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Dealing with the risks associated with drug paraphernalia



Pest control in the media

Should we be concerned with the media image of our industry?



Ethics in pest control

Should ethics impact on your business?



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Networking events



THE PREMIER PEST CONTROL EVENT
10-11 April 2013 / ExCeL Centre, London
www.bpca.org.uk/pestex

PestWorld East

29-30 April / Marriott Hotel, Dubai
www.npmapestworld.org

Fumigation Conference

23 May, BPCA offices, Derby
www.bpca.org.uk/fumigation

SOFHT – Soap and Information

26 June 2013 / Moor Hall Hotel, Sutton Coldfield
www.sofht.co.uk/events

Urban Fox Conference

12 July / RSPH, London
www.urban-wildlife.co.uk

1st Eurasian Pest Management Conference

9-11 September / Moscow, Russia
www.pestmanagement.su

European Vertebrate Pest Management Conference

27-29 September / Turku, Finland
www.evpmc.org

PestWorld 2013

23-26 October / Phoenix, Arizona, USA
www.npmapestworld.org

Online learning

The flexible approach to pest control training, learn at your own pace at times to suit you.

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
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 2013 training calendar
www.bpca.org.uk/training
...and in PPC71

Examinations	2012 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
RSPH/BPCA Level 2 Award in Pest Management	11 April	ExCel centre, London (PestEx)		
Exams can be arranged to suit other requirements at the discretion of BPCA, minimum of six candidates, there may be an additional cost.	17 May	Scotland and Bristol	£130	£145
	14 June	Berkshire		
	19 July*	BPCA offices, Derby		
BPCA Accredited Technician in Pest Control	22 May 17 September	BPCA offices, Derby	£225	£305
BPCA Certificate in Bird Management	On request	BPCA offices, Derby	£90	£105
BPCA Fumigation Diploma	20 September	BPCA offices, Derby	£125	£145
BPCA Fumigation Certificate of Proficiency	20 September	BPCA offices, Derby	£285	£390
BPCA Certificated Field Biologist	20 June	BPCA offices, Derby	£210	£265
	17 October			

* for full dates please visit www.bpca.org.uk/training

Courses



Courses	PROMPT CPD	2012 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
Pest Control Course (modular)	30	4 June - 30 July	BPCA offices, Derby	£699	£899
General Pest Control (residential) *	24	12-17 May	Oatridge College, West Lothian	£875	£1045
		8-13 September 8-13 December	Warwick University, Coventry Warwick University, Coventry		
NEW BPCA 'Profitable Bed Bug Control'	12	25 March	Holiday Inn, Wembley	£200	£250
Urban Bird Control and Management	20	Register interest	BPCA offices, Derby	£300	£365
So you want to be a Field Biologist?	8	16 April	BPCA offices, Derby	£165	£195
Heat Treatment Technicians	22	On request	BPCA offices, Derby	£300	£365
Pest Control Awareness for Administrators	8	On request	BPCA offices, Derby	£165	£195
Insect Classification and Identification	10	20 March	BPCA offices, Derby	£165	£195
5 Day Fumigation	30	29 April - 3 May	BPCA offices, Derby	£875	£1045
Stored Product Inspection and Control	10	23 April	BPCA offices, Derby	£165	£195

* includes full-board accommodation, BPCA/RSPH Level 2 Award in Pest Management exam fee and access to the BPCA Online Learning programme for six weeks prior to the course.

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

Every effort is made to ensure all events run to plan, but BPCA reserves the right to cancel events. A full refund will be given for a booking that is removed by the Association.

Regional 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 four CPD points.

Find out more and book your places at

www.bpca.org.uk/events

Dates and locations

13 March / Leeds
25 April / Broxburn
9 May / Kirkby
6 June / Bristol
26 September / Newbury
3 October / Cambridgeshire
24 October / Belfast
12 November / County Durham
21 November / Hampshire



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www.davidson-igd.co.uk

CPD for 2013: 2 points

BASIS reference: PC/18449/1011/g



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Black ants



Ghost ants



Pharaoh ants



Argentine ants

Facts

Facts change all the time. Smoking has gone from something doctors recommended, to being deadly. We used to think the Earth was the centre of the universe, and Copernicus showed this wasn't true. In short, what we know about the world is constantly changing. Labelling, legislation and products all vary over time, which means staying up to date is more important now than ever.

Pest controllers with an idea of when their knowledge is likely to expire are better equipped to stay safe and legal. That's where the Affiliate scheme comes in. It offers everyone who registers a steady flow of information, free training and online CPD, the latest legislation, and access to the services you need to develop your professional practice. All at a cost of zero pounds and zero pence. Not bad, eh? We've already had over 500 registrations for the scheme, with many servicing companies signing up en masse. You too can sign up, via the BPCA website.

Talking of free information and advice, PestEx is just around the corner and it's shaping up nicely. This is not only the biggest trade show in our sector, but the biggest PestEx ever, with around 90 exhibitors (up 30% on last time) with an additional 150m² of stands and a packed seminar programme – see page 14. As Fred Pontin used to say, "Book early!"

The recent fox attack in South London created a media storm, with BPCA staff and members involved in lots of TV and radio interviews. Are there bumper times ahead for servicing companies who deal with urban foxes? London Mayor Boris Johnson seemed close to calling for a cull, but stopped short, citing the need for local authorities to get their act together. Kneejerk political reaction aside, is the nuisance and risk from urban foxes going to lower city-dwellers' tolerance for Mr Renard? Only time will tell. BPCA has concerns that many 'pest controllers' will see fox control as an easy earner, and try to capitalise on the media storm and public fears. We will be keeping an eye on this subject, and liaising with the authorities to ensure the public are informed, and only professionals are called in when needed.

As one wag put it, there are people in pest control who think 'ethics' is a 'dithtributor'. Business ethics are all about creating sustainable client relationships, and for many companies it helps them to attract and keep

“Kneejerk political reaction aside, is the nuisance and risk from urban foxes going to lower city-dwellers' tolerance for Mr Renard?”



the best employees. See page 34 to understand how ethics might benefit your business.

We are currently analysing the results of our local authority research, and it's clear that councils contracting out pest control are on the rise. The Public Sector Spending Review (PSSR) will provide further opportunities for professional pest controllers to highlight just how effective outsourcing pest control can be. With the PSSR stating that public sector budgets will be reduced over many years, government departments will seek the most economical way of managing their facilities – a great opportunity for our members. But the knock-on effect of cuts is that the public may no longer be able to rely on the safety net of free or subsidised pest control. The latest research from CIEH shows how public perceptions mean a gap in provision is likely, possibly leading to a rise in pest numbers. See our seminars at PestEx for more details.

Finally, another piece of research, this one aimed at BPCA itself. We asked you what you thought of your association, and you've told us. The BPCA Board has used these answers to set the strategy for the future. We hope you can see BPCA is responding to your needs, listening and developing alongside your business, and giving you vital support to survive and thrive in the recession.

Looking forward to seeing you at PestEx.

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



Join the conversation on twitter
[@britpestcontrol](https://twitter.com/britpestcontrol)

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NEW: Online CPDs in PPC



BPCA will be turning at least one article in every issue of PPC into 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

DRE Pest Control appoints new MD



DRE Pest Control has appointed Jenny Humphrey as Managing Director. Jenny has been a Director of DRE Pest Control since 1999 and is BPCA Honorary Treasurer. Former MD Andrew Gibbins handed over responsibility at the start of the year to Jenny, whose duties include DRE's strategic management. Jenny commented "I'm immensely proud to be the Managing Director for DRE Pest Control." She added "My father, David Ellington, founded the business almost 40 years ago and I believe this is the right time for me to drive the business forward into an exciting new phase of growth." www.drepestcontrol.co.uk



CEPA GETS READY FOR CEN

The Confederation of European Pest Management Associations (CEPA) has revised its corporate structure in anticipation of the launch of the CEN European Standard for Pest Management Services.

At CEPA's Extra-Ordinary General Assembly in Brussels on 5 February, members voted unanimously to approve revised statutes and the transfer of status into a fully-fledged not-for-profit organisation under Belgian law (ASBL).

BPCA's Simon Forrester, who was elected a Director of the new organisation said "CEPA's updated structure will allow us easier access to EU legislators, and help with the creation of the European Standard for Pest Management Services. I am proud that the BPCA Board has asked me to represent them on CEPA's Management Committee, and I will ensure BPCA influences the work of CEPA and the development of the CEN Standard to the benefit of our members."

To find out more, visit CEPA's stand at PestEx or www.cepa-europe.org

BPCA kicks off its Regional Training Forums for 2013

Dates and locations announced for 2013 Regional Training Forums. From business owners to technicians, surveyors and consultants – our forums are a great opportunity to get updated on products, receive training, listen to association news, industry information and more! Now starting in the morning, the half day programme will also benefit you by earning vital CPD points, and provide you with opportunities to network and learn what is happening in your area. First place is free of charge. Subsequent places are at £20.00 +VAT per person. This includes refreshments and a breakfast roll.

www.bPCA.org.uk/events

Parasitec heads for Morocco

Parasitec moves to North Africa in 2013, with the show transplanted to Casablanca in Morocco. With a population of 32.3 million, Morocco has a GDP growth of 3% (est. 2012) that some European countries might envy.

Casablanca is the largest city and economic capital of Morocco, located on the Atlantic coast about 80km south of Rabat, the administrative capital. Casablanca has more than 3,000,000 inhabitants, making it the first city in the Maghreb.

The show offers delegates free conferences and entry to the exhibition. Beyond the meeting opportunities on the stands or during the conference seminars, Parasitec 2013 offers an Official Dinner for exhibiting firm executives and a selection of VIP national and international decision makers. This dinner will be a unique opportunity to establish useful business relationships to approach Moroccan markets.

Will this be the beginning of a beautiful friendship..?

www.parasitec.org



Are you a registered BASIS PROMPT professional?

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For further information, go to www.basispestcontrol.com

1818 MEMBERS NOW REGISTERED



PROFESSIONAL PEST CONTROLLERS REGISTER

PUFF JUSTICE!

Cleankill technician and non-smoker Freddie Beasley recently picked up a company van and was pulled over in a police and council operation in London. Officers spotted that the van didn't have a 'no smoking' sticker, and despite stating he had just collected the van from the sign writers, he was hit with the on-the-spot fine of £200, four times the fine for smoking at the wheel.



Cleankill Managing Director Paul Bates said "The van was being driven by a non-smoker – but try explaining that. The irony is if he had been smoking he'd have been fined just £50."

The law states that any 'company vehicle' must have a no smoking sign – meaning that if the van had no logo he wouldn't have been fined as it would have been considered a 'personal van'. Haringey Council, which issued the fine, commented "We continue to protect workers forced to sit in smoke-polluted environments".

Take this as a warning to all members: make sure your van is stickered up!

www.cleankill.co.uk

Welcome to

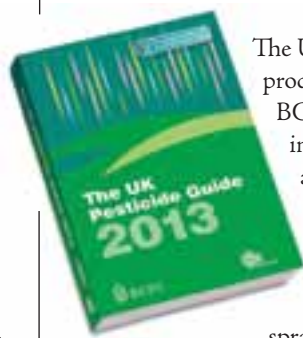
New distributor PestFix has launched, offering a wide range of products from major manufacturers including Lodi, Bell Laboratories, Bird-X, Jones & Sons, Bayer Crop Science, and STV. The company has successfully operated its BirdStop.co.uk, GullStop.co.uk, PigeonStop.co.uk and StopRat.co.uk brands as an online mail-order business for over 10 years.

General Manager Dan England said "The ongoing success of our company has enabled us to fund our move into the professional pest control sector. The market needs new suppliers and we offer the pest controller a responsive and cost effective option."

You can find out more and meet the PestFix team on stand 10 at PestEx 2013.

www.pestfix.co.uk

New UK Pesticide Guide 2013 out now



The UK Pesticide Guide is produced annually by BCPC and CABI. Now in its 26th edition, it is an essential resource for pest controllers, local authorities, contractors, advisors, groundskeepers, and spray operators – in fact anyone involved with pest control.

This year BPCA has joined up with BCPC to offer its members 10% discount on this invaluable book. Ideal if your business carries out any form of spraying.

Referring to The UK Pesticide Guide in your decision to apply pesticides helps to encourage the proper and responsible use of biocides and integrated methods for controlling pests and diseases. It also leads and encourages best practice objectives in

amenity pesticide use.

New for the 2013 edition: new products and actives, including updated Extension of Authorisation for Minor Uses (EAMUs), which replace SOLAs. A new section on biodiversity also appears in the Environmental Protection Section.

The data contained in The UK Pesticide Guide is now also available as a searchable online database by subscription at plantprotection.co.uk

If you are a BASIS member then you can also gain two CPD points when you purchase the The UK Pesticide Guide 2013 book, and three points for the online version.

BPCA Members and Affiliates can order a copy of the book for £42.75 + p&p (normal price £47.50) or to subscribe to plantprotection.co.uk for £65 use discount code BPCA-PG when visiting www.bcpc.org/shop/

NEW PRODUCT LAUNCH The Insect-O-Cutor Flyscreen Kit

INSECT-O-CUTOR®

P+L Systems is proud to announce a new edition to the Insect-O-Cutor range of flying insect control solutions, the Flyscreen Kit. Flyscreen windows offer an efficient first defence to prevent flies from entering premises, protecting sensitive areas and ensuring compliance with food safety regulations.

The new range of Insect-O-Cutor Flyscreen Kits makes flyscreen installations a quick and simple process. Available in five sizes, (650x950xmm, 950x950mm, 950x1250mm, 1250x1250mm, and 1250x1550mm) the flyscreen kits are easy to install and provide efficient protection for windows in critical food preparation areas.

Made using robust powder coated, heavy duty aluminium, together with PVC coated fibreglass mesh, the kits offer a strong, high quality preventative solution to flying insects.

www.insect-o-cutor.co.uk



"I'll be back!"

In true Terminator fashion Natalie Bungay will be coming back to join the BPCA team as Field Officer from mid-March. Natalie commented "The BPCA is the home of pest control, and pest control is where I feel at home, so I am very much looking forward to rejoining the team."

Natalie will be responsible for visiting and supporting BPCA members, throughout the country, focusing on the importance of Continuing Professional Development (CPD), offering servicing members advice and support in achieving our 100% CPD criteria, which takes effect for all members from the end of 2014. Natalie will also be working with the whole BPCA team on a variety of other projects.

BPCA Chief Executive Simon Forrester said "We're delighted to have recruited Natalie, she has bags of expertise, and she will further strengthen our already experienced field team. We want to give members every support to meet the 100% target, and the heart of Natalie's role is to do just that".

www.bpca.org.uk



Helicopter crash devastates the pest control industry



Reports have confirmed Matthew Wood, a Rentokil employee from Sutton was sadly

killed in the helicopter crash in Vauxhall, London, while he made his way to work.

A statement from Rentokil CEO, Alan Brown said "We can confirm that our Rentokil Initial colleague, Matt Wood, was fatally injured in the helicopter crash as he was walking to our office in Vauxhall."

Matt was 39 years old and had worked for Rentokil as an administrative team leader since 2003. Alan Brown added "Matt was well known to all of us who visit the Vauxhall office, including myself. He was in every respect a warm and generous man and a cornerstone of our team. We extend our deepest sympathy to Matt's family and to our colleagues in Vauxhall who, though safely evacuated, will be deeply affected by this tragic accident."

BPCA Chief Executive Simon Forrester said "This is a devastating blow to the pest control industry and our hearts go out to Matthews's friends and family. We're a very close-knit industry, so it's always difficult to hear that one of ours has passed on, and in such tragic circumstances."

The accident is believed to be the first fatal helicopter crash in the city centre since records began in 1976, but the sight of a £4m aircraft falling out of the skies, provoked calls, backed by David Cameron, for a review of rules that allow more than 1,300 helicopter flights over central London each month. Kate Hoey, the Labour MP for the Vauxhall area, said "We would have been facing a major catastrophe if the helicopter had landed on the apartments nearby."

Crime scene approach to rodent pest management

Bell Laboratories' new Rodent Pest Management (RPM) Guide for the UK will bring out the 'inner inspector' in technicians as it takes a crime scene approach to solving and controlling rodent infestations.

The 12 page booklet covers the major areas of rodent pest management, plus the latest information on bait station security and non-toxic pest management.

Designed like a detective's office, the booklet opens with in-depth profiles of the usual suspects – the Norway rat ('The Burrower'), the roof rat ('The Climber') and the house mouse ('The Invader') – including a full rundown on their biology, behavior and sensory capabilities.

The guide, like good detective work, then walks technicians through a typical inspection to determine the rodent species involved, the severity of the infestation and high activity areas. And, of course, there's the motive – what led to the infestation? You guessed it: harbourage, poor sanitation, and a lack of rodent proofing are noted. These are



addressed, along with descriptive photos and ways to correct the problems.

With easy-to-read descriptions of Bell's baits and bait formulations, technicians will have no trouble choosing the right product. The booklet explores all control options, including non-toxic mechanical traps and adhesives. It wraps up with a line-up of Bell's tamper-resistant Protecta bait stations, spotlighting the time-saving EVO stations.

The RPM Guide is available through Bell distributors, regional managers and Bell's UK office – phone 01787 379295 or

emea@belllabs.com

www.belllabs.com

UKPCO: TWAINED AND READY

Recently, BPCA received several calls about UK Pest Controllers Organisation (UKPCO), asking if the organisation was still in existence, as their website had been offline for weeks.

UKPCO Chairman Adam Juson said "As Mark Twain once wrote, reports of our demise are greatly exaggerated. UKPCO continues to thrive, and the consortium is filling in the last few gaps to provide national coverage to pest control customers. We already have several national contracts in our sights, with clients particularly interested in our insistence on minimum standards and uniform documentation and reporting systems". Asked about the website issue, Adam told PPC "The UKPCO forum is going through a restructure, the volunteers involved have day jobs and other time pressures, so we have been working to deliver a revised forum for early March."

Anyone interested in joining the consortium should contact Adam Juson via the website.

www.ukpco.org.uk

Online CPD points

BPCA members and Affiliates can now gain CPD points by passing one of many online quizzes. Graham Hall of APC Pest Control in Norwich said "It's a great way to study up on essential health and safety information while earning CPD points." He added "More people should use it as they'll soon realise the benefits."

Our CPD quizzes include:

- Pesticide Storage Refresher Training
- Pest Mammals
- Personal Protective Equipment Refresher
- Insect Biology Refresher
- Electric Fly Killer Refresher
- Rodent Refresher
- Bird Refresher
- Animal Welfare – Animals in Pest Control

BPCA's online CPD quizzes are free to use. Simply join the BPCA Affiliate Scheme at www.bpca.org.uk/affiliate



PPC picture competition

The weather hasn't been the kindest to the industry in recent months. So we've decided to extend our pest picture competition. Send us your pestie images, and the best one chosen by our judging panel, will receive a free Zarbeco digital microscope. The two pictures above are a 'pic of the bunch' so far, but don't worry as you've still got plenty of time.



How to enter

Simply send us your pictures by...

- Uploading online at www.bpca.org.uk/ppccompetition
- Tweeting us [@britpestcontrol](https://twitter.com/britpestcontrol)
- Emailing marketing@bpca.org.uk

The competition will close at the end of May, and the winner will be announced in the June issue of PPC. You can send as many pictures as you like to give yourself a better chance of winning. Get snapping!

www.bpca.org.uk/ppccompetition

25 year 'no rust' warranty announced for bird spikes

Jones & Son Pest Control Supplies Ltd, the UK manufacturers of the Defender™ range of bird spikes are now offering a 25 year 'no rust' warranty on all their stainless steel bird spikes. The warranty will cover their Defender™ Narrow, Wide, Extra Wide, Chimney Pot, Ridge, Pipe and Seagull Spike range.

Commenting on the launch of their 25 year 'no rust' warranty Mr Jones said "With the increased number of poor grade steel spikes entering the country, some of which rust within six months, we have decided to tell the world about the quality of our products. We believe that our spikes, which were designed, developed, patented and produced in Great Britain, should be a great selling point for pest control firms when promoting their 'bird work' services."

Mr Jones also added "When the poorer grade steel spikes fail, and the customers become disgruntled, it is not a simple case of replacing 'like for like', but the bigger picture of including the costs of hiring access equipment and removing rust stains from the building that becomes the real issue."

The full range of products from Jones & Sons is available from their website. However, they strongly recommend that pest control companies contact them directly for a 'trade only' brochure and receive up to 60% discount.

www.birdspikesonline.co.uk

On to a 'Shaw' thing

After over 30 years working with some of the largest organisations within food manufacturing and pest control, Phil Shaw (previously Divisional MD at Servest Group) has now set up PLS Environmental Services. This specialist consultancy firm will advise and ensure clients are receiving the best possible professional pest control service.

Considered an industry expert, and currently holding a seat on the Society of Food Hygiene and Technology (SOFHT) Board, Phil hopes his experience and expertise will set him apart in the sector. Phil comments "During my time in the industry I've honed my skills and knowledge, enabling me to specialise in the food manufacturing and production sector."

www.plsenvironmentalservices.co.uk

APPRENTICESHIPS AVAILABLE

Asset Skills are looking to support a new industry apprenticeship scheme. There are currently funding opportunities with a national training provider for a variety of apprenticeships. If you are looking to take on a new member of staff, or want to get some formal training for an existing employee, the Government is offering funding to support training via apprenticeships. Employers can access more information through the Asset Skills UK Academy for Business Services.

Email Vanessa Last at vlast@assetskills.org or call 01392 423399.

www.assetskills.org

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Rat harrassed by robot



Rats and mice are often instrumental in testing new drug treatments before they reach the clinical use phase. To create the appropriate conditions to test a drug for depression, though, researchers need to induce depression in the test subject.

In order to create a workable model of a human mental disorder like depression, anxiety or schizophrenia, rats are often genetically manipulated or have their nerve system surgically altered. Now, researchers at Waseda University in Tokyo have created a new method: let a robotic rat terrorise the rats into depression.

WR-3, a robotic rat designed to interact with lab rats, annoys the rodents until they exhibit signs of depression, signalled by a lack of activity – when rats are depressed, they move around less. WR-3 is programmed with three different behaviours, each one designed to induce a different level of stress. Before the robotic method can be used in drug screening, researchers will need to verify how well the test model predicts performance in the human condition.



BPCA announces second Fumigation Conference

Following the success of our first Fumigation Conference in March 2012, we will be hosting our second conference on 23 May, 2013. The conference is aimed at addressing the serious issue of cargo containers that are regularly fumigated for pests without being satisfactorily labelled to indicate this. The lack of information on the thousands of containers fumigated every day around the world could be a serious risk to the health of those involved in the shipping, storing, hauling and handling of these containers. Fumigated containers without the correct documentation could make it all the way to the major retailers store without them being aware of the risk, an issue that must be drawn to their attention, and BPCA wants to ensure this subject is debated to raise awareness of best practice.

David Heaton, chairman of BPCA's Fumigation and Controlled Environments Forum said "The conference is designed

to increase knowledge levels about the risks posed by cargo containers carried around the United Kingdom on a daily basis. Our aim is to open lines of communication with major UK and overseas retailers/export/transport companies to highlight the potential risks."

Target audience:

- High Street retailers
- Port Health Authority management
- The transport and haulage industry
- Professional fumigators.

Speakers and topics include:

- Mike Kelly of Acheta
- Marine Accident Investigation Branch
- Others – TBC.

The conference costs £50 per person and will include lunch and refreshments. To find out more and book your place visit

www.bpca.org.uk/fumigation



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Badger cull to proceed

Two pilot badger culls will go ahead this summer, in West Gloucestershire and West Somerset, the environment secretary Owen Patterson has announced. A third area in Dorset is also being prepared for a possible cull. Sites will have to agree to kill at least 70% of the badger population in the affected areas.

Bovine TB was "the biggest challenge facing us at the moment" according to Paterson, who told the NFU Conference the disease – which led to the slaughter of 26,000 cattle in 2011 – had cost the taxpayer £500m in the last 10 years and that this could rise to £1bn in the next decade if the disease went unchecked.

The authorisation letters, issued by Natural England, mean that culling can go ahead from 1 June, with the pilot culls lasting six weeks and to be repeated annually for four years.

www.naturalengland.org.uk

BPCA TEAMS UP WITH BRC



BPCA is running a bespoke pest awareness training course for members of the British Retail Consortium (BRC), possibly most powerful trade association in the UK.

There are approximately 3,500 food sites working to BRC food standards in the UK, and many more working to their other standards such as packaging. This training course is great link for the BPCA and a benefit for our members. Technical Manager Richard Moseley commented "We're delighted to be working so closely with BRC to improve knowledge and understanding of pests within the food industry. We hope this will be the first of many collaborations between our two industry leading organisations."

Find out more about the training course at <http://goo.gl/QxZLy>

URBAN FOX PRESS COVERAGE



The recent fox attack on a baby boy in London caused a flurry of media attention. The Association

was asked to comment by over 50 different media companies including BBC Breakfast News, BBC Radio 2, Five Live, 20 BBC local radio stations, The Guardian, Daily Mail, ITV, Sky, and even a couple of Russian radio stations.

Spearheaded by BPCA Technical Manager Richard Moseley and supported by other BPCA staff, we managed the rush of requests and earned the Association (and therefore members) thousands of pounds in free PR and promotion.

Richard Moseley explains "From 10pm Saturday night until the following Tuesday, I was inundated by media

enquiries." He added "I can't remember how many TV shows, newspapers and radio stations we were featured on, all I know is we're still getting calls about it now."

Richard dealt with probing questions about the fox attack, the possibility of a cull and the future of fox control in the UK. Despite the usual journalistic tricks, Richard kept his head and gave calm and considered responses, taking into the mix public opinions on urban foxes. A random member of the public wrote in to BPCA to say "I just saw Richard Moseley on the TV and thought his response was measured and reasonable and he was very careful not to rise to the more provocative questions from the journalists."

See the BPCA media comments at www.bpca.org.uk/news



news | WEBSITE AND AFFILIATE SCHEME UPDATE

AFFILIATE UPDATE

Due to the high demand from the industry for the new BPCA Affiliate Scheme, there was a delay in the registration process. Hundreds of eager Affiliates waited patiently for their login details to the BPCA member's area on www.bpca.org.uk

Marketing Officer Laurence Barnard explains "We honestly didn't realise how popular the scheme would be. Within days of the launch over 300 people had pre-

registered online." He added "Now we've managed to register everyone on our database, and we've even automated the registration process so no one else will have to wait to join the free scheme."

With over 500 registered users now, the Affiliate Scheme has gone from strength to strength. Affiliates can now access online CPD quizzes worth over 20 CPD points, online job applications, PPC magazine, and

the latest legislation, industry news and information – all for free. What more could anyone want? The Affiliate Scheme is open to anyone (you don't have to be a BPCA member) working in the pest control industry. And it's packed with information not only for technicians, but managers, sales team – everyone! All you have to do is register for the Scheme at www.bpca.org.uk/affiliate

Website update: the scores on the doors!

By now you've probably all seen the new BPCA website. But here are a few things you may not now about BPCA's fantastic new industry resource...

- The website attracts over **12,000** visitors per month
- Jobs pages get approximately **7,000** visitors per month – making us the most popular jobs site in the industry
- bpca.org.uk is **No.1** on a variety of key Google search terms including 'pest

- controller' and 'professional pest control'
- Recording referrals – we can tell members exactly how many referrals they've had through the website
- The website has a whole host of technical documents, online resources and materials available just for members.

But this is only the beginning! We have many more online developments on the horizon – so watch this space.





PestEx preview

Simon Forrester reports on what PestEx 2013 has in store, and how to get the best from your time there.

PestEx is the UK trade event for our sector, and runs for two full days on Wednesday 10 and Thursday 11 April this year at the ExCel centre in East London. With free visitor entry and a programme that is unrivalled in the UK market, PestEx brings the whole sector under one roof to share and learn from each other to make a stronger, safer pest control industry. With over 90 exhibitors from all over the world, an increase of 30% on last year's exhibitor numbers, PestEx offers visitors a one-stop shop for contacts, knowledge and new products. It's designed to give you a better understanding of how to improve your business and develop your professional pest control practice.

In a recession it's even more important to stay up to date with the latest legislation, products and methods of working. Customer pressures on price coupled with an ever increasing demand for professionalism means international shows like PestEx are vital.

With further legislative changes around the corner, emerging pest species, and fewer biocides in our arsenals, the pressure is on to maintain public health and food safety. For our industry, this pressure results in innovation, and PestEx is a primary showcase for innovative products and services.

With around 600 pre-registrations from visitors already (as at late February), the show is also looking to attract a large number of visitors, and build on the 1,600 through the door in 2011. BPCA's work with both national associations and UK suppliers has spread the word

“In a recession it's even more important to stay up to date with the latest legislation, products and methods of working.”

about the show wider than ever before. We want everyone who attends to learn from the experts and each other, and return home better placed to respond to the demands on our industry.

Now is a challenging time to be a pest controller, and those who stay up to date can maximise the opportunities available. Don't miss our programme of business and technical seminars throughout the two days. We have the latest research, best practice, and demonstrations of how to add value to your business. There are also PROMPT CPD points aplenty for those registered on the scheme. It was standing room only for some sessions last time, so don't leave it too late if you have a 'must see' seminar in your sights. For more tips on how to get the best from the show, see the next page.

We hope you enjoy the two days and we trust your time at the show will be beneficial. The development of PestEx is just one of the ways BPCA is innovating alongside our new web site, the further development of alexo magazine for pest control customers, and the expansion of both our research activity and our benefits portfolio (see this and previous editions of PPC magazine), all based on ideas you gave us about what you wanted from your Association.

Which leads me neatly on to 'being open to ideas'. One of the great assets of exhibitions is that we come face to face with concepts and ideas which we have either never considered as options or have dismissed out of hand. In some cases where we are looking for innovation or solutions it's the idea that we are either prejudiced about or haven't considered that could offer the best solution. So take a good look around and look and listen – but most importantly: enjoy your PestEx!

Ten top tips to make your PestEx experience the best ever...

- 1 Make a diary date.** Unless you commit a particular day or days in advance, it's quite likely something will pop up to prevent your visit. Get it in the diary NOW (10 and 11 April).
- 2 Pre-register** via www.bpca.org.uk/pestex – not only will you beat the queues on arrival, but everyone who brings their pre-reg entry ticket will go into a draw to win a Kindle Fire e-reader. You'll also get regular updates and special offers before the show.
- 3 Organise!** 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 trip to PestEx. If you're only able to attend one of the days, decide in advance which day you want to be there. Are there particular seminars you'd like to attend? Consider what you want to get out of PestEx, then create a timetable. How you will reach ExCel? Can you carshare with someone to save travel costs? Give yourself enough time at PestEx. At a core industry show you'll be meeting people you should be speaking to in every aisle. Take our word for it: time will run away from you and you won't have achieved half of what you set out to do by the end of the day.
- 4 Read the previews** to discover the highlights of the show. Make use of the pre-published floorplan and exhibitors list (page 17) to plan your route around the show and avoid criss-crossing the floor. Don't just focus on the companies you came to see – an open mind will always pay off in the long run.
- 5 Wear the right gear** – stay comfortable, and also consider how you're going to get all those generous exhibitors' freebie gifts home with you. Why lug tubs of bait home on the train if you can cadge a lift?
- 6 Take plenty of business cards**, but hand them out cautiously unless you are happy to get follow-up calls and information.
- 7 Take a break** – have a drink in the BPCA café and review what you have achieved, and what's still to do.
- 8 Make sure you cover every aisle** at the show. Visit stands of industry experts, such as BPCA. Remember exhibitions are industry forums so why not take advantage of the free seminar programmes to update your expertise and get those valuable CPD points.
- 9 Be realistic** – don't expect to 'do' the whole show in one go, it might take two days. By their nature exhibitions are places where meeting the right people on the right day can fall naturally into place, but equally you can quickly become frustrated when you keep missing the main person you wanted to see. If it's feasible, schedule two half days. That way you have an opportunity to ensure you don't miss that essential person. Also you can go back and check out the stand you may have missed or the brand new product you'd like to know more about.
- 10 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. File stuff or share it with colleagues – after all you wouldn't have picked up half the information you did unless it looked vaguely interesting!



Prizes galore!

Each day of the show there will be two prize draws to win a selection of goodies offered by our exhibitors. The prizes are worth well over £1,000, and to be in with a chance of winning, all you have to do is attend the show!

For a list of prizes so far visit www.bpca.org.uk/prize

Also, anyone who pre-registers via www.pestex.org and brings their printed ticket will go into a draw for a Kindle Fire.



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PestEx seminar programme



CPD POINTS AVAILABLE

Seminar theatre **Wednesday 10 April**

10.00AM Local authority cutbacks: the role of the professional pest control

Speakers: Simon Forrester, BPCA; Jo Fozzard, University of Salford

11.00AM BASF / Pest Magazine research: measuring the mood of the industry

Speakers: Helen Riby, Pest Magazine; Martina Flynn, BASF

12.00AM Bait station efficacy

Speaker: Professor Gai Murphy, University of Salford

1.00PM Unravelling dispersal behaviour in bed bugs

Why do bedbugs disperse? Using custom-built arenas and artificial hosts, Richard Naylor recreated bedbug infestations under laboratory conditions, thus unravelling the factors affecting their aggregation and dispersal behaviour – vital for successful control of this problem pest. Competition for suitable crevices near hosts may be much more important than previously thought. Also features an update on The Bed Bug Foundation European Code of Practice for Bedbug Management.

Speaker: Dr Richard Naylor, Cimexstore

2.00PM Specification non-compliance

Speaker: British Retail Consortium

3.00PM A European Standard for the provision of pest management services

Panel from the Confederation of European Pest Management Associations (CEPA)

Technical theatre **Wednesday 10 April**

10.00AM Detection dogs: benefits to your business

Speaker: Mark Astley, Trust K9

11.00AM Sewer baiting best practice

Speaker: David Oldbury CIEH/NPAP

12.00AM Bats in buildings: key things to know

Speaker: Kelly Gunnell, Bat Conservation Trust

1.00PM Urban foxes

Panel discussion

2.00PM BioControl: its place in pest management

Development costs for traditional biocides combined with a sceptical consumer market and regulatory policy focused on risk reduction means we have to do things differently in pest management. Will new tools come not from chemistry but from nature? Where are we headed, following recent successes (e.g. pheromones for monitoring and mating disruption)? Is the concept of releasing insects deliberately into a food factory an alien thought, or the future?

Speaker: David Cary, International BioControl Manufacturers' Association

3.00PM Feral bees: best practice

Speaker: Tony Baker, AlphaKill Environmental Services

4.00PM Marketing: taking the simple steps

Speaker: Sabra Fearon, Professional Women in Pest Management (PWIPM)

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Correct as of February 2013. Schedule subject to change.
Check www.bpc.org.uk/pestex for the latest updates.

Seminar theatre

Thursday 11 April

10.00AM UK pest control market research, plus BPCA update

11.00AM Pest control: possible futures
Panel discussion

12.00AM Running a tighter ship in 2013
Speaker: Andy McLachlan, BusinessShield

12.30PM Business payment systems
Speaker: Phillip Hopkins, PayYours

1.00PM The future for SGARs: implications of the proposed environmental risk mitigation measures

The likely changes from the recent HSE consultation greatly impact SGAR use in rural and outdoor rodent control, significantly affecting current control procedures and accepted national working practices. What are the implications for public health, food quality and damage prevention?

This presentation summarises how implementation will influence and change current operations and considers whether efficient and cost effective rodent control can be maintained whilst minimising adverse effects on wildlife and reducing SGAR residues present in non-target species.

Speaker: Paul Butt, Natural England

2.00PM Waste management in pest control
Speaker: TBA

3.00PM Franchising: opportunities for growth
Panel including Orkin and Prokill

Technical theatre

Thursday 11 April

10.00AM TBA
Speaker: TBA

11.00AM Ship cargo / container fumigation: risk reduction strategies

The recent ship fumigation incident in Northern Ireland left 18 people hospitalised, and is likely to result in prosecutions by the authorities. What can industry do to prevent future occurrences of this type? What protocols exist to reduce the risk from fumigation of ship-borne cargo? What regulatory frameworks exist to deal with what is an international/global issue? How can we help ensure the safety of those opening containers at their destination? This seminar will address these issues in a debate format. We welcome input from delegates, and encourage audience participation.

Speakers: David Heaton / Richard Moseley, BPCA
FACE Forum

12.00AM Dry ice in pest control
Speaker: TBA

1.00PM First aid for pest controllers
Speakers: Andy and Tamzin Thompson, RingFenced Training

2.00PM Rodent control: getting back to basics – behavioural aspects of rodent control
Speaker: Dr Sharon Hughes, BASF





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Confirmed exhibitors as of February 2013

Exhibitor Name	Stand	Exhibitor Name	Stand	Exhibitor Name	Stand
Agralan/Birchmeier.....	01	Futura GmbH.....	12	Plastdiversity, LDA.....	77
Agropharm Ltd.....	1	Gea Sri.....	3	Proctor Pest-Stop.....	85
Airofog Machinery Co., LTD.....	81	GreenTrapOnline.....	16	Quimunsa.....	53
Alcochem Hygiene.....	47	Hockley International Ltd.....	15	Rat Down Ltd.....	17
AP&G Catchmaster.....	35	HQ Supplies Ltd.....	80	Rentokil Products.....	27a
Avalon Abseiling Ltd.....	P3	Huck Nets (UK) Ltd.....	56	Revival Environmental.....	94
Bàbolna Bioenvironmental Centre Ltd.....	40	Igeba.....	92	Riwa Ltd.....	75
Barrettine Environmental.....	61	Insects Limited.....	28a	RSPH.....	P2
BASF Pest Control Solutions.....	30	International Pest Control magazine.....	06	Russell IPM.....	58
BASIS Registration Ltd.....	34a	Irtotrio KFT.....	52	Scarecrow Bio-Acoustic Systems Ltd.....	46
Bayer Crop Science Ltd.....	38	Jones & Sons.....	50	Sentomol Ltd.....	97
Bell Laboratories Inc.....	22	Killgerm.....	70	Service Pro.net.....	98
Bird-B-Gone Inc.....	02	Kness Mfg. Co., Inc.....	P1	Silvandersson Sweden.....	6
Bird-X Limited.....	11	Kukbo Science Co., Ltd.....	93	Sitno Ltd.....	84
Bleu Line SRL.....	9	Liphatech.....	90	Spray Systems.....	73
Bower Products.....	63	Lodi UK Ltd.....	37	Susan McKnight, Inc.....	96
Bradshaw Bennett.....	24	Merlin Environmental Solutions.....	4	Suterra.....	33
Brandenburg UK.....	54	Mesto.....	28	Syngenta Crop Protection AG.....	2 and F1
BRC sas.....	4	NPAP.....	69	SX Environmental Supplies Ltd.....	26
Brown Y Ltd.....	51	NPTA.....	14	The Pest Management Consultancy.....	79
Chabanne S.A.S.....	5	Orkin.....	14a	Thermokil Ltd.....	45
Chrysamed.....	49a	Orma srl.....	60	Trust-K9 Ltd.....	29
CEPA.....	BPCA	P+L Systems.....	7	Vebi Istituto Biochimico SM.....	19
CRRU.....	68	PayYours.....	05	WaspBane.....	89
Earth Care Products.....	43	PelGar International Ltd.....	25	Watertight International.....	27
ECO Inntot Corp.....	48a	PestFix Pest Control Supplies.....	10	Woodstream Europe Ltd.....	75
Euroigiene S.R.L.....	8	Pest magazine.....	Media centre	Xenex Associates Ltd.....	86
Euroimpex Polska Sp. z.o.o.....	95	PestScan.....	P5		
Flybird Installations Ltd.....	P4	PestWest.....	82		



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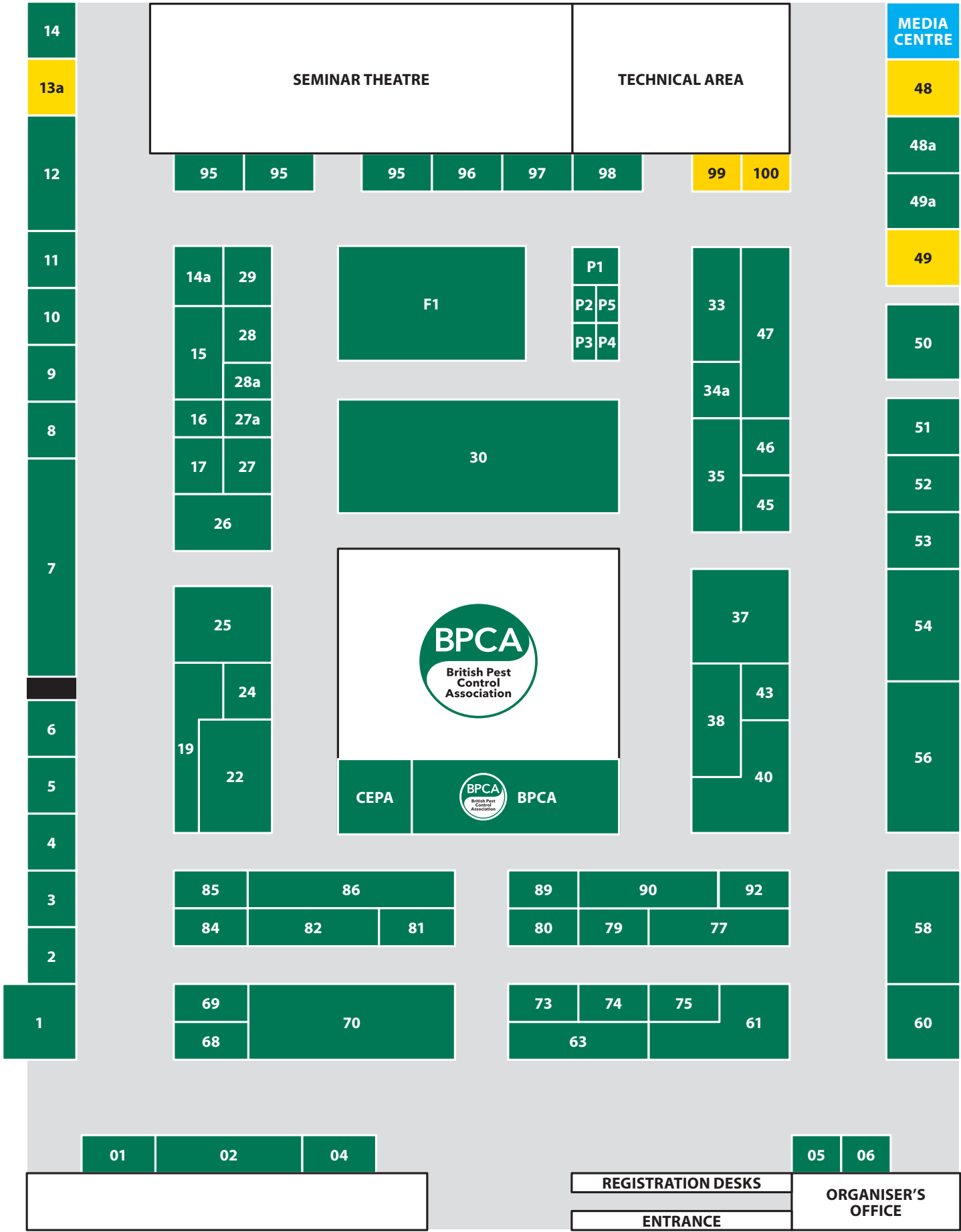


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Exhibition plan



STAND BOOKED

TO BE ANNOUNCED

Drug related litter is becoming a significant problem for the pest control industry, with a recent straw poll of BPCA members showing the majority had come across sharps while working, with many unaware of the risks and having received no formal training.



This article is now available as an online CPD via www.bpca.org.uk/affiliate and is worth at least two PROMPT CPD points.

Sharp practices

“...gulls are attracted to shiny items such as needles and tin foil and often pick them up...”



Used syringes (and other sharp drug-related items) have been found in a variety of locations where pest controllers work

day-to-day, such as in light fittings, storage cupboards, and even bait boxes.

Mark Donnelly, health and safety officer at Ecolab receives regular reports from their staff. He commented “One of the main areas where Ecolab staff encounter discarded needles is in perimeter bait stations. However it is not just needles we find. One of our service specialists found a drug dealer’s money stash in a bait station and another found a quantity of drugs.” Mark added “Another surprising area where we find discarded needles and other drug paraphernalia is on gull infested roofs. When looking at the roof you may think that the gulls have a drug problem. However gulls are attracted to shiny items such as needles and tin foil and often pick them up from feeding sites and take them back to discard them on the flat roofs where they nest.”

‘Sharps’ is a term used to describe injection needles, glass ampoules, syringes, phials, razors and other sharp objects that may be used by drug users and discarded or hidden in a public area.

Assessing the risk

Risk assessment means looking for hazards and controlling the risks involved. Decide whether existing precautions are adequate or if more should be done. Discuss health and safety issues with your colleagues and safety representatives to develop practical

solutions to problems:

- Have a needle finds reporting system. This will help you gain a true picture of the problem, identify the most likely locations where the risks are highest, and where additional precautions and controls may be required. Information on needle finds is essential for an effective policy.
- Decide who could be harmed and how – which employees (and others) might be exposed to contaminated needles and how this might happen (e.g. handling items for disposal).
- Assess the likelihood of exposure to contaminated needles and decide if existing precautions are enough or whether more should be done. Think about existing relevant accident information reported in the workplace and the quality of precautions taken and preventive/protective measures used.
- Record your findings.
- Review and revise your risk assessment if necessary.

Preventing or controlling the risk

Consider the following comments and precautions, and adapt them to your local circumstances for a safe system of work:

- Take the view that all needles found could be potentially infected, therefore the risk will need to be managed.
- Employees who service areas used by the general public may be at particular risk. Adopting control measures can reduce the risk. Some organisations offer immunisation against bloodborne diseases and tetanus. You can contact your organisation’s occupational health

physician/advisor and the Employment Medical Advisory Service for advice.

- Ensure that employees and line management understand the risks through proper information/instruction, training, and supervision.
- They need to understand the risks involved, what to do if they find needles, and your company reporting procedures.
- Provide appropriate equipment for handling and disposal of sharps, e.g. tools for picking up needles (pincer tools/tongs/litter picker/tweezers/dustpan and brush), sharps boxes (capable of safely containing needles), and strong gloves.
- Suitable gloves should always be used when using tools to move needles. Gloves should be selected to give a high degree of puncture resistance. Remember that gloves should not be relied upon to give adequate protection on their own, but used as secondary protection in the case of accidental contact/puncture wounds.
- Arms are vulnerable when throwing bags into vehicles, and needles in black bags (being carried) banging against legs can cause injuries. Consider providing suitable puncture/cut-resistant clothing to help protect limbs (especially if collecting from known high risk areas).
- Provide adequate first aid equipment, including clean water and/or sterile wipes for cleaning wounds, and a supply of sterile, waterproof, adhesive dressings.
- Think again about your equipment and procedures – they will not be used or followed if they are not practical. The health and safety of staff is paramount and preventing and controlling all the risks will ensure this is maintained. Mark explains “During our induction training we emphasise the importance of always using hand tools to clean and inspect perimeter bait boxes.

IN CASE OF INJURY

If you pierce or puncture your skin with a used needle, follow this first aid advice immediately:

- Encourage the wound to bleed, ideally by holding it under clean running water
- Wash the wound using running water and plenty of soap
- Don't scrub the wound while you're washing it
- Don't suck the wound
- Dry the wound and cover it with a waterproof plaster or dressing.

You should also seek urgent medical advice. Go to the nearest A&E department and/or contact your employer's occupational health service if you injure yourself at work.

The healthcare professional treating you will assess the risks to you and ask about your injury, for example, how and when it happened, or who had

used the needle. Samples of your blood may need to be tested for infections.

If they think you have a low risk of infection, you may not need treatment.

If there's a higher risk of infection, you may need antibiotic treatment, vaccination against hepatitis B or even treatment to prevent HIV. If there's a high risk of infection with HIV, your healthcare professional may consider treatment called post-exposure prophylaxis (PEP). They may recommend that you get:

- Support from your employer's occupational health service – they can also advise about sick leave
- Psychological support, such as counselling to help with any stress the injury has caused.

If injured with a used needle at work, immediately report the incident to your supervisor or manager.

company may consider creating a team to deal with this work, as it can be a lucrative area – sharp sweeps are regular income, and many Councils are contracting out this work.

Whose responsibility is it?

Councils will usually only remove sharps from council land, public highways, and public green space. If the sharp object is on private land, its removal is the responsibility of the landowner. If the sharp object is on school land, its removal is the responsibility of the school.

The Law

The Management of Health and Safety at Work Regulations 1999 make it a legal requirement for employers to carry out a risk assessment of their activities. This should identify the measures they need to have in place to comply with their duties under health and safety law.

The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR) require that puncture wounds from contaminated needles should be reported as dangerous occurrences to the relevant enforcing authority (HSE or your local authority).

It is essential that employees report all needle finds to their managers (as set out in the company's safety policy/safe system of work). This will help employers identify high risk areas that may require special attention, eg the need for a needle exchange facility and/or fixed sharps containers/bins.

BPCA members can obtain advice and support including a sample risk assessment and policy on sharps via the free BusinessShield area of the BPCA web site. There is also a free helpline available to servicing members.

www.defra.gov.uk
www.hse.gov.uk

SHARP LOCATIONS

Needles have been found in:

- Black bags/sacks of rubbish (sometimes pushed through tied knots in black bags)
- Bedding, clothing, soft furnishings, car seats and green waste
- Public toilets
- Recreation areas (parks, landscaping, playgrounds, subways etc.)
- Litter/litter bins (inside cigarette packets, sweet packs, drinks cans)
- Sink u-bends/drains
- Lift shafts, ducting

- End-of-life vehicles
- Letter box baskets, door locks, floorboards, walls
- Demolition materials.

Risks include bloodborne diseases e.g. hepatitis, HIV/AIDS and tetanus.

A syringe containing blood is likely to be a higher risk than a detached needle.



Specialists must never use their hands as most gloves will not offer adequate protection from needle stick injuries."

Marks adds "It's essential that everyone in the pest control understands the risk that sharps pose and employ control measures to protect themselves. Although the risks of contracting blood borne diseases are low, the worry when waiting for blood tests results to come back must be terrible."

Disposal of sharps

Sharps should be disposed of in an appropriate, secure container.



Arrangements should be made for sharps containers to be disposed of securely and safely. Your sharps policy/safe

system of work should set out your procedure together with relevant contact details and numbers.

Many local authorities operate specialist services with dedicated teams or a member of staff to deal with needle finds. Specialist hazardous waste companies collect and dispose of sharps bins routinely or by appointment. Your



If we were in the business of selling tangibles such as shoes or mobile phones, image and representation would be everything. Apple doesn't simply sell a mobile phone or laptop – it sells a complete lifestyle. BPCA marketing officer Laurence Barnard asks the question: "Should we be concerning ourselves with the image and representation of the industry?"

Pest control in the media:

Customer perception is an important part of building strong business relationships. A company that is seen in a positive light is more likely to be a company that does well, and those with a poor image and reputation are certainly in for a rough ride.

But what about the wider public perception of pest control?

I can hear you saying "What's that got to do with me?" It might not matter now and have very little effect on next week's work, but it could have very far-reaching and profound effects on your business in the years to come. Our public image and representation may influence the public perception of the importance of professional pest control, or determine the type of person we attract into the industry. While some get their daily intake of news and information from the internet, many still get it from what they read in the paper or see on television. In recent months and years we've experienced a steady increase in the interest in our sector from various forms of media.

In the last six months we've seen our industry depicted all over the world. US hit series 'Breaking Bad' featured episodes where the main characters used the cover of Vamonos Pest Control's fumigation tents on houses as a mobile laboratory to cook crystal meth. The new Grand Theft Auto game due out in the coming months features dedicated missions where you use the ploy of a pest control company to rob banks. And, let's not forget the bed bug infestation Alfie and Kat experienced at the Queen Vic pub in Eastenders. So is the industry being shown in the best light, and is there anything we can do about it?

First and foremost, we must look at infestations. Pests can stir up deep emotions, indeed there is something almost primeval about the relationship between a person and their pests. Whether it is a basic concern over the damage to hard-earned goods and belongings, a fear of infection, or even of some kind of ill-defined personal violation, it's hard to say.

Philip Shaw of PLS Environmental said "For most people these fears of pests are expressed as a strange blend of fascination tinged with horror." He added "I talk to customers every day and the reaction we get compared to other domestic or business problems is poles apart."

This special depth of feeling is recognised, reinforced and exploited by Hollywood and the press. All of which reinforce the image of urban pests as a sinister threat. To add credibility to the sci-fi, newspapers now carry almost regular features about real pest problems along the lines of 'rats cause coach park blaze' and 'fox attacks young baby'. In many ways, our industry therefore appears in a win-win situation. The media hype up the pest problems for us, and then wheel in the answer in the form of the pest control professional.

However if we look in detail at the kind of image with which pest control technicians emerge from the media, we do not exactly see knights in shining armour. BPCA President and Director of Conquer Pest Control, Henry Mott said "Instead, we're normally offered the stereotypical 'rat-catcher', a quirky, flat-cap wearing, whippet by his side, pipe smoking, a relatively strange looking man." Henry added "As we all know, this is simply not a common representation of the industry, but somehow the media keep finding these people." Although this 'old fashioned' stereotype is finally on the way out, we still need to ensure we're all pulling together to 'professionalise' the image of our industry. Clive Boase of Pest Management Consultancy commented "We can't easily give the image of pest control an instant makeover. Although change is underway already, it is a gradual process, and could still take a generation.

Adam Juson of Merlin Environmental said "I have seen a significant change in the image of pest control over the last 15 years – we are moving away from the unskilled tradesman image to one where the professional image is key. I believe this is mainly client-driven."



“If the public was aware of the importance of ‘pest prevention’, then half the stories in the press that are negative towards the industry wouldn’t even exist.”

“...let’s not forget the bed bug infestation Alfie and Kat experienced at the Queen Vic pub in Eastenders. So is the industry being shown in the best light, and is there anything we can do about it?”



how our image has changed.

While our industry is typically portrayed as a front line service; one that pops up everywhere from luxury hotels to run-down housing estates, the problems we deal with are seen as generally disgusting, sometimes dangerous and always urgent, but at least dealt with in confidence. Following on from this emergency role is the reactive nature of the work – pest control is normally perceived as something that happens after the infestation has been found. Clive Boase comments “We would all prefer to have customers who understand and value the role of professional, ongoing, preventative pest control, rather than those who expect an instant quick fix.”

It’s getting better

There are many positive steps we can take to consolidate our image, some immediate and some more strategic. For instance one thing we could do is never mention the term ‘rat catcher’. All we’re doing is feeding the public this very old fashioned and over-used image of our industry. Secondly we need to develop a more outward looking proactive and direct relationship with the media. Pest control companies, BPCA and others are now starting to chip away at our old image, and establish a more mutually beneficial relationship with the media, but this is just the beginning and we all need to pull together. BPCA Chief Executive Simon Forrester said “Journalists look for easy stereotypes and tend to go for the most outspoken and inflammatory individuals, sadly not always what best represents our sector.”

There are a lot of good things to do and just a few to avoid. Sound bites by definition always sound good at the time, but in the long run unsubstantiated scare-mongering along the lines of ‘you are never more than 10ft from a rat’ or ‘a death by fox is only weeks away’ only undermines the credibility of the industry. So make sure that all articles and press releases are properly substantiated – you never know who is going to read

them. At a business level we need to dispel the image of pest control as the fourth emergency service. Philip Shaw comments “If the public was aware of the importance of ‘pest prevention’, then half the stories in the press that are negative towards the industry wouldn’t even exist.”

The media have made pest control almost fashionable, so now let us take pest management publicly and professionally into the 21st century. BPCA has worked tirelessly to dispel the old myths of pest control and ensure our industry is being fairly represented. We have avoided firing out generic press releases to journalists – a pointless exercise. Instead we commissioned a PR agency that got us £15 of coverage for every £1 spent – not a bad investment of your subs.

Your turn

If you don’t have the revenue, experience and contacts to get your story out in the media, then you’re not going to get the coverage. Save the heartbreak and headache, as the BPCA has your PR needs in hand. We generate business and profile for you through various means including the coverage of our annual National Survey, **alexo** magazine and the regular ‘guest expert’ slots we fill on TV and radio stations across the country. But we can’t do this alone – we are always looking for members to help out. We’re asked on a weekly basis to provide the press with members willing to be interviewed or filmed, and we have very few takers. So why are members missing out on this form of advertising? If you’re worried about your lack of experience with working with the press, then don’t worry. BPCA is happy to offer free media training to help you, and with the imminent launch of our next National Survey, there isn’t a better time to hone your skills and experience your 15 minutes of fame.

Add your company to our media list by contacting Laurence Barnard on laurence@bpca.org.uk

Membership matters

Simon Forrester explains the results of the recent Membership Survey, and how feedback directly improves your Association.

Every two years BPCA surveys all its members to ask their opinions on how we are performing. A total of 191 members responded to this year's survey, the majority of which (84%) reported as being satisfied with BPCA. Value for money (VFM) from membership was a prominent theme of this year's survey. Similarly to satisfaction, the majority of respondents (86%) believe they receive some VFM from membership. Clearly, perception of VFM and satisfaction with membership are linked.

Encouragingly, the majority of members (over 80%) were very likely to recommend BPCA membership to another company.

Overall there has been little change in what members perceive to be important benefits. The biggest change was seen in the reduced importance of the business support helpline, and the increased importance of PPC magazine. Member satisfaction ratings with benefits show a positive increase across all categories – we must be doing something right! Biggest growth areas were the Association's reputation for being a source of quality companies, promotion of BPCA and our members, and satisfaction with



technical support.

The increase in overall satisfaction with BPCA membership benefits is reflected in the narrowing of all gaps between importance and satisfaction. Large gaps relating to access to technical information, business leads and the association's standards and reputation have all been halved on the previous survey.

Non-members gave their comments too. They gave some clear indications of areas for development that will help BPCA grow in size and scope – key if our voice is to be heard in Westminster and beyond.

We're not resting on our laurels. There are clearly some areas for improvement. BPCA will be contacting those members who were dissatisfied with aspects of membership to try to fix what's wrong.

The responses you gave us have directly influenced the Association's strategy, and we will continue to develop in the areas you've requested.

I'd like to thank all those who responded, and invite PPC's readers to come to PestEx to find out more about what BPCA has planned, including the release of our UK market survey.

Ten things BPCA will do more of this year...

- 1 Offer more benefits in the key areas you have requested.
- 2 Target specifiers – those people who decide whether to choose your company or another, and explain why BPCA membership equals a safe pair of hands.
- 3 Improve **alexo** magazine, and our profile outside our sector.
- 4 Use the National Survey research to achieve a higher national profile.
- 5 Demonstrate our value for money to your business.
- 6 Track business leads so you can see what you are getting.
- 7 Offer more online CPDs, helping you stay up to date, and save time and money.
- 8 Grow the scope of the Affiliate Scheme.
- 9 Contact those who were unhappy with BPCA and discover the reasons why.
- 10 Offer additional research on our sector.

“Member satisfaction ratings with benefits show a positive increase across all categories – showing we must be doing something right!”



Members value...

- Advice and technical information
- Professional standards
- BPCA's reputation and logo
- Business leads
- Networking opportunities



**EXCLUSIVE
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PACKAGE**

Data zone

We analysed the gap between what members saw as important, and how satisfied they were with what was being delivered. Two years ago this gave us a plan of attack, which has yielded some real changes, and narrowed the gaps dramatically. Our focus now is to shrink these gaps even more.

MEMBERSHIP BENEFIT	MEAN GAP		
	2011	2013	Change
Quality of information provided	1.46	0.62	-0.84
Understanding of your business needs	2.10	1.17	-0.93
Expertise of BPCA staff team	0.55	0.13	-0.42
Helpfulness of BPCA staff team	0.41	-0.12	-0.53
Assessment/vetting of members	2.19	0.61	-1.58
Value for money membership fee	2.71	1.52	-1.19
BPCA website (bpca.org.uk)	1.07	0.34	-0.73
Business support helpline (BusinessShield)	0.96	-0.49	-1.45
PPC magazine (quarterly trade magazine)	-0.14	-0.67	-0.53
Access to independent training	0.88	0.49	-0.38
Access to business leads	3.12	1.80	-1.32
Technical support	1.23	0.66	-0.57
Promotion of BPCA and our members to clients	2.15	0.89	-1.26
Provision of effective networking opportunities	1.46	0.73	-0.73
BPCA is recognised as a source of quality companies	1.98	0.58	-1.40

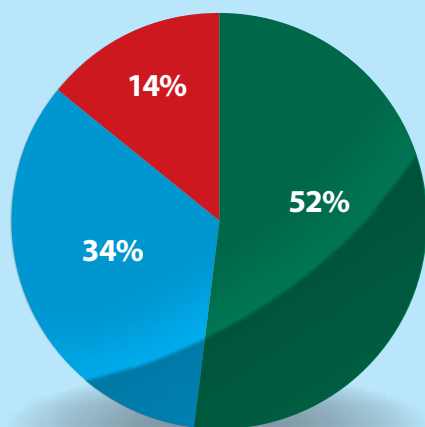
On the case

We're not ones to let the grass grow under our feet at BPCA - we are already starting to implement some of the changes you've asked for, including:

- Two new benefits designed to save money on key costs, one being launched PestEx
- Changes to alexo magazine to reach more of your customers with targeted information, growing our brand and winning you more business
- A new benefit to get your name in front of thousands of specifiers - at no cost to members
- At least one additional CPD every issue of PPC magazine, so you can get even more value for money. Think what it costs you to send your staff on three days of training (the approximate amount to get 20 CPD points). You can get ALL your points for ALL your staff using our free online CPDs - a huge saving for your business
- A new survey designed to understand key trends in our market, to be launched at PestEx.

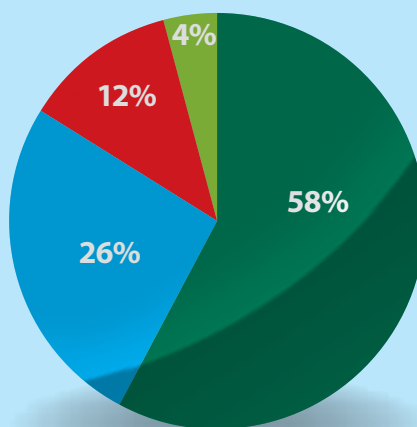


For more information visit the seminar at PestEx or our Regional Forums during 2013.



How does the cost of BPCA membership compare with the value you derive from it?

- A lot of value for money 52%
- A little value for money 34%
- Not enough value for money 14%



Overall, how satisfied are you with your BPCA membership?

- Very satisfied 58%
- Somewhat satisfied 26%
- Neutral 12%
- Dissatisfied 4%
- Extremely dissatisfied 0%

See how much BPCA membership can save you! Have a go on our membership benefits calculator at www.bpca.org.uk/calculator



Not a member yet?

Join now - we can save your business much more than the cost of membership. To find out more about how to access these benefits or to join BPCA contact Rachel Eyre on 01332 225 112

rachel@bpca.org.uk

Beating the bed bug, profitably!

The Bed Bug Foundation has launched the second version of the European Code of Practice (ECoP), after a lengthy consultation process that took into account a number of responses from groups and individuals with an interest in bed bug control. BPCA technical manager Richard Moseley investigates how pest controllers can make best use of the new ECoP.

The second version of the ECoP is aimed solely at pest control technicians, and its focus is to provide up to date information on how best to deal with bed bug issues. The fact that there is a code at all indicates that not only is bed bug activity a growing concern for pest controllers and the general public alike, but also that there is a worry about how to best deal with the bugs and ensure thorough eradication. The complicated nature of bed bug control has led to a number of treatments proving ultimately unsuccessful, and issues such as insecticidal resistance, limited access to treatment areas and poor practice when delivering treatments are key considerations for the pest industry.

We should be keenly aware of the emotive nature of the bed bug and its control. Bed bugs can be emotionally disturbing for those who are unfortunate enough to be affected by their presence, which some unscrupulous groups have been able to take advantage of. 'Snake oil' remedies that simply don't exist or that do not work are an unwelcome occurrence in the bed bug industry, as are the occasional exorbitant prices charged by some companies who may not use products and treatments best suited to control bed bugs, but instead prey on the panic purchase made by unwitting members of the public. Such issues make the development of a thorough code a welcome addition to the pest industry.

BPCA is keen for the industry to make use of the ECoP wherever applicable and use it as part of a comprehensive tool to ensure that the control method is ultimately successful. Of course, some pest organisations may feel that the procedures that they have in place are adequate for controlling bed bugs and other pest species. This is, of course, excellent news; though if you feel you may require more information and support when controlling bed bug activity, the Bed Bug Foundation ECoP is an excellent source of guidance.



“We should be keenly aware of the emotive nature of the bed bug and its control. Bed bugs can be emotionally disturbing for those who are unfortunate enough to be affected by their presence, which some unscrupulous groups have been able to take advantage of.”

However, the Association understands that some members would like a greater level of support than the Code. We all accept that this is a difficult insect to control and eradicate, but it is also important for our members that they can control such pest species cost effectively. The financial implications for any pest control organisation of continually following up bed bug activity can be catastrophic – more than any other pest it is important that control is achieved swiftly to maximise profits. It is also essential that pest control companies are clear and honest with customers. The customer's actions will have an important impact on how successful the pest controller's treatments are, and if the customer is not willing to carry out their requirements, pest control organisations must make it clear that treatments may ultimately prove unsuccessful.

To help support members of BPCA and

pest controllers in general, the Association has developed a new one day training course to help professional pest controllers make the best possible use of the information contained within the code. BPCA chief executive Simon Forrester commented: “Members are unsure where to turn for support, and so BPCA has worked to build on the ECoP to provide a training course designed to deliver profitable right-first-time bed bug work, and cut through the mystery surrounding this problematic pest.”

The ECoP should be essential reading for any candidate who is interested in attending the new 'Profitable Bed Bug Control' course, which will be held for the first time on Monday 25 March at Holiday Inn Wembley in London. This new course has also been accredited 12 PROMPT CPD points. You can find out more about the course at www.bpca.org.uk/training



The new one day course will be delivered by BPCA technical manager Richard Moseley and leading bed bug specialist Clive Boase from the Pest Management Consultancy. Clive has extensive experience of bed bug control and has led developments in pesticides and products to control bed bugs and other pests all over the world. BPCA is confident that the experience and knowledge that Clive brings will make attendance at this course essential for any pest controller who wishes to develop their bed bug treatment skills and turn out consistently profitable bed bug work. Clive is also a member of the Bed Bug Foundation 'senate', providing detailed technical information for the Foundation, making him the obvious choice to lead this training course.

If you are thinking of attending this course, be assured that it will be proactive, and you will be expected to take an active part in the training. Key aspects of bed bug control such as insect biology and label

requirements will be covered in detail, but practical elements such as bedroom inspections and treatment scenarios will be major elements of the training day programme. Group discussion will be actively encouraged, and attendees will be informing their fellow students of the success, and failures, of their bed bug experiences.

Importantly, profitable bed bug control will also be a key component of the course. Clive Boase commented: "Revenues and budgets are becoming tighter and so we need to work more effectively together to deliver effective and long-term solutions." If bed bug control is to be profitable, it needs to be successful. Treatment visits that go beyond the original agreed contract period will sap resources and damage profits. Failure to gain control will also disappoint customers – in the electronic age this can be disastrous as bad news and reviews travel with lightning speed. This course will ensure that proactive

pest controllers are fully informed about the importance of speedy eradication, customer advice, the benefit of long term contracts, successful marketing and the use of novel inspection and control methods that may help your organisation stand out from the crowd.

Simon Forrester warmly welcomed the new course, and is relishing the thought of two leading technical experts Richard Moseley and Clive Boase working together. He said "This training course will not simply be a case of sitting in front of a presentation for eight hours, we feel that candidates attending the 'Profitable Bed Bug Control' course will benefit most from this training if they contribute and take an active role in the group work sessions and the debates. As is often the case with such training, the more candidates put into the day, the more they will take away from it."

www.bpca.org.uk/training

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Joining BPCA: one man's experience

Steve Gould of Effective Pest Management in Pickering, Yorkshire talks about his recent experiences of becoming a BPCA member. EPM joined BPCA in 2012.



What did you initially think of the BPCA?

Having been a member of a few associations including the Chairman of my regional Federation of Small Businesses, I was becoming fairly sceptical about what an association really did for its members. BPCA kept coming up in conversations with friends within the industry, so I thought I'd take the time to take a closer look. The website impressed me: it was aimed at the public and not the industry, so this was a good start in my mind.

Tell us about your application experience...

Having contacted the BPCA via email about membership, I received a response within hours with everything I needed in order to apply for membership. After submitting my application I received a phone call from BPCA auditor and mentor Jeff Callaghan, explaining what was required of me to achieve membership and requesting a date when he could come and see me for an assessment. The application process was relatively easy, with only the assessment left hanging over my head. My mind was put at ease having been assured the assessment was not a pass or fail situation, but more of a guiding and supporting consultation to see me through the process.

“There was no pressure to join, and everyone had to meet the criteria! This really impressed me, as the BPCA was not an Association that just give you a membership and take your money. No, membership had to be earned!”

What happened on your assessment?

BPCA checked all my paperwork, ensuring I

had the relevant insurances etc. They also checked my business premises and vehicle, which was followed by a visit to two clients to check the work was being carried out correctly and the correct paperwork was in place. I was mentored through every step of the way, and was assured if I'd not met the criteria, then BPCA would have spent the next 12 months supporting me to get me there, via their Probationary Scheme.

“BPCA is working to deliver a better, fairer Association and at the same time grow your business and keep you ahead of the competition. There is no doubt they are delivering this in bucket loads.”

Is BPCA value for money?

I could talk all day about value for money. I've already had enough referrals through the BPCA website to cover my membership costs for the next few years. That's not including the technical support, business advice, advertising, regulation and guidance documentation etc - the list just goes on!

If anyone is worried about the additional cost – simply reconcile the membership costs by adding a few pence onto existing and new contracts.

What's the most important thing about the BPCA?

That's simple – there is a level playing field amongst all members. Small or large businesses are all treated exactly the same. Customers have an equal chance of finding your company, so it's totally up to them whom they choose to employ. Most importantly everyone from the Board to the staff treats members with the upmost respect and all as equals – everyone will go that extra mile to help you.

What would you like to see next from BPCA?

More of what it has been doing over the past twelve months. The new website www.bPCA.org.uk has ticked all the boxes! Aimed at potential clients, the various PR activities, publications and research are all doing the same – it's a win/win situation. BPCA generate the leads, and we reap the rewards.

Anything else to add?

If anyone still isn't convinced BPCA membership is for them then why not try before you buy? The new Affiliate Scheme allows you to access a taste of BPCA benefits for free. Sign up at www.bPCA.org.uk/affiliate

“My clients understood that if they want a professional pest controller then they'd have to pay a little extra to fund my training and association costs.”

Don't forget:

BPCA uses specially-trained independent consultants and technical employees to carry out member audits. We never use other pest controllers (your competitors) to do this due to the conflict of interest it could cause. BPCA assessments are carried out in complete confidentiality - no other pest control company (even BPCA Board members) will see any of the information.

Common urban pests are proving almost impossible to control in some of the UK's most modern retail, entertainment and leisure complexes, warns Manchester-based BPCA member Pestproof Ltd.

Retail therapy?



As well as seriously jeopardising the reputations of shopping centres and their tenants alike, pest control failures significantly add to both operating costs and losses, not to mention the risk of pesticide resistance development.

In the vast majority of cases, the present problems have nothing to do with either pesticide resistance or inadequate individual treatment practice. Instead they arise from the failure of facility managers and their tenants to give sufficient priority to the first class and, above all, thoroughly integrated pest management essential to keep on top of the likes of cockroaches, fruit flies and mice in modern urban environments.

"Today's retail complexes are a haven for urban pests," points out Pestproof service director, Dave Harrison. "Their individual retail shells tend to be fitted out by each tenant with studwork partitioning, suspended ceilings and raised areas of flooring and display space. All of which create ideal harbourages in voids that are, at best, difficult and often impossible to access.

"At the same time, common water, waste, heating, electricity, data, smoke detection and security alarm services to

each unit provide convenient super-highways for pest movement. Then you have cage stores in communal stock areas allowing free pest interchange between units; plenty of year-round warmth; an assortment of restaurants, cafes, fast and other food outlets; and a continual coming and going of people, foodstuffs and a huge variety of materials from far and wide. Altogether a near perfect environment for pests to arrive and thrive."

Near perfect environments they may be, but pest control wouldn't necessarily be a problem in these centres were it not for the final ingredient: the vast range of different commercial interests and attitudes involved, coupled with an unwillingness or inability of most to work together to address the issue of pests.

This is complicated by the fact that the major retail chains comprising the majority

"Today's retail complexes are a haven for urban pests."

of tenants invariably have their own pest management contracts with different professional providers. So, pest control within a single retail complex is, more often than not, organised on a highly fragmented, individual outlet basis with little or no communication, let alone co-operation between parties.

Indeed, given the extreme sensitivity of the subject, most pest management contracts demand complete confidentiality from providers, forbidding PCOs from sharing any knowledge of a problem with either the centre or neighbouring outlets, let alone actively working with them to address it. Equally, of course, it gives operators tackling infestations in particular outlets no opportunities whatsoever of spreading their treatments to adjacent areas outside their client's immediate responsibility even though the problems can clearly be seen to extend there.

"This is what really makes effective control impossible," Dave Harrison insists. "Though it may appear to be understandable from a commercial viewpoint, it completely prevents anyone getting on top of the most common and otherwise simply controllable pest problems.

“Just like residential blocks, we seldom find any infestation confined to a single unit in such centres. At least not for long. So, while we may be able to knock a problem on the head in the immediate vicinity, pretty soon we’re called back to tackle another infestation in exactly the same place as pests migrate from nearby areas we can’t access.

“Typical of the problems we encounter is a recent German cockroach infestation in a prestigious northern retail complex where we supply the pest control for the centre’s management and two of its dozen or more food outlets. We’ve been finding the situation all but impossible to tackle despite throwing every available treatment at it.

“Even after repeated baiting and targeted spraying and dusting, culminating in a night-long programme involving the dismantling and thorough treatment of almost every appliance in the restaurant kitchen concerned, we were still picking up large numbers of cockroaches per night on many of our monitor traps. And this despite working through every class of spray, dust and bait active available and treating every accessible void, cable run and harbourage on

“The central problem ... has clearly been continual migration from harbourages beyond the premises we’ve been unable to either identify or gain access to.”

the premises with the assistance of BASF Pest Control Solutions’ technical team.

“A number of the cockroaches in our traps were alive and active despite a clear covering of bendiocarb dust, raising obvious concerns about resistance,” he explains.

“BASF is currently breeding a colony of cockroaches from this population for broad sensitivity testing, but we don’t think it will show a serious resistance issue. Not least because we’ve been able to clear cockroaches from a neighbouring food outlet with current chemistry, and our sustained programme of baiting with fipronil and harbourage treatment with a-cypermethrin now appears to be achieving results.

“The central problem in this case, as in

many others, has clearly been continual migration from harbourages beyond the premises we’ve been unable to either identify or gain access to. Without tackling these we’re always going to be on the back foot. Our clients will be facing the expense of repeated treatments, and other nearby outlets in the centre are likely to suffer infestations too.

“In another case we had a five-fold increase in our contracted visits last year to deal with a similarly intractable mouse problem arising from repeated re-invasion which wasn’t within our power to prevent,” adds Dave Harrison. “It just underlines what we call the ‘terrace house effect’ – your pest control is only as good as your neighbour’s”. This follows on from the block treatment article in PPC 69.

“Frustratingly, in the same complex we’ve also seen mice escape from common service areas into cage stores that centre staff cannot access, and go on to cause serious damage to clothing and other stock. Something that could easily have been prevented with timely action.

/continued over...

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“Today’s retail complexes are a haven for urban pests,” points out Pestproof service director, Dave Harrison.



“We’ve also traced a fruit fly infestation blamed on the centre’s service areas to a leaking syrup pipe in a nearby restaurant, serviced by another pest control business. In this case the centre management agreed to pay for us to tackle the problem which we did rapidly and effectively to the benefit of a number of neighbouring premises.”

So, what is the solution? Well, it’s hardly rocket science. But, as Pestproof’s experience suggests, it is likely to require a sea change in attitudes by all concerned to enable centre-wide pest management in a truly integrated way. Only then can infestations be tackled as they need to be, with full investigation and co-ordinated ‘block’ treatment regardless of commercial territories, ensuring all the main foci of pest activity are dealt with effectively and simultaneously. Otherwise, pockets of insect and rodent pests will continue to escape at each stage to form the basis for rapid re-infestation.

BASF insect control specialist James Whittaker has been working closely with Pestproof on the recent cockroach challenge, and believes major retail and other complexes must take on responsibility for pest control in exactly the same way they

“It’s high time retail and other centres in multiple business use to appreciate that a fragmented approach to pest control is building-up serious problems for everyone involved.”

already do for other services like power and water supply, recycling and waste management and security.

“It’s high time retail and other centres in multiple business use to appreciate that a fragmented approach to pest control is building up serious problems for everyone involved,” he stresses.

“Our industry has the professionalism and the tools to provide the comprehensive insurance against troublesome pests that is particularly important for public-facing businesses. However, it cannot do so if short-termism and commercial boundaries that present no barrier to the pests continue to prevent pest controllers accessing them.

“In many places, this has the potential to cause control difficulties every bit as problematic as pesticide resistance. And if we are not very careful, indeed, in giving significant numbers of pests only partial exposure to treatment on a regular basis, it

will exacerbate this situation too.”

James Whittaker sees individual pest controllers working for all the businesses in a centre getting together to share information on a regular basis and co-ordinate their action wherever necessary as the simplest solution. In reality, though, he accepts that commercial sensitivities, competitive pressures and a reluctance on the part of many businesses to take joint responsibility for pest problems makes this impossible in most cases.

So the only practical option may be for centre management to step up to the plate, take responsibility for all pest control and provide it through a single appointed operator.

A degree of boldness will almost certainly be required to cut through the inevitable ‘turf wars’. Nevertheless, it should be easy to justify given the extent to which the reputation of both centres

“So the only practical option may be for centre management to step up to the plate, take responsibility for all pest control and provide it through a single appointed operator.”

and their retail tenants is at risk, and the scale of cost savings available from more effective, fully integrated pest control in a single well-negotiated contract.

“Interestingly, the same recipe already works well in other areas,” reports James Whittaker. “On a smaller scale, many motorway services and leisure centres with franchised outlets have single pest control contracts.

“Floating towns in the shape of today’s cruise liners do this as a matter of course and necessity – as it’s simply impossible for multiple pest control businesses to reliably service ships at sea. And security considerations mean we see similar arrangements in airports across the country.



So, in reality, there’s nothing to stop retail complexes taking the same approach.

“All it needs is an appreciation that pest infestations almost always need to be tackled across commercial boundaries. Which, in turn, requires, facilities managers to develop and enforce a co-ordinated approach to control.

“With public confidence such an important and delicate thing on the high street these days, this is an issue they ignore at their peril,” he concludes.

“Rather low down the priority list of many it may be at this time. But it’s something with the potential to cause major reputational damage for those who fail to address it effectively. Dare I mention horsemeat in this context?”



BPCA will be revisiting this issue direct with clients via alexo magazine. If you’d like to provide a comment on the article (no cost!), or would like to promote your business to 15,000 pest control customers across the UK, then email editor@alexo.org.uk

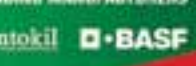
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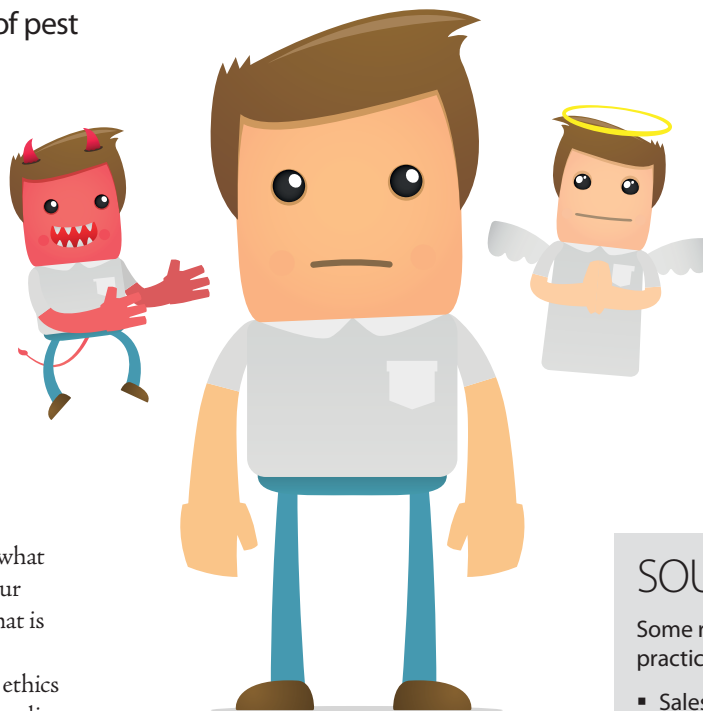


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Ethics in pest control

Simon Forrester investigates ethical behaviour as the foundation of pest control activity.

Thanks to Dr Robert Puckett and Professor Roger Gold of Texas A&M University for their assistance in the preparation of this article.



“How do you act if no-one is watching?”

Our customers are also more intelligent, and with access to the internet they find it relatively easy to check up on our pest control work, in terms of charges, products and methods, and of course now our previous customers' opinions.

Pest controllers provide a service to meet a need, charge a fee, and accept payment as part of a contract. The Terms and Conditions within this contract create expectations, and if broken, will have negative and undesirable consequences. If a business violates laws or regulations, it loses client trust, and ultimately loses business and reputation. Sustainable service is the end goal for any company, keeping profitable clients happy. They recognise the value of the service which generates repeat business, the goal being to generate loyalty in the consumer and long term sustainability in the business relationship. After all, it's easier to keep a customer than find a new one.

'All very well – I know this!', I hear you cry. But what are the actual ethics at the heart of your business, and you own, personally? A good way of assessing the ethics of any activity is the Rotary Club's 'four way test':



People's understanding of what constitutes ethical behaviour varies. Laws help define what is legal and what is not, but differences between moral ethics are not always clear, often leading to ethical dilemmas. We have all experienced situations that have felt wrong, and can probably quote examples of ethically dubious behaviour – by competitors, colleagues, maybe even ourselves. But what benefit is it to a pest control company to have a strong ethical standpoint?

Ethics can be defined as the moral principles that govern our behaviour, helping us separate 'good' from 'bad'. No matter what type of business we run, there are ethical and moral dilemmas attached, and in some cases legal issues arise from unethically-based decisions. Indeed, the core of pest control itself is to inflict a minimal amount of harm in order to reduce the overall harm and maximise benefit (to people, property, and the environment) from the pest's activity, thus resulting in a general good. Humane treatment of pests is at the heart of professional pest control, and legislation such as the Animal Welfare Act 2006 enshrines this in law. But what about the business itself? Where do ethics fit?

Opinions differ on ethics – one man's ethical behaviour is another's bad practice. People generally expect ethical behaviour if it benefits them in some way. But in a recession, financial and other pressures may force companies to allow their ethical standards to slip.

In terms of our staff, does it fall on business owners to instil ethics in their employees?



SOUND FAMILIAR?

Some recent examples of unethical practice – as told to BPCA staff...

- Salesman telling competitor company's clients that they are going into administration
- Undermining competitor's workmanship / choice of bait location / product selection
- Quoting legislation that doesn't apply in order to frighten a client into buying a service
- Using a 'sledgehammer-sized' treatment to deal with a minor infestation.

- Is it the **truth**?
- Is it **fair** to all concerned?
- Will it build **goodwill** and better **friendships**?
- Will it be **beneficial to all** concerned?
This can be summarised as 'service above self' and is a useful starting point. BPCA cannot define your business's (or your personal) ethical standards. Only you can do that. Think about how you would like a customer to talk about your business when discussing it with a third party. By setting standards for your business you give a 'moral compass' to employees, which builds positivity. You must define the standards yourself for your business and employees. Some points to consider:
 - You must get 'buy in' from all staff
 - Employees must 'police' each other – and you!



PROBLEM SIGNS

If any of the following statements sound familiar, your company may need to look at its business ethics:

- It's not personal, it's only business
- No-one will ever know
- We'll make it right later
- It doesn't matter, it works well enough
- The chances of getting caught are zero
- We've always done it this way
- Just sell it. They don't need it, but it won't hurt.

- Your company is only as good as your worst technician. Think: who is this? Do they meet your ethical standards?

The challenge is to turn the spotlight of self-examination on your business activity. Everyone in the company need to improve in some way in order to meet the standard. Why not build the ethical guidelines into your policies? Expect ethical behaviour from all employees, and set an example. Think: what might be the consequences of not doing this?

There are other ethical issues to consider:

- **Confidentiality**, e.g. bed bug work for a hotel chain
- **Sales claims** must not oversell or exceed expectations
- **Purchase influences** such as bribes or promises of future work
- **Conflicts of interest**, e.g. between clients or sides of your business
- **Imminent danger / near misses** – your responsibility to report
- **Employer/employee loyalty** – staff must put the interests of the employer first, and vice versa!
- **Personal attacks** – never 'slag off' the competition, even if they undermine you. Customers appreciate professionalism.

By expecting the best of ourselves, our colleagues and clients, we can build businesses based on high standards that create loyalty within and outside the organisation. There is clearly a cost for ethical behaviour, but the rewards are great, in terms of sustainable business relationships, enhanced reputation, and professional development. What you leave behind in the memories of your customers, and your employees, is many years of your reputation, and your good name.

BPCA's Servicing Committee will be considering the Association's code of ethics at their next meeting on 26 March.

Specification ethics

BPCA has been approached by a specification body worried that some of their food businesses are attempting to avoid audit non-compliances by forcing their PCO to turn a blind eye to pest infestations etc. This clearly puts the PCO in a difficult situation – damned if you do, damned if you don't.

Has your business been put under pressure not to record non-compliances for a food business? Email Simon Forrester simon@bpca.org.uk or call 01332 294 288 to give your experiences. Any information will be treated in strictest confidence, and anonymised before being collated and passed on. Help us to help you!



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GETTING PAID: it's a job in itself for mobile workers

Taking payments on the job can be a difficult process, especially if the customer cannot or will not deal in cash. The new PayYours Mobile App could be the solution you're looking for – giving you the ability to take instant mobile card payments onsite whenever and wherever you are!

Cash may be king, but the truth is customers have become more reluctant to pay by cash. Pest controllers can satisfy those customers who prefer the convenience of a card payment by using mobile payment systems, giving the customer the same experience they'd have in shops and restaurants.

There are many payment providers in the market, making it difficult to differentiate 'the good, the bad, and the ugly'. Finding the right system is often down to understanding precisely what you need from such a scheme, and which has the experience and understanding of your business needs.

Openness is not something this sector is overly renowned for, and very few providers will clearly show the true cost of becoming one of their merchants. Additionally, comparing one against the other can be difficult and very time consuming. This is where the Complete Payment App from PayYours comes in.

Two of the biggest players in the market are PayPal and iZettle, but they can be expensive and their products aren't always as they first seem. For example, Visa refuses to let its cards be processed through the iZettle plug in device, effectively wiping out almost 60% of the card payments you may receive. PayPal isn't much better, as it charges 3.4% on all credit or debit card transactions, plus a 34p fee to process each transaction. Comparatively PayYours only charges 2.65% on credit cards and a flat 49p on a debit card transaction, no matter what the size of the transaction is. PayYours also reduces its tariffs further if you are using the system regularly to ensure you get the best rates.

Who is the cheapest?

Working out who is the cheapest can be confusing. To make it simple we've worked out that for a pest controller processing on average 4 transactions per week with an average value of £60, then the costs each month would average out as follows:

SUPPLIER	TRANSACTION FEE	MONTHLY FEE
PayPal	3.4% + 34p on all cards	£39.67
iZettle	2.75% on all cards	£27.50
PayYours	2.65% credit cards / 49p debit cards	£15.50

How quickly will I get paid?

PayYours transfers the monies in full as soon as they have cleared (making it a maximum of three days).

PayPal deducts costs at the source and you have to request the funds as and when you're online.

iZettle holds the funds for several days after deducting their costs.



So how much will it cost me?

PayYours charges a flat monthly fee of £6 for its mobile application. You may think this is expensive, but you'll find all the other systems and products out there don't offer everything that the PayYours Complete Payment Application does. Not only does the PayYours system allow you to take a payment on any smartphone, tablet or computer it also allows you to...

- Send electronic invoices (e-invoice)
- Enable multiple user access – if you run a team
- Set up recurring payments for jobs on contract work
- Leave letterbox visitor cards with unique codes, for customers to pay online direct
- Log cash payments by sending email receipts to your customers
- Access to all current (live) and historical transactions to support you with your book keeping
- Include a checkout facility for your own website.

What about the future of mobile payments?

In 2013 PayYours will have a new Chip and PIN terminal which connects to your mobile or tablet via Bluetooth – making it the first fully approved device by both Visa and MasterCard in the market. This will be free for all companies joining now (normally £10 per month).

Are there any set up costs?

With any mobile payment systems there are set up costs that you need to consider. If you choose PayYours, you will get a Merchant ID (MID) from the banks. This would normally cost you £185+vat, but PayYours does this for £50+vat for pest control companies.

Apply online between now and the end of PestEx for only £33+vat – promo code FLEA480320.

Where do I sign?



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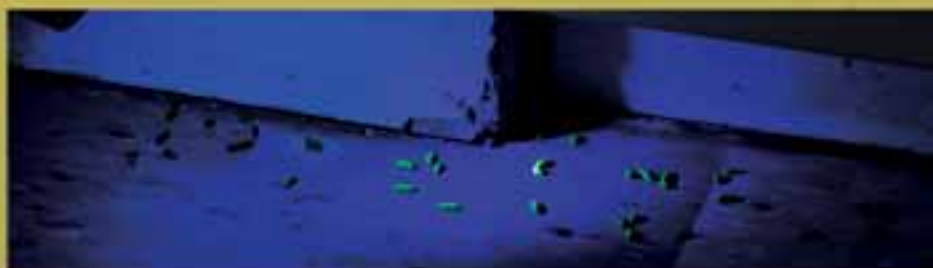
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