

Game and Conservation Benchmarking Survey 2018/19 season - **Demonstration report**



Benchmarking report for Fictional shoot

Comparison with all shoots, and shoots in your size band

Ref: Ex1

Contents

Introduction	3
Executive summary	4
Numbers of birds and days	5
Shoot staffing	7
About your shoot costs	9
About your shoot income	13
Habitat creation and management	15
Online presence	16
Shoot intentions for 2019/20	16

Research team

Please contact us for further information



Andrew Teanby
Rural Research
Savills
01522 507 312
ateanby@savills.com



David Steel
Head of Sporting Group
Savills
01904 617 814
dsteel@savills.com



Roger Draycott
Head of Advisory Services
Game & Wildlife Conservation Trust
01440 821 325
rdraycott@gwct.org.uk



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Introduction

Thank you for participating in the Savills GWCT Game and Conservation Benchmarking Survey for the 2018/19 season. 88 shoots took part in what is widely regarded as an industry-leading survey and the only one of its kind. Our benchmarking focuses on the economic and environmental performance of driven game shoots. We recognise that the objectives, structures and sizes of shoots are diverse, and have designed this report to make sure it is relevant to all types of shoot. It allows you to identify areas of strength and weakness, to inform the management of your shoot.

Shoot economics continue to be finely balanced as inflating costs necessitate increased charges. Total cost per bird put down increased across all size categories of shoots, higher feed and fuel prices were partly responsible. Average day rates for beaters' and pickers' up increased by 12% compared to the 2017/18 season. The majority of shoots were optimistic about their prospects for the 2019/20 season; of those which let days, 62% said they were selling easily. 50% of shoots plan to increase their charges for the forthcoming season, on average by £0.75 per pheasant.

Shoots continue to make strong environmental contributions, and undertake voluntary conservation work. 75% of shoots with grey partridges report that numbers are stable or increasing. 60% of shoots with grey partridges are managing habitat for their benefit.

We have analysed the shoots by size bands according to the number of birds released, because cost structures vary. This allows you to compare your shoot against similar shoots. Alongside each benchmark you will see the percentage change from the 2017/18 season. We have improved the report this year to include all your historic data on the report's charts, and added the benchmarks for your size category onto the variable, fixed and total cost charts.

As always please be assured that your information is treated confidentially and held securely within our research department. Please do not hesitate to call us if you have any questions about this report or your figures.

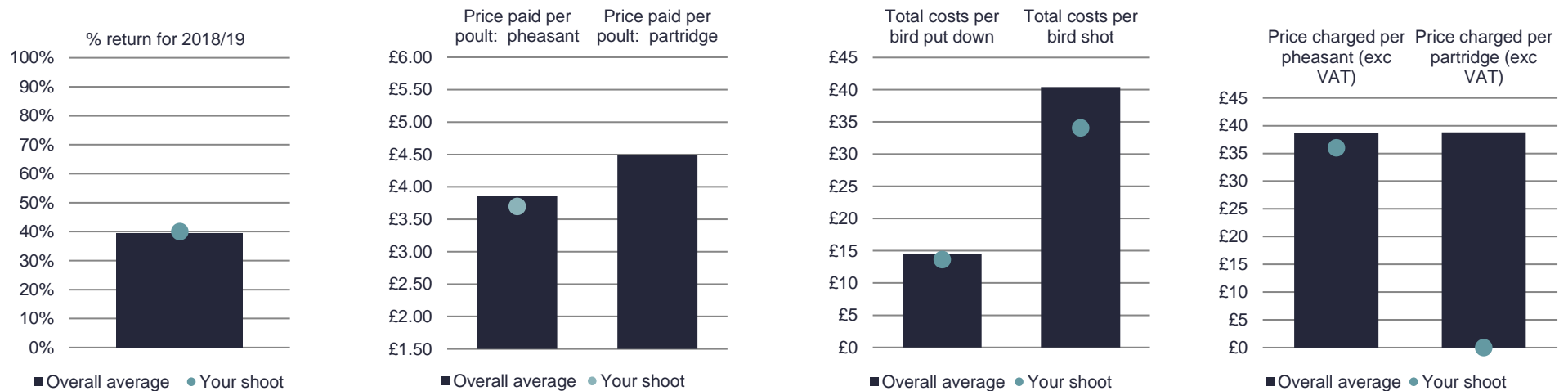
What the 2018/19 survey is based on....

This benchmarking exercise is based on data from 88 UK shoots. They shot over 1,800 days in the 2018/19 season, put down more than one million birds and employ over 140 full time or part time staff, generating a turnover in excess of £8.5 million.

	Small shoots Up to 3,000 birds released	Medium shoots 3 - 10,000	Large shoots 10,000+
Number of shoots	24	32	32
Average number of birds put down	1,373	5,648	21,367
Average acreage of shoot	695	1,512	2,980
Average number of days shot per season	8	15	31
Average bag size for let days	67	143	210

Executive summary

	Your shoot			Overall average		Small shoot average 0 - 3,000		Medium shoot average 3 - 10,000		Large shoot average 10,000+	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
Your shoot has been classed as a:	3,000 to 10,000 bird shoot	3,000 to 10,000 bird shoot									
Number of birds put down	4,500	4,000	13%	11,927	7%	1,373	9%	5,648	4%	21,367	-28%
Number of days shot per season	10	10	0%	22	12%	8	-6%	15	7%	31	-25%
% return for 2018/19	40%	38%	7%	39%		38%		34%		31%	
Price paid per poult: pheasant	£3.70	£3.25	14%	£3.86	22%	£3.18	-15%	£3.53	11%	£3.22	-2%
Price paid per poult: partridge				£4.49	17%	£3.57	-18%	£3.92	4%	£3.91	-6%
Price charged per pheasant (exc VAT)	£36.00	£36.00	0%	£38.69	25%	£29.41	-7%	£34.20	13%	£33.63	-3%
Price charged per partridge (exc VAT)				£38.80	25%	£29.75	N/a	£34.78	13%	£32.95	-4%
Total costs per bird put down	£13.62	£14.05	-3%	£14.56	35%	£12.40	5%	£14.77	28%	£10.57	-5%
Total costs per bird shot	£34.06	£37.48	-9%	£40.41	34%	£29.54	-6%	£43.21	37%	£31.27	-6%



On the graphs, the bar is the average performance and the O is the performance of your shoot (where data is available).

Numbers of birds and days

	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
NUMBER OF BIRDS PUT DOWN AND AREA											
Number of birds put down	4,500	4,000	13%	11,927	7%	1,373	9%	5,648	4%	21,367	-28%
Number of pheasants put down	4,500	4,000	13%	8,370	12%	1,360	18%	4,446	9%	13,971	-26%
Number of partridges put down				6,273	4%	220	-27%	2,435	12%	8,014	-31%
Acreage of shoot	2,000	2,000	0%	2,147	13%	695	-19%	1,512	-2%	2,980	-17%
On average shoots in the medium and large categories released more birds than last year.											

NUMBER OF DAYS SHOT											
Total number of days shot	10	10	0%	22	12%	8	-6%	15	7%	31	-25%
Let days	7	7	0%	15	-16%	4	52%	6	7%	20	-40%
Syndicate days				10	3%	7	-24%	9	9%	8	-31%
Club days				18		14		11		19	
Private days	2	2	0%	6	1%	4	-33%	5	-12%	5	-17%
The average number of private days per season varies the least with shoot size.											

SALE OF LET DAYS											
Proportion of shoots which sold out before season				98%		85%		93%		77%	
98% of shoots which let days had sold out before the season started. The proportion of large shoots which had sold out was lower at 77%.											

AVERAGE BAG SIZE											
Overall average	180	N/a		166		65		138		207	
Let days	200	171	17%	193	14%	67	-40%	143	8%	210	-9%
Syndicate days				149	13%	73	14%	118	-12%	185	-15%
Club days		N/a		200		17		153		226	
Private days	150	125	20%	181	22%	58	-22%	137	4%	228	-9%
Average bag sizes for let days fell on small and large shoots.											

RETURNS (% OF BIRDS PUT DOWN)											
2018/19	40%	N/a		39%		38%		34%		31%	
2017/18	38%	38%	1%	39%	17%	35%	-16%	33%	5%	31%	-6%
2016/17	37%	37%	0%	38%	16%	34%	-20%	32%	3%	33%	-3%
Smaller shoots continue to achieve the highest return rates. Within each size category, average return rates show limited variation between seasons.											

	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
CARTRIDGE : KILL RATIO											
Cartridges used per bird shot	4.0	6.0	-33%	4.4	18%	3.7	-19%	4.0	17%	4.6	15%
The cartridge : kill ratio averages 4.4, it varies little between seasons or size of shoots.											
TYPE OF BIRDS GIVEN TO GUNS											
Birds in feather				50%	-3%	57%	-35%	52%	3%	23%	-19%
Dressed	X	X		34%	47%	8%	5%	23%	7%	49%	15%
Both				20%	69%	20%	293%	17%	38%	15%	-24%
None				0%		0%		0%		0%	
The long term trend has been for shoots to give their guns dressed birds. Smaller shoots remain more likely to give guns birds in the feather.											
SALE PRICE OF DEAD GAME											
Pheasant (p per bird)	50	100		33	38%	26	-32%	31	64%	28	2%
Partridge (p per bird)				27	12%	20	-4%	25	21%	23	-19%
Where payment is received, it averages 33p per pheasant and 27p per partridge. Rates are below average on smaller shoots.											
DEAD GAME COLLECTION OR PROCESSING CHARGES											
Pheasant (p per bird)				26		N/a		28		21	
Partridge (p per bird)				19		N/a		28		15	
Rather than receive an income, some shoots paid for their dead game to be collected; on average 26p per pheasant.											
SHOOT POLICIES											
Adhere to the Code of Good Shooting Practice	Yes	N/a		94%		100%		93%		94%	
Member of a shoot assurance scheme	Yes	N/a		42%		33%		33%		42%	
Overall support for the Code of Good Shooting Practice is high. 6% of large shoots do not follow the code. For a newly introduced initiative it is encouraging to see that over 42% of shoots are already members of a shoot assurance scheme.											

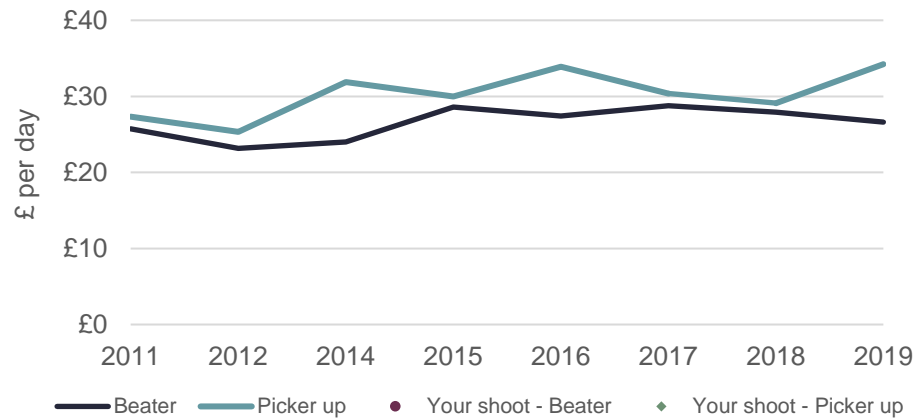
Shoot staffing

	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
STAFF SALARIES AND PACKAGES											
Average staff salary increase	2.0%	1.0%	100%	2.6%		N/a		2.2%		2.4%	
Average employers pension contribution (% of salary)	5.0%	N/a		4.0%		N/a		3.4%		3.6%	
21% of shoots did not increase salaries during the year, while 32% increased them by up to 2%. The most commonly reported agreement was a 3% pay rise, which was awarded on 18% of shoots. The overall average was a 2.7% increase. On average larger shoots awarded higher pay rises and make larger pension contributions.											
Average salary for full time staff: Head Keeper				£26,424	26%						
Average salary for full time staff: Beat Keeper				£18,813	23%						
Average salary for full time staff: Single Handed Keeper				£21,567	18%						
Employment and benefits packages vary between the three types of keeper, the proportion of keepers who receive each benefit is indicated.											
Data for your keepers:	Keeper 1	Keeper 2	Keeper 1	Keeper 2	% of full time keepers provided with benefit						
Job titles	Single handed keeper		Single Handed Keeper		Head Keepers	Beat Keepers	Single Handed Keepers				
Are they full or part time	Full time		FT								
Salary	£15,000		£14,500								
House	Yes		Yes		99%	78%	93%				
Utility bills paid	Yes		Yes		62%	28%	64%				
Council Tax	Yes		Yes		85%	78%	74%				
Bonus	Yes				39%	22%	20%				
Vehicle for private use	No		No		36%	15%	44%				
Dog allowance	Yes		Yes		89%	71%	84%				
Clothing allowance	Yes		Yes		99%	82%	84%				
Mobile phone	Yes		Yes		90%	48%	60%				
Health insurance	Yes		Yes		10%	11%	12%				
Keepers day	Yes		Yes		99%	57%	84%				
Other benefits	No				11%	0%	23%				
BIRDS PER FULL TIME KEEPER											
Number of birds put down	4,500	4,000	13%	10,417	12%	N/a	N/a	5,745	-5%	10,618	-17%
The number of birds released per full time keeper employed has decreased.											

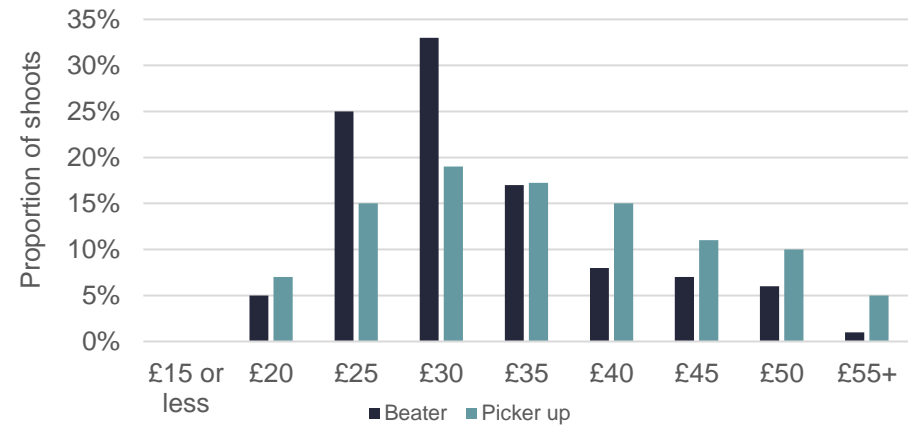
	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
BEATERS' AND PICKERS' UP PAY											
Beater (£ per day)	£30	£28	7%	£36	27%	£30	5%	£33	21%	£29	-8%
Picker up (£ per day)	£35	£32	9%	£42	29%	£31	5%	£39	25%	£37	-7%

In the 2015/16 season the majority of beaters were paid £25 or £30 per day. Since then, the average rate of pay has increased by £7.00 per day and the sample is distributed across a wider range of values as shown in the following graph.

Average beaters' and pickers' up pay



Variation in pay per day



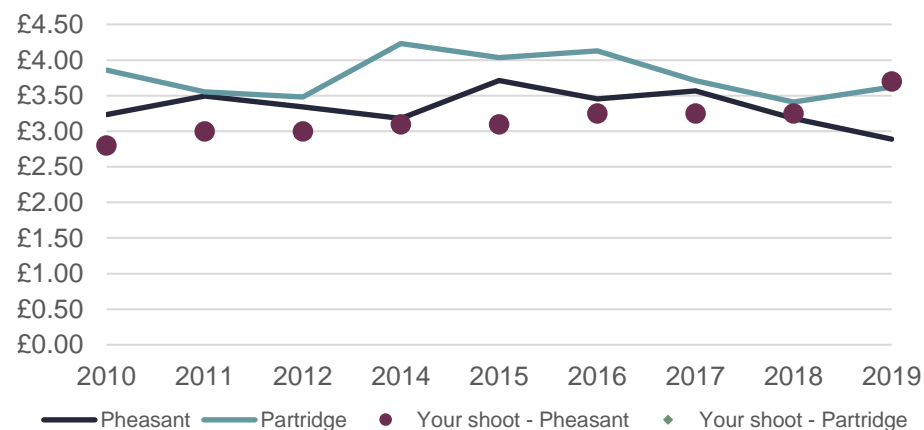
Data for the 2012/13 season is absent from the charts in this document as the survey was not conducted in 2013.

About your shoot costs

	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
PRICE PAID FOR POULTS											
Pheasant	£3.70	£3.25	14%	£3.86	22%	£3.18	-15%	£3.53	11%	£3.22	-2%
Partridge				£4.49	17%	£3.57	-18%	£3.92	4%	£3.91	-6%

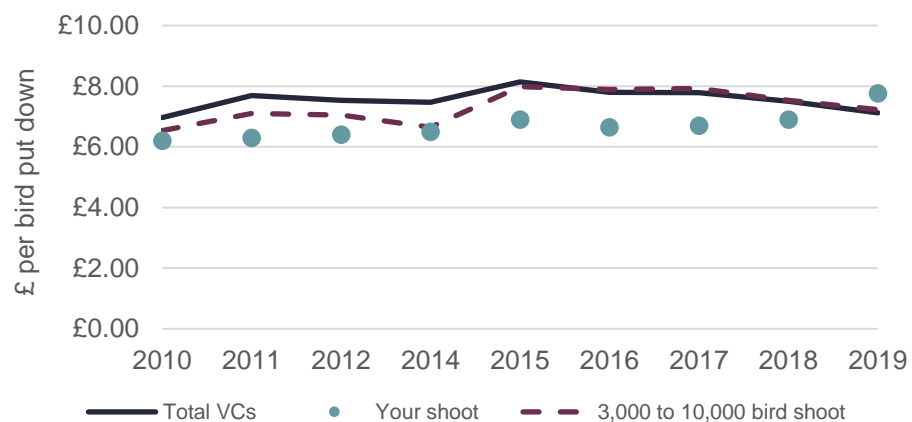
N.B. A small proportion of shoots in our survey buy day old chicks; from the data available pheasant chicks averaged £0.75 and partridge £1.00. 85% of shoots purchase some poults, 27% purchase some day olds, and 10% of shoots hatch some of their own chicks. 70% of shoots use poults as their only source of birds. Compared to the 2017/18 season the use of poults was slightly more common in 2018/19.

Average price paid per poult

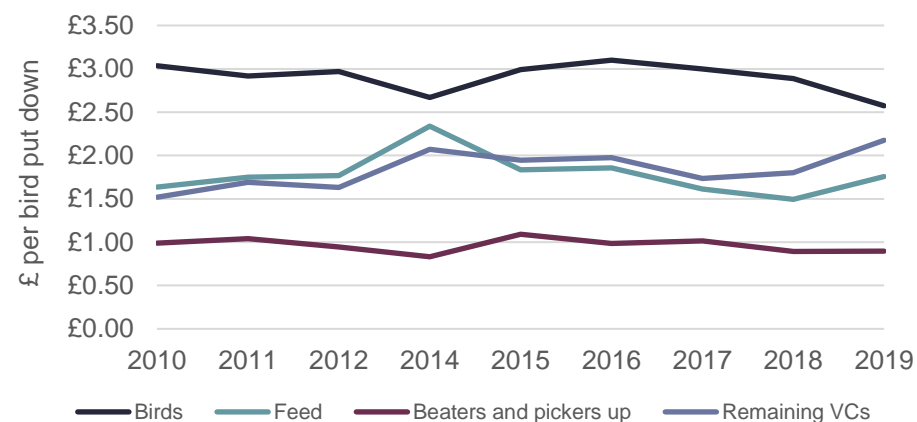


	Your shoot			Overall average		Small		Medium		Large		
VARIABLE COSTS PER BIRD PUT DOWN	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change	
Total variable costs per bird put down	£7.76	£6.90	13%	£9.52	27%	£9.00	-3%	£8.73	19%	£7.04	-7%	
75% of variable costs relate to birds, feed and beaters' and pickers' up pay.												
% and £ of variable costs	% of total		% change		% change		% change		% change		% change	
Birds	48%	£3.70	£3.27	13%	£3.44	20%	£3.12	-11%	£3.19	10%	£2.61	-8%
Feed	16%	£1.25	£1.25	0%	£2.18	29%	£2.20	-6%	£2.00	26%	£1.50	-5%
Beaters' and pickers up' pay	7%	£0.51	£0.50	2%	£1.20	34%	£0.85	21%	£1.21	10%	£1.00	2%
Fuel	5%	£0.40	£0.38	7%	£0.34	47%	£0.26	7%	£0.40	50%	£0.23	1%
Seeds / fert / sprays for game crops	2%	£0.15	£0.13	20%	£0.63	26%	£0.74	6%	£0.49	1%	£0.42	-2%
Hospitality costs	6%	£0.45	£0.45	0%	£0.61	40%	£0.68	5%	£0.37	17%	£0.54	10%
Materials for pens	4%	£0.30	£0.20	50%	£0.21	9%	£0.17	-30%	£0.19	-7%	£0.17	6%
Shoot equipment (pegs, radios etc.)	3%	£0.20	£0.13	60%	£0.19	-13%	£0.27	-36%	£0.16	-3%	£0.07	-43%
Vet and medical	3%	£0.25	£0.30	-17%	£0.09	25%	£0.05	35%	£0.08	17%	£0.09	-24%
Ammunition	1%	£0.05	£0.08	-33%	£0.12	36%	£0.20	0%	£0.04	2%	£0.08	27%
Advertising, marketing and agents commission					£0.03	-11%	£0.00		£0.01	14%	£0.05	-45%
Compensation for crop damage	0%	£0.02	£0.05	-56%	£0.01	-39%	£0.00		£0.02	119%	£0.00	-93%
Shavings, water, electricity	1%	£0.11	£0.10	11%	£0.05	11%	£0.00	-96%	£0.07	78%	£0.06	-42%
Training and subscriptions	1%	£0.09			£0.11	563%	£0.26	576%	£0.03	288%	£0.02	95%
Building and track repairs	3%	£0.22			£0.10	106%	£0.01	-72%	£0.21	421%	£0.05	-47%
Shot game (processing and/or collection costs)					£0.04	223%	£0.03	210%	£0.03	666%	£0.04	32%
Professional advice and accountancy	1%	£0.06	£0.08	-26%	£0.04	51%	£0.01		£0.04	51%	£0.03	-21%
Any other variable costs					£0.14	27%	£0.13	-6%	£0.17	75%	£0.07	-44%

Total variable costs

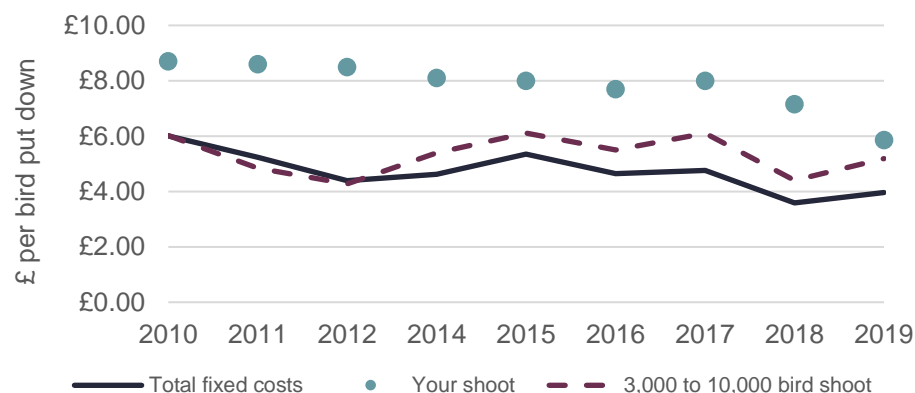


Detailed variable costs

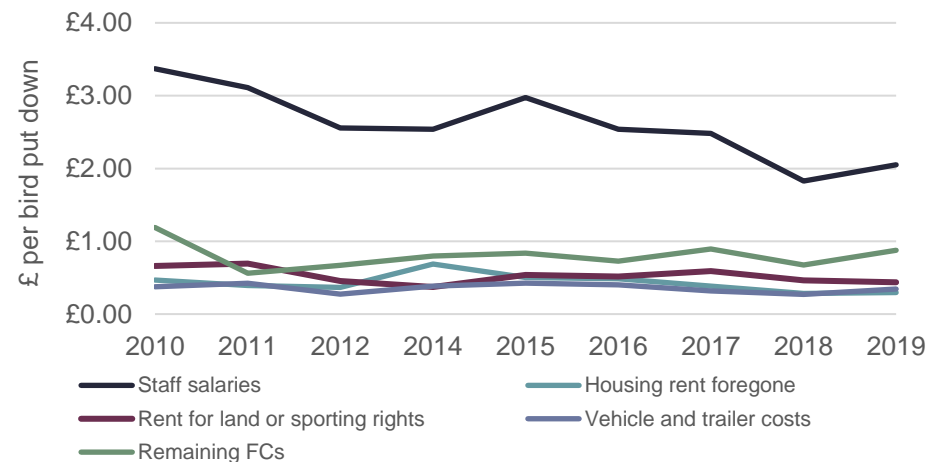


	Your shoot			Overall average		Small		Medium		Large		
FIXED COSTS PER BIRD PUT DOWN	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change	
Total fixed costs per bird put down	£5.86	£7.16	-18%	£5.30	48%	£3.92	21%	£6.27	46%	£3.53	0%	
85% of fixed costs relate to staff, sporting rents, land and cover crops, house rent foregone and vehicle costs. As in the past four seasons costs are highest on medium sized shoots, staff salaries are a major contributor to this.												
% and £ of fixed costs	% of total		% change	% change		% change		% change		% change		
Staff salaries	57%	£3.33	£3.75	-11%	£2.74	50%	£1.80	56%	£3.39	35%	£1.87	5%
Rent paid to 3rd parties for sporting rights			£0.25		£0.38	26%	£0.34	-55%	£0.44	91%	£0.23	108%
Rent paid to 3rd parties for land or game crops					£0.20	29%	£0.26	-29%	£0.25	118%	£0.05	-37%
Vehicle and trailer costs	6%	£0.35	£0.35	0%	£0.42	39%	£0.51	92%	£0.36	-1%	£0.27	-15%
Income foregone as housing not let	23%	£1.33	£1.50	-11%	£0.37	15%	£0.00	-100%	£0.55	49%	£0.34	-16%
Insurance	2%	£0.10	£0.15	-33%	£0.13	32%	£0.11	-14%	£0.11	14%	£0.11	21%
Housing maintenance	2%	£0.12	£0.15	-20%	£0.14	279%	£0.00		£0.23	389%	£0.12	95%
Utility bills paid for staff (inc Council Tax)	6%	£0.33	£0.33	2%	£0.16	94%	£0.07		£0.20	85%	£0.13	9%
Other staff benefits			£0.43		£0.02	10%	£0.05	28%	£0.00	-64%	£0.00	-83%
Dog allowances	0%	£0.01	£0.03	-60%	£0.08	141%	£0.15		£0.04	16%	£0.03	-39%
Clothing allowances	1%	£0.04	£0.04	7%	£0.06	84%	£0.10	166%	£0.04	8%	£0.04	0%
Mobile phones	0%	£0.02	£0.01	60%	£0.02	27%	£0.00		£0.02	31%	£0.01	-28%
Health Insurance	2%	£0.11			£0.00	262%	£0.00		£0.01	503%	£0.00	43%
Management costs of operating shoot					£0.11	-6%	£0.00		£0.20	37%	£0.06	-64%
Depreciation	2%	£0.12	£0.18	-31%	£0.15	28%	£0.03	-76%	£0.20	137%	£0.13	-27%
Rent paid to 3rd parties for housing					£0.10	47%	£0.00		£0.14	30%	£0.10	23%
Sporting rates			N/a		£0.06		£0.10		£0.03		£0.03	
Any other fixed costs			£0.01		£0.16	133%	£0.41	149%	£0.07	53%	£0.00	-90%

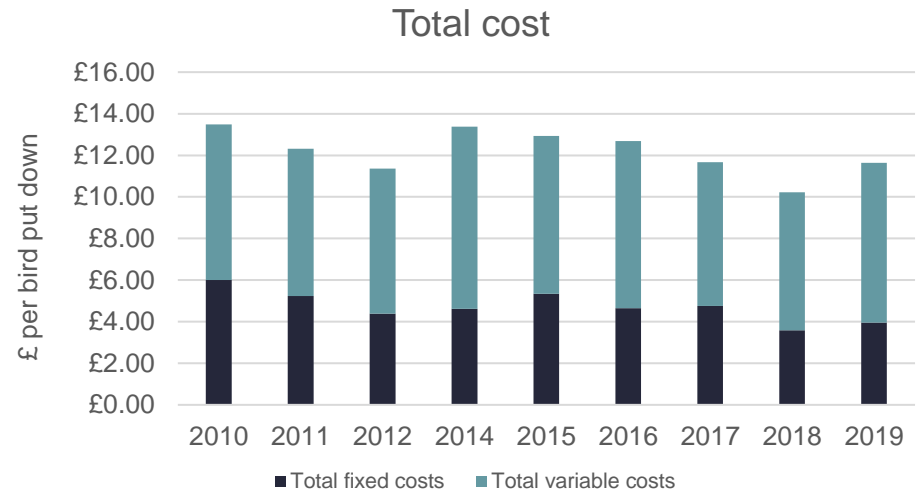
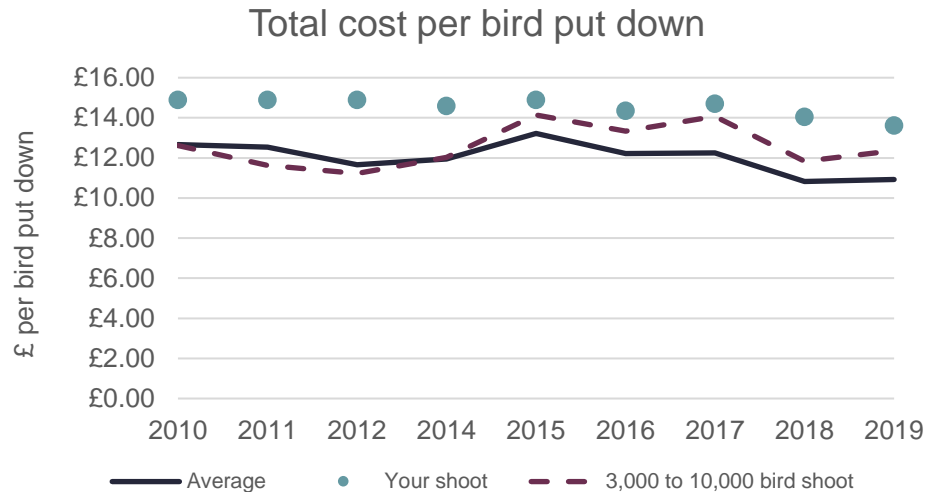
Total fixed costs



Detailed fixed costs



	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
TOTAL COSTS PER BIRD PUT DOWN											
Total costs per bird put down ¹	£13.62	£14.05	-3%	£14.56	35%	£12.40	5%	£14.77	28%	£10.57	-5%
Due to lower costs for birds and feed, total costs per bird put down are lowest on large shoots.											



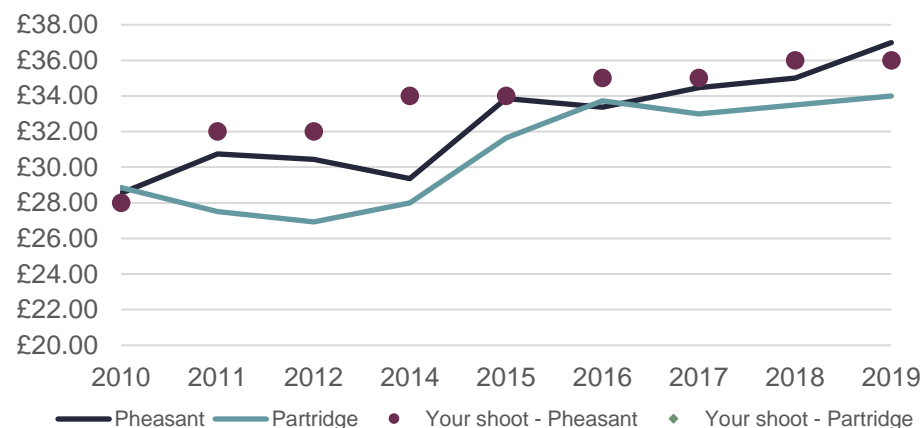
TOTAL COSTS PER BIRD SHOT											
Total costs per bird shot	£34.06	£37.48	-9%	£40.41	34%	£29.54	-6%	£43.21	37%	£31.27	-6%
The average cost per bird shot of £40.41 is higher than the average charges per bird shot of £38.69 for pheasants and £38.80 for partridges; this indicates that a high proportion of shoots are unlikely to be making a margin on their income generating birds shot. In addition to this, as shown on the following page, on some shoots the actual income per bird shot is often lower due to the leeway offered before overages are charged, meaning that income is not received for all the birds shot on let days.											

¹ 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.

About your shoot income

	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
PRICE CHARGED PER BIRD											
Price charged per pheasant (excluding VAT)	£36.00	£36.00	0%	£38.69	25%	£29.41	-7%	£34.20	13%	£33.63	-3%
Price charged per partridge (excluding VAT)				£38.80	25%	£29.75	N/a	£34.78	13%	£32.95	-4%
On average, large shoots charge £0.57 less per bird for pheasants than medium shoots. The difference is larger than last year, when it was £0.30.											

Average price charged (£/bird)



ACTUAL INCOME PER BIRD SHOT											
Let days ²	£36.50	£36.00	1%	£38.02	23%	£29.05	-21%	£35.21	20%	£32.00	-5%
Syndicated days ²				£35.97	20%	£27.53	-23%	£39.18	25%	£27.29	-1%
Club days ²		N/a		£39.64		N/a		N/a		N/a	
Average for income generating days ^{2, 3}	£37.14	£36.00	3%	£36.78	19%	£27.16	-28%	£36.13	18%	£30.46	-5%
Average income as a proportion of pheasant charge rate	103%	100%	3%	98%	13%	79%	-36%	98%	15%	79%	-9%
Hospitality income per bird shot on income generating days ³		N/a		£4.10		N/a		N/a		N/a	
Many shoots, particularly larger ones achieve an actual income per bird shot on income generating days which is lower than their charge rate per bird. Part of the explanation for this, is that income is not received for all the birds shot; 42% of shoots do not charge overage once the bag size is exceeded, whilst 47% offer a degree of leeway. On some shoots hospitality income helps make up the difference.											

² These figures are based on the income reported by the shoot for this day type, so do not include any apportionment of other income streams such as hospitality or sale of hens etc.

³ When income is received let, syndicated and club days have been classed as income generating.

	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
OVERAGES											
Your policy on overages	No overage charged	No overage charged or underage given									
No overage & no underage				42%	20%	73%	24%	35%	6%	29%	-20%
Allow 10% leeway				34%	6%	12%	-59%	16%	-43%	44%	12%
Allow 5% leeway				14%	64%	0%		16%	183%	12%	-10%
Charge per bird, no leeway				10%	8%	0%	-100%	23%	21%	0%	
Other				3%	44%	0%		4%		3%	-44%

FIXED PRICE DAYS

Would consider selling fixed price days in January	Yes	N/a	76%	73%	71%	59%
GWCT research indicates that selling large days in January on a per bird basis puts a significant financial burden on a shoot compared with November and December days. Amongst shoots that let days, smaller shoots tend to be more willing to consider selling fixed price days in January.						

PRICING INTENTIONS FOR 2019/20 SEASON

Proportion of shoots intending to increase their charges	Increase charges per bird	Increase charges	65%	-12%	43%	-59%	50%	-23%	62%	-25%
Change to pheasant rate planned	£1.50	N/a	£1.57		£1.06		£1.37		£1.37	
Change to partridge rate planned	£1.25	N/a	£1.40		£0.00		£1.32		£1.16	
65% of shoots plan to increase their charges for next season, fewer than last season (84%). Based on current pricing the average price increase planned is just under 5%.										

NET INCOME PER BIRD SHOT (FOR ALL SHOOTS WITH INCOME)

% of shoots making a loss per bird			62%			
Net income per bird shot ⁴	£1.08	-£1.94	-156%			
For all shoots with income ⁵			-£3.42			
For all loss making shoots ⁵			-£8.32			
For all profit making shoots ⁵			£5.14			
Amongst the shoots with income, the average net income was -£3.42 per bird shot, lower than in 2017/18 when the average net income was a small profit of £0.25 per bird shot. Compared to 2017/18 the average unprofitable shoots lost more in 2018/19. 62% of shoots made a loss (2017/18: 44%) which averaged -£8.32 (2017/18: -£6.25), 38% of shoots made a profit which averaged £5.14 (2017/18: £4.52). 35% of shoots were within ±£2 of break-even (2017/18: 25%).						

⁴ To calculate net income per bird shot, the shoots costs are apportioned between private and income generating days in accordance with the number of birds shot. The cost of birds shot on keepers days are also apportioned. The costs associated with income generating days and the relevant proportion of the keepers days are then deducted from the shoots income to calculate the net income per bird shot on income generating days. Hospitality income has been included in the calculation.

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

Habitat creation and management

	Your shoot			Overall average		Small		Medium		Large	
	2018/19	2017/18	% change	2018/19	% change	2018/19	% change	2018/19	% change	2018/19	% change
HABITAT IMPROVEMENT SCHEMES											
Shoot over land in a paid agri-environment scheme	Yes	Yes		76%		61%		61%		73%	
Shoot over land in a voluntary agri-environment scheme				15%		12%		15%		11%	
Fund habitat improvement work themselves				50%		57%		41%		35%	
Not in a scheme and no environmental management work				11%		4%		15%		8%	
Intend to enter another environment scheme when it expires	Yes	Yes		83%		62%		76%		73%	
Shooting encourages environmental management which benefits habitats and wildlife. 76% shoot over land which is in a paid agri-environment scheme. Over and above this, 50% of shoots are funding habitat improvement work themselves. Support for environmental stewardship remains high, 83% say they or their landlord will seek to join a successor scheme when their current agreement expires.											

IN-FIELD HABITAT ESTABLISHED											
Buffer strips and / or field corners	Yes	Yes		84%		66%		75%		73%	
Wild bird seed mix areas	Yes	Yes		89%		76%		82%		73%	
Pollen and nectar mix areas	Yes	Yes		52%		38%		47%		46%	
Conservation headlands		Yes		49%		38%		54%		35%	
Wild bird seed mixes are the most common conservation management option, followed by buffer strips. 52% of the shoots have pollen and nectar mix areas which will help support pollinator populations and the wider ecosystem within which the shoot operates.											

WOODLAND											
Managed woodland in the last 10 years	Yes	Yes		89%		74%		73%		82%	
Average area managed (ac)	20	20		317		95		189		422	
Planted woodland in the last 10 years	Yes	Yes		53%		46%		47%		45%	
Average area planted (ac)	2	2		24		9		28		21	
On average shoots each manage 317 acres of woodland and have planted 24 acres of woodland within the last 10 years.											

FEEDING											
Feed game birds after the shooting season	Yes	Yes		89%		74%		84%		71%	
If yes, do you feed game birds until nature takes over	Yes	Yes		100%		77%		93%		87%	
Supplementary feed under an agri-environment scheme				14%		11%		12%		14%	
Feed songbirds voluntarily				24%		30%		17%		16%	
The results suggest that the proportion of shoots feeding after the shooting season has ended, has declined to 89% from an average of 97% for the three previous seasons. Feeding the remaining released birds until adequate natural food is available, is recommended best practice within the Code of Good Shooting Practice. It is an important activity to continue and also benefits other farmland birds.											

GREY PARTRIDGES

Key findings:

45% of shoots have wild grey partridges.

90% of shoots with grey partridges report that numbers are stable or increasing.

47% of shoots with grey partridges manage habitat specifically for their benefit.

33% of shoots with partridges participate in the GWCT Grey Partridge Count Scheme.

If you would like to join the GWCT Grey Partridge Count Scheme, please see here: <https://www.gwct.org.uk/pcs>

Online presence

A high proportion of repeat business means shoots do not commonly have an online presence

Key findings:

32% of shoots which let days have a website.

15% of shoots which let days use social media.

Shoot intentions for 2019/20

A high proportion of shoots are optimistic about the coming season

Key findings:

80% of shoots are optimistic about the 2019/20 season.

39% of shoots are optimistic about the future of driven game shooting, compared to 23% who were not. The remaining shoots had a neutral view.

Most shoots are putting the same number of birds down (76%), 19% intend to release more birds and 5% fewer.

Only 9% reported difficulties selling days for the 2019/20 season.

Important note

This is a demonstration report for illustrative purposes, the shoot and all benchmarks contained within this document are fictitious.

End