KEY MEASURES | OCTOBER GENERAL MEETING | FGP/CRW

October meeting — sales, stray reports, partnerships, racing support and correspondence

RING SALES	ANSWERED CALLS	TOTAL STRAY REPORTS	DISTANCES
494,348	35,452	22,306	940,488

KEY AREAS OF INTEREST

Sales — units sold from November to September

Measure	This year	Last year	Difference	% change	What this means
Ring sales	494,348	492,570	1,778	0.4%	Broadly stable after stronger August and September 2027 sales.
Clock seals	33,000	96,000	-63,000	-65.6%	Correct yearly average, decrease due to no large orders, Last year included a large January order of 60,000.
Basket seals	222,000	172,000	50,000	29.1%	Growth is concentrated in March: Large orders from Up North Combine & Tower Pigeon Ltd
Race rubbers	111,000	136,000	-25,000	-18.4%	Increased ETS system usage is a possible reason for lower sales. Decrease of sales between 20-30K year on year

Stray reports and collections

Measure	This year	Last year	Difference	% change	What this means
Telephone / SMS	14,515	13,396	1,119	8.4%	More reports through telephone and text messages.
Website reports	6,990	7,263	-273	-3.8%	Website reporting fell slightly. This could be due to the introduction of the verification tool introduced on the website, better use of the stray reporting tool itself.
Email stray reports	801	675	126	18.7%	Stray-report activity, separate from inbox email counts below. This covers emails in Stray & Membership inboxes
Total stray reports	22,306	21,334	972	4.6%	Combined reports across telephone, website and email. Increase likely due to the heatwave weather experienced this season.
Collections Jan–Sep	384	220	164	74.5%	399 collections organised by the membership support team during Nov–Sep to support our members. Comparison uses Jan–Sep; prior Nov/Dec were not recorded.

Partnerships and dissolutions — November to September

Measure	This year	Last year	Difference	% change	What this means
Formed / dissolved	227	468	-241	-51.5%	Earlier figures were affected by levy payments and increased subs. The figures seem to be returning to 2022/23 levels.
People added	71	70	1	1.4%	People added to partnerships were broadly unchanged.
People removed	188	456	-268	-58.8%	Fewer people removed; the previous year was affected by levy payments and increased subs.

Racing support — November to September

Measure	This year	Last year	Difference	% change	What this means
Distances	940,488	1,011,088	-70,600	-7.0%	Down on previous year, organisations appeared to finish racing earlier this season due to the heatwaves experienced. A drop in membership numbers likely to also be a factor.
Loft locations	345	361	-16	-4.4%	

Racing season — 2026 compared with 2025

Measure	This year	Last year	Difference	% change	What this means
Inland programmes	185	180	5	2.8%	Slight increase in programmes received.
Inland sites	112	115	-3	-2.6%	Three fewer sites managed.
Inland bookings	2,264	2,466	-202	-8.2%	Fewer bookings than last season.

Inland cancellations	500	528	-28	-5.3%	Fewer cancellations alongside fewer bookings.
Guernsey issued	19	8	11	137.5%	More permits issued, from a small base.
Guernsey cancelled	3	2	1	50.0%	Three permits cancelled against two.
Continental programmes	14	16	-2	-12.5%	Fewer programmes received.
French Liberations	41	54	-13	-24.1%	Fewer liberation bookings
French permits	54	40	14	35.0%	More permit applications.
Ferry bookings	80	56	24	42.9%	More ferry bookings than last season.

OTHER ACTIVITY — NOVEMBER TO SEPTEMBER

Measure	This year	Last year	Difference	% change	What this means
Transfer forms	3,572	4,119	-547	-13.3%	Move from 6 to 10 birds on a transfer form means less forms being received
Automated transfers	12,863	13,293	-430	-3.2%	Self-service transfer activity.
Ring lists processed	1,016	987	29	2.9%	Better tracking of incoming ring lists which accounts for the increase
Foreign rings registered	875	1,378	-503	-36.5%	Seasonal registration demand.
Answered calls	35,452	36,583	-1,131	-3.1%	Incoming calls have dropped from previous year, potentially due to the increase of email/website usage, improved service to members reducing the need for additional calls. BHW calls routing affects year-on-year comparability.
Outgoing post	8,970	8,176	794	9.7%	Franking only. Includes BHW post & excludes outsourced automated mail. This should reduce with the introduction of Royal Mail Tracked 48 for rings and high value sales

INCOMING POST AND EMAIL

Measure	This year	Last year			What this means
Incoming post Nov–Sep	4,278	5,129	-851	-16.6%	Overall incoming post fell as more people take up the use of email for a swifter service response. Email data below covers July–September only.

Matched period — July to September

Measure	This year	Last year			What this means
Incoming post Jul–Sep	905	1,381	-476	-34.5%	Same July–September quarter compared with the previous year.
Incoming emails Jul–Sep	4,040	Not recorded			Recorded inbox emails over 2 departments various inboxes. New statistic being tracked so no previous data available for comparison

Email workload by inbox — July to September 2026

Inbox	Emails	Coverage
Membership	612	Recorded departmental inbox emails only. Personal emails are excluded from these totals.
Racing support	765	
Distances	687	
Strays	393	
Sales	1,583	

Incoming post has fallen while email is a substantial contact channel. An increase in emails cannot yet be measured without a previous-period email total.

Post includes BHW incoming post from July 2025. Inbox emails are messages received, not necessarily unique enquiries or completed tasks.