

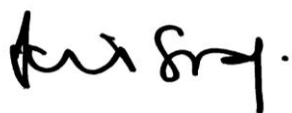
SHOOT BENCHMARKING SURVEY 2011

The purpose of the survey continues to be to enable shoots to compare and contrast their operations against various trends, hopefully aiding the identification of areas for improvement and refinement. Each shoot that takes part will receive a bespoke report showing their figures compared with the sample.

We have had excellent feedback from the shoots that took part in the first shoot benchmarking last year. For the first time, many shoots were able to compare their performance, charges and costs with others. We have, we hope, improved the questions to make the survey even more useful for shoots. Many shoots that did not take part last year have asked to take part in 2011 so we expect a larger sample, which will make the results even better.

We would be grateful if you could complete the form and return by email to david.steel@smithsgore.co.uk or chrishorne@gunsonpegs.com or fax to Smiths Gore on 01904 756 301 or send in the post to: David Steel, Smiths Gore, 48 Bootham, York YO30 7WZ. Please note the closing date of **31 March 2011**.

All submitted data will be treated in strict confidence, and no shoot will be named in the published results. Please complete all questions, but if only part can be answered please submit what you can – it will all help. Thank you for your co-operation, and we look forward to your return!



David Steel
Partner, Head of Sporting Department
Smiths Gore

t: 01904 756316
e: david.steel@smithsgore.co.uk
w: www.smithsgore.co.uk



Chris Horne
Director
GunsOnPegs

t: 0207 491 1363
e: chrishorne@gunsonpegs.com
w: www.gunsonpegs.com



Smiths Gore is one of the country's leading firms of rural chartered surveyors and property consultants. We manage in excess of two million acres, including some of the finest shoots and sporting estates in the country, from our network of 27 offices across the UK.



GunsOnPegs is the UK's leading platform for the buying and selling of game shooting. With over 21,500 members and 1,200 shoot owners, selling a day's shooting has never been so simple, and it's free!

SHOOT BENCHMARKING SURVEY 2011

This survey will provide shoot owners and managers with a wide range of indicators with which to compare 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 fill in what you can - even if you can't complete all sections.

Please respond by
31 March

Your name:	<input type="text"/>	Shoot name:	<input type="text"/>	
Your email (in case we have data queries):	<input type="text"/>	County the shoot is in:	<input type="text"/>	
Postal address (to send your report to):	<input type="text"/>			
Type of ground (<i>select best description</i>):	Hill <input type="checkbox"/>	Moor <input type="checkbox"/>	Lowland <input type="checkbox"/>	Woodland <input type="checkbox"/>
Type of shoot / commerciality:	Private / non-commercial (family & friends only) <input type="checkbox"/>	Part commercial (some let days) <input type="checkbox"/>	Full commercial <input type="checkbox"/>	Syndicated (full or part) <input type="checkbox"/>
Area of shoot (<i>acres</i>):	Bare land <input type="text"/> ac	Game crops <input type="text"/> ac	Woodland <input type="text"/> ac	Total <input type="text"/> ac

FOR ALL SHOTS

Number of days shot in the season:	Let days <input type="text"/>	Syndicate <input type="text"/>	Private / non-commercial days <input type="text"/>	Total <input type="text"/>
What was the average bag size per day?	Let days <input type="text"/>	Syndicate <input type="text"/>	Private / non-commercial days <input type="text"/>	
Number of birds put down:	Pheasants <input type="text"/>	Partridge <input type="text"/>	None - all wild <input type="text"/>	
Number of birds shot:	Pheasants <input type="text"/>	Partridge <input type="text"/>	Grouse <input type="text"/>	Total other various <input type="text"/>
Returns:	% return in 2010/11 <input type="text"/> %	% return in 2009/10 <input type="text"/> %	% return in 2008/09 <input type="text"/> %	
Do you give your guests... (<i>tick relevant boxes</i>)	Birds in the feather <input type="checkbox"/>	Dressed birds <input type="checkbox"/>	None <input type="checkbox"/>	
What proportion of game is sold? (%)	<input type="text"/> %			
If any land is rented in, how much do you pay per acre? (£/acre)	Bare land <input type="text"/> £/ac	Game crops <input type="text"/> £/ac	Woodland <input type="text"/> £/ac	Average if can't split <input type="text"/> £/ac
Is any of the land shot over in an environmental scheme? (<i>tick relevant boxes</i>)	Yes - HLS / CSS / ESA <input type="checkbox"/>	Yes - WES / SSSI <input type="checkbox"/>	Yes - ELS <input type="checkbox"/>	No <input type="checkbox"/>
Do you sell stalking on a commercial basis?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		

FOR GROUSE SHOOTS ONLY

Number of days shot in the season:

Price charged per bird (excluding VAT) : Grouse

Area of grouse moor (acres) : Grouse moor

Number of brace shot over last four years: 2010/11 2010/09 2009/08 2008/07

Do you use medicated grit? Yes No

Please record details of the grouse moor keepers' salaries and benefits in the ABOUT YOUR STAFF section below

If any land is rented in, how much do you pay? (£/acre)

Number of grouse keepers employed

FOR ALL SHOOTS THAT SELL ONE LET DAY OR MORE (even if run on a partially commercial basis)

Number of days let:

% of let days sold... within 3 months of end of previous season before the start of the season to repeat business

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

Price charged per bird (excluding VAT) : Pheasants Partridge Reared duck Grouse

Do you charge VAT? Yes No - below threshold No - as a club No - other

What is your policy on overages? No charge 10% lee way Other

ABOUT YOUR STAFF

Number of people employed on the shoot: (include beaters and pickers under 'casual' if paid) Full time Part time Casual (ave total per day) Total

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

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

	Employee 1	Employee 2	Employee 3	Employee 4
Job title (head keeper, under 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)	<input type="text" value="£"/>	<input type="text" value="£"/>	<input type="text" value="£"/>	<input type="text" value="£"/>
Provided with house? (write 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"/>
Provided with vehicle? (write Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Provided with dog allowance? (write Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Provided with clothing allowance? (Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Provided with mobile phone? (write Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Allowed a 'keeper's day'? (write Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Provided with other benefits? (write Yes or No)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Rate paid per day for...	Pickers-up + vehicle <input type="text" value="£"/>	Pickers-up <input type="text" value="£"/>	Beaters + dog <input type="text" value="£"/>	Beaters <input type="text" value="£"/>

ABOUT YOUR COSTS

Price paid per day old chick:	Pheasants	£	Partridge	£	
Price paid per poult:	Pheasants	£	Partridge	£	
Source of birds (all species):	% day olds	%	% poults	%	% hatch own
Mortality rate of birds (all species):	% day olds	%	% poults	%	% hatch own

Income (£; total per season)

Income from let days	£	Income from game sales	£
Income from syndicate guns	£	Any other income to the shoot	£
		Total income (£; total of four boxes)	£

Variable costs (£; total per season)

Feed	£
Fuel	£
Birds (poults, day olds)	£
Vet and medical	£
Seeds / fert / sprays for game crops	£
Professional advice	£
Shoot equipment (pegs, radios etc)	£
Ammunition	£
Materials for pens	£
Beaters pay	£
Pickers up pay	£
Hospitality costs	£
Any other variable costs	£
Total variable costs (£; total of above)	£

Fixed costs (£; total per season)

Staff salaries (including any NI and pensions)	£
Housing - maintenance of housing	£
Housing - income foregone as staff housing not let out	£
Housing - utility bills paid for staff	£
Housing - rent paid to 3rd parties for staff housing	£
Rent paid to 3rd parties for land or sporting rights	£
Dog allowances	£
Clothing allowances	£
Mobile phones	£
Other staff benefits	£
Vehicle and trailer costs	£
Insurance	£
Any other fixed costs	£
Total fixed costs (£; total of above)	£

INTENTIONS FOR YOUR SHOOT NEXT SEASON 2011/12 - FOR ALL SHOOTS

How optimistic are you about your shoot compared with last year? More optimistic About the same Less optimistic

Please give reasons for your answer

Will you put down more or less birds for the coming season? More birds About the same Less birds

Reasons

FOR SHOOTS THAT SELL ONE LET DAY OR MORE (even if run on a partially commercial basis)

Compared with this time last year, are your confirmed bookings more or less or about the same? Fewer bookings About the same More bookings

Reasons

With regard to charges per bird, compared with last season are you planning to... Increase charges Decrease charges Keep the same

Reasons