

Media spin spider yarns?



PPC looks at the false widow and other spiders: the hype and the facts



Waste: BPCA saves £25million
Reporting on a huge success in reducing costs to our sector



Proofing solar panels
The sun is shining on new bird proofing opportunities



Waiting with 'baited' breath
BPCA brings you up to speed regarding SGAR consultation



PPC Live 2014
New flagship pest control exhibition and conference



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TM

Networking events

Facilities Management 2014

11-13 March, NEC, Birmingham

www.easyFairs.com/facilitiesmanagement



www.ppclive.org

11th Fumigation and Pheromones Conference

2-4 June / Krakow, Poland

www.insectslimited.com

8th International Conference on Urban Pests

22-23 July, Zurich, Switzerland

www.icup2014.ch



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www.pestex.org

BPCA Regional Training Forums

BPCA is running a series of Regional Training Forums around the UK designed to help your business compete, and keep you and your staff up to date. Each meeting is worth approximately 4 CPD points.

Find out more and book your place at

www.bpca.org.uk/events

Online learning

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www.bpca.org.uk/online

Online learning	Member cost (exc. VAT)	Non-member (exc. VAT)
Individual modules		
Principles of pest control	£100	£100
Birds	per module	per module
Insects	per module	per module
Mammals	per year	per year
Rodents	per year	per year
All modules	£300 per year	£500 per year

Training

BPCA's training courses and examinations are run throughout the year at venues all around the UK.

Full 2014 training calendar
www.bpca.org.uk/training
...and in PPC75

Examinations	2014 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
RSPH/BPCA Level 2 Award in Pest Management	21 March 25 April 16 May	University of Warwick, Coventry London (East) Scotland		
Exams can be arranged to suit other requirements at the discretion of BPCA, minimum of six candidates, there may be an additional cost.	16 May 16 May 27 June 25 July	South Wales Berkshire BPCA offices, Derby	£135	£150
More dates and venues are on the BPCA website.	22 August 12 September	BPCA offices, Derby University of Warwick, Coventry		
BPCA Accredited Technician in Pest Control	15 May 2 September 18 November	BPCA offices, Derby	£225	£305
BPCA Certificate in Bird Management	Register interest		£90	£105
BPCA Fumigation Diploma	Register interest		£125	£145
BPCA Fumigation Certificate of Proficiency	Register interest		£210	£265
BPCA Certificated Field Biologist	11 March 10 June 15 October	BPCA offices, Derby	£285	£390

Courses	PROMPT CPD	2014 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
Modular Pest Control Course	30	12 Jun - 11 Jul 16 Oct - 14 Nov	BPCA offices, Derby	£725	£925
General Pest Control (residential) *	24	16-21 March 11-16 May 7-12 September 7-12 December	University of Warwick, Coventry Halo Crowwood Hotel, Glasgow University of Warwick, Coventry University of Warwick, Coventry	£875	£1045
Bed Bug Control	12	1 April 16 September	BPCA offices, Derby	£165	£195
Urban Bird Control and Management	20	5 March	BPCA offices, Derby	£300	£365
So you want to be a Field Biologist?	8	10 April 14 October	BPCA offices, Derby	£165	£195
Heat Treatment Technicians	22	Register interest		£300	£365
Pest Control Awareness for Administrators	8	25 March 30 September	BPCA offices, Derby	£165	£195
Insect Classification and Identification	10	Register interest		£165	£195
5 Day Fumigation	30	19-23 May	BPCA offices, Derby	£875	£1045
Stored Product Inspection and Control	10	Register interest		£165	£195
Starting Out in Pest Control	8	4 March 3 June 23 September	BPCA offices, Derby	£165	£195
How to Sell in the Pest Control Industry	2	8-9 April 7-8 October	BPCA offices, Derby	£300	£365

Venues details are provisional and may change, please check www.bpca.org.uk/training before booking.
* includes full-board accommodation, BPCA/RSPH Level 2 Award in Pest Management exam fee and six weeks access to the BPCA Online Learning programme prior to the course.

Book by calling 01332 225 113 or via www.bpca.org.uk/training

BPCA reserves the right to cancel a course if insufficient bookings have been received. Delegates will be offered an alternative date or a full refund of the course fee. BPCA will not be liable for any costs incurred by the delegates.



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CPD for 2014: 2 points



BASIS reference: PC/18449/1011/g

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He's a lumberjack – is he okay?

There's an old story of a lumberjack competition, where whoever chopped the most trees in a day using axes would win. Of the two finalists, one was strong and a relative newcomer and the other was fit and experienced. Throughout the day, the newcomer, who rarely stopped chopping furiously, kept wondering why the more experienced lumberjack was often taking breaks. "I'm bound to win this", thought the newcomer, "with all his downtime!", and on and on he laboured. Yet when the trees were counted at the end of the day the more experienced lumberjack had won, chopping more trees than the newcomer. The latter was stunned and asked the more experienced lumberjack how he managed to chop so many when he seemed, much of the time, to be sitting on a nearby log. "I wasn't resting," he said, "I was sharpening my axe."

"... remember that every incident or prosecution may make Government more likely to take things away from us."

Taking time for reflection and keeping up to date with things is like sharpening an axe. But sadly not all pest controllers are aware of the changes happening to our sector that even now are starting to impact the way they do business (see pages 10-12 and 13-14 for further details). Our fights to keep and extend the use of SGARs, and save industry £25million over the pesticide waste issue both prove that if we want to stay out of trouble, we have to demonstrate to the 'powers that be' that we are all doing it right, staying aware of changes, and being professional. We cannot afford a two-tier industry of 'us and the ratmen' – it simply won't wash.

I know, I sound like a broken record, and it's likely the people reading this aren't the ones which will bring the whole thing crashing down around our ears. But it's not just you, dear reader, who has to make sure you are following the protocols set down by our friends at the HSE and the Environment Agency – it's everyone in pest control. So if you know of an 'old-school'

pest controller living nearby, who you reckon isn't likely to know anything about these issues, please get a copy of this magazine in front of them, by hook or by crook. Encourage them to sign up for PPC magazine (it's free), to join the Affiliate Scheme (again, free) and get them to think about how they will stay up to date with the changes we're experiencing in the months ahead – you could even extend the hand of friendship and invite them to attend one of our Regional Training Forums or the new free-to-attend PPC Live event (see page 18).

They will likely smile and say there's nothing you can teach them about pest control – and that may possibly be true. But if they think they can go on doing things the same old way, they are in for a rude awakening. Later this year SGAR use and/or purchase may be restricted (labels are definitely changing), and a random inspection of their waste handling procedures may land them in court – or even prison. While you may think 'good, less competition for me' remember that every incident or prosecution may make Government more likely to take things away from us. Unless everyone starts flying right, we may be doomed to a future with no access to SGARs, and a £5 cost every time we take a part-eaten block of bait off a site. Is that the future you want? A future likely to feature contract losses, business closures and job losses. Can you say for sure your job or company won't be for the chop?

My plea for 2014 is let's try to be the lumberjack – and not the tree!



Simon Forrester
BPCA chief executive
simon@bpca.org.uk



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Online CPDs in PPC



BPCA provides at least one article in every issue of PPC as an online CPD quiz. Look out for the ONLINE CPD logo on the relevant page of the magazine, and in the contents list above.

At least two points are given for each quiz, and we even pass your results to BASIS for free within a few days – the only people in the industry to do this!

To access this unique benefit, simply join the BPCA Affiliate Scheme via www.bpca.org.uk/affiliate

ALL CHANGE!

Woodstream Europe new appointment



Dawn Heptinstall-Bolton has joined Woodstream Europe, as Account Development Manager for the Pest Division. Dawn brings a wealth of experience to

Woodstream's business, having worked in the pest control industry for the last seven years, selling into both professional and retail markets for Suterra. Dawn commented; "I'm happy to have joined Woodstream Europe and am excited to be part of a growing innovative company in pest control."

www.woodstream.com

BPCA says goodbye to Tammy and Amanda – and a change for Sofi!

The first quarter of 2014 sees a farewell to longstanding BPCA staff members, Training Officer Tammy Pratt (below left) and Administrator Amanda Howitt (below right). Tammy leaves us to take up a new post at the Derbyshire Chamber of



Commerce, and Amanda will be working for a local Conservative MP. Tammy said: "I've thoroughly enjoyed my time in the industry and will be sad to leave." She continued, "I've made some good friends over the past eight years and although I'll be leaving an industry that has been very close to my heart, I'm looking forward to the new challenges that lay ahead."

Amanda who has served 11 years at BPCA added "I'm moving into the

Industry remembers JP

Jonathan Peck pioneered many of the initiatives that have shaped and continue to impact the pest control industry. He created a legacy that has made a difference to many, safeguarding the industry whilst ensuring that best practice is at the fore.

Following a Memorial Service at Southwark Cathedral on 11 April, presentations will be given at the Chartered Institute of Environmental Health (CIEH) by industry leaders on Jonathan's key areas of work. These presentations will celebrate the accomplishments of a career that spanned over 40 years, and celebrate a legacy to be proud of. Registrations to attend the event must be received by 25 February to allow for catering. To register please visit www.jonathanpeckmemorial.com



'Hardest working woman in pest control' takes on new challenge

Sabra Fearon, Marketing Director of the Killgerm Group now has a seat on the NPTA Board, alongside her membership of CIEH NPAP, involvement in CRRU, running PWIPM, etc. Congratulations to Sabra from all at BPCA.

IPC and PestEx launch scientific poster competition



International Pest Control magazine has teamed up with PestEx to launch a poster competition for innovative research in public

health pest control. PestEx (25-26 March 2015, London) attracts a global audience and so entry to the poster competition is open to anyone across the world who has carried out research into public health pest control in the period 1/1/13 to 31/12/14. Shortlisted posters will be displayed on the walls of the exhibition during the two days of PestEx, with the winning poster in pride of place. David Loughlin, IPC Editor and Chairman of the judging panel said "IPC takes pride in reflecting and promoting the latest research in pest control and encouraging knowledge sharing. This competition is aimed at showcasing new research in our field, allowing students, academics and pest control professionals from across the globe to share information with their peers."

IPC will be awarding one first prize:

- A 1-year individual subscription or a 2-year institutional subscription to IPC magazine which includes a single site licence with online access to all back issues from 2004
- A British Pest Management Manual worth £110
- The winning abstract will also be published in full in the May/June 2015 edition of IPC magazine and summarised in Professional Pest Controller magazine.

www.bpca.org.uk/pestex

www.bpca.org.uk/jobs

NEW BPCA CODES OF BEST PRACTICE

BPCA has launched a new Code of Best Practice on Precautionary Insecticidal Treatments. BPCA's Servicing Committee regularly reviews and refreshes the Association's guidance documents and Codes of Best Practice. Our BusinessShield service looks after H&S and legal documentation, using dedicated experts. This means that BPCA Codes of Best Practice can now concentrate on pest control-related matters and the key issues that affect the sector.

Codes have been renamed 'Codes of Best Practice' and there are currently seven available in the BPCA Members area:

- Precautionary insecticidal treatments
- Leptospirosis
- Live capture
- Mobile storage
- Spring trapping
- Contract/job work
- Storage of pesticides.

BPCA Technical Manager Richard Moseley commented, "All Codes are now reviewed and approved by the Servicing Committee. This means that members of BPCA can be assured that servicing companies are having an active input into the documents used to govern our Association – our members really are at the heart of our organisation's development."

Click the 'Suggest a Code' tab to put forward your suggestions.

www.bpca.org.uk/members

Ceilings guide features BPCA



BPCA has provided technical advice for the latest Best Practice Guide for Maintenance and Access into Suspended Ceilings from the Association of Interior Specialists (AIS). The section entitled 'Pests in void spaces' contains specific segments on rodents, wasps and birds, plus a recommendation for readers to only use BPCA members to solve their pest issues. The document is being sent to every fit-out contractor and architectural practice across the UK, and a CPD quiz for construction professionals is being developed too.

www.ais-interiors.org.uk/publications/best-practice-guides

Waste carrier registration – this affects you!

Any companies removing waste from sites (even small amounts of spent bait, UV tubes or packaging) must register with the government. If waste collection is not your main business, registration is free and required only once. This will apply to most BPCA members. Some may be involved in waste management already and be registered anyway.

To register visit www.gov.uk/waste-carrier-or-broker-registration

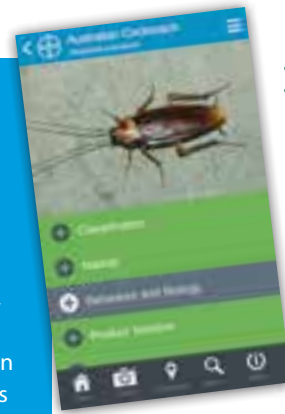
Standards body consults pest control industry



The British Retail Consortium (BRC) is about to begin work on the next version (v7, published July 2015) of its Global Food Safety Standard, and has asked BPCA to collate any views from industry on potential changes to the standard for its consideration. This will be carried out in the first part of 2014. BPCA has already pointed out to BRC that the existing standard does not touch on waste (e.g. carcass disposal), and so BRC is to include a section on this in future standards, starting with the packaging one. If you have any other items you think should be considered, email richard@bpca.org.uk by early March 2014 and BPCA will put them forward for consideration.

BRC has also said it is happy to work more closely with BPCA on pest control issues affecting its sites, and in particular any pressure being put on pest controllers to under-report pest issues in order to pass audits. One significant change following the horse meat scandal is that BRC is to roll out unannounced audits, which may help to resolve this issue. However, if your business has been pressured by a site to 'turn a blind eye', BRC wants to know about it. To discuss the issue in complete confidence, BPCA Members can contact Richard Moseley on richard@bpca.org.uk

Bayer launches app for iPhone, iPad and Android devices



Bayer has launched a dedicated smartphone app for the pest control sector. The Bayer PestXpert App has been specifically developed with professional pest controllers in mind, and offers practical information, designed to aid them in the identification and treatment of insect and rodent pests.

The app contains photographs and detailed information relating to over 25 different species of pest insects and rodents found in the UK. High resolution images combined with information on habitat, behaviour and biology allows pest controllers to arrive at a treatment solution whilst on the job.

Bayer's Product Manager, Claire Matthewman, explains: "In an age where most people have access to mobile applications on their phone, the Bayer PestXpert App offers immediate information at the tap of a screen." Claire adds, "Pest controllers now have access to a wealth of valuable information – whether they need to identify a pest, or decide on the best treatment, what previously came in the form of leaflets, brochures and manuals is now conveniently contained within this app."

The app is constructed in two halves – one is a pest classification guide, and features pest images and information relating to behaviour and biology, along with the most appropriate product solution for each pest. The second half is a Bayer product guide, which details the key features and the use areas for each product, as well as which pests can be treated by that particular product. Other features of the app include links to topical news items and product videos, as well as links to each product's safety data sheet.

The Bayer PestXpert app is FREE to download from:

- Apple App Store <http://goo.gl/IHm9mV>
- Google Play for Android users <http://goo.gl/JaKHIC>

Safeguarding BPCA's reputation



BPCA Members wishing to sub-contract work to third parties should be aware that if the work involves the control or eradication of pest species, they should only sub-contract to BPCA Servicing Members. This is designed to protect BPCA's reputation, and also that of you and your clients. If you'd like to recommend your sub-contractors for BPCA membership, you can receive £100 towards your own BPCA subscriptions through our Member-get-Member Scheme.

If the work does not involve the control or eradication of pest species (e.g. sewer cameras or hawking) then the company does not need to be a BPCA Member in order for you to sub-contract to them – but of course you can still get a £100 voucher if you persuade them to join!

For more information go to www.bpca.org.uk/membergetmember

SERVICING COMPANIES WANTED VACANCIES FOR REPRESENTATIVES!



The BPCA Servicing Committee is set up to discuss, represent and present the views of BPCA Servicing Members (not the wider industry) to the BPCA Executive Board, and to

have ownership of and lead on:

- Servicing standards including Codes of Practice
- Servicing Membership benefits
- Assessment standards and process
- Membership criteria, application process including appeals and disciplinary action
- Continuing Professional Development (CPD) for Servicing Members
- Keeping abreast of implications of legislation, best practice, industry developments, new products and processes.

If you are a senior manager or owner within a BPCA servicing company, and are registered on a recognised CPD scheme, why not consider putting your name forward?

Your responsibilities would be to:

- Assist BPCA to strengthen all components of its overall strategy
- Review proposed initiatives and make recommendations
- Help identify opportunities and potential partnerships
- Help market and grow the Association in a collaborative fashion
- Represent the best interests of the Association at all times, and not share information that might have a negative impact on BPCA activities with employers or any third party.

James Ostler, Servicing Committee Chairman said, "We particularly welcome applications from smaller companies."

The Committee meets four times a year, usually in Derby. The next meeting is on Thursday 1 May in Derby – register to attend as an observer and see if it's right for you. Simply email rachel@bpca.org.uk

FUMIGANTS AND PHEROMONES CONFERENCE



The 11th International Fumigants and Pheromones Conference takes

place in the beautiful and historic city of Krakow, Poland at the downtown Sheraton Hotel, from 2-4 June. The conference focuses on current issues in stored product pest management. Presenters include regional and international speakers who have spent their lifetime researching ways to protect food, grain, people and the environment. Keynote speaker Dr. Bobby Corrigan from New York City headlines, bringing his knowledge and experience in pest management, from Poland is Professor Stanislaw Ignatowicz.

Organiser David Mueller said, "The audience attending this gathering is truly international. Previous conferences combined attracted over 800 pest managers from 60 different countries in six continents. Meeting to share ideas and to learn from experienced speakers."

The transatlantic pairing of Insects Limited, Inc. from Indianapolis and ICB Pharma of Krakow host the Conference, whose theme is 'Pest Management Around the World.' www.insectslimited.com

Rentokil Rentokil buys pest control division of Green Compliance for £4m

The Experts in Pest Control

Rentokil Initial has bought the pest control division of Green Compliance. Rentokil paid a total of £4m in cash for the company, comprising £3.25m in an initial consideration and a further £0.75m payable over 12 months. Phill Wood, Rentokil Initial's Area Managing Director said, "We are really excited about this acquisition, as Green Compliance Pest Control complements the existing Rentokil pest control business. We look forward to working with our new colleagues and our number one priority will be ensuring continuity of service for the customers." The acquired business, which provides pest and bird control, flyscreen and cleaning

services, generated revenues of £5m in the year ended 31 March.

The transaction, which was completed at the end of 2013, sees Green Compliance return cash to shareholders and partially pay down debt this year. This follows a review by the AIM company to focus efforts on its most profitable and cash generative divisions. Green Compliance said, "The board are committed to the continued growth of its market leading water and fire Suppression businesses and believe that they will provide a sustainable base for the future development of the group."

www.greencompliance.com

Recognition for bird management specialists

BPCA's Bird Management qualification is now accepted by BASIS PROMPT as a recognised qualification for Associate Specialist membership of the PROMPT Register. For more details contact BASIS PROMPT on 01335 343945.

www.basispestcontrol.co.uk

Twin squeaks!

Twin Peaks director David Lynch has produced a US public service film warning New Yorkers about the effect of litter on rat populations.

The frankly disturbing film is at <http://goo.gl/kVQ84q>

Orkin expands into Oz

Rollins, the owner of Orkin, a premier global consumer and commercial pest management services company has announced the purchase of assets and operations of Allpest, a major independent pest control provider in Western Australia. The acquisition, which closed in February, is the first business venture in Australia for Rollins.

Established in 1959 and headquartered in Perth, Allpest recorded revenues of approximately £15m last year. The company has strong brand recognition and is well positioned for organic growth and expansion into Asia-Pacific and other growth areas.

Gary W. Rollins, Vice Chairman and CEO of Rollins said, "The acquisition of Allpest is a very important milestone for our company and firmly establishes our global presence as a leader in international pest control management."

Rob Fryatt of UK based international consultants Xenex Associates Ltd who works with both companies commented, "This is a clear statement of intent to move forward into the international arena for Orkin (Rollins). It has been developing its franchise programme in much smaller markets over the last few years, but this could indicate a step change in approach. Rob added, "Orkin has made its intention about entering the European market very clear as a regular exhibitor at PestEx, maybe this will add further impetus to its plans."

www.orkin.com

Beware clusterfly threat in high rise buildings

Pest control technicians with customers sited in tall buildings overlooking grassed areas, need to beware of the threat of clusterflies later in the year as they seek harbourage from the cold. The numbers of flies entering such buildings can reach hundreds or even thousands and in these quantities they can cause serious problems for those using the buildings.

"Proofing premises against fly ingress may at first appear the obvious solution," says Clive Boase from the Pest Management Consultancy. "In practice however, finding and proofing entry points high up on the exterior of buildings may be very difficult. The only real alternative for customers who require a non-chemical approach would be to install an electronic fly killer in roof spaces or plant rooms. However, only models which collect the dead flies into a bag should be used, due to the very large numbers of flies that may be killed."

Clive states that in most situations, insecticides will be part of the solution. Where the clustering flies are accessible, then residual treatment of fly resting surfaces will control the flies present, and also deal with any subsequent fly ingress. "Residual pyrethroids such as Bayer's K-Othrine® will provide long-lasting protection, as will Ficam® W. However, where access to fly roosting areas is difficult, then a space treatment may be more appropriate. A product such as AquaPy®, applied using a ULV sprayer, will provide good coverage and rapid knockdown in hard-to-reach areas."

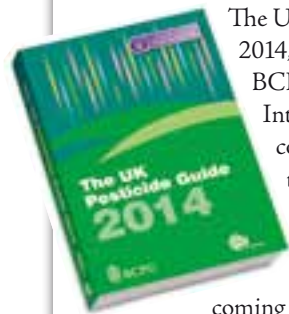
www.bayer.co.uk

BPCA Observer Member Suren Cooke Agencies Awarded ISO Certification

Suren Cooke Agencies (SCA), a pioneer in the Pest Management Industry in Sri Lanka, have been awarded the prestigious ISO Certifications in Food Safety Management and Quality Management Systems. SCA became the very first pest management company in Sri Lanka to obtain ISO 22000:2005 and ISO 9001:2008 Certification. ISO 22000:2005 is an internationally recognised standard to benchmark effective food safety management systems in controlling food related hazards, for any organisation in the food supply chain. Mr. Rajitha Cooke, Director commented; "we are extremely honoured to have been awarded these prestigious certifications and attributed its success to the commitment and dedication of the staff and the high quality of service they provide."

www.surencooke.com

New UK Pesticide Guide 2014 – out now



The UK Pesticide Guide 2014, jointly published by BCPC and CAB

International, is considered by many as the perfect planning tool for guiding you on responsible pesticide use this

coming season. The book is also available as a web-based subscription service from plantprotection.co.uk

Being online means the content is continually updated, searchable and contains far more information than can be squeezed between the covers of a book.

There is still uncertainty from European regulations on many essential pesticides currently in use but the new guide and associated web site provide the most comprehensive and current information to keep you on the right track during the spraying season. Martin

Lainsbury, editor of The UK Pesticide Guide said, "This edition lists 14 new active ingredient profiles countering the 16 profiles no longer listed in the main section of the book. This includes the addition of flocoumafen, a rodenticide which begins to replace warfarin as a second generation anti-coagulant. A number of products have been lost and this book can help identify what is still legal to use and what must be disposed of safely from your pesticide store."

If you are on a BASIS Scheme then you can also gain two CPD points when you purchase the book, and three points for the online version, which has been available since 2012. BPCA Members and Affiliates can obtain 10% off one copy of the book for £42.75+p&p (normal price £47.50) or for £58.50 (normal price £65) subscribe to plantprotection.co.uk using discount code BPCA_PG14 when visiting www.bcpc.org/shop

PPC74 prize

PPC has copies of the UK Pesticide Guide 2014 to give away.

For your chance to win, answer the following question:

In which year was the web-based format of the guide introduced?

Submit your answer by 28 March 2014 to be in with a chance. Complete our competition form on our website at www.bpca.org.uk/ppccompetition

“...why should some
pay and others
get a free ride?”

Waiting with 'baited' breath

Industry hotly awaits the outcome of the discussions with HSE regarding SGAR stewardship, the outcome of which will decide whether we keep these in our 'biocides toolbox'. BPCA Chief Executive Simon Forrester brings you up to speed.

The Health & Safety Executive (HSE) said last year that rodenticide products containing SGARs will be authorised for use in the UK only if there is a comprehensive programme of stewardship for all user types. The Campaign for Responsible Rodenticide Use (CRRU) has therefore been asked to co-ordinate the UK SGAR Stewardship Regime across all user groups. CRRU's proposed structure has been agreed, and so four stakeholder Sector Groups (SG) have been created. These are:

- Professional pest control and local authorities
- Agricultural industries
- Gamekeeping
- Suppliers (including the amateur sector).

Between them, the four groups include a very wide range of stakeholder agencies and organisations, all of which are now engaged in the development of a stewardship regime. It has been gratifying to see how the wide

range of stakeholders have risen to the challenge set by HSE, rather than putting their collective heads in the sand.

The first of these Sector Groups encompasses our servicing members, and the Group has met twice to pull together its detailed stewardship proposal. While the contents of this are confidential at present, what can be said is that the standards that have been drawn up present no significant issues for BPCA's membership. Indeed, should stewardship come online tomorrow, the majority of our members could carry on their business just as before (see page 20). Our aim is of course to stay one step ahead of any future controls on our sector, so that anyone selling pesticides can sell to a BPCA Member Company with confidence that products will be used by trained, qualified and competent staff with up-to-date knowledge.

BPCA's Executive Board has agreed that by the end of this year our Servicing Member Companies will not only be assessed, but that every employee involved in rodent control will hold a Level 2 or equivalent qualification, and also be enrolled on a Continuing Professional Development (CPD) Scheme. Similarly, suppliers in BPCA membership have strict controls in place on what they sell and to whom. We believe that this shows BPCA members are already far advanced in terms of stewardship, and so any scheme that is brought in should not offer any major concerns.

The process

Each Sector Group (SG) has drawn up a document explaining their view of stewardship for its own sector. A UK Stewardship Regime Steering Group (comprising the SG Chairs and selected

“... if, for example, one sector is found to have failed in its duties around stewardship, should the others be **tarred with the same brush**, and lose their access to SGARs?”

representatives of the SGs including BPCA and NPPTA) recently met to consolidate and align these documents, and the four SGs will make presentations to HSE at a meeting on 4 March. Our sector will be represented by BPCA, NPPTA and CIEH NPAP. Dave Oldbury of CIEH NPAP is making the case on our behalf.

The finalised documents have been sent to HSE in mid-February, whereupon HSE will circulate the proposals to all stakeholders who registered interest by participating in the formal consultation process – copies will also be made available from the HSE website, and comments are welcomed by HSE.

Monitoring

Each of the draft SG documents must include reference to mechanisms for monitoring various aspects of implementation. Indeed, without being able to measure the success of whatever is brought in, it is likely that it will fail to keep HSE happy, and we will therefore lose SGARs. There are several issues to monitor, and while measuring the numbers of people passing qualifications, signing up to a code of best practice, or gaining SGAR CPD is easy, the issue of monitoring the harm done by those using SGARs remains contentious.

While HSE's concerns about non-target poisonings are valid, the evidence shows

that professional pest controllers are not the root of the problem. Nor is there any evidence that the level of pesticide residues being found in, say, the majority of predatory birds is causing any specific harm to them – indeed, their populations are increasing right across the board. Further research on this topic is planned in order to understand the mechanisms and impact of different levels of biocides. But this does not give our sector a ‘get out of jail free’ card – we as an industry must play our part in demonstrating that residues are decreasing, and harm is minimised.

Taxation and representation

One issue that has been raised is the funding of monitoring. Proper rigorous science is never cheap (as in all things, one gets what one pays for). BPCA has noted with concern that some manufacturing and distribution companies have not yet got behind the stewardship regime, and the question is, why should some pay and others get a free ride? The efforts of, in particular, the members of CRRU and the two trade associations plus CIEH NPAP have delivered us to where we are today – allowing others to get away without paying their share simply flies in the face of justice.

Perhaps then, the Pesticide Levy is the answer. The levy is a ‘tax’ on every gramme of pesticide sold. It has long been government policy that the costs of

administering the pesticide regulatory system are recouped from industry. This is done by charging fees for product approval applications and by applying a levy (based on manufacturing company turnover) chargeable across the pesticide industry – this seems the fairest way to divvy out the cost, after all, then those who use the most pesticides will pay the most, encouraging efficiency. Under section 18 of the Food and Environment Act 1985, as amended by the Pesticides (Fees and Enforcements) Act 1989, Ministers are empowered to recover costs of running and monitoring the system. Therefore, it makes sense to increase this levy in order to properly police the sector and carry out the necessary science to demonstrate how well we are doing. BPCA will lobby to ensure fairness is considered in future discussions.

Public health versus environmental damage

It is of course important that HSE does not lose sight of the huge benefit SGARs play in terms of rodent control. To lose this vital tool would, in BPCA's opinion, cause significant harm to the human population of the UK and impact food security. And after all, while harm to non-target species is regrettable, can we afford to put the life of a barn owl before that of a child? The answer is not for it to be a ‘one or the other’ argument, but both – and that is where stewardship is vital.

The elephant in the room

One question remains unanswered, and it will be brought up on 4 March. That question is ‘what if we (the professional sector) succeed while others fail?’

/continued over...



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It seems apparent that there are differences in the approaches of the four sectors (read the consultation documents on the HSE website to make your own minds up on what these are). And if, for example, one sector is found to have failed in its duties around stewardship, should the others be tarred with the same brush, and lose their access to SGARs? We await a definitive answer from HSE.

Other sectors involved have powerful lobbies, so one concern is that there is little political will to raise standards to that of our own sector. However, it is important to focus on getting our own house in order, and BPCA and the other parties involved are all committed to this.

On a personal note, I have been very pleased to see our sector (BPCA, NPTA and CIEH NPAP, supported by Killgerm Group) all pulling in the same direction. Despite scurrilous articles saying we are a divided industry, it is clear that on serious issues we are all willing to take some tough choices to ensure our collective survival. We

will report back following the 4 March meeting, and there will be a speaker session at PPC Live (21 May) on this topic to bring you up to date and allow you to ask questions face to face.

Oversight and the future

On 4 March the Steering Groups will present their proposals and receive comments from an Oversight Group comprising HSE, Defra and the Department of Health. If endorsed by the Oversight Group, the Regime will begin immediate implementation. However, there is no way of knowing what exact form this regime will take. What is sure is that BPCA will continue to represent its members, raise standards, and strive to drive cowboys out of pest control by any means necessary.

To read the four Sector Group consultation documents, visit www.hse.gov.uk and search 'SGAR'.



What is CRRU?

www.thinkwildlife.org

CRRU is made up of the companies which are approval holders for SGARs in the UK. Sadly not every approval holder is able or willing to join CRRU and support this initiative, but the following companies are all members:

- BASF
- Barrettine Environmental Health
- Bayer CropScience
- Bell Laboratories
- Killgerm Group
- LiphaTech
- LODI UK
- PelGar International
- Rentokil Initial
- Syngenta

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BPCA saves UK pest control industry £25 million

BPCA Technical Manager Richard Moseley reports on a huge success for our sector...

The British Pest Control Association (BPCA) has secured a huge win for pest control businesses, by driving through changes to the requirements to report pest control wastes, saving our sector an estimated £25 million.

BPCA has been working with the Environment Agency (EA) to remove the legislative burden on pest control businesses who produce pesticide waste. The work, which began in early 2013, was put in place to remove the need to pay for pesticide waste documentation. BPCA put forward a compelling argument that 'municipal pesticides' (EA's terminology) were not a significant problem, and so we should not be punished as if we were major potential polluters.

When hazardous waste is collected and moved from one place to another, a consignment note is used to track the movement. Each movement has a fee associated with it, payable to the Environment Agency. For example, removing a small amount of spent bait from a site would incur a £5 charge to move it from the customer's premises to your store, and then another charge is incurred to move it on for disposal. A summary of the details in the consignment notes received must be reported quarterly to the Environment Agency by the site receiving the waste (known as the consignee).

However thanks to work undertaken by BPCA, the Environment Agency was made aware that 'municipal' (public health) pesticides should not incur a cost, and this has been agreed (see Regulatory Position Statement 'Consignee returns: relaxation of reporting requirements for specified hazardous wastes' MWRP RPS 135 v3 issued January 2014) which identifies the circumstances where the consignee doesn't have to enter each individual consignment for movements of specified hazardous wastes, so allowing a reduction in charges. All other requirements of the Hazardous Waste Regulations still apply, including the requirement to complete consignment notes.

“The derogation is a total win for BPCA, and goes much further than we initially expected.”



The derogation will apply to all 'municipal' pesticides (those coded 20 01 19*), with no specific rules, and will likely save industry £25million each year.

BPCA Chief Executive Simon Forrester said, "The Association has worked hard to ensure the burden of red tape does not adversely affect BPCA Members and the wider industry. The initial estimate was a cost to our sector of £25 million before admin costs – a huge blow to a sector that is already facing major hardships, and is made up largely of small family-run businesses. There are an estimated 8,000 pest control businesses in the UK, so the average impact on them is well over £3,000 each – perhaps the difference between staying afloat and drowning in the current climate." The £25 million figure is based on the number of site visits and subsequent movements of waste by UK pest control businesses and their technicians, though the actual figure when costs of administration, extra staff hours to process paperwork etc. are factored in is likely much higher.

We would like to thank all the companies who are members of BPCA and are therefore supporting this initiative. Without professional pest control companies joining the Association, we would not be able to carry out this work. Our special thanks to Rentokil which has given extra support to BPCA in delivering a win for every pest control business across England, Wales and Northern Ireland.

/continued over...

BPCA is now working to remove the lost time pest controllers must spend in completing the extra paperwork for consignment and waste transfer notes. The Association held two meetings with sections of its membership during January to establish the next steps in the battle to remove this red tape burden.

Even with derogation we still have to do what the law says and complete Consignment and Waste Transfer Notes where appropriate. Software manufacturers and distributors are already working on systems to support this extra administrative burden.

The Environment Agency (EA) informs us that it is not pursuing these aspects of the Hazardous Waste Regulations for the movement of certain hazardous wastes, this means it will not normally take enforcement action unless the activity has caused, or is likely to cause, pollution or harm to health.

The derogation is a total win for BPCA, and goes much further than we initially expected. The EA informs us that our arguments have won them over and the derogation has been approved, but we still have some major work to do to keep it in place. The EA needs good quality data from us to show compliance, so we have asked our larger Servicing and M&D Members to help us pull this together. With their support, we will be able to make a strong case to cut the red tape strangling UK pest controllers.

The EA has asked industry to note that the Regulatory Position Statement (RPS) which sets out what is and isn't in the derogation is to be reviewed regularly with respect to waste types. If compliance with the Hazardous Waste Regulations and the rules of the RPS are not being adhered to for any waste listed, the EA will consider removing that waste from the position statement. The next review is in September 2014, so we need to show before then that pest controllers are using the correct process for pesticide wastes. BPCA is producing a Code of Best Practice with the Environment Agency – this will be available to everyone via the BPCA website once finalised.

But the story doesn't end there. We have some research to be done and another meeting is planned with the EA to allow companies running waste take-back schemes to put forward proposals to potentially help servicing companies meet the admin burden without change to their existing practices.

Light at the end of the tunnel

BPCA is also working with DEFRA to address this issue 'at the root', i.e. to challenge the fact that all pesticide wastes are classed as hazardous wastes automatically. The List of Wastes (also known as the European Waste Catalogue or EWC) is a classification system for waste materials and is where wastes under code 20 01 19* (i.e. pesticides) are logged as being an 'absolute hazardous' entry. In 2014 the Technical Working Group proposed by the European Commission will be taking a detailed look at the entries in the EWC. BPCA will be working with DEFRA to provide the correct evidence so the EWC may be amended such that pesticides that do not display hazardous properties may be able to be classified as non-hazardous. If successful, this would provide a permanent solution to the removal of burden from industry – though this battle is likely to be a long-fought one, as the process will take several years. BPCA's advice to its members in the meantime is to label all pesticide waste appropriately, and ensure spent bait etc. is disposed of properly. If in doubt, contact



“...we still have to ... complete Consignment and Waste Transfer Notes where appropriate. Software manufacturers and distributors are already working on systems to support this extra administrative burden.”

BPCA or your friendly neighbourhood BPCA member distributor.

In conclusion, if we achieve what we have set out to accomplish, it would mean that pest control companies can operate without being strangled by red tape, continue to deliver high quality services to their customers, and maintain the public health of our nation. We know that the regulations set down in the UK often flow through to other EU countries via Brussels – we hope this work will benefit all our colleagues within the EU.

Derogation: what's included?

If the appropriate general and specific rules (see RPS) are complied with, the EA will relax the requirements for reporting the movement of specific types of hazardous waste.

Specific hazardous waste types:

- Fluorescent tubes and other hazardous lighting equipment
- Lead-acid motor vehicle batteries
- Air freshener aerosol cans from toilets or washrooms
- Veterinary waste from farms
- Dry cell portable batteries
- Recovered refrigerant gases
- Samples of hazardous waste being sent to a laboratory
- Un-depolluted ELVs
- Small mixed WEEE from household sources
- Municipal pesticides

If compliance with the Hazardous Waste Regulations and the rules of the RPS are not being adhered to for any waste listed above, the EA will consider removing that waste from the position statement, and thus fees will apply for each movement.

The next battle

BPCA can only fight these battles by maintaining its position as the trade body that government turns to for advice. Without companies like yours in membership, we don't have the resources to fight these battles. When the next challenge hits our industry, we will need your company as a member. To support BPCA's work on this and other issues affecting the sector, visit

www.bpca.org.uk/join

The sun is shining on new bird proofing opportunities!

“...solar panels must be protected and kept in pristine condition to ensure the greatest return possible for the owner, making the justification for bird proofing the panels a bit of a ‘no-brainer.’”

Image courtesy of Stroma Energy

Now a familiar sight in the UK, photo voltaic (PV) panels, commonly known as solar panels, have been widely used in Europe for many years. The recent incentives put in place by the UK government have driven the popularity of solar panels and this trend is expected to continue with the EU targeting 15% of energy generation from renewable sources by 2020. Mark Wenman Account Manager for Network Bird Management reports on how the increase in solar panel sales can be a boost to your sales.

According to the Department for Energy and Climate Change, the cost of PV panels has dropped by 50% between 2010 and 2012, further driving their use on both domestic and commercial sites. The UK government estimates that a staggering four million homes will be powered by solar energy within eight years, so proofing solar panels will soon become a job with which technicians will be very well acquainted. But it's not just rooftop applications that you need to be thinking about: large solar parks are also becoming more common, with some sites having upwards of 21,000 panels, so you won't just be dealing in residential homes and office blocks.

“...proofing solar panels will soon become a job with which technicians will be very well acquainted.”

Why you should be interested in solar panels

One of the biggest problems faced by solar panel owners is their attractiveness to birds. It's been remarked that birds are attracted from the air by vast swathes of solar panels which resemble a lake or pond, encouraging birds to land. Once

there, the panels themselves form an attractive proposition, offering retained heat on top of the panel and a comfortable nesting site underneath. The lip on the edge of the panel also provides a great vantage point for pest birds.

All of these aspects combined result in piles of nesting materials and bird droppings, which is not only an unsightly mess but can also damage the highly expensive solar panels. And let's not forget the well proven variety of diseases that can be transmitted to man from the droppings and also the birds themselves.

Key to the success of solar energy is the rate of return – even with improved technological performance and lucrative incentives the average point when panels become profitable still stands at 20 years. Therefore the solar panels must be protected and kept in pristine condition to ensure the greatest conversion efficiency possible for the owner, making the justification for bird proofing the panels a bit of a ‘no-brainer.’

/continued over...

AviClips are the latest product innovation from Network, allowing quick and easy installation of Avipoint or Avishock onto roof ridge tiles or solar panels.

Quick and easy installation

Ideal for proofing roof ridge tiles, the unique design of the clip allows for easy installation and can be glued or screwed into place quickly.



Call +44 (0)800 988 5359 today to receive your free sample of new AviClips!

Improves performance

Keeping solar panels free of guano is key to their performance. The new AviClips offer an effective and easy to install method to protect solar panels from birds.



Here's our quick guide to making the most of solar panel bird proofing opportunities:

- 1 Speak to local solar panel installation companies to see if they have sites where they have already identified bird problems. When working on 'panel-friendly' buildings, suggest to clients they talk to your contact – there may be commission in it for you!
- 2 Look out for large commercial sites as well as solar farms for bigger opportunities. Go door-to-door and hand out our solar panels guide to boost awareness and help you convert sales.
- 3 The top lip and frame of panels can be proofed with AviClips, allowing simple installation of Avipoint or Avishock.
- 4 Properly installed nets can be used to prevent pest birds from loafing on panels, particularly on roof areas. However these may be considered ugly or unsightly by the customer.
- 5 Always check that your work will not infringe the warranty prior to this installation. Look for opportunities to proof the void under the panel, particularly on roof tops. Weldmesh can be installed onto the perimeter skirt lip of the panel using clamps or mesh clips. For extra protection, the base of the mesh can be angled away from the pane.

The importance of effective bird proofing

Panels are measured on their output and efficiency rating, influenced by light, temperature and ventilation. Cleanliness also plays a key role in ensuring the performance of the panel, both in the long and short term, offering a keen opportunity for pest controllers.

Dirt within rain water and air pollution can accrue over time with energy loss as high as 25% if the panels are never cleaned (Source: Heliotex). Guano is a serious risk to the performance of PV panels, coating the cells and etching the delicate surface, reducing the panel's solar capture and its effectiveness.

The PV cells within the panel are connected in a series string, meaning that even partial covering of one cell on a panel by guano will reduce the power output, potentially by up to 50%. When a cell is fully covered it can use energy created by the rest of the cells and the power can drop to zero, severely impacting the panel's short term output.

Additionally, damage caused by the ammonia in guano is a longer term issue which must be managed to ensure that the panels are working long after the average 20 year payback period. Ammonia is extremely aggressive and has been shown to corrode both the panel and the alloy frame, and whilst the majority of panels are supplied with a 25 year guarantee, most

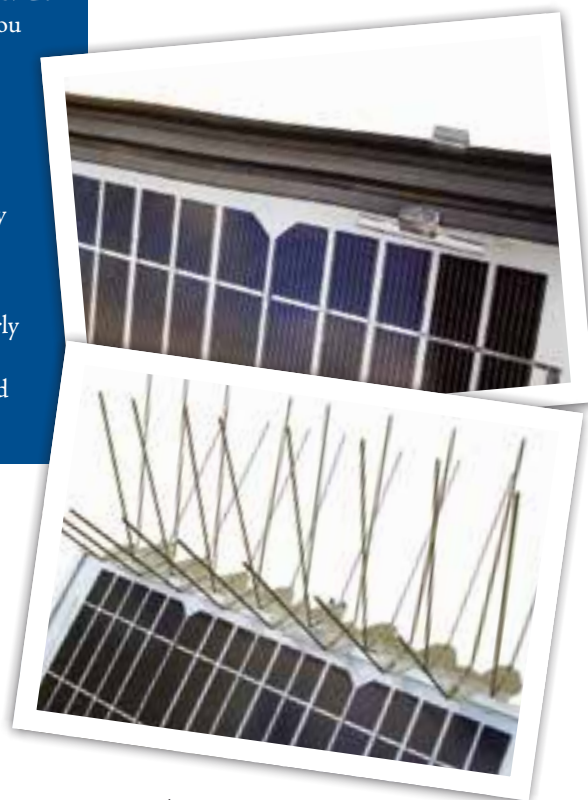
only have a 10 year corrosion warranty so it's worth telling potential customers to check the small print.

Frames can be easily protected and birds deterred using the latest unique product to join the AviClip range from Network, designed to make proofing solar panels quick and simple. Tom Holmes from Network explains "The new solar AviClips have been designed specifically with solar panels in mind, and can be glued into place so there's no need to drill frames. They can also be used with Avipoint spike systems or alternatively with Avishock electric bird deterrent systems for an ultra-discreet approach." Tom adds "It can be more difficult and take much longer to proof solar panels with netting, but if you choose to do this then you'll need net brackets and roof mounts to support the net as they can often be very heavy."

For the experienced bird man there are no new surprises in this report, but for many this is a new and growing problem which will start to crop up on a regular basis. But for every problem there is a solution! That's where you, your technicians, surveyors and proofers come in. Proofing solar panels can be a quick and lucrative area of bird control which you may not have thought about.

Duncan Jones, Marketing Director for NBC Bird & Pest Solutions commented

"Proofing solar panels can be a **quick and lucrative** area of bird control..."



on their approach to the opportunities solar proofing offers "Residential and commercial solar panelling has been a growth area for NBC as well as a new challenge for our bird proofing teams nationwide. An ideal nesting or roosting area, solar panels were always likely to be attractive to birds looking to nest or roost. We are trying to proactively working with solar panel installers as installing proofing with the solar panels saves money and prevents a problem occurring from the off."

BPCA has a handy guide for you to give out to potential customers with solar panels installed, to demonstrate the value of your work. see the marketing support page in the members area of the BPCA website to order your own personalised copy of this leaflet.

www.bpca.org.uk/members

www.networkbird.net

PPC LIVE

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PPC Live is BPCA's new trade exhibition and conference which will be held on Wednesday 21 May 2014 in Manchester.

PPC Live has been designed for technicians, surveyors and company owners to help improve technical knowledge, earn vital CPD points, and keep up-to-date with the latest industry changes and products. With almost 50 exhibitors, free visitor entry and parking, and a variety of seminars and practical demonstrations, PPC Live will offer visitors a one-stop shop for contacts, knowledge and new products.

After the roaring success of PestEx 2013, BPCA has been requested to hold a UK-based technical conference and exhibition in the north to run in the alternate year to PestEx. PPC Live 2014 promises to be the second biggest UK pest

control exhibition behind its sister show PestEx. BPCA Chief Executive, Simon Forrester explains: "For manufacturers, PPC Live will be the place to launch new products, and for servicing companies they'll be able to keep up with the latest industry changes, products and innovations, whilst earning CPD points."

Simon adds, "PPC Live will be our sector's best one-day event, serving the industry and will include a seminar and practical programme that will be unrivalled by any other event in the UK, bringing the whole sector under one roof to share and learn from each other to make a stronger, safer pest control industry."



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Find out more and register your free place at www.ppclive.org

Top tips to make PPC Live a day to remember

1 Pre-register via www.ppclive.org

Not only will you beat the queues on arrival, but you may also be in for a nice surprise upon arrival! You'll also get regular updates and special offers before the show.

2 Save the date

Unless you commit to the day in advance, it's quite likely something will pop up to prevent your visit. Get it in the diary NOW (21 May 2014), and make sure you don't plan any jobs on the day – you won't want to miss out on anything.

3 Plan your day!

Time away from your 'day job' is precious (even more so in the current climate), so make sure you get the most out of your day. Our seminars and practical demonstrations are expected to be extremely popular so make sure you plan in advance which sessions you want to attend. Creating a timetable beforehand will give you enough time to get the most out of the show.

4 Take some business cards

You never know you may get some work out of it!

5 Cover, note and follow-up

Make sure you cover every stand at the show and remember to write notes and make follow-up contact with suppliers you talked to as soon as possible while your memory of their products and services is still fresh in your mind. It's no use leaving it three months then wondering which company had that brilliant gadget you need for a specific job.



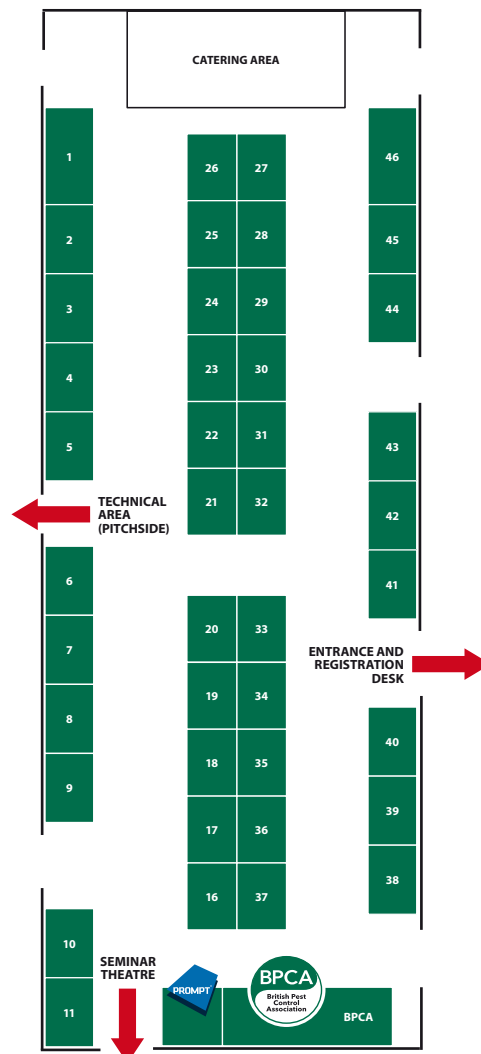
Seminar and practical demonstration programme

The event will be free for all and include a seminar and practical programme that will be unrivalled by any other event in the UK.

BPCA Chief Executive Simon Forrester said "PPC Live will feature speakers on the SGAR stewardship issue, how the UK industry needs to change the way they deal with pesticide wastes, and a panel discussion with a range of large clients on what, in an ideal world, they would get from their pest

control company. On the technical side we have hawking demonstrations, guidance on sprayer calibration, and speakers on topical pest species and how to maximise profit on treatments, to name a few. The full PPC Live seminar and practical demonstration programme will be released in the coming weeks. Just register your free place at www.ppclive.org to be the first to see what we have planned for PPC Live.

Floorplan



Just a few of the exhibitors at PPC Live 2014...

- BASF
- Killgerm
- Pelgar
- Bell Laboratories Inc
- Barrettine Environmental Health
- Bradshaw Bennett Ltd
- Huck Nets (UK) Ltd
- Russell IPM Ltd
- Woodstream Europe Ltd
- BASIS PROMPT
- Merlin Environmental Solutions Ltd
- Rentokil Products
- RSPH
- Agralan/Lance Lab Ltd

Thinking of exhibiting?

For more information and booking contact Jan Johnson, Dewberry Redpoint on 0208 269 7910
janj@dewred.co.uk

Giving it 100%

Back in 2005 BPCA's membership voted to bring in tougher criteria for servicing company members, by ensuring every person controlling pests is qualified to the industry minimum standard and can show they are keeping up to date. This is being done not only to professionalise our sector, but also to send a strong message to clients that BPCA is the logo they should be looking for when selecting a pest control company. Since then, BPCA has been working to support its member companies to reach the criteria (see box), which take immediate effect for companies joining BPCA, and kick in from 1 January 2015 for all those already in membership.



BPCA Field Officer Natalie Bungay on how the clock is ticking to reach the criteria standard.

doing regarding compliance with the criteria. I would urge those who haven't yet achieved 100% to get in touch so we can help you. Companies which do not meet the criteria next year will no longer be eligible for BPCA membership."

BPCA is putting on extra courses and examinations during 2014, and we're adding new free CPD quizzes to our website all the

BPCA can offer support in achieving the Level 2, help in getting CPD points, and registering on the BASIS PROMPT Scheme.

BPCA Chief Executive Simon Forrester said, "I have written to all BPCA servicing companies to let them know how well they are

THE CRITERIA

All staff involved in the control and eradication of pest species must hold the BPCA/RSPH Level 2 Award in Pest Management or equivalent.

All these staff must be on a recognised CPD scheme such as BASIS PROMPT.

www.basispestcontrol.co.uk

PROMPT

time, to help you maintain your pest knowledge at minimum cost. Sign your staff team up to our free Affiliate Scheme to help you gain the 20 CPD points required.

Our message is clear. By year end all our members' technicians must be qualified and on a CPD scheme. This will take BPCA to a new level. All we need is the support of our members to get there. If you'd like to get free support to help your company meet the criteria, email Natalie Bungay on

natalie@bpca.org.uk



Rising insurance costs? Are you getting value for money? Bradshaw Bennett, the broker with over 30 years' experience, offers an exclusive specialist liability scheme, approved by the British Pest Control Association. The scheme offers wide cover and high claim limits are also available.



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Taking the plunge



Newbie to the industry Luke Summers talks about his experiences of pursuing a new career in pest control.



"Are you feeling okay?" was the question asked when I declined an offer of employment from a prestigious global insurer. I wasn't sure myself when I decided to follow my lifelong passion to become a

pest controller. I had always admired people who loved their job and remember speaking to a pest control technician who had been called to my office to inspect for mouse activity, which instantly ignited my interest in pest control. Having spent 16 years in business development roles (with the usual trimmings of an executive lifestyle), I desperately wanted to break out into something different. My chance came last year when I was unexpectedly made redundant.

I wanted to learn what it takes to become

a pest controller and therefore called the BPCA Training line (01332 225 113) who were reassuring and exceptionally enthusiastic about my career change plans. After a brief chat I signed up to the BPCA online training programme and started studying. I wasn't in work and therefore had time to throw myself into the online learning.

For the first time since I was 18, I wasn't employed so began looking for potential employers who would give me a chance. I was looking for a company who could channel my enthusiasm and after a chance conversation with Fred Robinson (North West Service Manager at Mitie) I decided Mitie was the company for me. I was offered a six month temporary contract, and I haven't looked back.

Naturally, there have been occasions when I questioned my career choice. Challenging times such as setting rat traps in a smelly food recycling plant in the heat of

summer with maggots crawling around your feet, through to using de-icer to open rat boxes in the winter and losing the feeling in your fingers. I must admit, I did think of my previous role in a warm office sipping coffee all day, and wondering what on Earth I had done. This was only a passing thought: sat in the safety of my van with a satisfied customer who's seen a reduction in pest activity was the perfect conclusion and a real shot in the arm.

It's been a difficult and challenging journey as there is so much more to learn but it is equally rewarding. I would urge anyone who has an interest in pest control to take the leap of faith. Speak to the team at BPCA as their advice was instrumental to me making the change. Also speak to some employers to find out which would best suit you. I consider myself fortunate that I found a manager and company who shared my enthusiasm. If I can do it, anyone can!

www.mitie.com/pest-control

www.bpca.org.uk/training

BPCA fuelcard benefit helps member eliminate unwanted costs



The cost of refuelling the company fleet only ever heads in one direction. The last straw for company director of Pestproof, Steve Ivell was when

he discovered that his fuel card supplier was now levying an additional £2 'transaction' charge every time anyone at Pestproof refuelled. Steve explained: "Having to pay £2 more is bad enough when you are pouring £75-worth of diesel into a Kangoo." Steve added, "It is quite normal for our guys to buy just five litres at a time for a petrol generator. This new transaction charge effectively added 40p per litre to that price. Just as bad, the supplier was already charging the full price shown on the pump, rather than passing any of the significant savings from their massive bulk buying."

With a fleet of a dozen cars, plus another dozen light commercial vehicles ranging from vans to a tipper truck, Pestproof's fuel bill represents a major cost item. Therefore Steve

needed to find a way to control and, if possible, reduce fuel costs. After evaluating a number of suppliers, he settled on using BPCA's new member benefit with The Fuelcard People.

His drivers now all carry a Texaco Fastfuel card. He said, "We know, in advance, exactly how much we are going to be paying for diesel or petrol, anywhere in the country. Although it says, "Texaco," on the card, we can use it all over the place, from major supermarkets to the smaller fuel chains."

Fixed weekly pricing means that, typically, refuelling costs up to 5p per litre less than average pump prices. Invoicing is all by email, with payment by direct debit, so there is no paperwork to manage, and interval between refuelling and payment means anything up to two weeks of interest-free credit.

Samantha Alexander, The Fuelcard People's Account Manager for BPCA



members commented: "Even if a member is already using fuel cards from another supplier, as Pestproof was, I am certain that we can find them a better deal. The only

way to find out, though, is to contact us. Call me today on 0844 870 8537, or visit www.discountfuelcards.co.uk/bpca"

The last word on fuel cards, though, should go to Steve: "If the other company had not hit us with that extra £2 transaction charge, we might not have looked around. Now that we've switched to The Fuelcard People, our only regret is that we didn't do it sooner. I would thoroughly recommend other BPCA members to call them and make the change."

www.discountfuelcards.co.uk/bpca

False widow spiders: overhyped or overlooked?



In late summer 2013 the false widow spider suddenly jumped onto centre stage. Within days the media and the public became very agitated about spiders, and reports of swollen limbs and terrified families were on the front page of national newspapers. Clive Boase from the Pest Management Consultancy puts the false widow story into perspective, and provide some down-to-earth advice on spiders and spider management.

Until the summer of 2013, most UK pest controllers were seldom involved in spider control. Spiders were a minor pest that the householder usually dealt with themselves without professional help, catching most pest controllers in the industry off balance when they suddenly reached prominence. Pest control training courses and publications do not cover UK spiders in any detail, and while a few pest control companies claimed to be busy on spider work, the rest were busy frantically researching on the internet or calling their trade association.

Tricky identification

Spiders are of course arachnids, not insects, and are therefore more closely related to mites, ticks and scorpions. In the UK, we have around 650 native species of spiders, the vast majority of which live outdoors on vegetation or on the ground, although a few are regularly found in and around buildings. They are all predatory, feeding on other invertebrates. Some species use a silken web to entangle their prey, while others actively hunt down their food. Most spiders use venom to subdue their victim, but only a few spiders in the UK have sufficiently powerful mandibles to penetrate human skin.

The spider causing the excitement in recent months was the false widow spider, *Steatoda nobilis*. This species is believed to have been introduced to Devon from the Canary Islands in the 1880s, and has gradually spread northward and eastwards, with most confirmed records lying south of a line from the Wash to Pembrokeshire. Although *S. nobilis* was introduced, there are also five other closely related false widow spider species that occur in the UK. *S. grossa* and *S. bipunctata* in particular are widespread and commonly found in sheds, outbuildings and porches as well as within homes. "For us, it has been tricky to identify the various false widow spiders with complete confidence, even using the online images. It would be helpful to have a proper spider identification guide" suggests Ian Miller of



South London-based Cleankill Environmental Services.

Typically, the false widow spiders spin a loose tangle of webbing, with a tube of silk in one corner that leads into a crevice where the spider hides in the day. This web is often at least 1.5-2m above ground level, and sometimes higher. "The typical locations for us have been around window and door frames, and eaves," adds Ian Miller, but they have been reported from a wide range of other locations, including walls, down-pipes and gutters, waste pipes, porches, and outbuildings.

The spiders of course increase in numbers during warmer months, but in late summer and autumn they may become particularly conspicuous as the males wander more extensively in search of a mate. "Certainly our requests for false widow work always peak in October" confirms Brian Duffin of Hampshire-based Rokill Pest Control Services.

Not aggressive

False widow spiders are not aggressive, and will not launch an unprovoked attack on people. When bites do occur, it seems to be a result of accidental contact with a spider. The venom of *S. nobilis* can cause a short-lived reaction, described as similar to a wasp sting, but occasionally it is longer-lasting and extends beyond the site of the bite. In the UK, the recently publicised cases of serious reactions to so-called spider bites are unlikely to be a reaction to the venom itself, but are more likely to be the result of secondary infection of an initial skin lesion such as MRSA from hospital visits. Given that *S. nobilis* has been present in a large area of southern England for over a century, living in and around homes, the rarity of bites (around 10/year reported to the Natural History Museum, London) is an indication of the very low threat from this species. The threat is much less than that presented by wasp stings, or tick-borne Lyme disease, for example.



Online CPD quizzes based on this feature and on winter driving are now available on the BPCA website. Each quiz is worth three PROMPT CPD points – register to take part at www.bpca.org.uk/affiliate



The false widow spider (*Steatoda nobilis*)
Image copyright PR Harvey

Customers and spiders

“We had a trickle of requests for control of false widows over the last few years, but in 2013 it became a flood. Most callers would report finding a spider that looked exactly like the one in the previous day’s newspaper, and were worried their family was at risk”, reports Jeremy Barraclough, of East Anglia-based Command Pest Control. “However in most cases”, explained Paul Butterick of Kent-based Safeguard Pest Control, “once we reassured our domestic callers that their lives were not in immediate danger, and pointed them in the direction of the Natural History Museum or BPCA website, then they were satisfied. However institutions such as schools clearly have a responsibility to their pupils, so with these customers we would often become more closely involved”.

Prevention and control

The CoSHH Regulations of course require us to consider non-chemical control options for pest problems. “For customers that wanted something done, but were cautious about pesticide use, we would offer an inspection and a thorough vacuum clean of the affected area,” explains Paul Butterick. “Normally that seemed to be sufficient.” In the longer term, then sealing potential harbourage points in high risk areas, such as in porches and conservatories, may further reduce the chance of contact with the spiders.

“However numbers of our domestic customers wanted to err on the side of caution, and have a pesticide applied, despite reassurances about the low risk from spiders. In such cases, where safe to do so, we would treat crevices and other likely harbourage areas with a residual pyrethroid or carbamate insecticide. In general, we find that spiders are even more susceptible than insects” explains Brian Duffin. However Jeremy Barraclough adds that “as the spiders are widespread across the areas where they do occur, we advise customers that insecticide

treatment of a porch or garage is unlikely to give lasting and complete elimination. The spiders will gradually recolonise the treated area”. In terms of choice of pesticide, remember that spiders are of course arachnids, so the ‘other crawling insects’ phrase often used on pesticide labels does not cover use against spiders.

Pesticides which explicitly mention spiders on the label are relatively few, but include Pelgar’s Cimetrol and Bayer’s Ficam W. Spiders are likely to be found in situations where surfaces are porous, e.g. concrete, brick and wood, so formulations such as wettable powders and suspension concentrates are likely to give a longer-lasting effect.

“Regarding outdoor treatments, residual insecticides used in pest control are not approved for the treatment of foliage or garden plants”, cautions Brian Duffin. “In the very unlikely event that vegetation needs to be treated, then this should be carried out with a pesticide explicitly approved for that use, typically a horticultural pesticide. In addition, users of such products must hold the PA1 and PA6 Certificates of Competence, as the RSPH exams which most pest control technicians undertake do not cover the use of horticultural pesticides” he adds.

Respect beneficials

In the areas where false widow spiders occur, then there will almost certainly be a range of beneficial species present too, such as other spiders, hibernating ladybirds and lacewings. Before any treatment is carried out, whether it is chemical or non-chemical, then the potential impact on non-target species needs to be considered, and discussed with the customer. There is a balance between controlling what is actually a very low risk pest, and causing potential damage to organisms that are beneficial in the garden.

This summer?

Fortunately, thanks to the internet (world wide web?), especially the sites listed below, most pest control organisations are now much better informed about spiders than they were last summer. Hopefully those providing training, and responsible for training manuals, will also be able to update their material before long. So, looking ahead, how much spider work can we expect in 2014? “Our view is that although spiders have definitely increased their range in recent years and the work has therefore increased too, the 2013 surge was largely driven by media coverage. Who knows what the media might latch onto this summer, it might even be Asian hornets!” speculates Jeremy Barraclough.

FURTHER READING

The following websites provide background information on UK spiders, and were helpful in creating this article:

The British Arachnological Society:

<http://goo.gl/l9Ca2D>

The Natural History Museum:

<http://goo.gl/lsgn9Q> <http://goo.gl/XZmJ1g>

The Society of Biology:

<http://goo.gl/EJ8nwc>

BPCA also has an AtoZ of pests on the website

www.bpca.org.uk

MARKETING SHOESTRING STYLE!

In the last 30 years I've worked with many SMEs and so understand the challenges they face with marketing at all stages of growth. If you're a small business owner or are marketing a small business you're light on budget and tight on time. You're not too concerned with the theory and science behind a marketing tactic but are more interested in putting it into practice. In my latest book I cover the practical principles behind each particular marketing tactic, providing tips and strategies that you can apply, knowing they work in the real world. You won't find any marketing theory, extravagant promises or hare-brained expensive marketing schemes! I've included dozens of case studies and examples of successful sales letters, press releases, e-mails and adverts.

The perfect practical marketing plan

There are some things to bear in mind when creating your marketing plan. You don't have to be a marketer, nor do you have to work with one to create an informative, practical marketing plan. However, a plan does require organisation and self-discipline. Allocate quality thinking time rather than snatching spare minutes. Carry out research and spend time documenting your thoughts. It's fine to scribble the odd marketing idea on a beer mat but you can't take this laid-back approach with your marketing plan.

Without a plan you undermine your sales efforts. If you understand your customers' needs and how to meet or exceed them, then you can use this knowledge to support your sales, and your conversion rates will soar. You can only do this if you've put in the hard yards: researching your audiences and competitors, analysing your products and services. Changes or improvements should be made before selling begins. If you dive headfirst into selling, ignoring your marketing plan, you risk alienating your target audiences, targetting the wrong people or simply handing the sales initiatives to your competitors.

What information should be in your marketing plan?

- An audit of your marketing activities to date – what have you spent, how much new business has been gained?
- Any improvements planned for your products and services
- A review of key competitors
- Your realistic and achievable business goals for the year
- Your positioning statement – compelling reasons why your target audiences should buy from you
- Your target audiences – why you want to reach them, how you plan to do so
- An audit of your marketing communications – are they outdated, no longer relevant to your current offerings?
- Your tactical plan – shortlist your chosen campaigns
- Any limitations or barriers – what's standing in the way of your marketing plan being implemented?

Marketing a small business can be difficult task. What to do and where to start are both questions you're probably asking yourself. Marketing guru Dee Blick shares some exclusive tips and extracts from her latest best-selling small business marketing book: *The 15 Essential Marketing Masterclasses For Your Small Business*.

THE 15 MASTERCLASSES...

- 1 The perfect practical marketing plan
- 2 Your perfect positioning statement
- 3 Why it pays to locate and research your target audience
- 4 How to write copy that sells
- 5 How to make your website a magnet for hot prospects
- 6 How to write successful adverts
- 7 How to get PR in printed publications
- 8 Why it pays to do direct mail
- 9 How to take the chill out of a telephone cold call
- 10 The secrets of successful e-mail marketing
- 11 How to be a confident and engaging public speaker
- 12 How to build your expert status
- 13 How to wow your customers with genuine customer care
- 14 Why you should be falling in love with LinkedIn
- 15 How to be terrific on twitter

HERE ARE EXTRACTS FROM FOUR POPULAR MASTERCLASSES...

How to write copy that sells

Reviewing your existing communications

If you want to perform a swift and effective appraisal of your existing communications, the following will help you decide whether it's time to scrap or improve!

- Read the communication out loud. How does it sound?
- How current is it? Are any of the services, products, prices or team members you mention outdated or inaccurate?
- What's missing? Have you undersold any benefits? Did you forget to include information about your accreditations and qualifications?
- Does the communication include chunks of text copied from other communications to save time? Is it projecting a truly relevant and targeted message?
- Has the communication achieved its objectives? If its purpose was to generate leads, or to build the loyalty of existing customers, did it succeed?

Be bold and decisive. If on the strength of this exercise you conclude it's no longer fit for purpose, ditch it.

How to wow your customers with genuine customer care

Two views of the perfect sale:

- 1 An efficient and trouble-free transaction
- 2 An opportunity for a new relationship.

If you've received an adequate, businesslike service when buying a product or service, there's every chance the business you dealt with takes the view that the perfect sale is something that is delivered quickly, efficiently and without fuss.

- They recruit customers primarily for a single sale
- They focus on product features
- Their customer contact is moderate
- They believe that quality is the responsibility of production
- The purpose of communication is to sell hard and persuade to buy.

For some purchases this approach is absolutely fine. For example, when buying a pen we would probably pop into the shop nearest to us that sell pens. We would expect only minimal customer care because the speed and ease of the purchase are the major considerations. We would walk out of the shop happy. However, for more weighty purchases this approach is not so appropriate. The businesses we are drawn to when making considered and repeat purchases are those that embrace the idea that a sale presents an opportunity to build a relationship with the customer, and that this relationship is built through great customer care.

Businesses try to achieve this through:

- Focusing on retaining customers
- A bias towards product benefits and delivering solutions to customer needs
- Viewing the delivery of exceptional customer service as absolutely vital
- Rich and frequent customer contact
- Making customer satisfaction the responsibility of every member of the team.

For these businesses, the customer is the most important person in the company and every employee recognises this and engages with customers accordingly. The customer is not regarded simply as a profit generating unit to be processed as efficiently as possible.

“If you understand your customers’ needs and how to meet or exceed them, then you can use this knowledge to support your sales, and your conversion rates will soar.”

How to be terrific on Twitter

I don't believe every small business owner should be tweeting. For some small businesses it could be a complete waste of time. If the businesses target audience, potential clients, existing clients or introducers don't subscribe to Twitter in meaningful quantities or the products/services are unsuitable, it's unlikely that twitter will be effective. For example, one of my clients designs high-level security systems for financial institutions. Because of the highly confidential nature of their work and the fact their clients cannot be named, posting messages on Twitter would be pointless.

Before deciding whether Twitter is an appropriate marketing activity for your business spend some time familiarising yourself with it. Are clients using it? Are there prospects you would like to do business with on Twitter? How about influencers you would like to reach, suppliers you're working with, any of your competitors?

If you discover clients or competitors already on Twitter take note of:

- Who's tweeting?
- What are they tweeting about and how often?
- Who are they talking to?
- Who's talking about them?
- What relationships are they forming?
- Who are they following/ who's following them?

Within a few hours you'll know if Twitter is appropriate. If competitors are regularly tweeting interesting information and tips to their followers, engaging in worthwhile conversations with them, you may feel you're failing to properly represent your business by not becoming involved. If competitors are active on Twitter but not using it to its full potential, simply posting repetitive tweets promoting their services you have the chance to establish yourself on Twitter and to outshine them. If clients are regular users, joining Twitter will provide an opportunity for you to build even stronger relationships by keeping in touch on a more informal basis.



Dee's new book has been rated as excellent by The Sun, CityAM and Elite Business Magazine. It has also won 'Talk Business Magazine Best Business Book 2013', and at the time of writing this article was given 56 five star reviews on Amazon. If you'd like to read more from Dee, The 15 Essential Marketing Masterclasses for Your Small Business is available on Amazon for £9.99 in paperback and Kindle.



Dee Blick, Director of marketing consultants 'The Marketing Gym', is the UK's number 1 best-selling small business marketing author, a fellow of the Chartered Institute of Marketing (CIM) and a regular columnist for a number of magazines including **alexo**.

“A 6.35mm gap is enough space for an adult mouse to enter a structure”

**ex•clude:
“to prevent or restrict the entrance of”**

Merriam-Webster's OnLine



Online CPD quizzes based on this feature and on winter driving are now available on the BPCA website. Each quiz is worth three PROMPT CPD points – register to take part at www.bpca.org.uk/affiliate

the exclusion conclusion

In an integrated pest management (IPM) program, proofing to exclude pests from the outside can be one of the most important factors when trying to establish a pest free environment. Patrick Kelley, Vice President, Insects Limited Inc explains why exclusion is the only conclusion in an integrated pest management programme.

External pest pressure is a major threat for both urban and rural building owners, and as we know the entry of a single rodent can cause significant damage in a short period of time. A thorough inspection of the exterior of a facility and some simple supplies can provide a permanent solution to most areas of pest entry. Listed below are some of the more common conditions that allow rodents and of course insects to enter a building.

Gaps around a window frame

Window frames on the exterior of a building can often have gaps that allow pest entry on either side, above or below the frame. A professional foam material should be applied in any gap.

Gaps beneath doors

This is the single most common condition that allows the easy entry of insects, rodents and even birds into structures. Warmth and food odours can migrate outdoors through these gaps and draw in pests of all types. Remember that rats only need a 12.7mm gap for entry, mice need a 6.35mm gap and many insect pests can enter through a 2mm gap or even less. A quality door sweep will remove any gap beneath the door. The best type of door sweeps are strips made from brush material. They have outstanding abrasion

resistance and they remain flexible at a wide range of temperatures. Once the bracket that holds the brush strip is mounted, the brushes themselves can be changed quite easily.

Gaps around a pipe chase

The point of entry where a plumbing, HVAC or electrical pipe passes through an outside wall and into a structure is called a pipe chase. Often, after the hole is drilled through the wall and the pipe is installed, the gap between the pipe and the wall is not sealed or it is incorrectly sealed. Also, sealing material can shrink with age and an area that was once sealed can become a pest highway. Professional foam sealants will deter insect pests. Also, if rodents are an issue, copper gauze or a rodent proofing fabric can be stuffed around the pipe and foam sealant applied to secure it in place. Rodents generally will not chew through the metal gauze or the metal in the fabric.

Windows and doors left open

When we become hot or cold, we will often open doors and windows to adjust the temperature. A better temperature-controlled environment and clearly explaining to the customer the problems with constantly leaving doors and windows open may help alleviate the pest problem.



Broken or insufficient screen material

A metal screen that becomes missing or torn should be quickly replaced or repaired. Also, screening with a mesh size that is too large will allow pest entry. The size screening recommended for insect pests is a 1 mm gap or smaller. Screens with a larger gap than this should be replaced.

Cracks in concrete foundation

Broken or cracked concrete at the base of an exterior wall will often allow pests easy access into a wall void or directly into the structure itself. Cleaning and removing the crumbled concrete material and replacing it with sound concrete will solve most issues. This is also true of stone foundations with gaps.

Gaps around roofline and eaves

Often, homes with slate roofs have small gaps at the roof line where wasps, and a wide variety of other insect pests can enter. This can be a difficult area to seal off and each home must be looked at individually for a custom plan to be put in place that will not affect the integrity of the home.

These suggestions are not exhaustive, there are other proofing options that could be employed. Don't forget – establishing a pest-free environment isn't all about the chemical treatments you use, but also about how you find and fix the source of the issue.

For full information on pest exclusion see www.bpca.org.uk/bpm www.insectslimited.com

Register at
facilitiesshow.com
/BPCA

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