

British Horse Council via Zoom
11/12/2020 @ 1100

- Microchipping will become mandatory in Scotland for all equines regardless of age from 28 March 2021.
- England & Wales slightly different. England became mandatory on 1 October 2020 and Wales will be from 12 February 2021
- In July Scottish Government Keeper, Vet and Local Authority Guidance was published.
- Address data provided to ScotEquine from the UK Central Equine Database was used to send around 35,000 copies of the guidance out to these addresses which had been registered with a PIO as having a horse in Scotland.
- The exercise itself generated around 700 emails and over 1,000 mail returns.
- The email enquiries can be broken down into 5 main areas:
 - No horse has ever been kept by addressee meaning the previous occupant hadn't notified the PIO of an address change;
 - The horse was dead and the PIO not notified;
 - The horse had been sold and the new owner hadn't notified the PIO;
 - There haven't been horses at this address for years (so we needed to establish why this was i.e. dead or sold); and
 - How do I get a smart card?
- A few others regarding horses that were imported and "How did you get my address?"
- Still need to establish the reason for the majority of mail returns which I will look at when back into the office.
- Data quality is very poor. A combination of PIO manual errors and keepers not notifying within the legislative time limits.

- To date:



	Last 7 days	Last 30 days	Total
Users Registered	10	82	997
Users Reg per day	1.4	2.7	
Horses Connected	37	151	1323
Avg horses per user			2.10
Images uploaded for passports			1392
Images uploaded for cards			1442
Images uploaded for vaccinations			213
Total Images uploaded			3134
Cards Issued	47	148	1111
Alert Opt-ins	8	133	134
Issued outwith Scotland			1
SMS sent	612	3280	6981
SMS received	452	950	1766
No data from PIO			363
Wrong address from PIO			231

as of 10-Dec-20 15:23 UTC

- The number does not represent a high proportion of the Scottish population however the data we have gathered is accurate.
- The general feeling is that the number would have been higher through 'word of mouth' promotion at events such as the Highland Show which has obviously, like much else, fallen victim to Covid.
- ScotEID have begun trialling an SMS alert system with those who have signed up for a ScotEquine card however, only around 5% have signed up. Ideally we'd have 100% sign-up