

## **British Pest Control Association Statement of Board Candidacy**

**Name:  
MARTIN COBBALD**

**Member Organisation:  
DEALEY ENVIRONMENTAL LTD**

**My professional background:**

**I've been in pest control for a mighty 24 years now. The beginning of my career was as a tech, very much in the agricultural sector.**

**In 2011 I took on Dealey Environmental. Started growing it from the one-man-band into a decent sized company. In my arrogance I did this with a lot of pest control knowledge but absolutely no inkling of how to manage a business or its people. Mistakes were made. Dealey became a one-man-band again.**

**After a short period working on personal development and learning about business, I saw the benefits immediately and have been dedicated to growing the company sustainably and responsibly ever since. I have also been lightly obsessed with personal development and business theory.**

**Those that know me will be familiar with my focus on technical ability, love, generosity, and positivity.**

**I have previously been a member of the Fumigation and Controlled Environments Committee (as it was then before it became a SIG), becoming chair of the committee after two years.**

**During this stint I was a Chairman Member of the Executive Board from 2013-2017 and then a 'normal' Member until 2019 and then Vice President from 2019-2020. I made the decision to step down in 2020.**

**My time on the board led to many exciting opportunities to deliver value for the BPCA, my favourite being the public speaking opportunities at Committees, live event and at the Scottish Parliament.**

**I am currently the invertebrates representative of the RAMPS UK committee.**

**I am a trainer and assessor for the BPCA, delivering the RSPH Level 3 in the Use of Fumigants for Invertebrate Control.**

**Dealey Environmental is now a company of 25 or so employees. Our services cover pest control, fumigation and falconry.**

**We were proud to win the Small Business of the Year Award at the 2021 National Pest Awards. Although that was largely down to the Dealey team and probably despite their chief idiot.**

**My role in the business is morphing slowly from Managing Director to CEO (if you can be a CEO of such a small company) and I'm delighted to say I have the time, energy and dedication to be able to return to the Board and give it my all.**

**Why I am putting myself forward:**

**Our sector is undervalued both societally and economically. I want to change that.**

**The skills I bring:**

- **Negotiation and resolution**
- **Marketing intelligence**
- **Clear logical thinking**
- **High level strategic direction**
- **Public speaking**
- **Motivating and managing**
- **Networking and introductions**

**If I am elected, I will endeavour to.....**

**To me, the key principles for our sector to thrive in the future are:**

- **Prioritising the concerns of the small businesses and sole traders that are the lifeblood of our Association.**
- **Unifying sector representation. Building closer ties with other industry stakeholders to enable the sector to speak with a more unified voice in the future.**
- **Keeping the correct products available for our work and limiting their availability to those who are the most responsible users.**

**Signed by candidate:**



**DATE: 9<sup>th</sup> February 2024**