTS PER BIRD PUT DOWN									
Total fixed costs per bird put down	£5.75		£4.98	£2.41	£6.39	£4.07	£5.39	£4.53	£5.65
			85% of fixed costs are on staff, sporting rents, house rent foregone and vehicle costs.						
% and £ of fixed costs									
Staff salaries	58%	£3.33	£2.77	£1.17	£3.70	£2.33	£3.02	£2.30	£3.29
Rent paid to 3rd parties for land or sporting rights			£0.50	£0.00	£0.59	£0.60	£0.42	£0.19	
Vehicle and trailer costs	6%	£0.35	£0.43	£0.00	£0.56	£0.48	£0.30	£0.34	£0.34
Income foregone as housing not let	23%	£1.33	£0.50	£0.00	£0.76	£0.22	£0.69	£0.68	£1.30
Any other fixed costs	0%	£0.02	£0.10	£0.00	£0.00	£0.06	£0.15	£0.08	£0.02
Insurance	2%	£0.10	£0.13	£0.00	£0.20	£0.16	£0.10	£0.07	£0.10
Housing maintenance	2%	£0.12	£0.13	£0.00	£0.13	£0.04	£0.22	£0.14	£0.12
Utility bills paid for staff (inc Council Tax)	6%	£0.33	£0.11	£0.00	£0.16	£0.04	£0.11	£0.23	£0.33
Other staff benefits			£0.01	£0.00	£0.00	£0.00	£0.01	£0.02	
Dog allowances	0%	£0.01	£0.03	£0.00	£0.05	£0.02	£0.04	£0.06	£0.01
Clothing allowances	0%	£0.01	£0.02	£0.00	£0.03	£0.01	£0.03	£0.02	£0.01
Mobile phones	0%	£0.02	£0.02	£0.00	£0.02	£0.01	£0.01	£0.04	£0.02
Management costs of operating shoot	0%	£0.00	£0.09	£0.00	£0.00	£0.02	£0.17	£0.09	£0.00
Depreciation	2%	£0.12	£0.14	£0.00	£0.23	£0.08	£0.14	£0.24	£0.12
Rent paid to 3rd parties for housing			£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	

	Your shoot 2014/15	Average	Top 25%	Bottom 25%	Small shoot average 0 - 3,000	Medium shoot average 3 - 10,000	Large shoot average 10,000+	Your shoot 2013/14
TOTAL COSTS PER BIRD PUT DOWN								
Total costs per bird put down ²	£12.96	£12.31	£9.57	£14.34	£10.41	£12.45	£11.88	£13.18
		There is a large variation between the top and bottom shoots, costs are obviously affected by the scale and quality of the shoot. Costs are lower on larger shoots.						
TOTAL COSTS PER BIRD SHOT								
Total costs per bird shot	£35.03	£31.39	£22.38	£36.28	£23.50	£36.05	£31.18	£37.66
		The average cost per bird shot of £31.39 is only just lower than the average charges per bird shot of £31.53 for pheasants and £31.64 for partridges. This highlights how finely balanced the accounts of many shoots are.						
NET INCOME PER BIRD SHOT (FOR ALL SHOOT WITH INCOME)		% of shoots						
% of shoots making a loss per bird		35%						
Net income per bird shot	-£0.53							-£4.21
For all shoots with income ³		£1.22	£5.10	-£1.67				
For all loss making shoots ³		£6.03	-£1.38	-£7.98				
For all profit making shoots ³		£5.17	£7.76	£1.89				
		Amongst the shoots with income the average Net Income was £1.22 per bird shot. 35% of shoots made a loss which averaged -£6.03. 65% of shoots made a profit which averaged £5.17. 20% of shoots were within ±£2 of break-even.						

² This only includes shoots which provided variable and fixed cost data and so is not the sum of total variable costs plus total fixed costs as those calculations included shoots that only provided one set of costs.

³ Outlying or exceptional figures, which is mainly the top 5% of profit making shoots and bottom 5% or loss making have been excluded from the calculation.

Please do not hesitate to call us if you have any questions about this report or your figures.

If you would like, we can visit shoots to review the data, and shoot management, which would be subject to a reasonable charge.

We will be running a similar benchmarking exercise for the 2015/16 season. Forms will be issued shortly after the season ends. Please let us know if you, or any shoots you know, would like to take part.

David Steel, Director, Head of Sporting, Savills

Roger Draycott, Head of Advisory Services, Game & Wildlife Conservation Trust

• 01200 411 051

• 01440 821 325

• dsteel@savills.com

• rdraycott@gwct.org.uk