



Benefit claims — 2026 campaign projection

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Campaign from 1 March to 31 October · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **A benefit claim does not follow a season, it follows a closing date** — which is why this series is projected differently from footfall.

The three reference campaigns

Campaign	Claims received	Share in October	Share in the final ten days
2023	1,186	60%	37%
2024	1,305	61%	38%
2025	1,420	62%	39%
Used for the projection	Three campaigns	61%	38%
2022 — neutralised	—	Closing date moved twice	Compares to nothing

The 2026 projection, and its assumption

Element	Value
Campaign range	1,470 to 1,630 claims
Reference series	2023-2025, three campaigns
Assumption	Scale and means threshold unchanged (resolution of 3 February 2026) and closing date 31 October
Neutralised period	2022 campaign
Mid-course check	612 claims by 31 August — 41% of the bottom, 37% of the top; observed reference: 37% to 42%

The load of the final ten days

Item	Bottom of range	Top of range
Claims in the final ten days	558	619
Median processing	22 minutes	22 minutes
Projected load	More than 204 hours	More than 226 hours
Ordinary ten-day stretch, March to September	40 claims — more than 14 hours	—
Ratio	More than thirteen ordinary stretches	—

Staffing appears in none of these series. It rests with your organisation and with staff consultation. What is handed over here, six weeks before the deadline: the projected load, its range and its date.

The 2025 miss, and the date that explains it

Measure	Value
Projected for 2025	1,258 claims
Received	1,420 claims
Miss	162 claims — 11.4% below
Cause	Closing date extended by fifteen days — resolution of 16 October 2025
Claims inside the extension window	162

The volumes had been read, the deadlines had not. Campaign dates are now read from the register of resolutions, **and any change of date re-runs the projection the same day**, naming the text that moved it.

Corrected method, re-run	Miss measured	Inside the announced range
2023 campaign	3.1%	Yes
2024 campaign	2.4%	Yes

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