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SEE PAGE 30

# Bed bugs: know your enemy!



How PCOs can minimise treatment failure.



**Last Chance Saloon**  
New initiatives to keep 'cowboys' out of our industry



**Go your own way**  
Key points when setting up a new company



**Waste classification**  
Important changes that will affect your business



**There's a fly in my soup**  
Flying insect control in food premises



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## Networking events

### BPCA Regional Training Forums

26 September / Newbury  
3 October / Newmarket  
24 October / Belfast  
12 November / Knaresborough  
21 November / South coast (TBA)

[www.bpca.org.uk/events](http://www.bpca.org.uk/events)

### PestWorld 2013

22-25 October / Phoenix, Arizona, USA

[www.npmapestworld.org](http://www.npmapestworld.org)

### PestTech 2013

6 November / Solihull

[www.pesttech.org.uk](http://www.pesttech.org.uk)

### Parasitec

13-14 November / Casablanca, Morocco

[www.parasitec.org](http://www.parasitec.org)

### 1<sup>st</sup> Barcelona Pest Control

#### International Forum

15 November / Barcelona, Spain

[www.adepap.com](http://www.adepap.com)

### FAOPMA

26-28 November / Seoul, South Korea

[www.faopma2013korea.com](http://www.faopma2013korea.com)

### BPCA Fumigation Conference

27 November / BPCA Offices, Derby

[www.bpca.org.uk/fumigation](http://www.bpca.org.uk/fumigation)

## Online learning

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

[www.bpca.skillgate.com](http://www.bpca.skillgate.com)

Online learning	Member cost (exc. VAT)	Non-member cost (exc. VAT)	
Individual modules	Principles of pest control		
	Birds	£100 per module	£100 per module
	Insects	per year	per year
	Mammals		
	Rodents		
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](http://www.bpca.org.uk/training)

...and in PPC73

Examinations	2012 dates	Venue	Member cost (exc. VAT)	Non-member cost (exc. VAT)
RSPH/BPCA Level 2 Award in Pest Management	13 September 27 September	Coventry London		
Exams can be arranged to suit other requirements at the discretion of BPCA, minimum of six candidates, there may be an additional cost.	25 October 22 November 13 December	Leeds Essex Coventry	£130	£145
BPCA Accredited Technician in Pest Control	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	17 October	BPCA offices, Derby	£210	£265

\* for full dates please visit [www.bpca.org.uk/training](http://www.bpca.org.uk/training)

Courses	PROMPT CPD	2012 dates	Venue	Member cost (exc. VAT)	Non-member cost (exc. VAT)
Modular Pest Control Course	24	10 Oct - 8 Nov	BPCA offices, Derby	£699	£899
General Pest Control (residential) *	24	8-13 September 8-13 December	Warwick University, Coventry Warwick University, Coventry	£875	£1045
BPCA 'Profitable Bed Bug Control'	12	On request	BPCA offices, Derby	TBC	TBC
Urban Bird Control and Management	20	8-9 October	BPCA offices, Derby	£300	£365
So you want to be a Field Biologist?	8	15 October	BPCA offices, Derby	£165	£195
Heat Treatment Technicians	22	On request	BPCA offices, Derby	£300	£365
Pest Control Awareness for Administrators	8	24 September	BPCA offices, Derby	£165	£195
Insect Classification and Identification	10	On request	BPCA offices, Derby	£165	£195
5 Day Fumigation	30	On request	BPCA offices, Derby	£875	£1045
Stored Product Inspection and Control	10	22 October	BPCA offices, Derby	£165	£195
Starting Out in Pest Control		29 October	BPCA offices, Derby	£165	£195
How to Sell in the Pest Control Industry		12-13 November	BPCA offices, Derby	£300	£365

\* 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](http://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.



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### PPC

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### CPD for 2013: 2 points



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Visit [www.nmpmpestworld.org/pestworld2013](http://www.nmpmpestworld.org/pestworld2013) for more details.  
presented by the National Pest Management Association

# Spurred by professionalism

With very low barriers to entry and minimal qualification requirements, the pest control industry seems an easy career option, particularly in a recession. After all, you only need to start calling yourself a pest controller, find a willing supplier that will turn a blind eye, and you're off. Whether you initially do more good than harm is then mainly down to luck.

Some companies and individuals do it right – on-the-job training and supervision, maintaining their CPD and having the right insurances, procedures etc. But as an industry, we are all too willing to offer low prices for our efforts, and seem happy to take on loss leaders to win work from the cowboys. Wouldn't we be better to leave the cowboys to fight it out, and set ourselves up as professionals in public health safety?

**“There is a real lack of regulation compared to other industries using potentially harmful substances, and seemingly little action taken when things do go wrong.”**

Some would argue that we are our own worst enemies, allowing clients (and each other) to drive down prices without pointing out the difference between 'us and them'. This price spiral continues until the work is a cynical loss leader, so poorly valued by the client that they assume anyone can do it and they employ a cheap chancer – or just have a go themselves, supplied by those same distributors who sell to the cowboys.

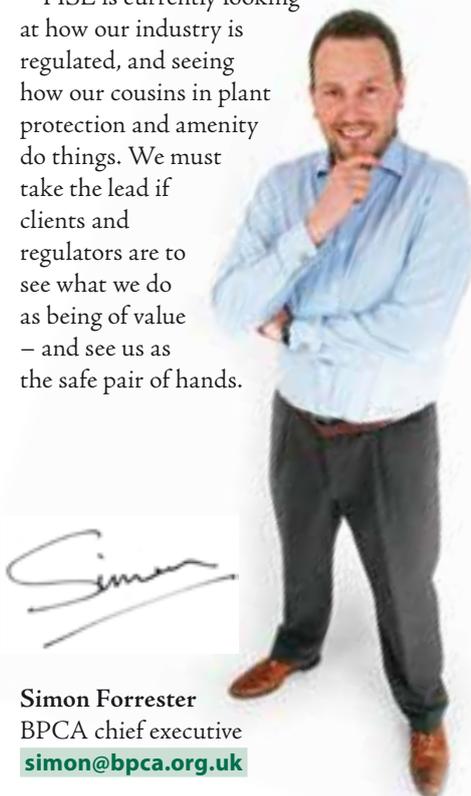
So what is the answer? I know this debate isn't new to many of you, and you'll probably have worked out what I'm going to say. The answer is to put some clear water between us and the also-rans by getting some independent verification of our skills and knowledge. For individuals, this is the BASIS PROMPT scheme – it's the only game in town. We should be maintaining a record of how we develop ourselves, just like lawyers, doctors (even association managers!)

As for companies, you could argue that BPCA membership is a good measure. BPCA is the only association where all our servicing members meet the same criteria

across the board, therefore our logo really means something. But, I believe membership of BPCA might not be enough in the future. That's why we are working towards 100% of PCOs in membership being on a CPD scheme. We're also getting ready for the CEN standard, which is set to formally professionalise the industry.

The people and the companies are only two parts of this. The other is the products we use, which are relatively easy to buy. There is a real lack of regulation compared to other industries using potentially harmful substances, and seemingly little action taken when things do go wrong. Looking back over prosecutions against 'pest controllers' (note the speech marks), none in recent times has seen any investigation of the supply chain. Not one. So are the people supplying these products not to blame in any way? You could argue that supplying biocides is not the problem: it's the people using them. After all, they are 'professional use' products, not 'professional sale'. Kind of reminiscent of the US gun lobby saying 'guns don't kill people, people do'. But if there was tighter regulation of sale of the product, it would be more difficult for it to fall into the wrong hands, and you'd also force a gap between professionals and the rest.

HSE is currently looking at how our industry is regulated, and seeing how our cousins in plant protection and amenity do things. We must take the lead if clients and regulators are to see what we do as being of value – and see us as the safe pair of hands.



**Simon Forrester**  
BPCA chief executive  
[simon@bpca.org.uk](mailto:simon@bpca.org.uk)

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Online CPDs in PPC



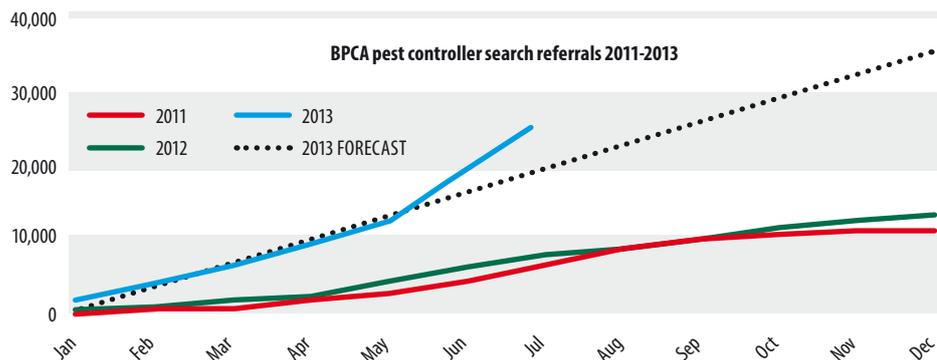
BPCA provides at least one article in every issue of PPC as an online CPD quiz. Look out for the ONLINE CPD logo on the relevant page of the magazine, and in the contents list above.

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

To access this unique benefit, simply join the BPCA Affiliate Scheme via

[www.bpca.org.uk/affiliate](http://www.bpca.org.uk/affiliate)

## BPCA sees record hike in referrals



The first seven months of 2013 saw a record boost in referrals to BPCA's servicing company members from the free 24/7 'find a pest controller' hotline and website. From 1 January to the end of June, 26,034 company details have been passed on to the public for both domestic and commercial jobs, bringing an estimated £1,000,000 of extra business to BPCA members.

BPCA Chief Executive Simon Forrester said "With the introduction of the new website, we knew numbers would be up, but this is at least a trebling of the referral numbers. By the end of April we estimated 30,000 referrals during 2013, but it's looking like numbers will be nearer 40,000 – a huge boost for member companies looking for new work. The best of it is that each and every call is a 'hot lead', with the customer looking to place pest control work with a BPCA member company."

Though numbers have trebled on previous years, the quality of referral has also improved with the introduction of both the means to choose companies local to the end user, and the ability for end users to select the pest type and whether it's a commercial or domestic referral. This ensures that BPCA is only putting forward the right companies for the job. Simon Forrester said "Members can amend what specialisms they want listed on the website themselves with an instant turnaround, so if they want to 'switch on' wasp work over the summer months, or include bed bugs as they've expanded their staff, they can do so easily."

For more information on becoming a BPCA member, and accessing the wide range of unique benefits for professional pest controllers, visit the BPCA website at

[www.bpca.org.uk/join](http://www.bpca.org.uk/join)

## Grandfather rights for plant protection pesticide users: changes to current rules

A current exemption in UK law, commonly known as 'grandfather rights', allows anyone born before 31 December 1964 to use plant protection products (PPPs) authorised for professional use on their own or their employer's land without having to hold a certificate (of competence) although they should still be suitably trained and competent for their job. The Plant Protection Products (Sustainable Use) Regulations 2012 allows this exemption to continue until 26 November 2015, after which everyone who uses PPPs authorised for professional use must have a certificate. In addition, after 26 November 2015, it will be an offence for anyone to purchase PPPs authorised for professional use

unless they have ensured that the intended end user has a certificate.

If you don't already have a certificate, and you intend to work as a contractor or apply PPPs to land you or your employer do not own, you will need to get one by 26 November 2015 so that you can continue to use PPPs as part of your job. City and Guilds Land Based Services is developing a new Level 2 Award in the 'Safe Use of Pesticides', the proposed release date for the qualification being late November 2013. Alternatively, you can obtain one of the existing Level 2 Safe Use of Pesticide awards appropriate to the work and type of equipment you use.

[www.pesticides.gov.uk](http://www.pesticides.gov.uk)

[www.nptc.org.uk](http://www.nptc.org.uk)

## Valley Pest Control Ltd opens new doors

BPCA member Valley Pest Control Ltd has recently moved to larger premises in Cullompton, Devon having outgrown their previous offices. In celebration of their move, Valley Pest Control held an open day for key stakeholders and staff in July. Valley Pest Control Service Manager Jenny Jordan said "the open day was our chance to celebrate our continued growth across the South West with valued stakeholders and members of staff."



BPCA Membership Manager, Kevin Higgins attended the event; "the open day was a huge success and a delight for me to be present. It was clear to see the company has grown from strength to strength, and is committed to promoting professional pest control practices. Having had the opportunity to meet all the field and admin staff, I can honestly say I was very impressed with their knowledge and professional attitude; a real credit to the industry." Kevin added "I enjoyed visiting their new offices so much I had to go back to collect the jacket I left."

The Devon based company currently employs 12 staff throughout the South West with three directors. The business is reporting a rapid increase in sales and is looking to expand further in the future.

[www.valleypestcontrol.co.uk](http://www.valleypestcontrol.co.uk)

## N IRELAND LOCAL AUTHORITY SUPPORTER FOR CRRU

Recently the Campaign for Responsible Rodenticide Use (CRRU) received its first pledge of support from a Northern Ireland local authority when Lisburn City Council joined the CRRU Supporters Club.

Chairman of the Northern Ireland Pest Advisory Group Gary Moore is a qualified trainer for CRRU's Wildlife Aware accreditation said "By joining CRRU, the council makes public its commitment so to do in all aspects of its rural pest control work." Gary added "The CRRU code of practice and Wildlife Aware principles enable everyone implementing a rodent

control programme to fulfil their professional responsibilities in their use of rodenticides."

CRRU has also expanded into Ireland, setting up a separate company in Dublin funded by the nine manufacturer members of CRRU. Dr Mark Lynch, a former head of the Pesticide Control Service at the Department of Agriculture and the current Chairman of the Irish Agricultural Supply Industry Standards (IASIS Limited) has agreed to become Vice-Chairman.

[www.thinkwildlife.org.uk](http://www.thinkwildlife.org.uk)

## Cleankill recognised for community work and green initiatives

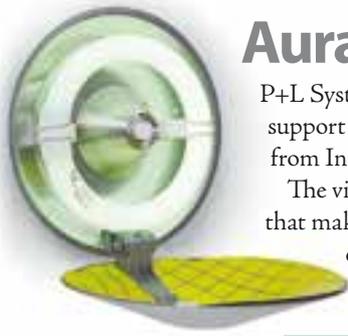


A Surrey environmental services company is celebrating after receiving a highly commended award for its effort to support the local community.

Cleankill Environmental Services beat hundreds of other companies from the Croydon area to receive the highly commended award in the Commitment to the Community category. Cleankill was also honoured to be a finalist in the Best Green Business category at the Croydon Business Awards 2013.

Cleankill Managing Director Paul Bates said "we were really pleased to be recognised for our work in the community. Our staff work so hard to help others and there is rarely a weekend when one of us is not giving up time to help others whether it's to do with scouts or sports." Paul added "we've also been working very hard to improve our green credentials wherever possible and improving year-on-year. It's really nice to have our work in both areas recognised."

[www.cleankill.co.uk](http://www.cleankill.co.uk)



## Aura of success

P+L Systems has launched a new promotional video designed to support pest controllers selling Aura, the leading decorative flykiller from Insect-O-Cutor <http://goo.gl/08894Z>

The video shows the innovative circular design and aesthetic features that make it perfect for front-of-house applications. Pest controllers can email a link to the video to their customers, direct them to the Insect-O-Cutor website or show the video from a laptop or smart phone when on service visits.

[www.insect-o-cutor.co.uk](http://www.insect-o-cutor.co.uk)

## Out with the old – in with the new PelGar website



PelGar International has recently announced the launch of its new website. PelGar's Marketing Manager Nic

Blaszkowicz explains "The restyled site brings the website into line with PelGar's new corporate visual identity." Nic added "The new site has been developed with PelGar's domestic and developing international business in mind. In particular we hope that it will provide

PelGar's global customers with all the information they require to develop their pest control business in just a few keystrokes."

The new clean and simple site has been designed to provide pest controllers an excellent resource of product information for the pest control industry, while providing essential information on key pests and recommended products.

[www.pelgar.co.uk](http://www.pelgar.co.uk)



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MANUFACTURED IN THE UK BY JONES AND SON



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address: Jones and Son Pest Control Supplies Ltd, Unit 4 Sabre Buildings, Sabre Close, Heathfield, Newton Abbot, TQ12 6TW

## BASIS PROMPT registration leads to big win for Monitor



PROFESSIONAL PEST CONTROLLERS REGISTER

Kent business Monitor Pest Control is well on the way to having all its technicians signed up to the BASIS PROMPT scheme. Managing Director Gary Howard is also now on the professional pest control register – a move that paid dividends at PestEx. A prize draw for a gallon of whisky was held for sign ups to the scheme at PestTech in November and PestEx in April, and Gary was the lucky winner.

He said "All 12 of our technicians are registered or going through the process of registration, so I thought it was about time I did the same. Credibility and professionalism are critical to Monitor. We're members of BPCA and we're accredited with groups like ConstructionLine and the Contractors Health and Safety Assessment Scheme."

Gary added "All these things demonstrate the quality of the people we have here, and BASIS PROMPT is an important part of that. It helps set us apart from the competition and it shows customers and employees that we are committed to Continuing Professional Development (CPD)."

Numbers on the scheme are fast-approaching 2,200 (see page 16).

[www.monitorservices.co.uk](http://www.monitorservices.co.uk)

[www.basispestcontrol.co.uk](http://www.basispestcontrol.co.uk)

## PPC72 prize draw

Thanks to [www.wasp-reach.com](http://www.wasp-reach.com) we have been given a brand new XL8 D telescopic extension lance worth £225 to give away. For your chance to win, answer the following question:

**What is the maximum reach of the XL8 D telescopic lance?**

Send your answer, along with your name, contact number and postal address to [marketing@bpca.org.uk](mailto:marketing@bpca.org.uk) or complete the competition form on our



website by 27 September 2013 to be in with a chance of winning.

[www.bpca.org.uk/ppccompetition](http://www.bpca.org.uk/ppccompetition)

## BPCA website and PestEx shortlisted for awards



BPCA's website and PestEx exhibition both narrowly missed out on being named winners at the recent Trade Association Forum

Best Practice Awards 2013.

This prestigious awards ceremony, run by the Confederation of British Industry was held on 11 July in London, and saw us go head to head with tough competition from across the world of UK trade associations in the Website of the Year and Exhibition of the Year categories. Attended by over 300 guests from trade associations across the UK, the Best Practice Awards allows trade associations to benchmark themselves against their peers from other sectors.

BPCA Chief Executive Simon Forrester said

"We are absolutely gutted to have not come away with anything this year. However it's a great achievement for the Association to even be nominated for both awards - we only entered the two, and to be shortlisted for both shows the quality of the two projects." Simon added "I'd like to thank everyone involved in the production of the new website and the organisation of PestEx. Without this support we wouldn't even have been nominated."

The evening was a celebration of best practice across the sector and highlighted the quality and value of trade associations. BPCA Marketing and Communications Officer Laurence Barnard said "Even being nominated is a strong endorsement and reflects the high quality of the website and PestEx. Hopefully next year we will go one step further and win."

[www.bpca.org.uk](http://www.bpca.org.uk)

[www.taforum.org](http://www.taforum.org)

## Advion Cockroach Gel remains attractive

Pest controllers can have full confidence that Advion



populations tested." Robert added "Trials have

Cockroach Gel is still as attractive as ever to cockroaches. Recent testing of the Advion bait has revealed no indication of bait aversion as highlighted in a report from researchers at North Carolina State University.

Robert Vink of Syngenta Professional Pest Management commented "When tested on known bait-averse German cockroach populations, Advion Cockroach Gel was still giving 100% control, along with full control of American and Oriental cockroach species. Some other gel products gave no control among bait-averse populations and only limited control on all other cockroach

repeatedly shown that some gel baits no longer appeal to certain cockroach populations, leading to widespread control failures in practice."

One of the keys to the success of the highly palatable Advion Gel is the fact that the insecticidal activity is only triggered by the digestive enzymes of the cockroach, once the bait had been consumed. This reduces the potential of insects associating the bait with insecticidal activity. And since this metabolic activation only occurs inside the insect pests, it poses less risk to other non-target organisms.

[www.syngenta.com](http://www.syngenta.com)

## NEW BENEFIT FOR NORTHERN PEST TECHNICIANS

BPCA is currently looking into developing an additional benefit for technicians based in the North. If you'd like to:

- Improve your technical knowledge
- See the latest products and developments in our sector
- Take home a goody bag packed with offers, free gifts and information

**...then watch this space!**

## Important waste classification news

At the end of July BPCA met with representatives from the Environment Agency (EA) regarding waste classification for the estimated 5million+ treatment visits each year that produce waste. In the past EA guidance has led us to believe that some wastes could be classified under section 16 of the European Waste Catalogue (EWC) as either 16 03 05\* organic wastes containing dangerous substances (hazardous) or 16 03 06 organic wastes other than those mentioned in 16 03 05 (non-hazardous), depending whether the product contained hazardous substances. The EA now advises that this is incorrect, and all pesticide waste must be classified under section 20, which means a consignment note is required when there is an intent to discard pesticide containers or residue.

We expressed our concern about the knock-on effect of producing paperwork for each waste removed from a site or taken for disposal, let alone the cost of each consignment note (£5 or £10) and the added administration and time to dispose of waste without undue delay. The EA pointed out that the relevant legislation (under the Hazardous Waste Regulations) is already in effect, and thus the majority of the industry is currently acting outside the regulations. The EA wants to work with industry to address this problem, hence their meeting with BPCA. Matthew Womersley of the Environment Agency said of the meeting "It's good to make some progress on this, but again we think the industry has to move quickly to get itself compliant and we'll do everything to facilitate this."

Points confirmed to BPCA:

- 1 All waste produced by pest controllers must be categorised.
- 2 Public health pesticide waste is an

**"The industry has to move quickly to get itself compliant."**  
Environment Agency

'absolute entry' of hazardous waste under EU classification, and must be classified 20.01.19. The previous codes (starting '16') are unsuitable for waste that contains pesticides, and must no longer be used.

- 3 Code 20.01.19 is a hazardous waste code. Any hazardous waste must have a consignment note. The EA revised guidance on hazardous waste is set out in document reference HWR01 What is a Hazardous Waste? (see the EA website).
- 4 The waste hierarchy applies to pesticide waste. If products can avoid being used, or can be re-used, recycled or recovered, this should be done before disposal is considered.
- 5 Consignment notes could be produced electronically rather than on paper, but end to end, traceability is key.
- 6 The EA will work with BPCA to produce detailed and officially sanctioned guidance on this subject over the next few months.
- 7 Guidance will be via the BPCA website.
- 8 If industry works together to ensure our waste is properly classified and the correct consignment notes obtained, we may then be eligible for a derogation through BPCA, which would allow pest controllers to submit one set of summarised paperwork each quarter (for £10 per quarter) rather than £5 or £10 per individual consignment (i.e. £1,000s each quarter).
- 9 BPCA is entitled to raise this issue with the Secretary of State for Environment, Food and Rural Affairs to request a review under Regulation 9, but it is unlikely to be successful. Similarly, we could put this change before the 'red tape challenge' when it focuses on legislation affecting our sector.

[www.environment-agency.gov.uk/hazwaste](http://www.environment-agency.gov.uk/hazwaste)

[www.ppconline.org/ppc71/#/24/zoomed](http://www.ppconline.org/ppc71/#/24/zoomed)

[www.redtapechallenge.cabinetoffice.gov.uk](http://www.redtapechallenge.cabinetoffice.gov.uk)

More information



## Sustainable and pesticide-free pest control



Beaver Pest Control staged a half day event at the Kia Oval on Thursday 6 June, the focus of

which was pesticide-free pest management, highlighting the challenges and opportunities that new regulations such as the Biocidal Products Directive have brought to the UK pest control industry.

The event was well attended by professionals from within the facilities, building management and construction industries, as well as Local Authorities and a number of environmental health officers directly involved with pest control.

BPCA's own Richard Moseley started the day off with a presentation on why sustainable pest control has become so important in the UK, which was followed by Dr Alan Buckle from CRRU, Nigel Batten and Richard Nowell of Killgerm, rounded off by a detection demo from Charlie, Merlin Environmental's bed bug sniffer dog.

David Lodge of Beaver Pest Control summed up the day; "I am happy to say that the event was a resounding success ... advocating the professionalism within the industry and highlighting the importance of sustainability to the users of pest control services."

[www.pestcontrolservices.co.uk](http://www.pestcontrolservices.co.uk)

# Conforming to the stereotype

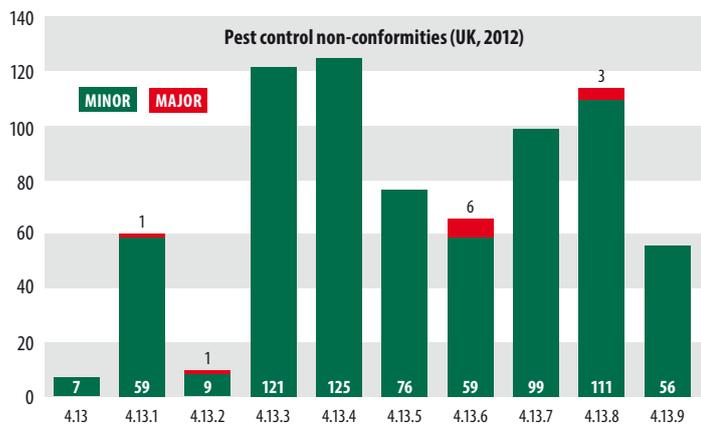


An analysis of non-conformities against the pest control section of version 6 of BRC's Global Standard for Food Safety shows there is work still to be done to remove some simple errors – but who do the problems lie with? BPCA's Simon Forrester investigates.

The BRC Global Standard was originally created to establish a yardstick for suppliers of food products to UK food vendors, and has grown to be supported by retailers across 16,000 food businesses in more than 115 countries. Certification to the Standard verifies technical performance, assists manufacturers' fulfilment of legal obligations, and helps provide protection to the consumer. Changes to each version of the Standard are based on wide and extensive consultation with stakeholders, including BPCA.

When version 6 was issued in 2011 the pest control section was revised to provide greater clarity on the expectations on a site where pest control is undertaken by the site (4.13.2) and a new requirement added requiring in-depth pest control surveys (4.13.8), typically quarterly, in addition to the routine pest control measures to provide an overview of the pest control programme. Interestingly, this has proved to be one of the major non-conformities, showing that further work is needed.

Information showed that of the 2,500 audits carried out in 2012, 733 had some form of pest control non-conformity, and just 11 of these were classed as 'major' (see 'Major v. Minor' for definitions).



Taking just one clause as an example (see below), the one specifying the pest control contract, 60 sites received a non-conformity, one of which was a major non-conformity. (For a detailed breakdown of each clause, plus an in-depth analysis of recommended actions for clients, BRC Auditors and pest control companies, visit the BPCA or BRC websites from late August).

Focusing on the major non-conformities, it is clear to see that pest control is not the most common issue for food premises; other areas attract more non-conformities. It is also important to note that whilst non-conformities are frequently raised against the pest control clauses (third highest cause of NC – see 'The Global Picture') the actual presence of pest infestation is rare. However, with almost a quarter of all UK audits failing on some part of pest control activity, there is significant room for improvement.

## MAJOR VS. MINOR

**MAJOR** where there is a substantial failure to meet the requirements of a 'statement of intent' or any clause of the Standard or a situation is identified which would, on the basis of available objective evidence, raise significant doubt as to the conformity of the product being supplied.

**MINOR** where a clause has not been fully met but, on the basis of objective evidence, the conformity of the product is not in doubt. Note that a BRC position statement will be available via the BPCA website from late August which sets out the specifics around grading of pest infestations.

**“Pest Control companies account for around 50% of major non-conformities relating to pest control in the UK.”**

The evidence shows that both PCO and sites are responsible for pest control management and you could argue that blame is shared; after all, isn't it the

responsibility of the PCO to ensure his contract complies with the client site audit process? And isn't it the duty of the client to make sure his PCO's actions are followed up?

So what have we learned from the data? Food manufacturers and PCOs need additional support in terms of understanding the requirements of the Standard and how to avoid common pitfalls. Simply failing doesn't help anyone – we all want to avoid this if possible. David Brackston, Technical Director at BRC agrees; “one of the key aims of the Standard is to improve product safety, not just pick up on the mistakes”. In order to do this, all parties (auditors, clients, PCOs and their associations) need to work together to achieve progress.

Clause	Description	Main areas of non-conformity (NC)	Proposed action
4.13.1 (1 major 59 minor)	The company shall either contract the services of a competent pest control organisation or shall have appropriately trained staff, for regular inspection and treatment of the site to deter and eradicate infestation. The frequency of inspections shall be determined by risk assessment and shall be documented. Where the services of a pest control contractor are employed, the service contract shall be clearly defined and reflect the activities of the site.	<p>Risk Assessment not present (or an old one used).</p> <p>Poor record keeping. For example: no evidence that things that should have been done were done.</p> <p>Contract doesn't include relevant items (pests, monitoring, frequency, areas of site).</p> <p>Dating of documents and activities is incorrect.</p>	<p>PCO: Improved record-keeping, including proof of delivery of services, ensure contract is fit for purpose. Include proper, bespoke risk assessment / defined activities / site map / survey.</p> <p>Site: Check risk assessment, accuracy of site map, contract accuracy.</p>

## THE GLOBAL PICTURE

The most common causes of non-conformities worldwide are:

MAJOR	MINOR
Late audits (1.1.8)	Cleaning (4.11.1)
Management of suppliers of services (3.5.3.1)	Chemical control (4.9.1.1)
Control of metal sharps (4.9.2.1)	Doors (4.4.9)
	Corrective action (3.7.1)

The most notable areas of non-conformity for the UK are late audits (1.1.8), internal audit programmes (3.4.1), and pest control (4.13).

Of the pest control section, these break down to:

- 4.13.1** Pest control contracts (1 major and 59 minor non-conformities) and in particular ineffective pest control (no risk assessment/defined activities/site map/survey).
- 4.13.2** Requirements where pest control is in-house (1 major and 9 minor non-conformities) This is a relatively rare occurrence in the UK.
- 4.13.3** Documentation and records (121 minor non-conformities) especially where plans for bait stations and EFKs are not up to date, and stations are not numbered.
- 4.13.4** Rodent bait stations (125 minor non-conformities) are unsecured, or contain toxic rodent baits within production areas.
- 4.13.6** Actions taken in the event of pest infestation being identified (6 major and 59 minor non-conformities) – if there are signs of pest activity but the auditor can find no records of remedial action taken, and/or affected products are not subject to a formal non-conforming procedure.
- 4.13.8** Quarterly in-depth pest control surveys (3 major and 111 minor non-conformities) – failures where no in-depth survey has been undertaken by an expert, or where the contract does not allow for survey by an expert.

“1 in 4 audits have a pest control non-conformity, but **less than 1 in 200 have a major non-conformity.**”

## NEXT STEPS

BRC is keen to use the data generated to work with us, BRC sites and its auditors to drive improvement, and welcomes this feedback.

BRC and BPCA have created a training course for sites and their auditors (running next in Manchester, 22 November), with joint BRC/BPCA webinars available from late September to inform sites how to get the best from their pest controller, and how to avoid future non-conformities.

BPCA is producing a model pest control contract for food premises, being shown to BRC for comments. BPCA and BRC have already produced a document to offer guidance to BPCA members working under version 6 of the Food Standard. Produced in 2012, it is available from the BPCA website.

[www.bpca.org.uk](http://www.bpca.org.uk)

This article is based on a presentation given at BPCA's PestEx 2013. The research looked at the non-conformities from audits carried out in the UK last year, specifically those non-conformities against the pest control section (4.13). Our thanks go to BRC for its help in giving us this data. BRC provided the complete data set for these non-conformities including the wording of each non-conformity in an anonymised format.

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# Bed bugs ... know your enemy!

Bed bugs are a group of hematophagous (feeding exclusively on blood) arthropods which specialise in the parasitisation of primates, birds and bats. They have changed very little in the thousands of years they have been on this planet. In the 1930s almost a third of all London homes had an infestation of bed bugs, but with the use of DDT in the 1940-50s this infestation rate was greatly reduced, with almost complete control being achieved in the 1980s. Only recently have bed bugs started to make a resurgence. Data from the Chartered Institute of Environmental Health showed a clear year on year trend in the increase in bed bug sightings in Greater London (see chart below).

## Appearance

Bed bugs, contrary to popular belief, are visible to the naked eye with adults reaching 4-5mm in length. Both male and female bed bugs require blood meals to survive and visually their colour ranges from a pale yellow/brown when unfed to a reddish brown or mahogany after taking a blood meal. Wingless, oval bodied and flattened dorso-

ventrally, bed bugs exhibit crepuscular crevice-living behaviour, being primarily active during the twilight hours. Their short broad head carries a pair of prominent compound eyes and two simple four segmented antennae. The proboscis comprises three segments folded beneath the bed bug when not being used to take a blood meal. In comparison nymphs are visually similar to the adults, distinguished only by their size, which increases with each subsequent instar (development stage).

## Biology and lifecycle

Bed bugs exhibit incomplete metamorphosis. Females undergo a traumatic insemination by the males and can lay up to five eggs a day, usually cemented onto rough surfaces within cracks and crevices. The number of eggs produced is largely dependent on the quality of the last blood meal taken and the ambient environmental conditions.

Embryos begin their development before egg laying. Eggs are ovoid with an operculum at one end and typically hatch in 8-11 days in the UK climate though with

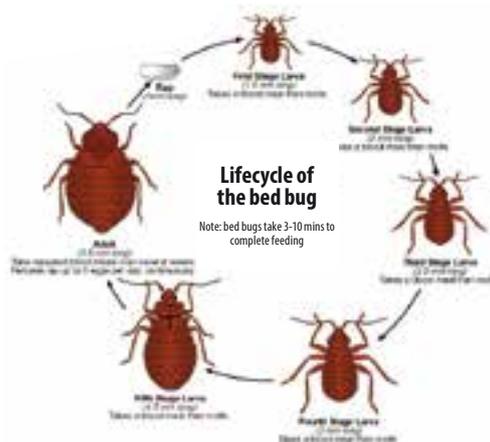


This article is now available as an online CPD quiz via [www.bpca.org.uk/affiliate](http://www.bpca.org.uk/affiliate) and is worth at least two PROMPT CPD points.

Bed bugs are seemingly still a growing issue despite being a hot topic for many years across the world. PelGar International's Technical Manager Alex Wade looks into bed bugs and how PCOs can minimise treatment failure.

temperatures above 37°C or below 13°C hatching is inhibited.

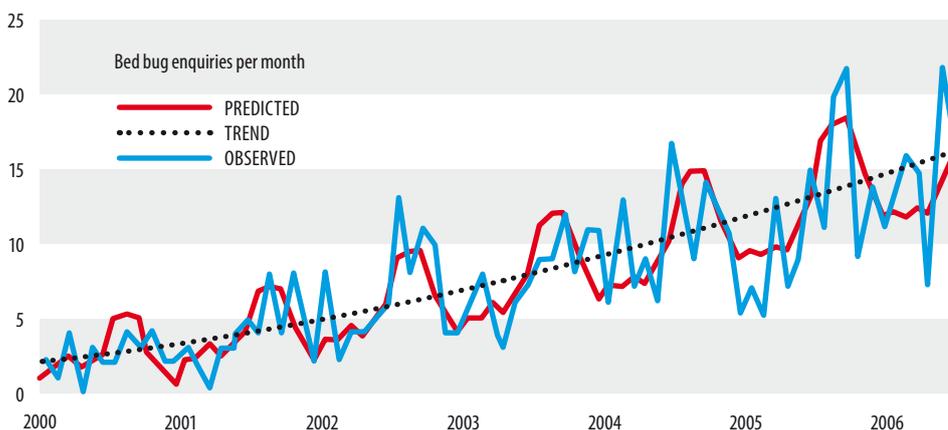
Fully developed embryos push the operculum off the egg emerging as nymphs which are translucent prior to their first feed. The bed bug takes on average five moults to reach adulthood, with a blood meal being required between each moult in order to grow.



## Natural habitat

Bed bugs naturally seek out narrow spaces, triggered by both their thigmotactic (movement to solid objects) behaviour and by aggregation pheromones. However, they are usually not found in one big cluster but more likely a casual grouping of individuals. This behaviour partly accounts for the bed bugs' persistence, with treatment failure often due to the harbourages either not being identified during the control process or by being physically shielded from the chemical treatment. During the day bedbugs usually remain hidden in mattress seams and interiors, bed frames and nearby furniture, carpeting, baseboards, interior walls or bedroom clutter. Bed bugs infrequently travel to feed, usually remaining in harbourages close to the host.

Observed data and the predicted trend in the absolute number of bed bug calls per month for a London borough.



## Feeding behaviour and disease

Bed bugs are most active in the hours leading up to dawn where they suck blood from the hosts' peripheral circulatory system. Meals are usually consumed in less than 10 minutes and a salivary anticoagulant ensures that the blood doesn't clot. Proteins in the anticoagulant cause an allergic response resulting in the characteristic red wheals which are often the first sign of an infestation. Initially, bites can take up to two weeks to present themselves, but with repeat exposure, the latency between bite and skin reaction can drop from 10 days to only a few seconds depending on the hosts' sensitivity to the bite.

There are at least 25 known pathogens that are capable of living inside the bed bug or its mouthparts and although bed bugs possess all the pre-requisites to be a vector of disease between hosts, there is no conclusive evidence to prove this. Nevertheless, bed bug infestations can seriously affect the quality of life of the host, causing discomfort, sleeplessness and anxiety as well as mental distress as a result of the social stigma concerning this pest.

Theoretically, the transmission of hepatitis is possible by contamination from crushing the bug, contamination from infected faeces, or from regurgitation during the bite. This method of pathogen transmission is recorded in other hemipteran ectoparasites such as the South American Assassin bugs or 'Kissing Bugs' which transmit the life-threatening Chagas Disease.

## Identifying a bed bug population

Accurate detection, determination of the full extent of infestation and identification of a bed bug population is crucial if a treatment program is to be effective. There are many ways to detect an infestation but no one method demonstrates a 100% success rate. A combination of detection methods offers the greatest chances of complete success.

## Detection

### ACTIVE MONITORING TRAPS

Heat, chemical attractants and carbon

dioxide used singly or in combination lure the bed bugs. Carbon dioxide is released in concentrations similar to those produced to a resting host.

### PASSIVE MONITORING TRAPS

Passive monitors, usually pitfall traps contain no active element to draw the bed bug to them and require little maintenance but their efficacy is heavily dependent on correct placement.

### VISUAL INSPECTION

One of the least reliable methods owing to the difficulty in locating small and discrete populations of bed bugs by eye, it is still one of the most common employed methods.

Success can be greatly increased by the use of a magnifying glass and flashlight.

### CANINE SCENT DISCRIMINATION

Dogs used in scent discrimination are useful, able to discriminate live bed bugs and viable bed bug eggs from dead bed bugs, cast skins, and faeces. The effectiveness of canine scent discrimination is only as good as the quality of the dogs themselves and the skill of their trainers.

/continued over...

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## Reasons for the increase in populations

There are many contributing factors, social, demographic and entomological which have all encouraged the resurgence in bed bug populations. The loss of many effective insecticides as a result of UK and EU legislative changes has resulted in higher control demands for the surviving insecticides. This increases resistance issues, as does widespread central heating and double glazing, which provide favourable breeding and survival conditions throughout the year. Changes in pest management strategies have exerted a modifying behaviour on the bed bug populations, especially in cities. Pest control work now targets specific pests, meaning bed bugs are unlikely to be affected incidentally by other treatments e.g. cockroach control which relies heavily on toxic baits, rather than broadly applied surface insecticides.

Human migration is another key factor; travel aids the mechanical transport of bed bugs between sites. One Danish study indicated that “the introduction of bed bugs could be attributed to travels, often made around six months earlier”. Increases in human migration greatly increase the

distances a bed bug would otherwise be able to cover. Stowaways in tourist luggage are able to rapidly colonise hotels, hostels and domestic premises.

## Control

Successful control requires more than the liberal application of insecticides. Bed bug control needs a clear and systematic approach. This is especially true where bed bugs have proven to be problematic in the past.

- 1 Conduct a full and comprehensive site and customer survey
- 2 Appropriate and full preparation prior to treatment
- 3 Using advanced formula insecticides
- 4 Educate the customer.

### 1, 2 PREPARATION AND SURVEY

Produce a suitable ‘action checklist’. It is easier and more professional to do your thinking beforehand rather than in the face of the customer. Prior to treatment advise the customer what must be done in advance, this saves you time as well as preventing possible misunderstandings. Explain the proposed type of treatment, and the dos and don’ts associated with it. Important details here are

laundry and cleaning:

- Bed sheets, blankets and duvets should be laundered with a detergent on as hot a wash as the product label allows and dried in a hot dryer, if possible (at customers’ liability). Many pillows cannot be hot washed or spin dried and if infested should be discarded. Uncovered mattresses can ONLY be treated with specific pesticides approved for this purpose but can be treated if then covered with a close-woven mattress protector.
- Curtains can be chemically treated but should also be cleaned, or at the very least ironed. This will help control bed bugs and eggs located in the creases and seams which chemical treatment might otherwise miss.
- Cleaning: bed bugs are incorrectly associated with poor hygiene and although unsanitary conditions do not necessarily exacerbate bed bug populations, cleanliness will help to increase the effectiveness of any chemical control programme. Thorough vacuuming of all areas and furniture beforehand (not after!) will help to reduce the number of active insects. All vacuumed waste should then be immediately incinerated or double bagged and placed into an exterior bin.

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## SITE SURVEY

Where possible expand your survey, to locate possible break away colonies in neighbouring rooms thus preventing rapid re-infestation. A useful checklist for bed bug locations should include (but not be limited to):

- Mattresses
- Beds and bed frames
- Furniture including bookshelves and books
- Bedroom fittings
- Electrical installations (not to be treated with water-based sprays)
- Walls, wall coverings, uncovered floor boarding and carpets.

Bed bugs can harbour almost anywhere, so no location or object in the room should be overlooked. Verify the visual survey with additional inspection methods. Look out for:

- Dead bed bugs, skin casts of nymphs, eggs
- Blood spotting (very dark maroon to black spots) in the form of defecated blood. This will increase in frequency closer to the harbourage
- A distinct sickly sweet odour in areas of high bed bug activity
- Wheals from bites on the customers' skin, specifically in places where the body comes into contact with the bedding.

## 3 USING ADVANCED FORMULA INSECTICIDES

Advanced formula insecticides form the basis of any successful chemical control programme. Growing insecticidal resistance means single-active formulations are less able to achieve control and are generally more likely to promote metabolic resistance. As a result several products have been specifically formulated to control bed bugs.

A well balanced multi-active broad-spectrum pesticide may contain the following components:

- Knockdown agent (KDA): for example, Tetramethrin, a type one pyrethroid which exercises an excitatory effect in the target pest in addition to having a significant impact on the insects' co-ordination and movement. Insects are 'flushed' from their hiding places and knocked down for periods well in excess of an hour, exposing them to the full effects of the killing agents.
- Killing agent: type two pyrethroids or carbamates. Type two pyrethroids are used as killing agents and are typically 5-10 times more effective than Permethrin.
- Metabolic synergists: most commonly piperonyl butoxide (PBO). PBO enhances the effect of the KDAs, turning them into killing agents as well as interfering with and inhibiting the insect's chemical defence



Typical bed bug infestation in furniture upholstery

system. PBO massively reduces the ability of an insect to become tolerant or resistant to a synthetic pyrethroid killing system, both as individual insects and insect populations.

- Insect growth regulator: the inclusion of an insect growth regulator allows control of the bed bug population using a different biological system. For example, using a juvenile hormone analogue will cause the bed bug to fail to moult into an adult and therefore no longer be able to reproduce, recently laid eggs and bed bugs that are already adult may also be sterilised by the IGR. Bed bugs showing early signs of resistance to the killing agent will be damaged or killed by the IGR and will not be able to pass this resistance onto subsequent generations.

## 4 EDUCATING THE CUSTOMERS

Many chemical treatments fail as a result of customer's misconceptions around the chemicals and the pests. To reduce unwanted callbacks, provide your customer with concise and relevant information explaining any limitations to the control programme (e.g. refusal to dispose of badly infested furniture or bedding) and their obligations to inhibit bed bug re-infestation. The overall efficacy of your work can be significantly and negatively affected by low co-operation levels. Once a room has been aired and any treated areas have had time to dry, rooms can be re-occupied. As with all particulate pesticides (WPs, SCs, SEs), the residual life may be severely affected by cleaning and vacuuming.

Leave this for as long as possible – ideally a minimum of seven days (preferably longer) to help ensure the majority of the bed bug population comes into contact with the residual insecticide. For an example of a customer information pamphlet, see the BPCA website.

## Alternative control methods

As mentioned above, the cryptic nature of the bed bug can make it difficult to control with chemical treatments; even with the inclusion of a flushing agent you may find that some populations are so entrenched that an alternative option is required. The temperatures needed to kill bed bugs are relatively low, with high temperatures causing a knockdown effect. Fewer than 20% of bed bugs exposed to 46°C for one hour survived, and nearly all were killed at 48°C, making heat an effective form of physical control to which there is no known resistance. Similarly, cold treatments are available. However, fixtures and furniture provide good thermal insulation and if the treatment is stopped before the bed bugs have reached the critical temperature, control will not be completely effective.

[www.pelgar.co.uk](http://www.pelgar.co.uk)

If you'd like help to make action checklists, customer information pamphlets or want to know how to get bed bug work, contact the BPCA office.



BPCA Chief Executive Simon Forrester reports on recent initiatives to professionalise our sector, and what this means for the cowboys. Are they drinking in the last chance saloon?

# LAST CHANCE SALOON



A lot of things have been happening since the last issue of PPC. July saw the launch of the CEN international standard for servicing companies, BASIS PROMPT welcomed its 2,200<sup>th</sup> pest controller and HSE's consultation on rodenticides has resulted in them asking industry to sort itself out – or face the consequences.

Clearly the professionalism agenda is moving forward at a pace, both for companies and individuals. But why the sudden need for 'professionalism?' – and what exactly does it mean? We are, by and large, a safe industry. Indeed, recent research shows pesticide users have lower

rates of all-cause death and cancer than the general population (Pesticide Users' Health Study, 1987-2005). However the products we use are seen by many in Westminster and Brussels to be dangerous, especially to non-target organisms. There are strong lobbies working to ban biocides, and we and our association colleagues across Europe are fighting to keep them available to our members. Products will only remain available for use if we can demonstrate every effort is being made to reduce their potential harm.

Take one that is very much in the news: anticoagulant rodenticides. The outcome of the EU's Biocidal Product Directive review of all five SGARs was that despite identified risks to humans, non-target animals and the environment, they were left 'on the shelf' because of their public health benefits and the lack of established and effective alternatives. The final decision regarding how and where they could be used was delegated to Member States, and in the UK's case, HSE.

### Professionalising individuals: HSE, CRRU and BASIS PROMPT

Following the consultation process with industry, culminating in the meeting on 23 April, HSE (the UK's Competent Authority for biocides), has asked the Campaign for Responsible Rodenticide Use (CRRU) to co-ordinate the views of pest control industry stakeholders to develop a stewardship regime for SGARs.

CRRU's mammoth task is to work with four markets (agriculture, gamekeeping, suppliers and, of course, public health pest control) and come up with a suitable structure for stewardship.

Following the consultation, proposals are to be presented to the Government Oversight Group of HSE, DEFRA, and the Department of Health by early October. Once approved, another round of consultation will take place with all the sector groups, including trainers, auditors, conservation bodies and standards organisations, leading to implementation by the end of the year. The regime will run in parallel with any label or regulatory changes required to make the system work. Should it be found lacking, then HSE reserves the right to bring in formal regulation up to and including banning use of SGARs.

Dr Alan Buckle, CRRU Chairman said, "CRRU welcomes the opportunity to co-ordinate this important stewardship initiative. It is now in the hands of the

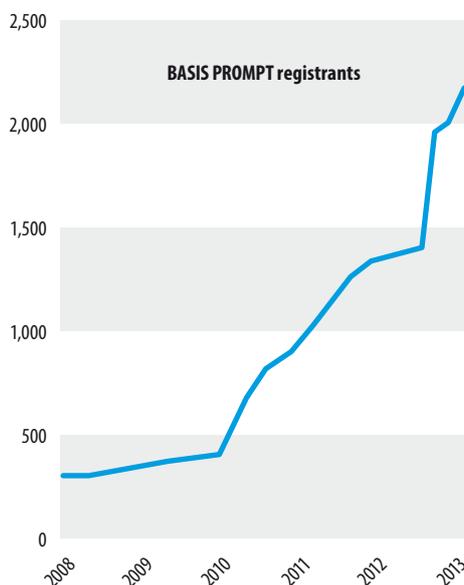
**"Pest controllers who don't have a means of demonstrating competence will likely be restricted in the number and range of products they can buy and/or use."**

suppliers and users of rodenticides to show that these essential products can be applied without unacceptable impacts on UK wildlife."

Pest controllers who don't have a means of demonstrating competence will likely be restricted in the number and range of products they can buy and/or use. In some EU markets the sector is divided into amateurs, professionals and trained professionals – think about which category you would be listed in? BPCA is meeting with HSE to discuss this further, and to remind them about how public health pest control is already being carried out by professionals.

This Spring saw BASIS PROMPT pass the milestone of 2,000 registrants on the scheme, demonstrating how industry has taken it to heart. BPCA's new Affiliate Scheme offers pest controllers the opportunity to take online quizzes to reach the 20-point target each year, and at no cost. New CPD quizzes are added on a regular basis, and many manufacturers are getting on board with their own CPDs – join the Affiliate Scheme to get free access.

So it would appear that pest controllers are well served with the ability to prove themselves professionals. But what of their companies?



### Professionalising companies: The CEN Standard

The CEN European Standard for Pest Management Services is a voluntary industry initiative that specifies the requirements, recommendations and basic competences under which servicing companies must operate to guarantee a professional service and ensure that the industry is recognised for responsibly protecting European citizens, animals and the environment in which they live against public health risks.

The standard is a dry document that sets out in unequivocal language what your company should be doing in order to meet an external standard which independently demonstrates competence.

Since the launch of the draft, comments on the document have begun to trickle in. BPCA showed the draft to both HSE and BRC.

David Brackston, Technical Director for the British Retail Consortium welcomed the standard "Pest prevention and management is an important issue for BRC Global Standards and sites almost always work with Pest Control contractors to deliver this. The development of international standards for pest control contractors both provides a model for best practice, and certification to this will add confidence to the delivery of the service and is a very welcome development."

BPCA will discuss the standard with HSE at the forthcoming stewardship meeting.

Clients and regulators are already behind the standard in principle, and from what we have seen the standard is definitely achievable by any professional company or sole trader. The difficulties will be for the large multi-site company that will have to standardise its operation, and demonstrate to the auditor that every site works in the same way. So we have ended up with a standard that seems to favour the small company!

/continued over...

We have had some real successes in changing specifications to state 'must be a BPCA Member' – these have been amended to 'BPCA Member or equivalent' following complaints by other parties. Of course, there is no equivalent to BPCA Membership, nor are there other organisations within pest control that require members to meet such strict criteria when joining and regularly thereafter. But in order to ensure our members win business we will continue to lobby client groups to explain that BPCA membership is a quick and easy way to identify professionals at an individual and corporate level.

Clearly not every client will require their pest controller to hold the standard, but in time the number of these clients will shrink, and if HSE adopts the standard, it will be a whole lot quicker. We'll be delving into how the standard will be audited and companies assessed in a future edition of PPC. Our recommendation is for your business to consider the standard as a method of differentiation from your competition.

**“There’s a new sheriff in town named ‘Professionalism’”**

**The future: professionals vs. the rest**

BPCA will of course produce detailed information for members to show you how to meet the standard. Our aim is to get every member company through the standard with the minimum of expense. What is clear is that those companies who are not member of a CEPA Association will pay significantly more to achieve the CEN standard – another clear benefit of BPCA membership. BPCA as a member of CEPA will in time be required

**Drinking in the Last Chance Saloon? Five next steps ...**

- 1** Consider the impact of the ‘professionalism’ agenda on your business. Could you demonstrate yours is a professional company, employing professionals?
- 2** Read the CEN draft Standard and make comments on it. If you don't make your voice heard, the standard will be delivered without your input. Comments need to be in to BSi by 4 November.
- 3** Start recording what training you and your staff receive. Not just paid-for training, but also in-house, online, even trade magazine subscriptions and membership of associations like BPCA or our Affiliate Scheme. All these count towards your development.
- 4** Discuss with your colleagues what you'd like to see done about amateur use. If our industry can define ourselves as professionals, we can then look to the amateur market. In the meantime, what should we do? Should we embrace amateur use or sit back and let others set the agenda?
- 5** If you're not yet a member of BPCA, consider joining – we need you to help strengthen our voice in Westminster and Brussels. [www.bpca.org.uk/join](http://www.bpca.org.uk/join)

to have our members assessed under CEN, but as CEPA is a pan-European organisation, this will take a while to achieve.

The CEN standard defines ‘professional user’: it draws a ‘line in the sand’, and so we can therefore define amateur (and by extension non-professional) use. Might this be the foundation of a move to ban amateur use of certain products? Only time will tell. It's certainly less risky than simply saying to Brussels or Westminster ‘these products are dangerous’. If we do this we may find we lose them entirely – the opposite of what we want. We can't make amateur use go away. Maybe one day we can, but not now. In the meantime, should we embrace amateur use and try to influence it, or shy away and leave well alone?

But can what appears to be a divided industry ever unite? The pest control sector

has strong politics, a few dominant characters, and a thousand and one opinions on what makes a professional. Indeed, it is just that division that has allowed products to almost (and actually in some cases) slip through our fingers, never to be seen again.

There has been a lot of discussion over SGARs recently, but the industry (and HSE) have not touched on insecticides yet – the likely next target for regulation. We have an opportunity for the model of professionalism we're currently developing to be used in the future on other biocides. If we get it wrong now, we'll be on the back foot next time.

So in the meantime, we have a chance to clean up our industry. There's a new sheriff in town named ‘Professionalism’. Are you ready to join the posse, and help kick the cowboys out?

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# Pest control and the professional worker



BPCA Field Officer Natalie Bungay gives her perspective...

In the last issue of PPC I put into plain words the purpose of the BASIS PROMPT (Professional Register Of Managers and Pest Technicians) scheme and what it means for the pest control industry, as well as for BPCA members. To briefly summarise: to fully project your company and technicians into the industry as genuine professionals, and ensure this professionalism is continued through Continuing Professional Development (CPD) we all need to accept and act on our responsibilities, and support a system of recording how we stay up-to-date.

The Plant Protection Products (Sustainable Use) Regulations 2012 were brought into effect on 18 July 2012. The aim of the regulations is to reduce the risks and impact of pesticides on both humans and the environment. Although this regulation is not directly for the public health pest control sector, as we mostly work within the Biocidal Products Regulations (BPR), we do need to acknowledge the possibility we will be required to fulfil similar requirements under our related regulations.

One particular element of this new regulation is end user certification. After 26 November 2015, anyone purchasing a professional product must ensure it will be used by someone who holds an appropriate training certificate or who will be working

under the direct supervision of someone who holds one (because they are undergoing training). How will they measure this? It's almost certain that they will look for a BASIS registration, and proof of CPD. And if this works, it is likely HSE will use the model for those using professional use pesticides within the public health pest control sector.

We need to keep ahead of the game. With the potential for this being required under the BPR in the not-too-distant future, BPCA is working to have all our members ready from day one. In the last few months we have been gathering information on the industry's qualifications and CPD commitment. It was good to see that most individuals do have the appropriate qualifications.

In 2011, BPCA's Executive Board agreed to expand its membership criteria to include registration on a CPD scheme. The Sustainable Use Directive was the driving force behind this decision as we believe SUD (and subsequently BPR) will include an element of lifelong learning for individual technicians.

On this footing, membership criteria as at 1 January 2012 changed for new applicants and requires all staff involved in the eradication and control of pest species to be both qualified to RSPH/BPCA Level 2

**"... anyone purchasing a professional product must ensure it will be used by someone who holds an appropriate training certificate or who will be working under the direct supervision of someone who holds one (because they are undergoing training)."**

Award in Pest Management or equivalent AND be members of a recognised CPD scheme (currently PROMPT and in-house schemes approved by BPCA).

SUD is scheduled to be delivered in 2015 and existing members were advised to begin working towards 100% compliance well before January 2015, when the requirement for registration on a CPD scheme will be implemented. As the deadline is fast approaching we are looking to ensure that all member companies will meet the revised criteria by 31 December 2014. We have a range of services and benefits designed to help you get all your technicians qualified and on a CPD scheme. So, start now and you'll have plenty of time and support to achieve the goal.



## Are you a registered BASIS PROMPT professional?

PROMPT is an independent industry-recognised register of suitably qualified people who can genuinely claim to be professionals in public health pest control and related activities.

Members make a commitment to lifelong learning Continuing Professional Development (CPD) which all professionals in leading industries are expected to make.

Show your customers that you're a true professional.

For further information, go to [www.basispestcontrol.com](http://www.basispestcontrol.com)

**2200 MEMBERS NOW REGISTERED**



PROFESSIONAL PEST CONTROLLERS REGISTER

# The definite article



On 12 June BPCA saw the adoption of new Articles of Association, plus supporting Regulations. BPCA Chief Executive Simon Forrester said "We were very pleased to have the support of the membership in voting through the new articles

and regulations. The Board and staff team together worked hard to produce these documents for consideration by the membership. While the text is both dry and lengthy, it provides the structure by which the Association continues to operate in a professional manner, meeting relevant company law and remaining within the objects which govern what we may and may

not do." The vote exceeded the 75% in favour required by law for such a change, and the documents took immediate effect.

The meeting also saw Martin Harvey of Harvey Environmental Services become the first Vice President (formerly Deputy President) under the new articles. Martin said "It's an honour to become the first Vice President of the Association. I look forward to fulfilling my duties to the President, the Board and the Membership in this role."

BPCA welcomed four new members to the Executive Board. The four were:

- Kevin Brown, Rentokil Pest Control
- Rob Long, Goodwin Pest Management
- Tim Peeling, Prokill
- Mark Williams, Ecolab

BPCA President Henry Mott said "The Executive Board is the ultimate decision-making committee for the Association and directs our overall strategy and business planning process. Therefore it is vital to have a range of companies represented on the



Board and a range of individuals who are able to operate at the right level in managing member subscriptions. I am very pleased to welcome a mix of both national and smaller independent pest control company representatives plus a franchise-based organisation onto the Board. I know that all four will make a valued contribution."

To read the new Articles and Regulations visit the 'governance documents' page in the members area of the website.

[www.bpca.org.uk](http://www.bpca.org.uk)

## feature | FUMIGATION EVENT



**Wednesday 27 November 2013**  
**BPCA Offices, Derby, DE24 8GX**  
**£50 per person including lunch and refreshment.**

BPCA are pleased to announce that following the success of last year's first Fumigation Conference, we will be hosting our second event on Wednesday 27 November 2013.

Postponed from earlier this year, BPCA Technical Manager Richard Moseley explained "The Fumigation and Controlled Environment Forum (FaCE) decided it would

be best to delay this year's event to provide delegates with the actual findings from the Marine Accident Investigation Bureau (MAIB) investigation following the 2012 incident in Belfast, plus further information regarding the launch of a new qualification. With those two important developments we believe that the delegates will receive even greater value for attending and listening to our schedule of speakers."

Along with industry expert Mike Kelly of Acheta, there will be other fumigation speakers from across the industry.

The focus of the day will be the serious issue of poorly-labelled fumigated cargo containers. The lack of information on the thousands of containers fumigated every day around the world means there may 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

### Who is the conference for?

- High street retailers
- Port Health Authority management
- Transport and haulage industry
- Shipping companies
- Professional fumigators
- Health and safety training providers
- Persons working regularly with cargo

documentation could make it all the way to major retailers' stores without them being aware of the risk; an issue that must be drawn to their attention. BPCA intends to raise awareness of best practice and

therefore reduce the risk.

The conference is attracting industry experts, with the aim of opening lines of communication with major UK and overseas retail/export/transport companies to highlight the potential risks. Chairman of FaCE David Heaton stated "Armed with the findings from MAIB and with the new fumigation qualification in hand, this is the ideal time to hold a conference and, we hope, make progress in finding solutions to this significant problem."

There are only 35 places, so make sure you book early to avoid disappointment.

CPD points with BASIS PROMPT will be awarded for attending. To book go to

[www.bpca.org.uk/fumigation](http://www.bpca.org.uk/fumigation)

# BPCA Regional Training Forums 2013

YOUR ASSOCIATION | feature

Our Regional Training Forums are organised throughout the UK to facilitate and enhance discussion and communication between all sections of our industry. They are an opportunity for you to keep up-to-date with the legislation changes, product innovations, best practice, and network with people in the pest control industry.

## What are they?

Bite sized half-day workshops delivering full and varied agendas of the latest industry news, topics, products, association information and more.

## Why attend?

Key industry expert speakers help you learn and improve your pest control knowledge; whether business owner, technician or supervisor – they provide great development opportunities.

## What do I get?

Recognised and awarded CPD points (Continuing Professional Development) proving you are a professional and keeping your knowledge fully up-to-date. It's also an informal platform to get networking with likeminded professionals and find out what's really going on out there.

## Where are they held?

We travel throughout the UK – see right for this year's dates.

## What are the costs?

Discounted for BPCA members, the first place is free of charge and subsequent places at £20+VAT. To book your place go to

[www.bpca.org.uk/events](http://www.bpca.org.uk/events)

## Who can attend?

Regional Training Forums are open to EVERYONE. BPCA members are encouraged to turn up and meet your association colleagues in person. Non-BPCA members should contact the BPCA Office on 01332 225 111 to reserve a place.

## Where we've been

Location	Date
1 Birmingham	28 Feb
2 Leeds	12 May
3 London (PestEx)	17 Mar
4 Broxburn	25 May
5 Kirkby	17 May
6 Bristol	12 May

4 CPD points awarded at each event.

## Where we're going

Location	Date
7 <b>Newbury</b> Hosted by Bayer CropScience, Newbury RG15 1JA	26 Sep
8 <b>Newmarket</b> Newmarket Racecourse, Newmarket CB8 0TG	3 Oct
9 <b>Belfast</b> Belvoir Park Golf Club, Belfast BT8 7AN	24 Oct
10 <b>Knaresborough</b> Hosted by P+L Systems, Knaresborough HG5 8PJ	12 Nov
11 <b>South coast</b> Hosted by Pest Fix, Venue TBC	21 Nov

**Start time: 9.00am - 1.15pm**

Come earlier for registration, refreshments and a breakfast roll.

## Future ideas and venues

Got a topic you'd like to see covered? Have a suitable space to hold a training forum? Email [sofi@bpca.org.uk](mailto:sofi@bpca.org.uk)

## WHAT YOU MISSED:

- Techniques for cost effective surveying
- Correct usage of pesticides
- Working at Height equipment
- Lone working awareness
- RAMPs update on metallic phosphides
- ... Plus great goody bags, a factory tour of Rentokil's manufacturing site, stadium tours, and much more!

## AND WHAT'S COMING UP...

- Perspectives from an EHO
- Understanding waste management
- Problems and concerns with pesticides use
- Product updates
- New options for bird control
- Managing bed bug infestations
- ... And more!

## How to book

Go to [www.bpca.org.uk/events](http://www.bpca.org.uk/events) to book your place(s) and to read the terms and conditions. Alternatively please call Sofi on 01332 225111 or email [sofi@bpca.org.uk](mailto:sofi@bpca.org.uk)

**“Work smart - if you can make one meeting a year, then make it with BPCA”**



## BusinessShield

### Electronic cigarettes: no smoke without fire

Dear BusinessShield,  
I have noticed a lot of my employees are now using electronic cigarettes, and I am unsure as to where I stand legally if I don't want them to smoke while at work? Please help!  
Darren, Chester

Dear Darren,

I understand your concerns. During my time as a small business owner, various things came along which I found difficult to manage, and now as a consultant for Stallard Kane Associates Ltd I find myself being asked many of the questions that I struggled with myself. Electronic cigarettes, also known as e-cigs or vapour cigarettes, are becoming more commonly used. This is because they give smokers the same sensations and taste as normal cigarettes without the tobacco, smoke and harmful toxins. The UK's smoking ban has been in place since 2007 and does not currently prevent the use of electronic cigarettes in public places. So therefore, technically speaking an individual could legally smoke indoors using e-cigs. However please note that this is yet to be legally tested.

All companies should now have smoking policies in place strictly forbidding smoking in the workplace. What therefore is the position if employees are using e-cigs within the workplace?

This would totally depend upon what is in your smoking policy, which may need to be revised to cover use of e-cigs in the workplace. Although legally the employees would not be in contravention of any laws, companies can set their own rules for private premises including company vehicles.

Employees found to be in breach of this policy could then face disciplinary action. However, it would be advised that the most likely course of action here would be a first written warning. That being said, if the employee was smoking an e-cig while operating dangerous machinery which required the use of both hands, this could be classed as a health and safety risk and could lead to more serious punishment. Don't forget, e-cigs have an element that heats up to produce the steam, they are a potential ignition source for fires and therefore could present a safety risk.

Always remember to be transparent on what your rules and expectations are with regards your staff; you will find that if you communicate clearly and fairly you should have no reason to go down the line of disciplinary action. Your Staff Handbook should be a terrific aid to the vast majority of problems, if you don't have one, you should contact me for more information.

As a benefit of BPCA membership, you can access free business advice and support at [www.bpca.business-shield.co.uk](http://www.bpca.business-shield.co.uk)

Regards  
Andy McLachlan  
Business Consultant  
BPCA BusinessShield / Stallard Kane Associates Ltd  
[andy@skaltd.co.uk](mailto:andy@skaltd.co.uk)

**“Companies can set their own rules for private premises including company vehicles.”**

### BPCA teams with Creditlook to offer members a free credit forum service

Creditlook is your place to fight bad debt. It's an online credit forum showing you the current status of relevant companies that are outside payment terms, reported anonymously by members of BPCA and Creditlook.

With a few simple clicks you can see if a prospective client or a customer poses a risk and make a better informed decision about whether – and on what terms – it is safe to do business:

- Real-time updates, not published reports
- Up-to-date and relevant data
- Instant access to make quick and informed decisions – use our early warning system.

To join simply go to the Creditlook page in the members area of the BPCA website.

The database is now between 1,500 and 3,000 problem debtors at any one point in time. These were reported anonymously by members of Creditlook over the last year. Importantly, participating members have been able to forewarn and avoid prominent building industry failures saving themselves substantial sums in the process.

Because all the information is provided by your fellow members, or other specialists within the UK, it's not only highly relevant to your business – but also the most up-to-date available – all within the past 12 months.

The forum combines debtor information online, accessed and updated, anytime and from anywhere with an internet connection and a credit circle, a time-honoured way for members to meet and identify shared trade credit customers who have run up overdue payments. Patterns build up to show a true reflection of today's creditworthiness.

**“We use the credit circle system to enable us to make the best decisions on credit terms and also as an early warning system for trouble with debtors. If it is not perceived as an essential tool in this regard ... in our opinion it should be.”**

Creditlook member

[www.bpca.org.uk/members](http://www.bpca.org.uk/members)

#### 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](mailto:rachel@bpca.org.uk)

## BPCA personalised member calendars



BPCA has teamed with the printers of PPC (McCorquodale) to give BPCA members the chance to invest in their own personalised company calendars. BPCA Marketing and Communications Officer Laurence Barnard explains "Sending your regular or new customers a company calendar is just one way to help retain or obtain custom."

You can personalise the calendar via our internet web-to-print application or order by email, fax or post. On every page you'll get your company logo, contact details and the BPCA member logo. The end result will give you 12 months of advertising on your customers' walls, which can supply further business leads and opportunities through the coming year.

To order your own company calendars simply complete the enclosed form, email [claire.richardson@mccorquodale.co.uk](mailto:claire.richardson@mccorquodale.co.uk) or call 01332 200222.



"We are working with easyfairs to create a special area and promotional campaign to attract FM and building services managers"



**EXCLUSIVE  
BENEFITS  
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## BPCA pavilion planned for new FM Show



BPCA has joined forces with easyFairs to run a pest control pavilion at The Facilities Management Show being held at The NEC from 11-13 March 2014 (see advert overleaf).

BPCA Events Officer Sofi Halliday said "We are working with easyFairs to create a special area and promotional campaign to attract FM and building services managers, and we welcome BPCA members who want to exhibit around BPCA at the show."

The show will be co-located with the Health & Safety Event and Maintec (which caters for the maintenance, plant and asset management community).

BPCA has joined forces with easyFairs

EasyFairs UK Managing Director Matt Benyon said "There is a significant overlap between the professionals attending the H&S Event and Maintec, and those involved in facilities management.

"The amount of support we have had from the facilities management community has confirmed already that this combination of events will be incredibly powerful.

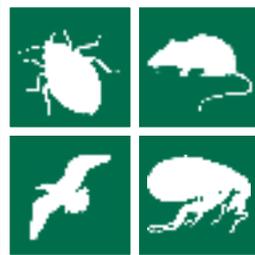
"Furthermore, from our extensive research we've found that a high percentage of exhibitors and visitors for this market are based in and around the Midlands, making The NEC an ideal location for these events."

[www.easyfairs.co.uk](http://www.easyfairs.co.uk)



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# facilities

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11 – 13 March 2014

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**easyFairs**

# THERE'S A FLY IN MY SOUP!



## Flying insect control in food premises



Flying insects are a common pest for many organisations and so flying insect control measures should form an essential part of every pest controller's service offer. Helen Jones, Brand Manager from Insect-O-Cutor, explains the importance and methods of flying insect control.

Flies belong to the order of insects known as Diptera which literally means having two wings. They are responsible for spreading a wide range of diseases including tuberculosis, typhoid, dysentery, diarrhoea and many other food borne illnesses. There are over 100,000 species of flies worldwide, and 6,000 species in the UK alone, ranging from the common house fly (*Musca domestica*) to tiny fruit flies. They are an advanced group in evolutionary terms, with quite a range of interesting adaptations to unusual lifestyles.

The public impression of flies is one of rather dirty insects with distasteful habits, which is reasonably accurate for many of the species in close association with man. Therefore the demand for control (especially in food based premises) can be high due to the need to:

- Protect food from contamination
- Prevent the spread of bacteria and disease
- Pass environmental health inspections
- Protect the business' reputation.

### Why should a pest controller offer a fly control service?

#### TO OFFER A MORE COMPLETE PEST CONTROL SERVICE

Many pest controllers focus predominantly on the control of rodents, as these pests often generate more concern with companies and their customers. However, flies can also cause just as much concern and distress due to their disease-spreading abilities. By offering your customers control over flying insects as well as other common pests, you will improve your service and customers value a pest controller who covers a wider variety of pest problems. Auditing and Environmental Health professionals will be looking at the risks of all pests, so your pest control offer needs to match this.

#### TO INCREASE INCOME FROM MAINTENANCE CONTRACTS

Once installed, control methods such as



This article is now available as an online CPD quiz via [www.bpca.org.uk/affiliate](http://www.bpca.org.uk/affiliate) and is worth at least two PROMPT CPD points.

electronic flykillers need to be maintained on a regular basis to ensure that they continue working effectively. Regular maintenance visits to change UV tubes, empty collection trays and change glueboards will increase your income and take very little time to administer – you also have the benefit of another reason to visit the site, and therefore another opportunity to sell or spot problems.

### Which control methods?

As part of an integrated pest management approach to control there are a variety of methods which you could employ. From proofing doors and windows for prevention, to protection with flykillers and control with chemical treatments, your customer will rest assured that your integrated approach will offer them complete protection.

### ENVIRONMENTAL MANAGEMENT

As with all fly problems, physical control methods should be the first line of attack. By preventing or inhibiting breeding, adult emergence will be much reduced. Rubbish tips should be covered after each day's work, and manure heaps may have to be sheeted. Bins of waste material should be covered to prevent access by adults seeking an egg-laying site. Drains and gullies, particularly in and around kitchens, should be cleaned frequently to remove organic material. Tracking down (and removing) the breeding site and effective waste management will produce more promising results and reduce the attractiveness of a site.



### PHYSICAL CONTROL

With such a wide variety of control methods on the market, it can sometimes be difficult to select the most appropriate insect control product for each individual environment. Between flykillers and flyscreens there are a lot of different products to choose from.

/continued over...

**FLYSCREENS**

According to Food Safety Regulations, flyscreens must be installed in food sensitive areas on 'those windows which can be opened to the outside environment' (Regulations (EC) No. 852/2004). As a result of this legislation, all areas where food produce is manufactured, prepared or sold must have a flyscreen to prevent flying insects from entering the premises through open doors or windows. Use this legislation to help sell to your customers.



**Where should I install flying insect control products?**

Flykillers and flyscreens should be installed in all areas where food is prepared or stored to prevent food contamination. In addition it is important to protect areas where food is served in restaurants, cafes, bars and hotels. The diagram shown here can be used as a guide for installation on your next site survey.

- Backroom      killing grid
- Sensitive area   glueboard
- Front of house   decorative
- External        preventative



“... all areas where food produce is manufactured, prepared or sold must have a flyscreen to prevent flying insects from entering the premises through open doors or windows. **Use this legislation to help sell to your customers.**”

**Chemical control**

Whilst some chemical treatments may be suitable for some crawling and flying insects in domestic situations, for commercial operations there is a need for a more structured and professional approach. Adult flies can be controlled using knockdown sprays or baits. High concentration knockdown sprays applied as mists or ULV treatments can assist in reducing numbers. Such sprays use natural or non-persistent pyrethroid mixture and often contain the synergist piperonyl butoxide which increases their activity. The use of spraying of persistent pyrethroids isn't recommend in a working food premises due to cross contamination. However, if used then this should be done when the facility isn't in use.

**Summary**

While flying insects are often not the main concern for customers when it comes to protecting their business, they are pests that spread dangerous diseases and can seriously damage the reputation of a business. Therefore, it is important for pest controllers to properly educate their customers about the dangers of flying insects and consider the most appropriate methods of control.



**INSECT-O-CUTOR®**

Most suppliers will offer technical support in relation to the most effective use of their products. Insect-O-Cutor offers a wide range of technical support on all aspects of flying insect control and manufactures a variety of flykillers and bespoke flyscreens to suit every application. For more information please call +44 (0)800 988 5359, email [info@pandlsystems.com](mailto:info@pandlsystems.com) or visit [www.insect-o-cutor.co.uk](http://www.insect-o-cutor.co.uk)



**FLYKILLERS**

To offer the complete package of protection against flying

insects, pest controllers should be able to install flykillers to ensure that any insects that enter can be caught before they come into contact with food produce. Flykillers come in a range of designs and sizes, from larger industrial units, medium sized models designed for commercial use, or smaller decorative flykillers that offer a more discreet solution for front of house applications.

Traditional flykillers incorporate a UV light that attracts the insects into the unit; the flies are then killed



using an electric killing grid or they are caught in a sticky glueboard that is fixed inside the unit. In more industrial environments electric killing grid flykillers are installed, whereas for food manufacturing areas glueboard flykillers are a much more hygienic option, and may be listed within a specification.



“... it is important ... to properly educate customers about the dangers of flying insects ...”

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**A flykiller isn't just for fly season!**  
Ensure that your customers are compliant all year round! Visit [www.insect-o-cutor.co.uk](http://www.insect-o-cutor.co.uk) for more details.

# Go your own way

Deciding whether to 'go it alone' and set up on your own can be a daunting prospect. Forgetting the obvious worries of a lack of a guaranteed income associated with being self-employed, there are a lot of other things you need to consider when starting out. BPCA Marketing and Communications Officer Laurence Barnard examines the key points when setting up a new business.

Getting your own business up and running can take a lot of time and effort, but it is not nearly as complicated as some make it out to be. Basically, there are five steps you need to consider when starting a pest control business:

- 1 Do your market research
- 2 Set up your business structure
- 3 Consider your start-up costs – what you need
- 4 Plan the training, qualifications and documentation
- 5 Generate and retain work.

## Market research

First things first: you need to research the marketplace. If the area you intend to cover is swamped with competitors, you'll need to think about how to stand out. BPCA Membership Manager Kevin Higgins explains "It's much easier to uncover any problems and fix them before you've wasted too much time, effort and money. If possible identify potential customers, and talk to them and find out about their needs."

Think about your pricing, and find out what they'd be willing to pay for your service. BPCA member Gerry McTernan of Total Pest Control Solutions in West London explains "Creating a realistic and competitive pricing structure can be difficult. Most companies don't advertise their prices and most customers will want to pay you next to nothing, so you need to consider every angle when it comes to pricing." Gerry added "It may be worth asking as many friends and contacts you have what a 'reasonable' price is, and factoring in your costs."

## Setting up a business

Sadly, setting up a business is not as simple as picking a name and designing a pretty logo. There are some administrative exercises you'll need to undertake to register your business in the UK. It is also that the business name you choose doesn't already exist. There are a number of business options from which to choose. The most common choices within our industry are:

### SOLE TRADER

The easiest way to start a business in the UK is to become a sole trader. This means that only you own the business and you can work alone or employ other people. There are no set up fees and very little administration. However, you'll need to register for self-assessment tax, which means you (or your accountant) will need to calculate your own tax. As a sole trader you may find it difficult to access funds and credits from financiers, and the biggest problem you may face is that there is unlimited liability for sole traders, so you can in effect lose everything if the business goes bust.

### PARTNERSHIPS

In essence, this is the same as being a sole trader, but allows other people to have involvement in the business. If you're considering a partnership it may be worth writing a deed of partnership to formally detail the agreement in case your relationship turns sour.

### FRANCHISE

Buying a franchise may be a secure way to start a business in difficult economic conditions, due to the brand already being established and successful. An additional benefit with a franchise is that you get ongoing

## “Sadly, setting up a business is not as simple as picking a name and designing a pretty logo.”

business support and training as part of the package. This downside is that they tend to involve a large start-up cost and ongoing fees in the form of a percentage of your annual turnover.

### FORM A COMPANY

There are many forms of company you could set up including:

- Private Company Limited by Shares
- Private Company Limited by Guarantee
- Private Unlimited Company
- Public Limited Company (plc).

The main difference between each being the liability on the company owner. If you are looking to set up a company, BPCA always recommends seeking professional advice, as your circumstances will dictate which is best for you.

### Start-up costs

Pest control is a comparatively easy industry to buy into. Your biggest expenses are likely to be your vehicle, equipment, training and insurances.

### VEHICLE

When considering your vehicle choice, you'll need to ensure that it meets certain key requirements for transporting pesticides. BPCA Technical Manager Richard Moseley comments “You need to ensure your van is a good size, has an isolated compartment, and is ventilated in case of leaks and spillages.” Richard added “Also remember your vehicle may require some form of fit-out to ensure products and equipment are stored safely.” BPCA members can access Codes of Best Practice on this topic.

### EQUIPMENT

Professional pest control equipment is not incredibly expensive, but if you were to buy all your equipment at once then it will quickly add up. So before you invest heavily in equipment, consider what are the key pests and the key customer base you intend to target, plus the time of year. Phil Bowman from Lance Lab explains “If you're setting up in the summer months, then you're far more likely to need a duster and extension lance (to reach high places), than you are needing to buy copious amounts of rodent bait and boxes.”

**Sprayer** The work horse of the pest controller when controlling insect infestations. You'll need to remember to service it on a regular basis and try to purchase one with an adjustable nozzle to ensure suitability for a number of treatments.

**Duster** Essential for any company looking to concentrate on domestic wasp work in summer months.

**Monitoring points and bait boxes** It is recommended you acquire a small selection of monitors and boxes to give you enough to deal with any job.

**Rodenticides and insecticides** Very dependent on what work you

wish to carry out and where (particularly if resistance issues are present locally). We recommend seeking advice from your chosen supplier. Barretine Environmental Health's Sales Director David Haskins explains “There are several formulations, active ingredients and pack sizes, so you need to choose what is right for you.” David added “Quality can be an issue and like most things, you do get what you pay for, so I'd suggest calling suppliers and speaking to peers to find out which would suit you.” Attending a BPCA Regional Training Forum near you is a good start (see page 21). SX Environmental Supplies Technical Sales Manager Dean Levy advises “It is vitally important to accurately identify the pest species you are dealing with to select the correct product and formulation to aid their control.” Dean added “With over 60 years of practical experience, our technical sales managers are available to assist in identification and advise the correct product selection whenever you need assistance.”

**Ladder** A required piece of kit when working at height. Every pest controller should have access to a ladder for health and safety reasons. Also it can look rather unprofessional if you turn up to a job and can't do it because you haven't got a ladder.

**Torch and magnifying glass** The pest controller's best friends.

You might also want to speak to other local companies about clubbing together to buy equipment such as foggers or heat/cold treatment equipment for dealing with insect pests like bed bugs.

### STOCK CONTROL

How much stock do you need to keep at any one time? In reality, not an awful lot. Distributors have a fantastic line of communication and deliver just-in-time to your door – even to site! Paul Tanner of distributor SX Environmental Supplies, a subsidiary of P+L Systems commented “We guarantee next day delivery for all customers, so you'll always receive stock in time for any job, and you're not tying up money in unused stock that could be used elsewhere in the business.”

### INSURANCES

Before buying insurance you need to assess the level of cover you require as this can depend on the types of work you undertake. As part of membership criteria for full BPCA membership you will need a minimum of £2 million public and products liability insurance. Stephen Hughes of specialist insurance brokers Bradshaw Bennett said “Your public and products liability insurance needs to cover all aspects of your business activities including products supplied without onerous restrictions or exclusions.” If you intend to employ any staff, then you'll also need a minimum cover of £10 million for employer's liability insurance, though amounts may vary. Consult a pest control insurance expert and remember that in insurances as in life, you get what you pay for.

### Training, qualifications and documentation

You may not think you need any formal training, but the reality of it is that customers (especially commercial ones) may require proof. Kevin Higgins recommends “You should have at least a basic knowledge in pest control before starting your own business, and from experience I've found most successful start-ups have been created by technicians with practice in the field for another business”

/continued over...

If you're totally new to the industry then you'll need to be able to demonstrate that you are 'adequately trained and competent'. The most popular way to do this is by obtaining the recognised industry entry level qualification, the BPCA/RSPH Level 2 Award in Pest Management. Kevin added "You can study for this with BPCA either at our ever-popular five day residential course, our one day a week modular course, or through our online learning portal." As well as being an accredited exam and training centre, BPCA also runs a variety of other training courses to help you get started in the industry including our "Starting out in pest control" course and our two day "How to sell in the pest control industry" course. There are also a number of other training providers and accredited exam centres for the industry.



## Essential documentation

Don't forget you'll need to prepare your business's essential documentation including treatment reports, risk and COSHH assessments, and invoices. David Haskins explains "When using any chemicals it's very important that you read the label before using any product. With legislation changing all the time, it's important that you are aware of these changes and that you stay on top of your paperwork." As a benefit of the BPCA Probationary Scheme, Observer Membership and Full Membership you'll get access to a whole host of expertise, documentation and templates through our business support benefit aka BusinessShield.



**BusinessShield**

## Problems you may encounter:

### CASH FLOW

The hardest challenge for any business is to keep funds coming in to the business – it's how you keep your creditors happy. Kevin explains "In tough financial times, some customers will try and delay payments for 90 days or longer if possible, so it's important you keep on top of it." BPCA has letters and other documents to help you get paid on time.

### CALL CATCHING

Paul Tanner explains "Pest control is a reactive or emergency purchase. If you miss a call, then you can bet your bottom dollar the customer will have called someone else and booked the job by the time you get back to them." BPCA can put you in touch with a supplier who can offer answering services so you need never miss that call.

### HOLIDAYS

Say goodbye to your summer holidays! If you're serious about making your start-up work, then it would be foolish planning a long holiday during busy times. However if you do need to get away, consider arranging adequate cover, perhaps by diverting your calls (in agreement with a BPCA member) to cover jobs during an agreed period. BPCA can help with a contract to keep things above board.

### Generating business

There are lots of key marketing initiatives you should consider when starting a new company, many of which were covered in my 'First impressions last' feature from PPC71. However below are just a few essentials you need to consider as part of your set up:

### COMPANY WEBSITE

A must have for any company in this modern age. If you have no

**WIN!**

Almost  
**£2000**  
of equipment  
and  
products!

**We have kindly been given a selection of items suitable for start-up businesses worth almost £2,000 by distributor SX Environmental Supplies including:**



- SX Mouse bait boxes
- SX Rat bait boxes
- SX Bait trays
- Cardboard mouse boxes
- SX Mouse glue book
- Snap-E-Traps (rat and mouse)
- SX Rat and mouse bait
- Mesh roll
- Serviceman holdall
- SX ODA blocks
- Permanent seal rodent bag
- Brigand W/W – 20kg (Difenacoum)
- Rodex Oktablok II
- Roban pasta bait
- Roban Gold
- Scoop
- Multipurpose trap
- Deadline Insectaban powder
- 10 Cytrol Forte WP 10g
- Alpha pro
- Gat Lambda
- Permost uni (5ltr)
- SX Pro flying and crawling insect (600ml)
- SX Pro single shot fly and wasp killer
- SX Pro wasp nest foam killer
- Pro insect blaster
- SX Mini smoke generators
- Victor gel
- SX Ant gel
- Insect eco trigger spray
- SX Insect pads
- SX Insect guards
- SX Roach away trap
- SX Detec
- SX Fly inn
- SX Pads clothes moths
- SX Biokil
- B&G QT 1.5ltr sprayer
- Gloria 405T 5ltr Viton sprayer
- Dustmaster (3ltr)
- Bait gun
- Nitrile gloves
- Coveralls
- Disposable overshoes
- Safety goggles
- SX Bee suit
- Xplore filters
- Xplore 3300 half mask
- First aid vehicle kit
- Telesteps (3.3m)
- SX powder wipes
- Maglite LED mini torch
- SX training day worth £75
- SX BaitSafe
- Treatment pad
- Weils Disease card

To win this amazing selection of prizes simply answer the following question:

**Which BPCA member company is SX Environmental Supplies a part of?**

Send your answer via email to [marketing@bpca.org.uk](mailto:marketing@bpca.org.uk) by 8 September for your chance to win.



... if you do need to get away, consider arranging adequate cover, perhaps by diverting your calls (in agreement with a BPCA member) to cover jobs during an agreed period.

experience, employ a professional, preferably one with experience of building pest control sites. Make sure your website explains your services, company and contact details throughout. BPCA Full Servicing Members get a free website as part of their membership!

#### PROMOTION / ADVERTISING

Before spending any money on advertising, think about your target market and how they'd find a pest controller. There are hundreds of different ways to advertise your services, so only concentrate on ones that work for you. Gerry explains "If you spend any money on advertising at all, make sure you always ask your customers how they found you. If you know this, then you'll know what works." BPCA offers members around 35,000 referrals a year through our 24/7 website and phone line.

#### WORD OF MOUTH

The most powerful marketing tool you can employ. Customers praising you to their friends (or even better on social networking sites), is gold. Gerry adds "I always ask my customers to keep my details and pass them to any friends that experience any pest problems. I've had a lot of work from these referrals."

#### Further support

##### BPCA PROBATIONARY SCHEME

Through our Probationary Scheme, we can help your business set up properly from day one. We can give you access to a variety of technical and business support, discounts on training courses, and personal one-to-one advice designed to get your company into profit while doing the job right. [www.bpca.org.uk/join](http://www.bpca.org.uk/join)

##### BPCA AFFILIATE SCHEME

BPCA's Affiliate Scheme is designed to support individuals working in the pest control industry. Joining the Scheme will give you free online access to essential industry information, technical and educational documentation, CPD and training tools. To join our Affiliate Scheme visit [www.bpca.org.uk/affiliate](http://www.bpca.org.uk/affiliate)

[www.hmrc.gov.uk/startingup](http://www.hmrc.gov.uk/startingup)

[www.gov.uk](http://www.gov.uk)

[www.companieshouse.gov.uk](http://www.companieshouse.gov.uk)

[www.sxenvironmental.co.uk](http://www.sxenvironmental.co.uk)

[www.barrettine.co.uk](http://www.barrettine.co.uk)

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### Venues

BRISTOL	WATFORD
<b>September 4<sup>th</sup> 2013</b>	<b>September 5<sup>th</sup> 2013</b>
The Players Golf Club Codrington Chipping Sodbury Bristol BS37 6RZ	Watford Football Club Vicarage Road Stadium Elton's Suite Vicarage Road Watford, WD18 0ER
WETHERBY	STOKE ON TRENT
<b>September 17<sup>th</sup> 2013</b>	<b>September 18<sup>th</sup> 2013</b>
Wetherby race course Marston Moor Suite Level 2 Millennium stand York Road Wetherby, LS22 5EJ	Stoke City Football Club Britannia Stadium Stanley Matthews Lounge Stanley Matthews Way Stoke On Trent, ST4 4EG

The seminar content is specific to rodent control having three main topics.

#### Agenda

10:30

Coffee and registration.

11:00 to 12:00

Rodenticide resistance explained and effective management.  
Oliver Madge, A-CIPD, NEBOSH, www.Pest-UK

- Why it occurs.
- Where it occurs.
- How to manage suspected resistance.

12:00

Lunch.

1:45 to 2:30

Rodent control: Latest innovation and technology.  
Mr. A. H. Atefi, Zapi S.p.A. Italy

- Introducing the latest rodenticide technology exclusively from Barrettine.
- Exciting new twin active rodenticide with UV tracking technology.
- Understand how our innovation may help you control rodents faster, whilst maintaining regulatory compliance.

2:30

Coffee Break.

2:45 to 3:30

Rodenticide Regulatory update.  
Paul Buff, Regulatory Improvement & Specialist Services, Natural England.

- Current rules.
- How they apply in practice.
- Predicting future changes in the industry.

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# Adding Google to your business



This article is now available as an online CPD quiz via [www.bpc.org.uk/affiliate](http://www.bpc.org.uk/affiliate) and is worth at least two PROMPT CPD points.

David Etherington, Google AdWords consultant, explains how Google AdWords works and how it can benefit your company.

How much time do you spend each week calling potential clients, writing letters, posting leaflets and taking out adverts in newspapers or directories with little or no return? What if there was a product that puts your details in front of the people who are actively looking for the service you provide? A product that means instead of chasing customers they come to you instead?

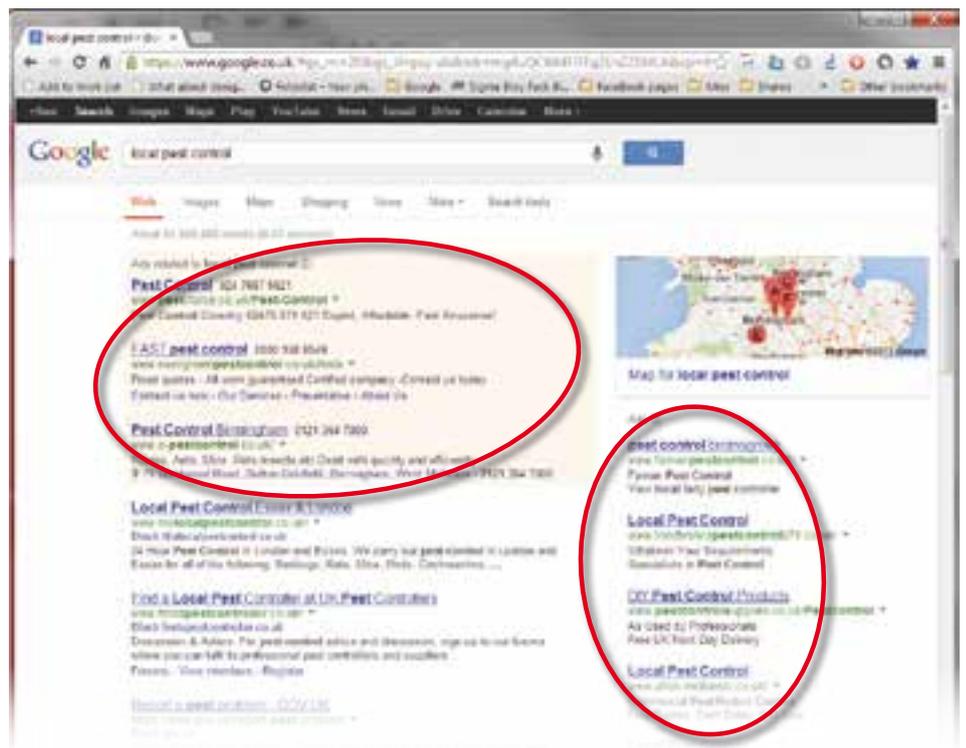
Google is searched more than 1 billion times every day. That's 720,000 searches made every minute. An optimised Google AdWords campaign places your details in the right place at the right time, in front of people who have a problem that they need fixing.

## What is AdWords?

Most companies have a website and most have heard of AdWords but, for those of you who haven't, AdWords is a way to advertise your website on the Google network. On a basic Google search AdWords places your advertisement either at the top of the page of search results or in the right hand column. The rest of the information you see following a Google search is made up of organic search results, news items, blog post, videos etc. – things that Google thinks you may be interested in based on what you search for.

**“... over 90% of internet searches in the UK last year were made using Google search.”**

Your ads can also be displayed in various positions across the Google network including Google Shopping, Google Maps, Google Images and Google Groups, search partners such as AOL and the display



network sites including YouTube, Blogger, Gmail and thousands of partnering websites across the internet.

## Taking paid search seriously

Over the last few years Google has made AdWords results increasingly prominent. Most online advertising professionals think that this will be expanded over the coming years, maybe even taking up the whole first page of Google search results. We have to remember that Google is a business and the bulk of its profits are made from paid advertising.

For years we have been able to take advantage of search engines to direct customers to our websites. Unfortunately the days of simply building a website, sticking a few keywords in the right places and

throwing a few links into the mix are coming to an end. Google is now regularly changing the SEO goalposts, making it harder for businesses to maintain their website ranking in the organic SERPs (search engine ranking positions) in order to push them into using paid search. It's still possible to manipulate the search results but it's becoming increasingly difficult – BPCA spends a lot of time ensuring the BPCA site remains on page one. Google has the internet pretty much sewn up at the moment with over 90% of internet searches in the UK last year were made using Google search. So, until someone comes up with a search engine that delivers better results, business owners would be wise to take paid search more seriously.

/continued over...

## Results within minutes

AdWords is very easy to set up and within a few minutes you can have your website at the very top of search results. Unfortunately it is also easy to get things wrong and end up blowing a couple of hundred pounds of your advertising budget with no enquiries whatsoever.

As already mentioned Google makes the basic set up process very simple: you select a few keywords, such as “pest control” and “pest control company”. Then you create an advert, for example:

### LOCAL PEST CONTROL

7-day service, no call-out fee

Call today for a free quote

You point the ad to your website; fill in a few other bits and pieces; enter your credit card details and then you're up and running!

Okay, so your advert is live, and the first call comes in within the hour. The only problem is that you live in Essex and the caller is in Yorkshire! By default Google delivers your advertisement across the UK. You will need to amend the location settings to only display your ad to people in the area that you cover.

So, you have ensured your ad can only be seen by people in the area you cover. An hour later the phone rings again and the caller wants some free advice. She did a Google search for “free pest control” and informs you that your ad was at the top of the page. The caller has just spent some of your budget and was never going to be interested in hiring you.

As well as selecting positive keywords to trigger your ads, AdWords gives you the option to select negative ones. Selecting the word “free” as a negative

would prevent your ad showing for your “pest control” keyword when a user searched for “free pest control”. Try to include a few good negative keywords such as “free”, “compare”, “information” etc. If you're a particularly good salesman you may be able to turn the enquiry into a sale, but remember each click is costing you money.

You can also adjust a setting called keyword matching options. Broad match is the default setting and the one that will generate the highest number of clicks. However, it will also deliver your ad to people not necessarily looking to hire a pest controller. For example,

“She did a Google search for ‘free pest control’, and informs you that your ad was at the top of the page. **The caller has just spent some of your budget and was never going to be interested in hiring you.**”

you select the keywords “bed bug treatment” and choose the broad match option. Google will deliver your ad to someone searching for “how to get rid of bed bugs” or “buy bed bug spray” and just about any other bed bug related search query. Consider changing the match type to either phrase or exact match. Both will reduce the number of clicks you receive from people with no intention of hiring you.

Often overlooked is the actual ad copy, don't just stick an ad together and forget about it. You should try to create a few versions of each ad and see which one performs the best. You can do the same with your landing pages (the page that your ad leads to), each time attempting to find a better performing version.

The AdWords system provides scores of advanced settings, options and tools to help you select keywords, target your ads and monitor the results. Learning these advanced settings and keeping up-to-date with the regular system updates will give you an advantage over your competitors.

## Cost per click

You may be lucky and work an area with little competition. In this case the price you pay for each click can be quite low. If you're not so lucky and

work a major city there will be lots of other companies already using AdWords, all driving up the cost per click in a desperate attempt to get the number one slot for a given keyword.

Don't get into a bidding war with a rival. The only winner is Google.

One common misconception is that you simply have to pay more per click to get the top ad position. Ad position is based on what Google calls Ad Rank. There are two factors that determine your Ad Rank: the amount you bid and your quality score. Having a good quality score will allow you to maintain a higher Ad Rank for less money. Google defines

quality score as “a dynamic variable calculated for each of your keywords”. It combines a variety of factors and measures how relevant your keyword is to your ad text and to a user's search query.

Pay Per Click advertising isn't a passive activity. It is very important to keep an eye on your campaign performance. Getting into the habit of monitoring key metrics will help identify problem areas quickly. Continuous improvement will improve your quality score, lower your campaign costs and increase conversions.

## A level playing field

Google AdWords is the most important development in advertising in the last 25 years. Never before has it been possible to spend a few pounds and have brand new pre-qualified customers visiting your website within minutes. AdWords provides a level playing field where everyone has the same opportunity regardless of budget.

If you're already internet savvy and have a few hours to spare each week, running a profitable AdWords campaign shouldn't be too difficult. If you're not then don't write it off. A qualified Google AdWords consultant will be able to set up and manage a fully optimised campaign for a small fee, usually around 10% of your monthly spend.

**To discuss marketing your business on the web, members can call the BPCA office on 01332 225 115.**



David Etherington is a Certified Google AdWords Consultant working with small

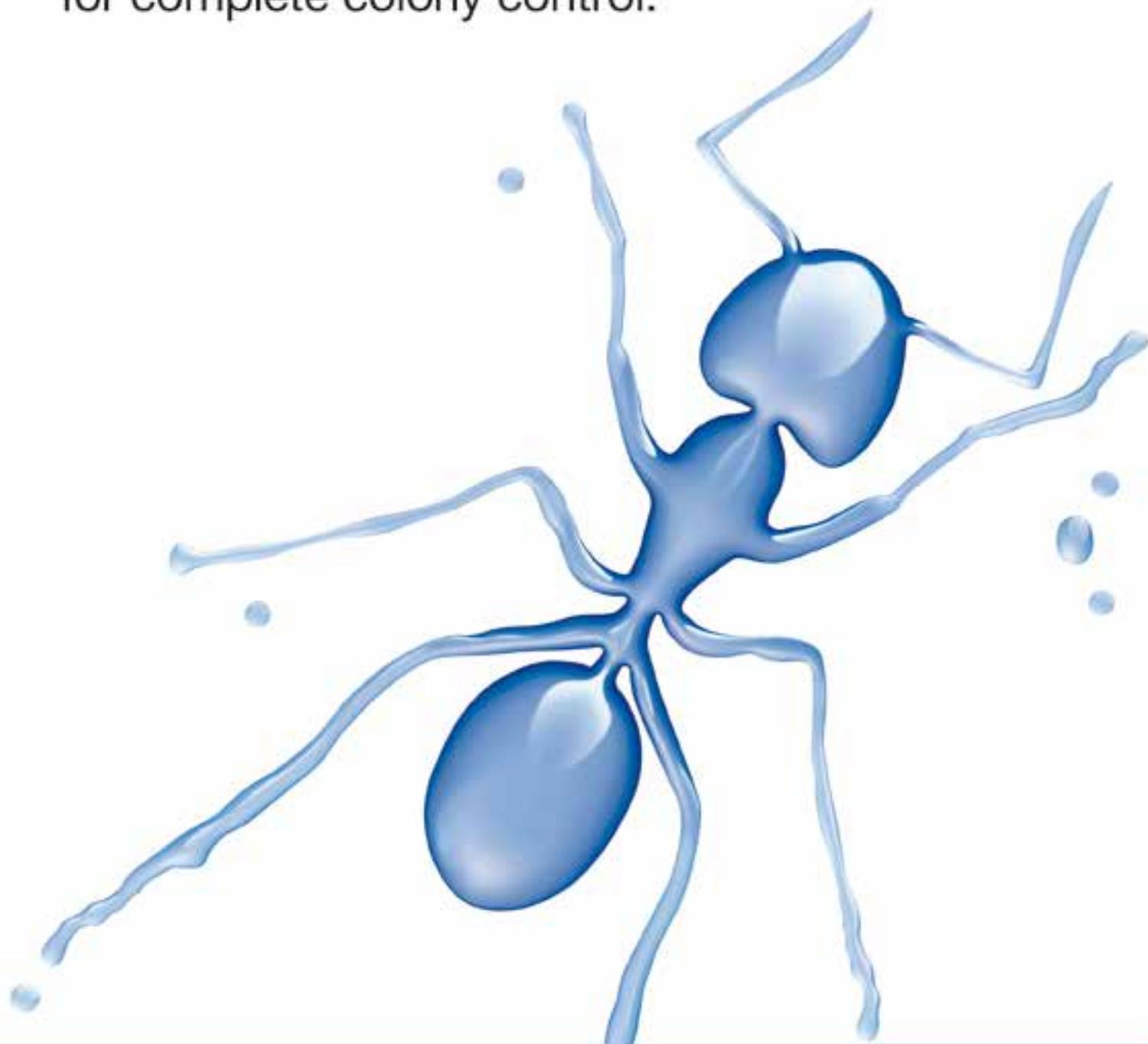
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