

NOVEMBER 2017

PPC89



PLUS

Pest Awareness Week 2018
Recruiting a pest technician
Pests in space
Interview with Servicing Chair
Ask the technical team

PEST CONTROL WHILE PROTECTING OUR BATS

28

PPC MINI-SPECIAL MARKETING AND PROMOTIONS

Three features showcasing
tips from our
award-winning team

22

PPC LIVE

STOP PRESS!
THE FULL
SEMINAR
PROGRAMME



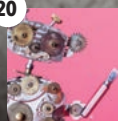
32

22



The death of the
Yellow Pages
and the rise of
Shirley Temple

20



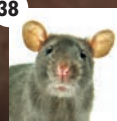
Don't get
replaced by a
robot pest
controller

18



New York
rat safari

38



Effective control
of stubborn
mouse
infestations

Image: BCT/Hugh Clark



Professional Pest Controller
the journal of the UK pest management industry



ISSN 2046-5025



9 772046 502008 >

Q - WHAT'S THE BIGGEST PROBLEM IN RODENT CONTROL?

A - GETTING THE RODENT IN THE STATION



THE SOLUTION IS

PROJECT **NEO**TM



82% QUICKER IN OVERCOMING NEOPHOBIA
THAN TRADITIONAL STATIONS*



LAUNCHED AT PESTTECH 2017 PELSIS BOOTH R

Everything changes but you



What a year for BPCA! I guess this is why they say the only real constant is change.

The biggest ever PestEx, the first-ever industry awards (complete with our 75th year celebrations), independently audited servicing members, lobbying efforts in Brussels and Westminster, the National Survey, a new website, new training, new members, new (and some continued) challenges for the sector – and now the departure of our CEO.

As we enter the final few weeks of 2017, I believe that it is right to take some time to reflect upon our successes over the last twelve months, as we turn our attention to what lies ahead in 2018, and beyond.

A current key priority for myself, the Officers, and the Executive Board, is of course the recruitment of a new CEO for the Association, as we prepare for Simon to leave us in January of next year. During his seven years with BPCA, Simon has had a transformational effect upon the Association. With the support of a strong staff team, Simon's leadership has helped innovate, diversify and grow the Association into the leading national trade body for pest management in the UK. I'd like to personally thank him for all that he has done during his time with us, and he leaves us with our very best wishes for the future.

So what next? Well, as an update, at the time of writing, we are making good progress against our plan, in our search for our next CEO, and are confident that we can find the right person to lead the Association on the next stage of our development. During this period, we are fortunate that we have such a strong and committed staff team in place, and the great news is that this will mean 'business as usual' for all of our members, in providing the usual high standards of support and representation to our membership, across our industry.

Since we last spoke, the Board and staff team have continued to work hard to develop a new three-year strategy, which will both

challenge, and build upon our position within industry, with our members' interests remaining at the heart of what we do. Remember my 'engagement' word from last time? Well, I hope to be in a position to share the details of our new strategy with you very soon, along with a new 'BPCA Diary' of events, which hopefully gets us all up-to-speed on the workings and timescales involved for the existing governance structure at the Association.

So as I wrap this up, many thanks for the support you've given me so far in my term of office, and I'd like to wish you, your families and colleagues all the very best for 2018 – here's to another great year for BPCA!

TOM HOLMES

BPCA President
Head of Durable Product Development
Pelsis Group
president@bpca.org.uk

BPCA

bpca.org.uk

British Pest Control Association
4a Mallard Way, Pride Park
Derby DE24 8GX
01332 294 288
enquiry@bpca.org.uk

PPC

**PROFESSIONAL
PEST CONTROLLER**

ppconline.org

Published quarterly by BPCA
© 2017 BPCA

EDITOR

Simon Forrester
editor@ppconline.org

CONTENT TEAM

Natalie Bungay
Lauren Day
Karen Dawes
Rachel Eyre
Kevin Higgins
Scott Johnstone
Ben Massey
Lorraine Norton
Dee Ward-Thompson

ADVERTISING

marketing@bpca.org.uk

DESIGN

Ken Davidson, Davidson IGD
www.davidson-igd.co.uk

PROMPT Register

CPD FOR 2017: 2 POINTS

BASIS reference: PC/49814/17/g
PROMPT is a registered trademark
of BASIS (Registration) Limited.
www.basispestcontrol.co.uk



BPCA provides at least one article in every issue of PPC as an online CPD quiz. Look out for the logo on the relevant page, and in the contents list. At least three points are given for each quiz, and we even pass your results to BASIS for free within a few days. To access this unique benefit, simply join the BPCA Affiliate Scheme via bpca.org.uk/affiliate

Contents

NEWS

6

PEST AWARE CAMPAIGN KICKS OFF WITH GREAT BRITISH SPRING CLEAN

13

Educating end users about the value of pest control continues to be a big-ticket agenda item for BPCA.

RECRUIT A PEST CONTROLLER: FROM POSTING A JOB TO HIRING A NEW EMPLOYEE

14

Bringing a new pest management technician on board? We cover the whole process.

FIRST EMPLOYEE? READY FOR AUTOMATIC ENROLMENT?

17

NEW YORK RAT SAFARI

18

Guest writer Andy Beckmann tells us about his adventures on Bobby Corrigan's urban rat safari.

DON'T GET REPLACED BY A ROBOT PEST CONTROLLER

20

Dee Ward-Thompson investigates how we best protect our profession with the impending age of automation on the horizon.

THE DEATH OF THE YELLOW PAGES AND THE RISE OF SHIRLEY TEMPLE

22

Ben Massey, looks at how pest management companies can advertise smarter in a post-trade directory world.

MEMBER BENEFIT BPCA PRINTSHOP

23

QUICK MARKETING AUDITS FOR EVERY PEST MANAGEMENT COMPANY

24

Scott Johnstone presents four free 15-minute marketing audits to check your brand is talking to your customers.

CONTROLLING REPUTATION - WE CAN'T HELP IF WE DON'T KNOW!

27

The first lesson of public relations is to take control of potentially bad press.

PEST CONTROL WHILE PROTECTING OUR BATS



28

Bats are considered to be a bio-indicator species - where there is a healthy bat population, there is a healthy local environment.

www.twitter.com/britpestcontrol



bpca.org.uk/linkedin



28 | Protecting the bat, man!

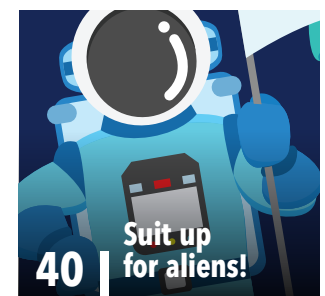


18 | New York, old problem

Get involved
with an
award
winner!



44 |



17 | So, are you ready to take on new talent?

www.facebook.com/Britishpestcontrolwww.youtube.com/user/BPCAvideo

PPC **LIVE**

SEMINAR PROGRAMME, FLOORPLAN AND ATTENDANCE GUIDE 32

BACK TO BASICS EFFECTIVE CONTROL OF STUBBORN MOUSE INFESTATIONS 38

Guest writer Chris Cagienard makes the case for getting back to basics with mouse control.

PEST CONTROL IN SPACE 40

Pest management tips from experts around the cosmos.

MEET THE MEMBER NORWEGIAN, WOOD - ISN'T IT GOOD? 42

What happens when you take a Norwegian pest technician out with you on your rounds?

PESTWATCH 43

GET INVOLVED WITH PPC 44

Scott Johnstone, looks to what the future holds for PPC and how you can be involved in its development in 2018.

WHERE WE'VE BEEN OUR SHOUTING IS BEING HEARD! 46

Telling everyone about the high standards that our membership is assessed against, and what it means to be a BPCA member.

ASK THE TECHNICAL TEAM 47

MEET THE MEMBER 'SPOTLIGHT' ON KENT PEST CONTROL FIRM AFTER 12 MONTHS' MEMBERSHIP 48

COMMITTEE IN FOCUS MEET THE SERVICING COMMITTEE CHAIRMAN 49

BPCA EVENTS 50

IS PROFESSIONAL TRAINING YOUR COMPETITIVE ADVANTAGE 52

Karen Dawes tells us how training can be turned into your unique selling point.

BPCA TRAINING CALENDAR 54

Some final words, and a new chapter for BPCA

Unless you've been living in a cave, you will know I'm leaving BPCA and the sector early in 2018 to take up a role with the National Association of Jewellers. (In answer to the two most frequently asked questions, yes, I get trade discount and, no, I don't get free samples!) Consequently, this is my final CE viewpoint and the last PPC magazine I'll edit.

For over seven years I've led a team of fantastic individuals and I am proud to have achieved all we have done during that time. From the expansion of PestEx to the growth in membership numbers, the improvements in benefits, development of new standards and Codes of Best Practice, and our many victories against wayward regulators – we have done so much.

If I think back to the very first AGM I attended (before I'd even started the job) I remember being told that CPD would never take off, and BPCA's push to make qualifications a requirement to practice wouldn't stick. Unless I'm very much mistaken, these things have come to pass – and are now the norm.

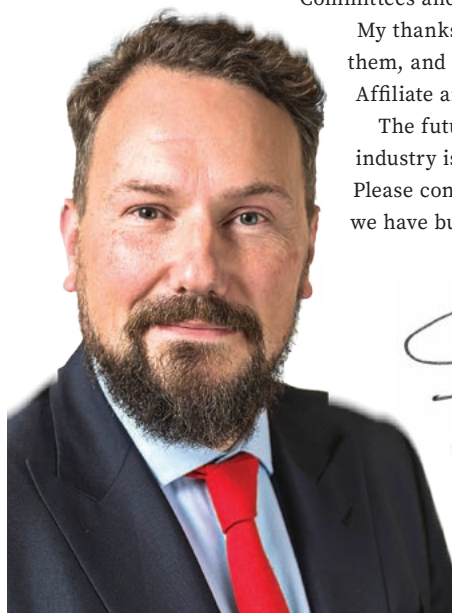
Professionalising the sector was what drew me to the job – helping raise recognition for the excellent work done by pest control companies and their employees to keep people and their property safe. Every time a customer thinks of pest control they should be thinking 'BPCA' and understand what that means: qualified and up-to-date technicians supported by quality companies.

Right now we're close to achieving this but there are a few more steps to go, steps that will be led by someone else.

There is never a perfect time for this type of change, but now is the right time for BPCA, which is heading in a new and exciting direction supported by a fantastic staff team and passionate volunteers on our Executive Board, Committees and Forums.

My thanks and best wishes to them, and every BPCA Member, Affiliate and PPC reader.

The future direction of this industry is in your hands. Please continue to develop what we have built together.



SIMON FORRESTER
BPCA Chief Executive
simon@bpca.org.uk

NEW



Online legislation register for Affiliates

At the request of our Servicing Committee, the voice of the servicing membership, BPCA has compiled a register of UK legislation associated with delivering pest control services.

Indexed by animal and group, the register allows affiliates and members the option to dip into the website on their mobile device (or desktop) and quickly double check the relevant legislation before starting treatment or related activity.

Dee Ward Thompson said, "I must admit, I do get some enquiries on legislative issues from members, but it's so important to protect yourself. Of course, if you want to have this, and more

information on hand at all times I would strongly advise picking up a British Pest Management Manual to keep in the van."

The legislation register is hosted in the technical advice section of the member area, alongside BPCA Documents and Codes, Safety data sheets and other useful documents such as a template waste removal letter.

In addition to the register, the page also includes links to websites where professionals can source advice and guidance autonomously.

Servicing Committee member, Jenny Humphrey of DRE Pest Control in Cambridgeshire said, "There have been occasions when customers have asked me questions regarding legislation. The register will allow me quick access to these questions and to give the finer points regarding any current legislation."

The BPCA Servicing Committee is always looking for ideas which can help members. If you have a particular challenge or suggestion that you would like the Committee to look into, please email membership@bpca.org.uk

**THE REGISTER
ALLOWS AFFILIATES
THE OPTION TO DIP INTO
THE WEBSITE ON THEIR
MOBILE DEVICE (OR DESKTOP)
AND QUICKLY DOUBLE CHECK
THE RELEVANT LEGISLATION
BEFORE STARTING
TREATMENT OR RELATED
ACTIVITY.**

BPCA responds to rodenticide public area use consultation

BPCA has been consulted on the thorny issue of public area use of rodenticide, and the contentious requirement to signpost the area to bystanders.

As the UK body with responsibility for rodenticide authorisation, CRD is working through the renewal authorisations for anticoagulant rodenticides, and is finalising the renewal certificates for these products.

Although most of the conditions of authorisation were agreed at the Biocidal Products Committee in July 2016, for certain issues there is flexibility at national level on what should appear on the Summary of Product Characteristics (SPC) and product label.

See the full BPCA response here bpca.org.uk/rodenticide-consultation

Selling rodenticides? You need to register!

Suppliers of professional use rodenticides to pest controllers, farmers and gamekeepers are required to register with BASIS Registration Ltd by the end of December for the new UK Rodenticide Stewardship Regime Point-of-Sale audit process.

This requires rodenticide authorisation holders to ensure UK sellers of their professional use products pass the BASIS point-of-sale audit, and maintain this standard for the future.



Annual audits will be carried out by independent assessors for BASIS. These begin in February and apply to all trade and retail premises, and internet sellers, whether selling one pack or one thousand.

The sign-up process with BASIS is available by telephone 01335 301207 or email stores@basis-reg.co.uk

Abate called in to save medieval church



When it was found that Kettleburgh church had birds in the belfry rather than the usual bats, BPCA member company Abate Pest

Management Services, were called in to prevent further catastrophic damage to the bells and building.

The Grade 1 listed, medieval Suffolk church, had been under attack by birds which had been able to gain access to the belfry. The bells and church building itself had suffered damage from the acidic bird droppings and left unattended would have resulted in major damage to both.

Jon Blake, MD of Abate Pest Management Services explained: "The church was suffering from the effects of birds gaining access to the belfry. They had made a considerable mess and something needed to be done to protect the building and the bells. We were called in to clear the affected areas and prevent birds getting in again. We carried out a professional assessment of the belfry, looking at any risk factors and the most suitable materials to use."

Want to share your interesting jobs with the pest management community?
hello@bpca.org.uk





Asian hornet identified in Devon

An invasive species of hornet has been sighted at an apiary in Devon.

The Asian hornet is said to pose a very real threat to our native species of bees and is already common across Europe.

Now The National Bee Unit says they have confirmed the species is in the Woolacombe area. In a press release by Defra, they state that a programme is already underway to protect native bees.

Nicola Spence, Defra Deputy Director for Plant and Bee Health, said: "Following the successful containment of the Asian hornet incursion in Gloucestershire last year, we have a well-established protocol in place to eradicate them and control any potential spread."

MORE ONLINE > bPCA.org.uk/news-and-blog

WANTED: media-savvy pest management companies



BPCA is looking to get a list of members together who are interested in being interviewed by the biggest news outlets in the UK. We're regularly asked by news organisations to provide comments from professional pest controllers about pest related issues in the UK. The plan is to have a list of members that are willing to be added to a list that can be distributed to organisations, such as the BBC or national newspapers when requested. If you'd like to join the list or find out more, please go to bPCA.org.uk/media-enquiries

MORE ONLINE > bPCA.org.uk/news-and-blog

SPECIALIST INSURANCE FOR THE PEST CONTROL INDUSTRY

Bradshaw Bennett have been arranging specialist insurance for the pest control industry for over 30 years.

We are the insurance partner of the British Pest Control Association and can arrange tailored cover to protect you against the risks you face.



Bb bradshaw
bennett

www.pestcontrolinsurance.co.uk

Telephone 01625 505 870 Email pestcontrol@bradshaw-group.co.uk

Authorised and regulated by the Financial Conduct Authority.



Seven years of Simon

After a hugely successful tenure as Chief Executive of the British Pest Control Association, Simon Forrester will be leaving his role with the Association in January of next year. We thought we'd turn the tables on our departing editor and put him in the interview seat for a change.

What has been your biggest challenge over the last seven years as Chief Executive of BPCA?

I think the biggest difference is the way the industry now sees qualifications and CPD. When I started the general consensus was that being qualified and staying up-to-date was optional. Now, if you aren't qualified, and cannot demonstrate your professional development, you're likely to lose work or not get a job in the first place. In the future I believe such people will be excluded from the industry by a combination of client demand and regulation of access to products.

Is there anything that you didn't quite manage to achieve that feels unfinished?

I'd have liked to have seen through the governance restructure to its completion. We have lots of very committed and passionate people in membership, but currently there aren't the outlets for them within BPCA. By changing the structure, we can harness that to the benefit of all the Association's members. I would like to think the Board and staff will carry this action forward without me.

You've been the editor and one of the key contributors to PPC for a long time now.

Why did you put so much time into producing PPC magazine?

The simple answer is that this is the Association's 'shop window' to members and the wider industry. I wanted to make PPC the must-read publication, and the evidence shows we are definitely getting there.

'Before and after' – the toll of seven years at BPCA ;)



What are you going to do with seven years' worth of pest management knowledge now you're leaving the industry?

Every association job I've had, I picked things up that came in handy further down the line. For example one of the first tasks I had when recruited to BPCA was I had to fit out the new Mallard Way offices. I used my experience and contacts from the previous job to get things done on time and under budget – and the offices have lasted pretty well.* I've gained enough knowledge at BPCA to understand I'm not a pest controller – that comes with experience on the job, so if faced with a pest problem I will use the BPCA website to find someone good!

(*Simon was Chief Executive at the Association of Interior Specialists, the construction trade body for the fit-out sector.)

Will you be leaving any advice for your successor? If so, can we have a sneak peek?

I think my key advice is trust the team around you, and don't allow yourself to be sidetracked or slowed down by people who are attempting to put the brakes on our progress. There's a great momentum to what BPCA is doing, and we (or rather they) must maintain it.

Now that you're going to be working for the National Association of Jewellers, how will this affect your office secret Santa? Should we be expecting something shiny?

[laughs] The two most popular questions I've had since the news was announced have been "do you get a discount?" and "do you get free samples?", and the answers are 'yes' and 'no' respectively. Unless Tiffany have started doing rings for a tenner, I wouldn't get anyone's hopes up.

We wish Simon all the best with his job. He will be spending his last few months with BPCA locked in a cupboard writing features for PPC and reviewing the staff team's Christmas lists.



New TAS auditor declares his love for all things pest management



Jeff Warren has joined Trade Associations Services as a new auditor.

His work will involve auditing pest control companies across the

United Kingdom to EN 16636: 2015 including BPCA members who want to become CEPA Certified®.

Jeff said to us: "I've been in the pest control industry for over 25 years. I started out building fly screens and then took the opportunity to become a service technician with Forward Pest Control - that's where the love story with pest control began."

Jeff started working with TAS and Bureau Veritas in August. When asked about how he was getting on, he told us: "It's been a great move! The entire team at Bureau Veritas, BPCA and TAS have been extremely welcoming and supportive during this initial period and I couldn't have asked for more. I am truly excited to be part of this fast moving team. I look forward to the many exciting and challenging times ahead."

New regional manager starts at Bell Laboratories

Manufacturing and Distributor member, Bell Laboratories, has appointed Shyam Lakhani as their new regional manager for the UK, Ireland and sub-Saharan Africa.



He's already dropped into the BPCA office to book himself onto the RSPH Level 2 Award in Pest Management programme and pick up a couple of back issues of PPC magazine.

We warmly welcome Shyam to the industry and wish him the best in his new role.



Staff changes at Bureau Veritas

Jessica Morgan, CEPA Product Manager (UK & Ireland) and Technical Co-ordinator of Bureau Veritas will be leaving her post after three years.

She said to us: "I have thoroughly enjoyed being so closely involved in growing the CEPA certification programme from its inception in 2015. The TAS auditors have done such a fantastic job in representing Bureau Veritas and the CEPA Certified® scheme to our 111 certified clients in the UK – a figure which clearly demonstrates the UK pest control market's commitment to transparency and professionalism!

I will sincerely miss meeting so many of you at the various trade events throughout the year, but won't be a stranger to the industry as I intend to keep up with any developments via PPC magazine and the CEPA directory!"

Jessica will be going back to full-time study and completing her Professional Diploma and BA in Interior Design in the Netherlands, where she now lives.

Roberto Zimbello has taken over her duties as CEPA Manager UK and Ireland. He said to us: "I have worked with Bureau Veritas for over five years where I led the operations for key accounts in the food and beverage industry. It was really exciting to build relationships with the key stakeholders in the pest management industry and support the development of CEPA Certification in the UK and Ireland."

The best of luck to Roberto. Jessica will be missed by everyone at BPCA and the industry as a whole – good luck with your studies.

Dr Matthew Davies is to become the new head of Killgerm's tech dept

With the retirement of Professor Moray Anderson, Dr Matthew Davies is to be appointed Head of Technical Department for Manufacturing and Distributor member, Killgerm.

Matthew is also the Technical Editor for Pest Control News, leads the CRRU UK Training and Certification Work Group, was the Chair of the 9th International Conference on Urban Pests 2017 and will be presenting a session at PPC Live in March, titled "Options for mosquito management in the UK" (to

see more details go to page 35).

Matthew commented: "I'm delighted to take on the role of leading the UK technical department of

Killgerm after accruing over 12 years of valuable experience in the industry. We have a superb technical team and will continue to provide the best possible technical support to our customers and the wider industry."

We wish Matthew all the best in his new role and hope Moray enjoys his well earned retirement.



BPCA opens consultation on General Pest Control Apprenticeship



In 2018, the Pest Control Employer Development Group (EDG), facilitated by BPCA, plans to launch the Level 2 General Pest Control Technician apprenticeship standard. The aim is to encourage young people and career path changers to enter the sector.

In order to ensure that the apprenticeship assessment process is robust and



relevant the EDG is putting the proposed assessment plan out to the pest management community for consultation and feedback. The consultation closes on Friday 24 November 2017. To read the document and submit your views visit bPCA.org.uk/apprenticeship-assessment

Outbreak of plague in Madagascar

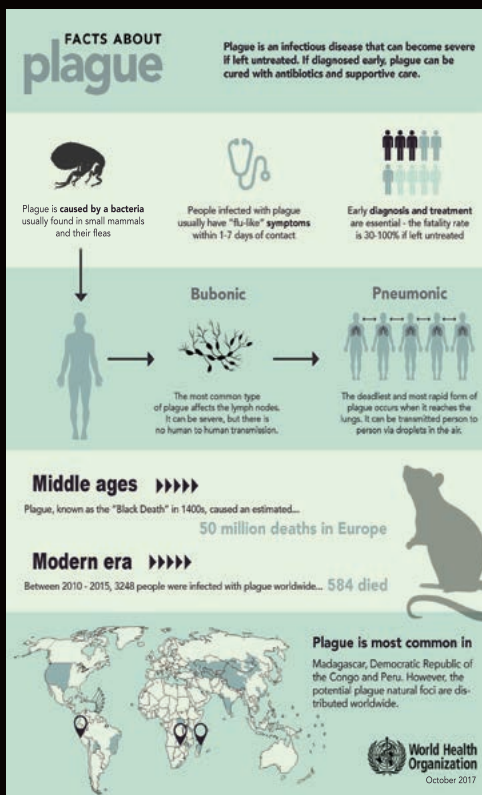
The World Health Organisation (WHO) has delivered millions of doses of antibiotics to fight the outbreak of plague, which has already claimed the lives of 33 people.

The bubonic version of the plague is often spread by rodents and transmitted to humans by being bitten by infected fleas.

The Madagascan health ministry says the plague has infected a further 230 people in just two months. The BBC reports that there are normally about 400 cases of plague every year in the country, however this year the majority of cases are of pneumonic plague – which is considered the most deadly form of the disease.

Those with pneumonic plague can die in as little as 24 hours.

“Plague is curable if detected in time. Our teams are working to ensure that everyone at risk has access to protection and treatment. The faster we move, the more lives we save,” said Dr. Charlotte Ndiaye, WHO Representative in Madagascar.



BeeWatch to launch in December

BeeWatch is an App based, alerting system that links pesticide users and beekeepers together to protect the last ‘managed’ pollinator.

The beekeeper and the pest controller are directly linked in real time.

Bees contribute £650 million to the UK economy every year yet the number of colonies has fallen by 54% since 1965 and currently 85% of colonies are managed by enthusiastic amateurs.

A registered pest controller will be able to anonymously

record a treatment using the BeeWatch App as soon as they know when it will take place.

A notification then gets sent to all beekeepers within a 5km radius. The beekeeper can respond by closing their beehives to minimise potential exposure.

As a pest controller you can see registered apiaries on the map and a messaging system notifies local beekeepers if you want to inform them of a swarm which is available to be collected. www.bee.watch



More and B'More going on at PestWorld

B'MORE
PESTWORLD 2017

Last month 3,000 industry professionals from all across the globe arrived in Baltimore, Maryland otherwise known as the ‘Charm City’, for PestWorld 2017.

The event is the world's largest exhibition for pest management professionals, and was run over three days (24-27 October).

Attending the event with Pelsis Group, BPCA President Tom Holmes said, “PestWorld is a huge event. Along with the show itself, there is real emphasis on a full and diverse seminar programme. The event provides plenty of opportunity for commercial and industry meetings, running alongside the exhibition, with the large number of both US based and international visitors.

“The show is of course a great forum for M&D companies to release new products onto the market, (of which there were a number shown), whilst providing a valuable experience for the full range of industry professionals, whatever your job title. Which I guess has a number of parallels with PestEx, just on a slightly larger scale.”

PestWorld will move to Orlando, Florida in 2018, and be held at the world famous Walt Disney World.

Will you be CEPA no.400?

The list of pest management companies across Europe continues to grow, and is approaching 400. Will yours be the company that achieves this milestone?

CEPA is waiting to publicise the lucky company, so don't delay, contact your certifying body (Bureau Veritas in the UK) to get certified and you could grab some headlines!

You can also register to attend one of our free CEPA surgeries, designed to help you make the most of your certification and BPCA membership. bPCA.org.uk/cepa



Main pic: workers of the drywood termite *Cryptotermes domesticus* (Isoptera: Kalotermitidae), the same as discovered by CSS Services (Image: CSIRO)

Inset: subterranean termite, another type of Rhinotermitidae related to the termite colony found in Saunton, North Devon. (Image: Andrew C)



Termites in the Midlands?

BPCA member, CSS Pest Services, identified a small colony, initially thought to contain up to 30 termites, during a routine inspection. After seeking confirmation from an entomologist, the termites were identified as Kalotermitidae, more commonly known as 'Drywood Termite'.

After notifying the non-native species secretariat, Jason Cholerton, Technical Manager of CSS Services said, "Our Technician noticed timber supports in reptile housing had been gnawed. He brought a sample of insects back to our office and they were later confirmed as dry wood termites."

"We think they might have been brought in via timber that was imported about a year ago as that's how long we think they've been active for."

The client later confirmed that the timber had been in tanks for 18 months and had been purchased from a UK timber merchant, who had also been notified.

With a plentiful supply of suitable wood, alongside consistent warm temperatures of between 24 and 26°C, the colony was able to develop. However, despite concerns over damage to timber outside of the reptile housing, it was also confirmed termite activity was confined to the reptile housing.

Jason explained the treatment, "After rehoming the reptiles, bedding was destroyed and the timber from within the reptile housing was incinerated. Given that reptiles are present, we decided to recommend a non-chemical treatment, with monitoring visits each month."

TERMITE CONTROL

Clive Boase of The Pest Management Consultancy (BPCA Consultant Member) said, "Termites are common and very important pests in warmer parts of the world, where they can cause extensive damage to structural timber. For example, in south-west France termites are widespread and there are regulations in place to protect buildings from infestation. These termites have extended their range northwards, and are now established in Paris. In the UK they are rare introductions, typically in imported goods. The only colony known to have become established in the UK was found in and around a house in south Devon in the 1990s, and took years of work by government agencies before it was believed to have been eliminated."

"Most termite species live in underground nests. They feed on dead wood, so worker termites forage out from the nest into dead

trees, stacks of firewood, but also into buildings. They excavate structural timber from the inside, leaving a thin skin of undamaged wood hiding the damage."

"Termites are good at remaining hidden. Signs of infestation in buildings would be the discovery of damaged timber (this could be confused with beetle damage), small mud tubes the diameter of a pencil constructed on the surface of walls etc through which the termites travel undercover from the ground to reach wood, or finding the insects themselves. The worker termites are usually pale-coloured, soft-bodied, ant-like insects, while the sexual stages are winged and swarm out of the nest when conditions are right."

TERMITE TRIVIA

Termite workers generate vibrations when biting their wood food. The dominant resonant frequency of these vibrations is related to the size of the wood. The termites can perceive these vibration signals and use them to assess the size of the wood. Termites also appear to be able to determine the source of the vibration signals, and use them to make foraging decisions and development and reproduction decisions based on this information.

Want to find tenders in your area? Ask TED!



TED (Tenders Electronic Daily) is the online version of the Supplement to the Official Journal of the EU. It's dedicated to European public procurement.

They publish 460,000 procurement notices every year, including 175,000 calls for tenders which are worth approximately €420 billion – including pest management tenders.

TED is free to access for all pest management businesses from the European Union, the European Economic Area and beyond.

Around 1,700 public procurement notices are published on TED every working day.

Find out more here <http://ted.europa.eu/TED>

Do your bit to keep rodenticides

The Pest Management Alliance

(BPCA, NPTA and CIEH NPAP) has produced a short survey to assess how professional pest controllers are using rodenticides.



By taking the survey, you can help us demonstrate to HSE that pest controllers are the 'safe pairs of hands' for rodenticide use.

surveymonkey.co.uk/r/PMAlliance

YOU COULD WIN £200 IN VOUCHERS!

Ask PestFix



Bird Control Clinic+

Come and see us with any questions you may have or contact us in advance to book a slot. Our experts will be on hand to help.

At PestTech 2017

15th November
We are on stand B



Telephone:

+44 (0)1903 538 488

sales@[pestfix.co.uk](mailto:sales@pestfix.co.uk) www.pestfix.co.uk

Pestfix, Unit 1d, Littlehampton Marina, Ferry Road,
Littlehampton, West Sussex, BN17 5DS. United Kingdom

Pest Aware campaign kicks off with Great British Spring Clean

Educating end users about the value of pest control continues to be a big-ticket agenda item for BPCA. 2018 will see BPCA scale up its campaign to demonstrate the value of pest control to the wider world.



This year we witnessed the pest control community reincarnate Pest Awareness Week through volunteering activities, media campaigns and also support the launch of the very first World Pest Day, which now holds a firm place in BPCA's, and other Global Pest Management Coalition members' calendars.

Alan Morris, BPCA

Vice President said: "It's all about making the world more pest aware. Demonstrating how professional pest control positively protects our everyday life, health, surrounding environment as we know it and its importance to our customers and the public at large."

The first activity of the 2018 Pest Aware programme is Pest Awareness Week. Unlike last year when it shared the stage with World Pest Day in June, in 2018 it will start on Monday 27 February. Now the Pest Awareness Week will run in parallel with Keep Britain Tidy's "Great British Spring Clean," which takes place on the March bank holiday (3-5).

Simon Forrester, BPCA Chief Executive, said: "The Great British Spring Clean inspires people to get out there and improve the environment they live in. Cleaner streets, parks, and beaches all provide the backbone for healthy communities. As pest management professionals, we can play an educating role in what pests look for in these environments, and the potential problems that can arise if litter takes hold."

Keep Britain Tidy Chief Executive, Allison Ogden-Newton said: "Pests like rats and urban foxes feed on the litter and rubbish we leave behind – without the litter problem, these pests would be less of an issue. So our message is simple – 'keep it clean, don't feed the rats'."

"During the Great British Spring Clean, we encourage and support an army of #LitterHeroes to get active and clean up their local patch. We want the whole country to get involved because, together, we can make a difference, not just by picking up litter but also by inspiring others not to drop it in the first place."

As part of Pest Awareness Week, supporting the Great British Spring Clean, BPCA members can find an activity in their area via the spring clean events programme, join in and show volunteers and local media the proofing techniques available to guard against pests in unwanted areas.

Simon continued: "Of course, there is plenty our members do already in support of local causes, which is great. If each of our members and affiliates educates just one person on each day of Pest Awareness Week, as a community, we would have spoken to enough people to fill Derby's Pride Park Stadium."

HOW CAN YOU BE A PART OF PEST AWARENESS WEEK?

We encourage any pest management company to commit to making the British public a bit more pest aware. You could:

- Join your local Great British Spring Clean event
- Offer some free audits, proofing, and guidance for local causes
- Send an email and social media message to all your customers and supporters on the importance of pest control
- Head into regional networks such as chambers of commerce, festivals and other community groups to talk about the importance of pest control
- Use a template article from BPCA (available on request) to issue to local press, in support of Pest Awareness Week and the activities you have been doing as a BPCA member.

BPCA Marketing and Communications Manager, Ben Massey said: "Pest Awareness Week is by no means all of our Pest Aware campaign for 2018. We've got a range of other activities planned, including the National Survey, World Pest Day and one or two other things we have up our sleeve."

Members and supporters who want to join the Pest Aware campaign are encouraged to subscribe to the mailing list through the BPCA members' area, as well as use the hashtag #PestAware on their social media accounts.

What is Pest Aware?

Pest Aware is BPCA's client-facing campaign with a simple but ambitious goal: to explain the vital role of pest control in today's society and its benefits to public health.

Pest Awareness Week is just a small part of it. You'll be hearing plenty about Pest Aware – and more importantly, how you can get involved, in upcoming issues of PPC.



The BPCA team during 2016 Pest Awareness Week, helping out at a local animal shelter



Overview: the Great British Spring Clean

The Great British Spring Clean is a campaign run by Keep Britain Tidy with one simple ambition. To bring together people from across the country to clear up the litter that blights our towns, villages, countryside and coastline.

In 2015, one enthusiastic individual – Melissa Murdoch – had an idea to get people from all walks of life together in cleaning up the rubbish that surrounds us. Together with Adrian Evans, Keep Britain Tidy, Country Life Magazine and a range of supporting partners the Clean for The Queen campaign inspired 250,000 people to get involved in local clean ups through March 2016.

We're calling on individuals, community groups, charities, sports clubs, business, local authorities and many more to sign up and take part.

You'll join an ever-growing band of people who have had enough of other people's litter, are willing to donate their time to help clear it up and want to see an end to littering.





RECRUIT A PEST CONTROLLER

From posting a job to hiring a new employee

Looking at bringing a new pest management technician on board but don't know where to start? We'll go through the whole process and tell you all about the tools we offer to help you find your perfect new colleague.

 PEOPLE NEW TO THE SECTOR BRING WITH THEM THEIR FRESH PERSPECTIVE, WHICH MIGHT BE AN INVALUABLE ASSET TO YOUR COMPANY.

You've been on your own for a while. Your new business is a lean, mean pest-controlling machine – but now you're overstretched, and fed up of wearing every hat yourself.


Now is the time to spread the workload and get a helping hand to pick up all the extra work you're currently having to turn down.

DECIDING WHAT YOU WANT

To keep things simple, we'll say there are three types of employee you'd be looking to taking on:

- An experienced pest control technician (PCT)
- A trainee pest technician
- A specialist (field biologist, technical inspector, etc.)

Each has its pros and cons, and you should consider carefully what would be the most beneficial employee to add to the roster.

	EXPERIENCED PCT	TRAINEE	SPECIALIST
Price	Medium salary	Lower salary	Higher salary
Experience	<p>Experienced professionals have most likely encountered, and overcome, many common challenges in the pest management world, and will be able to share that experience with you and your customers.</p> <p>You'll be able to split up and cover more ground.</p> <p>They'll still need checking in on from time-to-time to make sure they're working to the standards you expect.</p>	<p>You should be supervising a trainee during the control or eradication of any pests.</p> <p>Once they've passed their Level 2 they'll be able to do unsupervised work, and you'll be confident that they're working to the standard you expect.</p> <p> People new to the sector bring with them their fresh perspective, which might be an invaluable asset to your company.</p>	<p>Yes, they might have a higher price tag, but hopefully, they'll be adding something unique to your business enabling you to offer services you weren't able to provide before.</p> <p>Assuming the right qualifications and references come back clean – you can be confident that your specialist will be able to deal with anything that comes their way.</p>
Training and development	<p>They might be stuck in their ways, or you may have to 'unlearn' any bad habits they've picked up elsewhere.</p> <p>You'll still need to give them some time for their CPD, and perhaps some specialised training to help them progress and let your business grow.</p>	<p>You get to train someone 'from fresh' to your specification and with the latest Codes of Best Practice in mind.</p> <p>You will at some point need to help them through their Level 2 Award in Pest Management which is sometimes paid for by employers.</p> <p>You'll have to give them plenty of time to study for their exams.</p>	<p>You'll have someone who can do more complicated work across a variety of different sites. However, it's no good hiring a field biologist if what you really need is someone to help you with wasps' nests in the summer.</p> <p>Always check the candidate has the qualifications to support their claims.</p>

Writing a job advert

Having the number one job site for the pest management sector means that we've seen A LOT of job adverts. Some of them are excellent and help candidates get excited about your position.

We've also seen a couple of awful ones, with spelling mistakes and bad formatting.

Always proofread your job adverts. Remember, there are loads of pest management jobs out there. Job hunters need to choose you before you get to choose them.

Pictured to the right is a good example of a job advert we helped a member write a few weeks ago. It's a good starting point – but before you copy it into your job listing think about adding the personal touch.

Tell us a bit about your team, or let us know it's a family run business. What are

the chances of progressing? What personal qualities do you and your company value? You can even spend a little time telling us the story of your company – where you've come from and where you're going.

All these things help a prospective employee start imagining themselves working with you. You won't get a nasty surprise when someone with an incompatible mindset turns up at the job interview.

Don't be afraid to stand out from the crowd – you can always re-list the job with a different description if it's not working.



Join our committed, professional and highly-motivated pest management team as a pest control technician

You should be able to carry out routine pest inspections and deliver one-off jobs daily, in a professional manner and be able to write clear, concise inspection reports. You'll be responsible for the service of our commercial and residential customers in XXXX areas.

For this role you will need to:

- Be qualified to BPCA/RSPH Level 2 Award in Pest Management
- Have at least two years' field experience
- Have a full clean driving licence
- Be friendly, with a flexible, can do attitude
- Enjoy being part of a team, yet able to operate on your own initiative
- Have good communication skills, both verbal and written.

What we can give you:

- Basic salary in region of £XX,XXX - £XX,XXX depending on experience, plus commission
- Company vehicle
- Mobile phone
- 20 days holiday, plus 8 bank holidays
- Ongoing training

If you're interested in being challenged every day with a variety of jobs forward your CV and covering letter to XXXX. Application closes XX/XX/XX.

CONTINUED >

Posting your job

The benefit of posting to a specialist job board is that you're already targeting the sort of people you're looking for - people interested in the pest management sector.

By posting to a specialist job site like bpca.org.uk/jobs you're instantly cutting out some of the time wasters who haven't given

the field a second thought until now. You might be okay with people applying that don't know their IPM from EFks, but we think it's worth all your applicants being aware of what pest management entails before they hit apply.

HOW IT WORKS

If you're a member then it's good news – posting a job is free for you.

Go to
[bpca.org.uk/
member-area](http://bpca.org.uk/member-area)

Log in with your
organisation ID and
password

Then go to
[bpca.org.uk/
post-a-job](http://bpca.org.uk/post-a-job)

Fill in the form with
all the info from
your job advert

Include a unique
reference and note it

Format your job nicely

Add a salary range
otherwise your job will
show as being paid
£0-£0 a year!

Put an application
deadline and email
address you check
regularly otherwise
you won't receive
any applications!

Click "create vacancy",
and your job will be sent
to the BPCA staff team.
They'll review the advert
and post it (usually
within 24 hours)

You'll receive copies of all
the applications to the
email address you chose.
Check nothing's ending
up in your spam folder.

If you're not a member, then you need to
contact marketing@bpca.org.uk to post a
job and you will be charged for it.

TOP TIP

There's an extra box at the bottom that has space for information about your company. We suggest you fill this out in detail. This is the sort of information a job hunter is looking for when deciding what to apply for.

**DON'T BE
AFRAID TO STAND
OUT FROM THE CROWD
– YOU CAN ALWAYS
RE-LIST THE JOB WITH A
DIFFERENT
DESCRIPTION IF IT'S
NOT WORKING.**

RECRUIT A PEST CONTROLLER

From posting a job to hiring a new employee

“Remember, job interviews can be horrible. Make sure that everyone who leaves the interview thinks well of you and your company.”

Shortlisting and inviting to interviews

Hopefully, after a few weeks of your advert being out and about, you'll have a nice pile of applications.

Now it's time to sift through the applications and choose between three and six people to invite to interview (any more and you'll start forgetting who's who like a bad murder mystery).

Having never employed a pest control technician I asked Kevin, our Membership Manager and ex-pest management business owner, for some ideas for questions and test in an interview situation:

- Check they can use satnav or a map
- Get them to complete a pest control report

- Ask them to give advice on some specific pest problems
- Ask them to organise a day's work schedule
- Test their legal knowledge on health and safety duties and responsibilities
- Get them to look over a pest control van and see what they can tell you about transport, storage, transporting weapons, safety data sheets.

Give them a score from 1 to 5 for each of the above tasks. While you're talking you should also get an impression about their:

- Appearance, manner, self-confidence and speech
- Qualifications and experience
- Intelligence: ability to think things out,

problem-solving, ability to absorb new information and training

- Aptitudes: practical, intellectual, social, physically active (check hobbies and interests); relevance to job
- Level of initiative, drive, persistence in overcoming problems, ability to plan, organise and achieve
- Personal aspirations
- Ability to get on and work with others: as a team member, customers and clients
- Ability to cope with change, stress and frustration
- Ability to carry responsibility
- Maturity: realism of outlook and aims
- Reliability: conscientiousness, integrity.

Feedback from a member

I am very happy to inform you I have a PCO starting on Monday 11 September, who is experienced and has been working for a county council. This has only been possible through your good efforts, the BPCA Jobs Board and the guidance and help you have given me.

One CV I received was from someone working in Saudi Arabia. Just shows you the BPCA is on the world stage.

Thanks again and keep up the good work.

Iain Urquhart, Advanced Pest Management

ALWAYS MAKE SURE YOU ONLY ASK QUESTIONS RELEVANT TO THE JOB.

For example, you cannot ask "are you from the UK?", or "is English your first language?" Nor can you ask if a person is married, their age, questions about sick days taken, or even if they have a criminal record (nobody needs to disclose their spent convictions, and a DBS check should be done before interviews, if required).

These questions can all be considered as discriminatory.

If they volunteer information themselves, that's fine – but don't go fishing for answers to personal questions.

Also, it's worth mentioning that there seems to be a bit of craze where employers ask weird interview questions – as if the purpose of an interview was to take a person by surprise completely. "Who is your favourite Disney princess?" is not an appropriate interview question.

By the end of the interview, you'll have scores from 1 to 5 for each of your criteria. This should help you decide who your best candidates are.

Make notes as you're going and then flesh them out as soon as the candidate leaves. An employment tribunal may insist that an employer disclose interview documents, and so it is important that there are no disparaging remarks or discriminatory comments on any of your notes.

Remember, job interviews can be horrible. Make sure that everyone who leaves the interview thinks well of you and your company. If they don't get the job, they should feel sorry, not resentful. Try and make

every interview a good experience. There's no need to burn a bridge.

Always get back to unsuccessful candidates as soon as possible – it's only fair. Be prepared to give constructive feedback if you're asked.

NEXT STEPS

Once your shortlist is down to one, you're ready to offer them the job. We won't go into too much detail about what you have to do when employing someone here.

Instead, if you want to know more about your responsibilities after you've made the offer of employment (and you're a BPCA member) head to the BPCA BusinessShield. It's got pages and templates on recruitment, job descriptions, staff application forms, the interview process, references and the induction process.

MORE INFO

 bPCA.business-shield.co.uk

First employee? Ready for automatic enrolment?

Under the Pensions Act 2008, every employer in the UK must put certain staff into a workplace pension and contribute towards it. This is called automatic enrolment. We asked The Pensions Regulator to tell us what's required of small pest management companies when they want to employ someone.

The Pensions Regulator (TPR) is responsible for ensuring that all employers comply with workplace pension law. It's important that you understand what you'll need to do and the date that the law will apply to you. TPR has guidance and support which will help you to comply with your automatic duties on time.

Whether you're a hairdresser, an architect or a professional pest control technician, once you employ at least one person you are an employer and you'll have certain legal duties. You'll need to decide how much to pay, check if they have the legal right to work in the UK, determining whether you need to register as an employer with HMRC, take out employer's liability insurance, among others. Automatic enrolment is just one of these steps.

WHAT WILL I NEED TO DO?

On the day your duties start, you must assess your staff to see if they meet the age and earnings criteria to be put into a pension scheme for automatic enrolment.

- You will need to put those staff who meet the age and earnings criteria into a pension scheme that qualifies for automatic enrolment, and pay into it.
- You must write to each member of staff within six weeks of when your duties started (whether or not staff meet the criteria to be put into a pension scheme) to tell them how automatic enrolment applies to them.
- You'll also need to tell TPR how you've met your legal duties by completing your declaration of compliance. This is a legal requirement which must be completed and submitted to TPR within five months of your duties start date.

TPR has information and guidance on their website to help small employers understand what they need to do, and by when www.tpr.gov.uk/employers

WHEN WILL MY DUTIES START?

If you already employ staff, or plan to take on someone before 1 October 2017, and have registered with HMRC, then you will be given a staging date by TPR, who will write to you to confirm when this will be, and what you'll need to do.

If you employ your first member of staff from 1 October 2017 onwards, then your legal duties for automatic enrolment will begin on the day your first member of staff starts work. You should start preparing early for this to work out what you'll need to do.

WHAT IF STAFF ARE NOT IN PAYE?

If your member of staff earns £113 per week (£490 per month) or below, HMRC may not require you to set up a PAYE scheme. However, you do still have certain automatic enrolment duties from the day you first take on your first member of staff:

- You must write to your staff to tell them how automatic enrolment applies to them
- If your staff then write to ask you to put them into a pension scheme, you must set this up for them, but you don't have to pay into it.

When you start paying a member of staff more than £113 per week, you must set up a PAYE scheme with HMRC. You must also assess your member of staff to work out if they need to be put into a pension scheme that you also pay into. After you set up your PAYE scheme, TPR will write to you and ask you to complete a declaration of compliance (where you declare how you've met your duties) by a specific date.

ONGOING DUTIES

Whether you have staff to put into a pension scheme or not, all employers have ongoing duties for automatic enrolment. Each time you pay your staff (including new starters), you must monitor their age and earnings to see if they need to be put into a pension scheme and how much you need



to pay in. You will also need to manage requests to join or leave your scheme.

I NEED MORE INFORMATION

TPR has guidance and tools on their website that will help you meet your duties. You may also wish to speak with your business adviser, for example your accountant, to see what support they are able to offer you.

Key considerations to bear in mind:

- Make sure you know what you need to do and by when – you'll have duties even if you only employ one member of staff
- Work out the costs which may be involved in terms of time and money – TPR have guidance to help you think about one-off costs involved in setting up automatic enrolment, as well as the ongoing cost of paying money into the scheme and managing the process
- Decide who will complete the tasks you need to undertake – while you can carry out the automatic enrolment tasks yourself, you may choose to ask your business adviser for extra support – make sure you understand and agree which tasks you and they are doing so that nothing is missed
- It is important you nominate a contact for TPR to send communications to about what to do and when.

USEFUL LINKS

What do I need to do and when?

www.tpr.gov.uk/employers

Nominating a contact

www.tpr.gov.uk/nominate

Choosing a pension scheme

www.tpr.gov.uk/scheme

Declaring compliance

www.tpr.gov.uk/declaration

Your questions answered

www.tpr.gov.uk/questions

NEW YORK RAT SAFARI



Andy Beckmann organises one of the largest pest management trade shows in Europe, Pest-Protect. While researching other trade-shows around the world, Andy has seen many weird and wonderful things. In this guest article, Andy tells us about his adventures on Bobby Corrigan's urban rat safari.

After registering for the New York Global Summit, I started to go through the usual marketing materials of associated events to see if anything caught my eye. There was a scheduled rat excursion in the evening. I raised my eyebrow.

Yeah, sure – you can plan the encounter with rats in an excursion. If only it were that simple.

I thought of the numerous press and documentary makers, who optimistically accompany pest controllers to get rat footage. They climb down the sewers with beating hearts and then end up having to film rats in the laboratory instead.

Most probably this tour was to Central Park and back, like a gorilla-excursion in the jungles of Africa. The kind where the participants stand around in the damp-heat completely amazed by their surroundings, although the desired animal is nowhere to be seen.

I read further. The excursion was to be led by Bobby Corrigan. That was interesting. I have met him countless times. The man is a gifted speaker and a goldmine of knowledge.

Okay, rather than senselessly sitting in an expensive restaurant and pouring alcohol into my system, I'll try a rat safari instead.

THE ADVENTURE BEGINS

There were 15 of us that found ourselves listening to the deeds of 'the rat king', as Bobby is described by the New York pest control scene.

We didn't have to walk for long.

On the crossroad, Bobby stopped and showed us an open rubbish container. And where there are open bins, rats are only a short way away. Protected by darkness and with rising temperatures during the daytime, the rats had climbed out from the drains and were finding rich food stocks in the bins.

It's easy to see why a city of around 12 million people has a problem with the removal of the rubbish. It's the cultural peculiarities: fast foods, oversupply, the size of the portions, the consumer mentality. The city's disposal unit was barely visible beneath the piling mountain of rubbish.

There is a permanent space problem in New York. This is a city where 30 minutes of parking costs \$12.50 after all. There is almost no refuge space, specialised storage or closed containers.

The never-ending rubbish pile is replacing refuse containers.

On the street it seemed like every day was like bin day. Except that in NYC the bins were replaced with black sacks and every building housed at least a football team's worth of rubbish makers.

The refuse collector drove through New York in the evening. Every day.

Bobby teaches at the university and seems to know about every study ever conducted on rats in New York. The scientific statistics on the garbage bags has shown that in every rubbish bag there is on average 7kg of possible food for the rats.

The daily food need of a single rat is only around 25g. I was sickened.



...EVERY DAY WAS LIKE BIN DAY. EXCEPT THAT IN NYC THE BINS WERE REPLACED WITH BLACK SACKS AND EVERY BUILDING HOUSED AT LEAST A FOOTBALL TEAM'S WORTH OF GARBAGE MAKERS.

“Protected by darkness and with rising temperatures during the daytime, the rats had climbed out from the drains and were finding rich food stocks in the bins.”

ALL THAT GLITTERS IS NOT GOLD

We went further to Central Park. Under the banks and near the overflowing rubbish bins were food scraps.

In the ivy there were rat trails clearly visible like a brown scar.

Bobby showed us blobs on the concrete. The blobs were more or less round with a long top. The loo of a rat. When rats urinate, they start running before they're finished. That's why they make a moist trail behind them.

We stood stunned in the middle of a big city jungle around a moist urine blob. They were everywhere.

When you think about it, the Japanese have it right when they take off their shoes before entering a house. I was even more sickened.

WE HAD IT ALL IN THE BAG

In the metro, we saw our rats.

Bobby explained this was somewhat unusual as the train tracks were very draughty. The supply rooms of the cleaning department in the underground

were the favorite place of the rats.

Our last station led us to a district with a higher concentration of restaurants. On the streets above there were rubbish piles.

After a couple more jokes and scientific anecdotes we noticed something: some of the bags were moving. It was particularly lively under the water rust directly beneath the containers.

Undisturbed by the commotion of our group, the rats were coming out of the drains and darting here and there, between the bags.

After the successful excursion, there was a lot of discussion in the bar as to what an unsupervised (and probably unmanageable) hotspot of rats could mean.

We all agreed that it was a time bomb. If the rats of New York contract a serious zoonotic disease they will spread it through three airports to the whole globe by air. Before anyone even knows it, there would be a pandemic – not a good thought.

The whole experience left me thinking and with a queasy feeling.

WHAT IS PEST-PROTECT?

Pest-Protect is a trade show for professionals in the pest management, disinfection, and plant, wood and commodity protection sectors. The next show will be held in Bremen on 24-25 January 2018.



www.pest-protect.eu

SAFARI
HIGHLIGHTS
IN PICTURES

Bobby in his element. The open garbage containers are a feast for the rats.



Some streets have district heating pipes in or near the sewers. There the rats are abundant. You can see the orange chimneys everywhere.



In the subway rats are not so common. But Bobby knows where to find them.



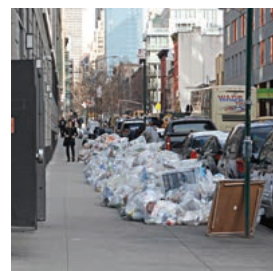
Some garbage bags are moving. There are some eyes. I feel like I'm being watched.



The rats run directly beneath our feet under the canal gutter and they have the choice. Pizza or Chinese?



The blind stupor of a city. Even in the day there is rubbish on the street. Every bag contains on average 7kg of possible food – enough to feed more than a hundred rats per day.



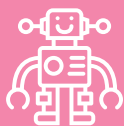
Don't get replaced by a



We've been talking about new technology in pest management lots over the last few issues. BPCA Technical Manager, Dee Ward-Thompson investigates how we best protect our profession with the impending age of automation on the horizon.

- **66% chance of being automated**
- **To fight off the machines we must be more human**
- **Tell clients about the new things you're trying and why**
- **Add the personal touch and make them value you as a technician**

**SPEED
VIEW**



What do telemarketers, loan officers, football referees, restaurant cooks, nuclear power reactor operators and pest control technicians all have in common? Nobody wants them to talk work at the dinner table? No. It's that the robots want their jobs.

No, we're not talking about the plot for the next Terminator film – this is the grand conclusion of the digital age.

Back in 2013, two clever people from Oxford wrote a paper that stated computer programmes or robots would steal about 50% of all jobs. With the staggering progressions in computing, that figure is no doubt conservatively low.

So that's about half the jobs in the world gone in the name of progress. And why not? After all, robots are more accurate than people, they don't take breaks, and they always follow their programming within the letter of the law (for now at least, gulp).

HOW AUTOMATABLE IS PEST MANAGEMENT?

The 2013 paper "The Future of Employment: How susceptible are jobs to computerisation?" lists over 700 jobs. It tries to work out how likely it is that a particular profession is going to be handed over to C-3PO or not.

According to the study, pest control technicians have about a 66% chance of being automated.

That means you're doing better than library assistants, office clerks, rock splitters, post office clerks and even models – there's a 95% chance of those roles being lost to the age of automation.

On the other hand, chiropractors, interior designers, aerospace engineers, therapists, dentists, and vicars are all less than 1% likely to be automated.

WHAT MAKES US AUTOMATABLE?

A nifty website replacedbyrobot.info details the automatable parts of a pest technician's typical work. It highlights the following tasks as easy prey for machines:

- Spray or dust chemical solutions, powders, or gases into rooms, onto clothing, furnishings, or wood, or over marshlands, ditches, or catch basins
- Recommend treatment and prevention methods for pest problems to clients
- Study preliminary reports or diagrams of infested area and determine treatment type required to eliminate and prevent recurrence of infestation
- Inspect premises to identify infestation source and extent of damage to property, wall, or roof porosity and access to infested locations
- Record work activities performed
- Direct or assist other workers in treatment or extermination processes to eliminate or control rodents or insects.

RAGE AGAINST THE MACHINE

So, should we all just quit and retrain as art therapists, right? Probably not. I say we fight the system. The trick is to act like a human.

DON'T REDUCE YOURSELF TO BEING JUST A BAIT BOX CHECKER

Savvas Othon mentioned this in his guest article in PPC87, but I think it's worth repeating. Technicians do not visit sites to merely check bait boxes.

Robots are programmed to follow a preset list of instructions – you're not. I've never met an intuitive robot. Approach your work with the attitude of a professional. Make recommendations about prevention. Use your experience and training to prevent an infestation before they even occur.

SERVICE WITH A SMILE

Add the personal touch to your daily routine. Making recommendations as a friendly, qualified, expert focusing on customer service rather than merely controlling a pest problem, will mean that a client will always choose you over a heartless machine. Showing the customer where and what the recommendations exactly are not only improves relationships but improves the likelihood that they will be done correctly. Get to know the clients business, understanding how their processes work shows your care.

BE A CRITICAL AND CREATIVE THINKER

A computer program literally thinks inside the box. Technology is only as good as it's programming while you have the potential to learn from your experiences and make educated, logical leaps. Read up on new products and non-toxic controls that can enhance your service, look for new ways to enhance the service that you provide. Tell the client about the new things you are trying and why.

BE UNDERSTANDING

Robots can't empathise with a client. Look your clients in the eye – tell them you understand that this can be distressing. Establish trust and build a rapport. Make a person feel seen and heard.

Educate your clients, help them understand more about the pest management programme on their site, make them feel part of it – not an outsider.

Imagine a robot saying "I'm sorry for your trouble, I can imagine this must be very upsetting." It just wouldn't have the same clout coming from a Dalek.



robot pest controller!



LOOK
YOUR CLIENTS
IN THE EYE – TELL
THEM YOU
UNDERSTAND THAT
THIS CAN BE
DISTRESSING.

The most automatable jobs (>99% chance)

- 1 DATA ENTRY KEYERS
- 2 LIBRARY TECHNICIANS
- 3 PHOTOGRAPHIC PROCESS WORKERS
- 4 TAX PREPARERS
- 5 CARGO AND FREIGHT AGENTS
- 6 WATCH REPAIRERS
- 7 INSURANCE UNDERWRITERS
- 8 MATHEMATICAL TECHNICIANS
- 9 HAND SEWERS
- 10 TELEMARKETERS

The least automatable jobs (<1% chance)

- 1 RECREATIONAL THERAPISTS
- 2 FIRST-LINE SUPERVISORS OF MECHANICS, INSTALLERS, AND REPAIRERS
- 3 EMERGENCY MANAGEMENT DIRECTORS
- 4 MENTAL HEALTH AND SUBSTANCE ABUSE SOCIAL WORKERS
- 5 AUDIOLOGISTS
- 6 OCCUPATIONAL THERAPISTS
- 7 ORTHOTISTS AND PROSTHETISTS
- 8 HEALTHCARE SOCIAL WORKERS

BECOME AN INFLUENCER

Sure, it's one thing to make a name for yourself internally, but when you make your mark externally, you bolster your presence and reduce your automatability.

You are the expert, talk about your successes with your peers, share ideas and best practice, pest control is a passionate industry so show your passion.

Network, talk at events, write articles, opinion pieces, blogs. Get involved in your trade association. We've never had a robot on a committee yet.

BE HUMAN

We are sometimes at fault for being automated – technology helps us but can also be our worse enemy. Make sure every site is treated differently, that it's tailored to the clients needs, add your personal touch, make them value you as the technician, not the systems that are behind you.

IN CONCLUSION

When all's said and done, the robot rebellion isn't going to take over pest management tomorrow.

Fully automated pest management solutions are a way off for now. Search YouTube for "robots falling over" and you'll be suitably reassured. Siri still barely understands "call Mum", never mind "tell me the source of this mouse infestation."

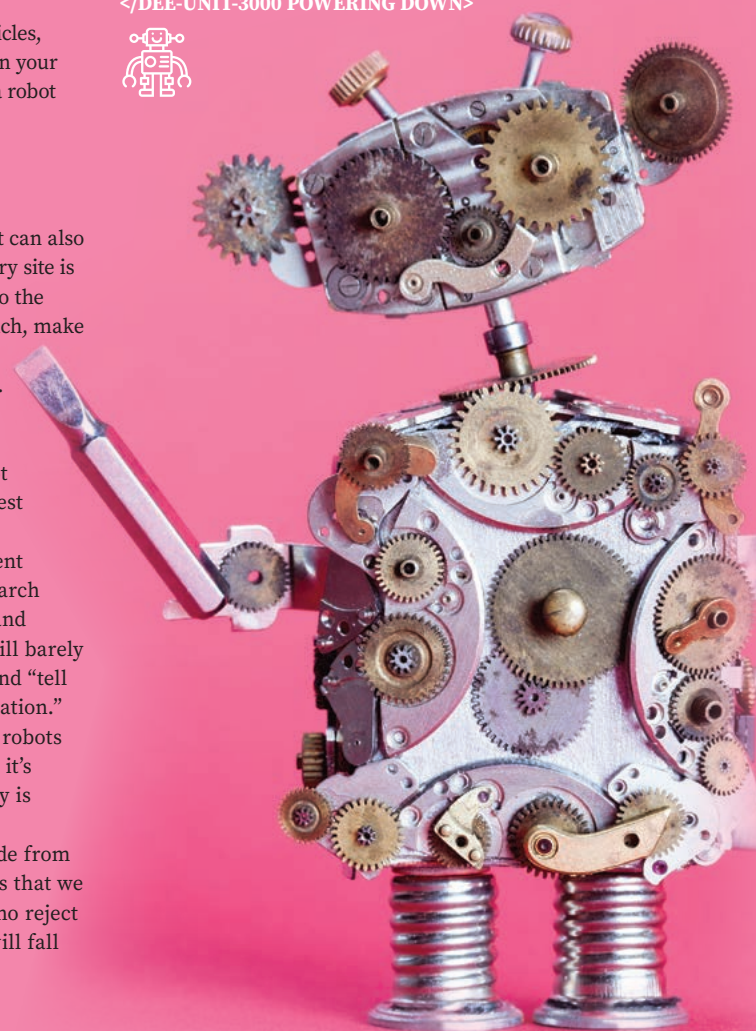
True automation and humanoid robots are still mostly science fiction, but it's worth keeping in mind that nobody is irreplaceable.

That doesn't mean we should hide from technology – if anything it suggests that we should embrace it. It'll be those who reject the technology of tomorrow that will fall behind the curve.

Take an interest in what's coming out from the manufacturing and distributors. Even if you're not the decision maker in your company, knowing what's out there will keep you ahead.

And above everything else – stay human, people!

</DEE-UNIT-3000 POWERING DOWN>



The death of the Yellow Pages and the rise of Shirley Temple

Telephone, telephone table, family address book, pen pot (complete with an assortment of random pens) and *The Yellow Pages*. These are what greeted most people entering their households during the 80s, 90s and even the early part of the 00s. My, how times have changed...



Marketing and Communications Manager, Ben Massey, looks at how pest management companies can advertise smarter in a post-trade directory world.



Image: www.magazine-advertisements.com

We all know that the Yellow Pages was, for many, the only directory for finding a trade, product or service. And, you know what, it worked very well.

With the rise in digital technology – Google, social media and the dreaded ‘reviews’ sites – long gone are the days when advertising in the Yellow Pages demanded an ever-increasing annual fee. Long gone are those staff meetings in which you spend hours pondering over an extra £250 for three colours in your advertisement, or even a double column spread. Kapow!

Don't get me wrong, printed listings still have a place in promoting your business, and will be a reliable source of referrals for a particular segment of your domestic market, but I'm convinced referrals will not increase in direct proportion to pounds spent.

Now, two years out from the year 2020, advertising and promotion are all about targeting, segmentation, and, well, customer service – some things never change.

Unless you pick the right advertising options, the risk is that you broadcast (and spend) everywhere. This will not help you achieve that all-important sweet spot concerning money out: business in.

TARGETING AND SEGMENTATION

Find out where your customers are coming from, and record it. Record how much the job was for, and also match the customer to a specific profile.

For instance, if it's a middle-aged working mother, you know that they are time-poor, likely to be technologically-friendly and heavy on review statistics.

These people do not visit a restaurant without a glance at Trip Advisor first!

Build a persona for who this customer is, and decide if are they profitable for you. Heck, we used a persona affectionately nicknamed ‘Shirley Temple’ to build a large chunk of our new site – guess where the majority of referrals come into our office from. That's right, our Shirley.

Using a selection of personas you'll build up a bank of 4-6 weeks' worth of ‘data’ and gain a good grasp of where the domestic and minor commercial incomes come from. Common sense suggests you spend a little more targeting your most profitable customers, and a lot less elsewhere.

WHERE TO PROMOTE?

For the price of a three-colour, double column ad in Yellow Pages (in 1995) you can:

Put a press release in the local paper

Just joined BPCA or achieved CEPA Certified® status? Build a press release and send it to the local paper just as you enter a particular season.

Spend some time on Facebook

Social media pages boost your website search, allow people to recommend your page to friends/contacts and also enable you to show people what you're up to. Trying to sell through your page can be tough, and some people's pages turn to noise with all the offers and promotions. Educate your followers, make pest control interesting.

Try a paid social media advert

Paid-for targeted advertising can be really useful. You can get seen by people who haven't ever heard about you. If you have your ‘Shirley Temple’ defined with interests and demographics, social advertising allows you to home in aggressively. Set a small budget to start with and check that your advert is doing well. You can always add to your budget later or try something different instead.

BOOST FOR BPCA REFERRALS

Next year, members will benefit from an enhanced profile on the BPCA website with development to our Find a Pest Controller tool. This allows you and your company to showcase what you're about in a brief, professional manner.

Consider building a few powerful sentences to go on now. It's free for members, but no double page column like Yellow Pages on this one I'm afraid!

Take a crash course in search engine optimisation

A day on an SEO YouTube video, or even better, an afternoon from an SEO expert should boost your search rankings tenfold.

TELL THEM YOU FOUND THE BEST INFORMATION IN PPC MAGAZINE!

WHILE WE'RE ABOUT IT...

Why not consider advertising in the award-winning PPC magazine? Contact marketing@bpca.org.uk

Word-of-mouth, still the cheapest, still the best

Word-of-mouth is as powerful today as it has ever been, but now it's public. This includes the recent 'looking for recommendations' in development on Facebook.

Deliver a quality service, give good customer service, and your promotion will be done for you. Google My Business, Facebook, Which Trusted Trader and YELP all host review mechanisms, and a positive review on one of these is worth £££ when it comes to promotion.

Recently, a member told me he makes a courtesy telephone call 48 hours after each job, which prompts the vast majority to positively review his Facebook page. It's simple, proactive and free!

Even more important, should you get a negative review it's so vital to fix it publicly. "I'm sorry to hear that you're unhappy with the service we provided. Please call us, and I will personally be there to get this resolved for you." This shows integrity as well as professionalism.

Other ways in which you can achieve that public word of mouth is by leaving some print media which educates the customer about the pest, and how they can guard against this issue happening again (check out the new BPCA PrintShop, see opposite).

As we head into a new membership year, it's important we offer members something fresh, something that helps a business succeed. We wanted to give something that helps those without in-house marketing professionals to save money.

Before you jump into your (sign-written) van, remember to record your customer persona and schedule a follow-up call in 48 hours' time. Don't forget to get some postcards into neighbouring houses and businesses.

This is where print media comes into its own. You've identified an issue in the vicinity (awareness raised), fixed it (brand built) and also offered a competitive discount should they discover an issue.

What's more, you're a BPCA member, and

it's shown on the postcard. Being part of a professional body is a key consideration for some of your personas.



BPCA

NEW

PrintShop

Print is very much alive, but it has to be used in the right way. Print is potent in maintaining brand recognition, adding significant value to customer service and, ultimately, keeping your logo (and mugshot) around long after you've gone.

You need pest control. Here's why...

Pests have the potential to:

- Contaminate homes and workplaces, spreading disease
- Damage products and foodstuffs, rendering them worthless
- Damage property, causing fires and flooding
- Rule regulations, leading to loss of business and prosecution

A PRINT SHOP? HOW DOES THAT HELP ME?

Here are the bones of it. To make a flyer yourself you will have to spend X amount on it being designed, more on stock photography, and another X amount

on printing it. All of which adds up to time away from your customers.

We have purchased an automated cloud-based system, commissioned some templates to be designed, and carefully selected a professional print outfit that can deliver a quality finish and service.

From January 2018, you will be able to log into the BPCA website, customise designs and either send them to be printed (by a selected printer) or download the PDF and print it yourself (or send to a printer of your choice).

This means you save all the money on the custom design costs, the stock photography and only get charged for printing!

It also means that the "Why you need pest control" flyer (which, in urban areas, will be used by multiple companies) can now be delivered with significantly enhanced customisation. Less BPCA branding and more <insert your company name here> branding.

WE WANT YOUR PRINT ITEM IDEAS

If you currently pay for print, let us know where we can help you save money.

 hello@bpca.org.uk

MARKETING AND PROMOTION MINI-SPECIAL



HOW IT WORKS

All member main contacts will have permission to a web page on the BPCA website where they can select, customise and approve printed literature, personalised to their company.

1

FINDING THE PRINTSHOP

Log into BPCA's website and navigate to the benefits page in the members' area (this is the launch pad for activating all other benefits). This will take you to the BPCA PrintShop.

2

ACCESSING THE PRINTSHOP

Register (or log-in for returning users) with your BPCA affiliated email address. Upload a company logo, contact information, brief 'about us' text and any other relevant information. Preview all print literature personalised, and only worry about design edits.

3

SELECTING A DESIGN

Browse the range of print literature available. Please note these are very early days, so as we gain feedback and requests from members, we can put more options into the PrintShop.

4

EDITING A DESIGN

Select an item, which can be viewed and copy amended for unlocked areas of the template. The proofing process will then allow a print-ready document to be accepted.

5

ORDERING A DESIGN

Once a design is accepted, select the number of copies to be printed, or choose 'download design only'. The member will then be taken to the payment screen to secure the order. The order will be sent to BPCA, to approve, and after acceptance, the job will be issued.

WHAT DOES IT COST?

Download-only PDFs are in the region of £2.50, and you can have 1,000 A6 double-sided flyers, designed, printed and posted for less than £80.

Quick marketing audits for every pest management company



We get a lot of questions about how to market your pest control business. Content and Communications Officer, Scott Johnstone, spends more time looking at BPCA member's websites, social media profiles and print materials than anyone else. He's found four free 15-minute marketing audits that every pest management company can do to check your brand is talking to your customers.

In 2016, there were 5.5 million private sector businesses in the UK. Most of those will have a website, print materials and some idea how they want to be perceived by their customers.

That's a lot of noise between you and your customer.

Try some of these quick marketing audits to see if you're breaking through the noise and being heard by your customers, or merely getting overlooked for a better-presented company.

**WRITE THE
BEST STORY
THAT YOU CAN
AND WRITE IT AS
STRAIGHT AS
YOU CAN.**

YOUR WORDS: WAFFLE OR WORTHWHILE?

I'm a big advocate for writing in plain English.

Some companies fall into the trap of writing about themselves in this weird sort of 'Marketese'. Here's an example of what I'm talking about, stolen straight from a website written exclusively in Marketese: "BRAND is a world-leading provider of information solutions that enhance the performance of science, health and technology professionals, empowering them to make better decisions, deliver better care, and sometimes make groundbreaking discoveries that advance the boundaries of knowledge and human progression."

Users detest this weird style of writing subjective and boastful claims about yourself. Get to the point.

A great tool for stripping down your work to its essentials is the Hemingway app.

Named after writer Ernest Hemingway, this free web tool examines your words and tells you where you're going wrong.

Copy and paste some text from your website or print materials and see how you score. I've copied and pasted everything in this section into the app to see how I've done, pictured below.

OK, so you can see that I scored a grade 10 – which isn't great (lower is better here). To be fair, I do have the big horrible quote in there to bring down my average.

If I remove the quote and swap the word "exclusively" for the easier to read "only" I get grade 6 which is very good.

The real (non-robot) Hemingway said, "Write the best story that you can and write it as straight as you can." The same is true for any copy on your website or print materials.

The Hemingway app checks for readability, adverbs, word choice and the passive voice. The creators freely state that rules are made to be broken, but do so sparingly.

See how the copy on your website measures up:

www.hemingwayapp.com

I'm a big advocate for writing in plain English.

Some companies fall into the trap of writing about themselves in this weird sort of "marketese". Here's an example of what I'm talking about, stolen straight from a website written exclusively in Marketese:

"BRAND is a world-leading provider of information solutions that enhance the performance of science, health and technology professionals, empowering them to make better decisions, deliver better care, and sometimes make groundbreaking discoveries that advance the boundaries of knowledge and human progression."

Users detest this weird style of writing subjective and boastful claims about yourself. Get to the point.

A great tool for stripping down your work to its essentials is the Hemingway app.

Named after writer Ernest Hemingway, this free web tool examines your words and tells you where you're going wrong.

Copy and paste some text from your website or print materials and see how you score. I've copied and pasted everything in this section into the app to see how I've done.

Hemingway

Readability

Grade 9
Good

Words: 182
Show More

1 adverbs. Well done.

0 uses of passive voice. Nice work.

1 phrase has a simpler alternative.

3 of 12 sentences are hard to read.

1 of 12 sentences is very hard to read.

“A striking logo can elicit a feeling of professionalism and trust in an otherwise faceless business.”

HOW GOOD IS YOUR LOGO?

Think of your logo as your organisation's face. There are thousands of pest management companies, all with a different face to make them stand out in the crowd. A striking logo can elicit a feeling of professionalism and trust in an otherwise faceless business.

McDonalds, Snapchat and Apple have some of the best logos around – but how do you check your face is sending the right message to your clients?

Here's a fun tool we found on the web that everyone with a logo should do. Go to brandmark.io/logo-rank and drag and drop a copy of your logo into the tool.

Brandmark is an artificially intelligent web tool that understands what makes a good logo. It's been trained with millions of logo images to score it based on uniqueness, legibility and colour/contrast.

Let's see how the BPCA logo measures up:

UNIQUENESS – 100 / 100

This score is based on comparing a library of millions of other logos to your own. Brandmark found no icons that are very similar to the BPCA logo. We always knew BPCA is unique – but it's nice to get the confirmation.

LEGIBILITY – 62 / 100

This score is based on recognising the logo from afar or when it's displayed really small. 62 out of 100 isn't great, but that's probably because of the 34 characters we have to squeeze into it.

We don't recommend squeezing lots of text into your logo, unless you're the UK's leading trade association for public health pest management. Then it's fine. Honest.

COLOUR/CONTRAST – 100 / 100

Colour and contrast help draw attention to your logo. Colour is completely subjective, but there's a reason why technology companies tend to go for blues, entertainment go for reds and environmental go for greens.

There's plenty of logos out there that don't follow the crowd but don't underestimate what your company colours are saying about you.

BPCA's logo gets another 100 here – that's probably one of the reasons the BPCA logo stands out from a crowd. If you haven't got the logo on the back of your van yet, what are you waiting for?

Overall we scored 87 out of 100, which is a good job really as we just ordered several thousand new branded pens. See how you score:

brandmark.io/logo-rank



WEBSITES ARE BIG AND COMPLICATED, AND YOU MAY NEED HELP KNOWING WHAT TO FOCUS ON.

CONTINUED >

HOW GOOD IS YOUR WEBSITE?

Time to look at the big picture. Websites are big and complicated, and you may need help knowing what to focus on.

We suggest you throw your site through the Nibbler test.

Nibbler is a free tool for testing your websites. All you have to do is enter the address of any website, and the tool will give you a report scoring the website out of 10 for things like accessibility, SEO, social media, and technology.

You're limited to three searches with the free version, so choose your sites carefully.

Let's have a look at our scores – overall we scored 8.6. To put that into perspective, bbc.co.uk scores 7.8.

The results show that in terms of accessibility, marketing and technology we score at least 8.0. Our domain has been registered for a long time; all our pages have good headings and metadata for search engines. Our

site is regularly updated and is 100% mobile friendly.

It's not all good news though. We're the 1,265,579 most popular website in the world, which is a small dip on this time last year. This is probably due to our June website update. We're confident it'll recover slowly over time.

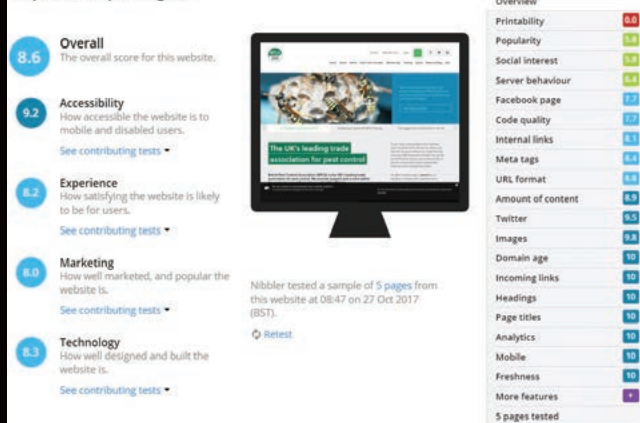
Nibbler also highlighted that our pages are hard to print and that we could be doing more on social media.

Why stop at your own site? Compare yourself to a couple of competitors, and you've got yourself an industry Top Trumps card set.

I won't go into details about how our competitor research went, but it's fair to say we're pretty happy with the results. (Note: if anyone from NPTA's marketing team is reading, your domain name expires early in 2018).

Try it yourself: nibbler.silktide.com/en

Report for bpc.org.uk



WHEN WAS THE LAST TIME YOU GAVE YOURSELF A GOOD GOOGLE?

No, it's not just a vanity exercise. You need to make sure when people are looking for you they can find you.

First things first. Google tries to customise your searches based on who you are and where you are. To make sure you're getting similar results to everyone else, browse privately, without cookies or tracking:

- Google Chrome > File > Incognito window
- Firefox > Select "New private window" from the menu in the top right corner
- Safari > File > New Private Window
- Edge > Select "New InPrivate window" from the more button in the top right corner
- Internet Explorer > UNINSTALL > use any other browser listed above.

Now go to **google.co.uk** and search for your business. If you don't have a particularly unique company name, you might want to try adding your location.

Our search engine results page is shown below. We have a Google 'My Business' setup in the top right-hand corner with company pictures, aggregated reviews, opening times, address and location.

We don't pay for any adverts, so Google is showing two sponsored results at the top. Short of bidding for the Adwords, there's not much they can do about this, unfortunately.

Next, we have our website, which Google has thoughtfully aggregated together for more straightforward navigation. This bit will

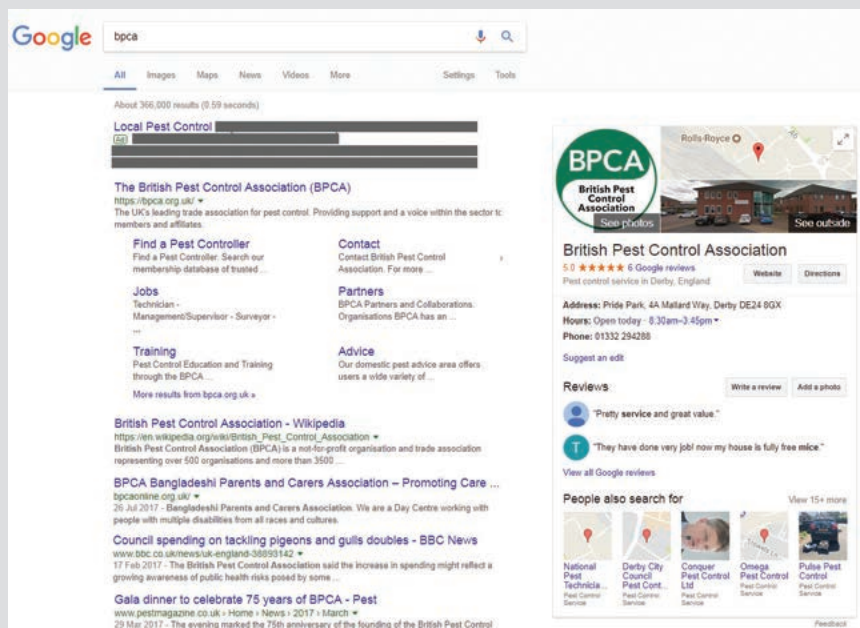
depend on how much traffic your pages have, rather than just your homepage. For example, the BPCA site has 'Find a Pest Controller' automatically listed first because it's a high traffic page.

Then we have our Wikipedia page, a couple of directory sites, the Bangladeshi Parents and Carers Association site (acronyms are hard to rank for), articles about us on the BBC news site, Pest Magazine and other news sources. Our social media pages pop up, and then there are lots of pages member companies have written about us on their sites – thanks, guys.

If you want an example of a poor digital presence, Googling "Scott Johnstone" gives you a Glaswegian Cardiovascular doctor and a picture of Peter Capaldi.

Obviously, you want pages relevant to you to appear in the search results as much as possible. Here's a couple of quick wins that might help you get more presence on a search engine results page:

- Set up a Google 'My Business'
- Have a company Facebook page
- Have a company Twitter page
- Have a company LinkedIn page
- Try a company Instagram if you think you can pull it off
- Get reviews on Google, Yell, Yelp, Trustpilot, Feefo
- Get other people to write about you (local news, blogs)
- Bid for an advert with Google.



Quick marketing audits

CHECK
YOUR
COPY

www.hemingwayapp.com

CHECK
YOUR
LOGO

brandmark.io/logo-rank

CHECK
YOUR
WEBSITE

nibbler.silktide.com/en

CHECK
YOUR
VISIBILITY

google.co.uk

LET US KNOW HOW YOU GET ON

@britpestcontrol

If you're a member, you can contact us for support:

marketing@bpca.org.uk

Controlling reputation – we can't help if we don't know!

A first lesson of public relations is to take control of potentially bad press. Being part of a trade association is a useful, but often forgotten, mechanism to help preserve reputation.

Ben Massey, BPCA Marketing and Communications Manager, and Jane Shepherd, trade association PR expert, explain why, and when, you should look to BPCA for support.

THE POWER OF REPUTATION

In PPC87 we referenced when Anticimex, a Norwegian pest control firm, hit the headlines for attracting some birds on to glueboards outside a McDonalds restaurant.

The issue was brought to the attention of a local newspaper, and from there it went viral. But, by following expert PR advice, the company was able to take control of the story, and piece by piece, restore its reputation.

PR consultant Jane Shepherd said: "This is a good example of how a company has restored confidence in its reputation even in a scenario which, at one time, was stacked against them. It's a model case study of how good PR can step in to put things right."

"In its broadest terms, effective PR can help companies stand out from the crowd and improve customer relations by speaking to the right people at the right time with a clear message. But good PR needs to be built on a strong reputation. It

is no use saying how great a service or product is if it is not. You have to practice what you preach.

"That's at the heart of great PR campaigns, with compelling messages in print, on websites, social media, in awards and many other types of communications making the strongest and best businesses stand out and shine."

THE VALUE OF A TRADE ASSOCIATION

Jane points out there's an element of PR – crisis management – which steps in when a situation hits the buffers: "Crisis management is designed to pick up the pieces when things go wrong. All's not lost if a situation goes off in the wrong direction, as the reality is mistakes happen – even with the best will in the world."

Ben Massey, BPCA Marketing and Communication Manager said, "Of course, we have a vested interest in the quality of our members' reputations, but the

reputation of the association is also at stake. Members display our logo and reference membership to secure work."

Jane advised, "If something does go wrong I always advise alerting your trade association straight away, whether you are at fault or not. In crisis communications, a trade association represents an independent and authoritative voice.

"In those instances where it is your organisation that is in the wrong, and things do become public knowledge, admit to the issue and then say you are sorry, as soon as possible. It is as simple as that, but it is incredible how many companies and organisations avoid this approach.

Ben added, "We do have it written into the BPCA Code of Conduct for members to notify the membership team if they become involved with any legal proceedings. But we also urge members to notify us of any PR activities where we can lend a helping hand."

BPCA member responsibilities

Within our Code of Conduct (item 2.1.13), BPCA members must notify the Association of any legal proceedings that may have an impact on the Association or its reputation, or that might bring the member into disrepute.

The term 'legal proceedings' relates to any legal process, case, suit or matter that the member company is named in.

We also request that you also notify the membership team should you be referenced (positively or negatively) in the public domain of the following:

- National and regional mainstream media (online or in print)
- Trade press
- Conferences, exhibitions and association events
- Shortlisted awards or prize-giving ceremonies.

MORE INFO ON EFFECTIVE PR?

BPCA's marketing team can work with you to improve your profile.

 marketing@bpca.org.uk

...STAND OUT FROM THE CROWD AND IMPROVE CUSTOMER RELATIONS BY SPEAKING TO THE RIGHT PEOPLE AT THE RIGHT TIME...





An online CPD quiz based on this feature is now available on the BPCA website. Each quiz is worth three PROMPT CPD points – register to take part at bPCA.org.uk/affiliate



Image: Martin Celuch

We're just beginning to realise what that means not just for plants and wildlife present, but for us too. The health of our surroundings is closely linked with both our physical and mental well-being.

Sadly all of the UK's bat populations have declined massively due to habitat loss and persecution. However, populations are starting to stabilise, albeit at much lower levels than originally. This article explores the role awareness and best practice within the pest control industry can have to contribute to their protection.

WHICH BATS USE BUILDINGS?

Bats are often found using buildings for roosting (somewhere to sleep, raise young etc), particularly as their natural roosting places in tree holes and caves become scarcer as they are destroyed or disturbed. Bats can use all areas of a building, however they are most commonly found in the walls, eaves and roofs. Unlike birds or rodents, bats do not make nests when roosting in buildings or cause structural damage.

Bats can use buildings at any time of year, but are most often found in houses between April and September, when female bats give birth to single young. Pipistrelles and long-eared bats are commonly found in houses.

PEST CONTROL WHILE PROTECTING OUR BATS

All UK bat species eat insects and as such do play a part in insect pest control in the UK – a single bat can eat thousands of insects each night. Bats are also considered to be one of our bio-indicator species – where there is a healthy bat population, there is a healthy local environment.

A joint article by the Bat Conservation Trust (BCT), the British Pest Control Association (BPCA) and the Property Care Association (PCA).



Common pipistrelle on adult thumb (image: BCT/Daniel Hargreaves)



Brown long-eared bats roosting at the apex of a roof void (image: BCT/Hugh Clark)

PIPISTRELLE BATS

There are three different species of pipistrelle: the common pipistrelle, soprano pipistrelle and the rarer Nathusius pipistrelle. They sometimes use houses as maternity roosts, choosing confined spaces such as cavity wall voids. However, roosts are usually on the outside of buildings, using features where these crevice dwelling bats can rarely be seen, such as under hanging tiles or fascia boards.

BROWN LONG-EARED BAT

This species mostly prefers older houses with large roof spaces, and as they roost in the roof void they are the species most frequently seen by householders. Small clusters may be seen at junctions of roof timbers or under the ridge.

Bats can often be found in the same spaces as common pests. However, unlike rodents, wasps and clusterflies, bats are not pests and are in need of your help. Populations of all of our UK bats have declined massively in the last century, some by up to 90%, which is why they are protected under both domestic and international legislation.

**SPEED
VIEW**

- The UK's bat populations have declined massively due to habitat loss and persecution
- It is illegal to damage, destroy or disturb any bats or their roosts
- The law does not prevent pest control occurring in within a property where a bat roost is present
- Controlling wasps, clusterflies and rodents may affect bats or their roost
- Guidance documents are available in our member area

WHY LOOK OUT FOR SIGNS OF BATS?

There are 18 species of bat in the UK and all bats and their roosts are protected by law, whether the roost is occupied or not, because bats tend to re-use the same roosts year after year. All bats and their roosts are protected under The Wildlife and Countryside Act 1981 (as amended) and The Conservation of Habitats and Species Regulations 2010 (as amended).

Bats should be considered during pest control activities, as it is illegal to damage, destroy or disturb any bats or their roosts without having taken the necessary precautions. In this context 'damage' could include such operations as treatment with chemicals found in wood preservatives or leaving open trays of bait within a roost for rodents. If bats make contact with a rodenticide or it gets on their fur, they could then be poisoned when grooming. This can happen when bat droppings are mis-identified as rodent droppings (see above).

The law does not prevent pest control occurring within a property where a bat roost is present, and free advice can be sought via the Statutory Nature Conservation Organisation (SNCO) for your country as to how this may be carried out within the law:

- ENGLAND Natural England via the BCT 0345 1300 228
- NORTHERN IRELAND Northern Ireland Environment Agency 028 9039 5264
- SCOTLAND Scottish Natural Heritage 01463 725 165 batsinhouses@snh.gov.uk
- WALES Natural Resources Wales 0300 065 3000 (ask for the species team).

CONTINUED >

Potential roosting and access points in historic building with bat roost (image: BCT)



Staining and droppings indicate the presence of bats (image: BCT/John Haddow)



Moth wing feeding remains (image: BCT/Steven Roe)



Bat droppings (image: BCT/Amanda Adebisi)

Identifying a bat roost: some practical steps

You must take great care when seeking to identify a potential bat roost and it is very important not to disturb any bats. There are a few simple signs to look for:

Bat droppings

Similar in appearance to rodent droppings, bat droppings will be very dry and will crumble to dust under very little pressure. If you notice droppings, a quick crumble test (with gloves or a tissue) is a good way to get an indication of bat presence. On extremely rare occasions there are health risks from allergic reactions, dust inhalation and gastro-intestinal infection, all of which can be avoided by following simple precautions (eg wearing a dust mask and gloves when clearing droppings) and maintaining basic standards of hygiene.

Potential access points

You may see or know of these on or around the property, our smallest bat species can access gaps as narrow as an

adults thumb and many species may roost in outside features such as:

- Under weather boarding or hanging tiles
- Between timber frames and stone work
- Between window frame and wall brickwork
- In gaps behind cladding tiles
- Between underfelt and boards or tiles.

IS THERE A KNOWN HISTORY OF BATS AT THE PROPERTY?

Look around before planning your work. Have you or the builders / surveyors seen bats or their signs in the loft space or elsewhere on the property? Inside roof spaces they roost:

- Along the ridge beam
- Around the gable end
- Near the chimney breast.

If you are in any doubt, please visit the BCT website www.bats.org.uk or contact BCT's National Bat Helpline 0345 1300 228 enquiries@bats.org.uk

PEST CONTROL WHILE PROTECTING OUR BATS

How do bats affect pest control?

The control of pests such as wasps, clusterflies, hornets and rodents may unintentionally affect bats or their roosts, so care should be taken when controlling pests in an area where bats are, or are known to have been, present.



WASP NEST TREATMENTS

In some circumstances, eg where wasps are a health and safety issue, insecticides suitable for use in bat roosts can be used, but advice must be obtained from the appropriate SNCO about when to apply them, particularly if bats and wasps share a common access point or the nest is close to the area used by the bats.

Usually a survey by a bat worker/roost visitor would be required to determine the case specific advice.

GENERAL ADVICE FOR AVOIDING IMPACTS UPON BATS

To avoid an offence from being committed, if bats are known to be or have been present, or bats or their droppings are discovered at any stage (including after operations have started), work must not commence or must stop immediately and advice be taken from the Statutory Nature Conservation Organisation (SNCO).

In addition, be aware of this pest control best practice to protect bats:

- Rodenticides in an open tray should never be placed below roosting bats

- Spring, cage or sticky traps should never be used in bat roosts
- Ultrasonic deterrents should not be used in a bat roost.

The BCT has been working closely with the pest control industry for a number of years, and BCT can now count a pest control company as a Corporate Member.

In the last year BPCA and BCT have been working on a number of specific advice notes and awareness articles to help promote bat awareness and to liaise on best practice advice.

WOOD DESTROYING INSECTS



The use of timber treatment chemicals in roofs to control for woodworm used to be responsible for the deaths of whole colonies of bats. Since the problem has been recognised, many products have become available that are more suitable for use in bat roosts to treat the timber and to treat infestations.

Prior to undertaking any form of treatment it is essential to establish if the infestation is active, or historic. All timber should be investigated by a suitably qualified person to determine evidence of current activity to justify any form of treatment. Some timbers may show signs of historic activity. The insect may have already died out due to unsuitability of the timber, decreased moisture content or due to previous treatments – therefore treatment is not justified.

Two of the more notable woodborers found in UK buildings are the common furniture beetle (*Anobium punctatum*) and the deathwatch beetle (*Xestobium rufovillosum*).

The common furniture beetle is the most abundant of the wood-destroying insects found in buildings in the UK. It naturally inhabits dead

stumps and fallen branches in woods and hedgerows, but is more abundant in building timbers and furniture.

One of the most distinguishable indicators of an active infestation by this beetle is trails of fresh bore dust particularly on vertical surfaces. Other indicators include the presence of adult beetles, larvae in the timber, and holes with a fresh cut appearance.

Due to its preference for certain partially decayed hardwoods, principally oak, the deathwatch beetle is most commonly found in historic buildings. The best indicator of an active infestation by deathwatch beetles is the presence of adults, which are typically found on surrounding floors.

Even if bats are absent from the roof space there is still the chance that they will move in in the future. We therefore recommend that only a fluid suitable for use in bat roosts are considered. These treatments have a much lower level of active ingredient, although all insecticides may be harmful to bats so care must always be taken when using them.

The correct amount of pesticide should be used and treatment should be kept as localised as possible. Since recommendations change regularly, details of insecticides and fungicides can be obtained from SNCOs www.gov.uk/guidance/bat-roosts-use-of-chemical-pest-control-products-and-timber-treatments-in-or-near-them

No treatment should be undertaken while bats are in the roost. Not even 'bat friendly' emulsion chemicals as there is a danger that bats will come into direct contact with them.



RODENTS

Always do the crumble test to check droppings are identified correctly.

Where a roost is present or suspected and rodents are also present, it is advisable to lay rodent bait when bats are not present, if at all possible. Care should be taken to minimise any disturbance caused to the bats, particularly during the critical hibernation period (November to February) and breeding season (May to September). Ideally work should be timed for between March and April, or September/October, when any baby bats will have been weaned, and the bats will not have entered hibernation yet.

Provide a copy of BCT's advice leaflet to the pest control technicians involved for them to follow (available in the BPCA member area or from the BCT directly). Inform them of the presence of a roost and that there is always the possibility of bats being present in loft spaces any time of year.

Working in line with the CRRU Code of Best Practice and following product label directions:

- Use bait bags or enclosed forms of bait (eg wax blocks in bait stations) only
- Distribute the appropriate number of bait bags/bait stations throughout the roof void at floor level only

- Before embarking on a baiting programme, you should read the product label carefully and follow the instructions given to ensure that the correct, legal and safe procedure for that specific product is followed
- Take care not to disturb any bats when laying fresh bait or when removing old/unused bait and dead rodents. Access the loft only when necessary and allow any bats access to an undisturbed area at all times.

Please do not use:

- Open trays of rodenticide or loose bait – if bats should come into contact with the poison there is a risk they could ingest it
- Spring, cage or sticky traps should not be used in/near bat roosts as there is a risk that bats, particularly babies, may accidentally fall onto them and become injured
- Open trays of bait should not be used – although bats are not attracted to them, there is a possibility that they could fall into one or come into contact with rodenticide and accumulate poison on their fur, which they could ingest upon grooming
- Ultrasonic deterrent devices anywhere near to a bat roost as too little is known about their effect on bats and the use of them may be classified as disturbance.

Want more information on bats?

BCT has kindly allowed us to share guidance documents for pest controllers. You can download them at bPCA.org.uk/member-area

For more information contact BCT Built Environment Officer Jo Ferguson jferguson@bats.org.uk or BPCA Technical Manager Dee Ward-Thompson technical@bpca.org.uk



Image: CC Tristram Brelstaff

CLUSTER FLIES

If bats are present, it may be possible to alleviate the fly problem by blocking the routes that the flies enter the living areas of the house. Alternatively, vacuum cleaners can be used to collect the flies. Bat-friendly fly-traps include an enclosed box containing granules which attracts the flies into it and dispatches them.

Spray treatment is not recommended in bat roosts but can be undertaken (using SNCO approved chemicals) where it can be confirmed by a bat worker/roost visitor that no bats are present.

Spraying should always be a last resort, used only after all non-chemical methods have been considered and deemed unsuitable in that particular situation. If electric fly killers are to be used, advice should be sought from the SNCO beforehand since their operational hours must be monitored and tailored according to the time of year. Any servicing required at intervals must also be agreed with the SNCO. Sticky traps should never be used in the vicinity of a bat roost.

For information on bats in general, please go to the BCT's website www.bats.org.uk or, if you find a bat, please contact the National Bat Helpline immediately on 0345 1300 228.

Parts of this article have appeared in Listed Heritage magazine, the membership Journal for the Listed Properties Club.



PPC LIVE

Professional pest control together

14 MARCH 2018 / THREE COUNTIES SHOWGROUND, MALVERN

REGISTER
NOW FOR
A FREE
BREAKFAST
ROLL AND
DRINK!

50+
exhibitors

Earn vital
CPD points



VISIT

bpca.org.uk/PPClive

EMAIL

events@bpca.org.uk

CONNECT

#PPClive2018

Designed for professional UK pest control technicians, managers and company owners.

Why attend PPC Live?



With a busy diary it's hard to make time for attending tradeshow and events, let alone having to choose between which events you should attend. BPCA Events Manager, Lauren Day, has been to her fair share of trade shows. She answers your big questions about PPC Live.

IS PPC LIVE JUST A SMALLER PESTEX? NO, NOT AT ALL!

PPC Live first began in 2014 as a result of wanting to make the pest control industry accessible for everyone - not just those who are able to attend PestEx.

PestEx has firmly made it's home at ExCel in London, so we designed a show that moves around the UK, based on the requests of our members.

ExCel is a fantastic space, but it has limits. Being out of the city centre means we can do an outside seminar area with practical demonstrations alongside the ever-popular, PestEx-style indoor seminar sessions.

We decided to make this a one day show, rather than the usual two days of PestEx. We thought this way people can come for the day and see everything they want to, while still gaining those all important CPD points.

DOES ANYONE EVEN GO TO PPC LIVE?

Yes! We wouldn't be organising our third PPC Live if it wasn't a popular event.

In 2014, the first PPC Live was held at the AJ Bell Stadium in Salford, Manchester. It was off to a great start with 351 visitors and feedback showing that it was definitely a success. The first PPC Live gave us loads of ideas, so we set about building on its success for the next one.

In 2016, the show moved to the East of England Showground in Peterborough, following the same principals. Both exhibitors and visitors grew again!

Now in 2018, after feedback from the pest management community, we will be in the South West of England at the Three Counties Showground in Malvern, Worcestershire.

Anyone who organises or attends a repeat event appreciates it is always a challenge to keep events fresh with something new to see and new topics to talk about. I think we've done it again with a busy seminar schedule for both our indoor and outdoor areas including topics such as wildlife management, mosquitoes and resistance.

Practical
outdoor
product
demos

REGISTER
NOW!

bpca.org.uk/PPClive

Prizes
and
giveaways

Keep
up-to-date
with the latest
news, products
and industry
changes

Variety of
seminars
delivered by
industry
experts

Network with
like-minded
professionals



What's happening at PPC Live 2018?

- 1** Indoor seminars and outdoor demonstrations delivered by real experts (see page 35).
- 2** A hall packed with over 50 exhibitors showcasing their latest products and services.
- 3** A lot of chances to network: the exhibition hall, the coffee area, BPCA's stand, the CSN Lounge!
- 4** BASIS Prompt will be giving you 2 CPD points just for attending.
- 5** A free bacon roll and hot drink before 10.30am for everyone who registers in advance.

**HOT
BREKKIES
SPONSORED
BY THESE
FABULOUS
FOLK...**



Insect-a-clear



Who should attend PPC Live?

You should! If you're reading this magazine, then this event is for you. We named the show after the magazine after all!

We're sure that anyone with an interest or involvement in public health pest control will find the show useful to attend.

Whether it's from visiting the wide range of exhibitors, meeting with like-minded people from across the industry or watching demonstrations and seminars – you're bound to take something important away from the show.



TECHNICIANS

- Check out all the new products available in the exhibitors' hall
- Keep up-to-date with the latest changes in legislation
- Industry specialist Clive Boase will be talking 'resistance' which many ask for as a topic at our Regional Forums
- Prizes, competitions and freebies
- Collect up to 6 points towards your yearly target of 20.

BUSINESS OWNERS

- The Contract Sharing Network lounge is an opportunity to learn about services that can help you grow your income and add another string to your corporate bow
- Looking at taking on an apprentice – members of the Employer Development Group will be launching the apprenticeship at PPC Live
- Learn how you can work with technology to strengthen your service with a session from Rentokil's Science and Innovation Director.

LOCAL AUTHORITY AND ASSOCIATED SECTOR STAFF

- PPC Live is a fantastic time to learn about this vibrant sector and what we do
- If you have a question about pest management, there's no greater opportunity to get it answered by an expert.

ADMIN PERSONNEL

- Learn what the front line of the sector is really about
- Our Marketing and Communications Manager, Ben Massey will be giving a seminar slot on marketing for smaller companies
- Meet exhibitors who have products and services designed to save your company money or make your life easier.

SERVICE SPECIALISTS

- With over 350 pest industry professionals visiting the show, where better to network and build contacts to grow your business?
- Visit the CSN lounge and learn how you can work with the BPCA members' network.



PPC Live floorplan

EXHIBITORS

We're packing the Three Counties Showground full with exhibitors, and so far it's shaping up nicely. Have a look at all the exhibitors we've lined up already. We've still got a variety of spaces left for exhibitors, so if you're interested in booking a spot contact events@bpca.org.uk

1ENV
AGRISENSE
BASF
BARRETTINE
BASIS
BAYER
BELL
BOWER
BRADSHAW BENNETT
CLIVERTON
DEADLINE
HOCKLEY
KILLGERM

LODI
MERLIN ENVIRO
OCTAVIUS HUNT
PELGAR
PELSIS
PESTFIX
PESTWEST
RATPAK
RUSSELL IPM
SERVICE PRO
SERVICE TRACKER
VECTORFOG
WOODSTREAM

REGISTER NOW!

bpca.org.uk/PPCLive

STAND BOOKED

STAND HELD

STAND AVAILABLE

OUTDOOR DEMOS



14.30 - 15.15 Van of the Year 2018

For many pest control technicians, it's their office, their stockroom, their storefront, their breakroom, and their workhorse.

We wanted to celebrate the unsung hero of the pest management world – your van.

Our panel will be talking through what makes for the perfect work van. They'll be discussing everything from health and safety, pesticide storage, security, fleet technology, and company branding.

You'll be able to see some examples of fantastic vans and pick up some tips for your own vehicle.

Do you have the best pest management van in the business?

If so would you like your work van featured in the demonstration?

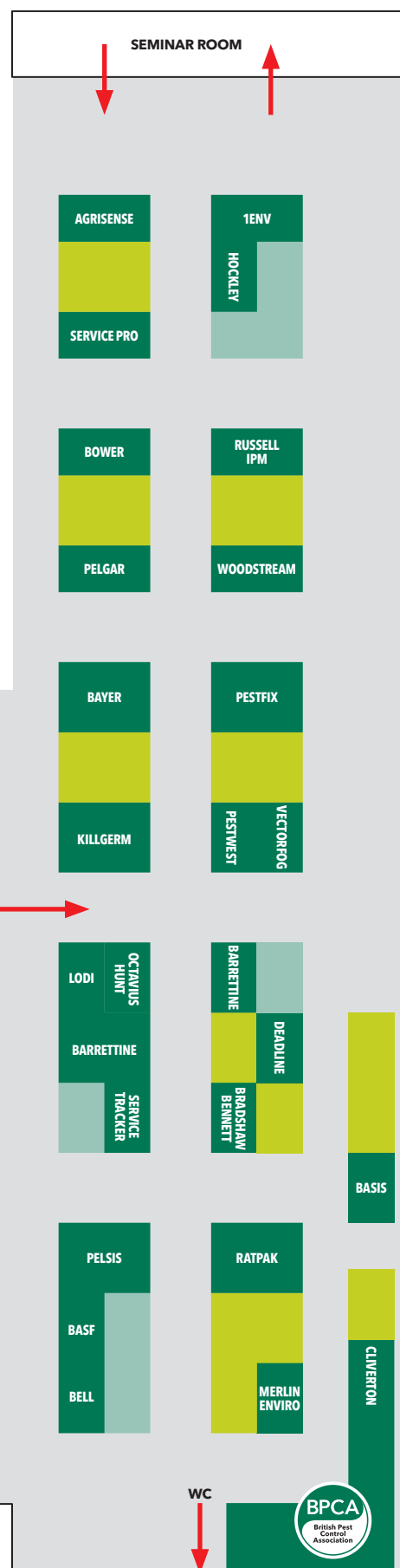
If you think your van is the best of the best, put it to the test by letting our panel of experts give it a once-over.

The winner will get a prize and be crowned PPC Live Van of the Year 2018.

Contact us now to take part
hello@bpca.org.uk



ENTRANCE AND REGISTRATION



PPC Live seminar programme

PROMPT®
Register

CPD POINTS AVAILABLE

1 CPD point per seminar
Max 4 points for seminars

2 points for attending PPC Live
6 points available in total



9.30 - 10.15 NO IN-HOUSE MARKETING GURU? NO PROBLEM! - MARKETING FOR SMALLER COMPANIES



Ben Massey, Marketing and Communications Manager, British Pest Control Association

Are you better at monitoring your bait boxes than your competition? Know more about trapping than branding? Are you more comfortable with a buzz than a tweet?

You can't be an expert in everything, and let's be honest – making a service-based business stand out from the crowd is tricky, even if you have a marketing degree.

Effective marketing is a crucial part of building your business – no matter how big or small a company is.

Your in-house experts are probably focusing on being the best pest controllers they can be, rather than setting objectives for promotional campaigns.

BPCA Marketing and Communications Manager, Ben Massey will run through what time and cost efficient marketing activities look like for a company which doesn't have the luxury of in-house marketing or communications professionals.

In his presentation, Ben will talk about the importance of having a focused strategy in place. He will also give you his seven practical tips and tricks for bringing your plan to life.

This talk is perfect for:

- Business owners trying to push their businesses ahead of the competition
- Support staff that want to add another feather to their cap
- Those interested in understanding their customers and brand a little better.

10.30 - 11.15 ACTIONS VS IMPACTS - A PEST CONTROLLER'S QUANDARY



Gary Williams, Operations Director, Urban Wildlife; Louise Summers, Director of Wildlife Services, Urban Wildlife

Every professional pest controller is aware that if they're not responsible, their treatments can have an impact on our wildlife. The problem is many pest technicians lack the adequate training or skills to assess the wildlife that may already be present.

For many reasons, the diversity of wildlife within our urban areas is continually growing. As pest controllers, you're looking to prevent pests - not wildlife. If your actions have an adverse impact on wildlife you'll get incredible publicity, but for all the wrong reasons!

The Urban Wildlife team will be using their years of experience to give you practical survey techniques, and observations that you can include in your initial surveys. These tips might be the

difference between you efficiently treating a wasp nest or killing a bat and receiving a fine of up to £5,000 or even a prison sentence. Can you afford to take that risk?

This talk is perfect for:

- Pest control technicians in the field
- Those interested in British wildlife and protected species
- Those who want to avoid a criminal record for getting it wrong.

11.30 - 12.15 OPTIONS FOR MOSQUITO MANAGEMENT IN THE UK



Dr Matthew Davies, Head of Technical Department, Killgerm

Mosquitoes in the UK can create a distressing biting nuisance, and experts agree that climate change will make the UK more vulnerable to mosquito problems. Early detection and treatment of mosquitoes are therefore essential in terms of protecting public health.

Dr Matthew Davies of Killgerm is set to provide a comprehensive overview of mosquito biology, recognition, and management techniques, including both physical and chemical control options, to help prepare the sector for the future.

The National Pest Advisory Panel of the Chartered Institute of Environmental Health (NPAP CIEH), in conjunction with Public Health England (PHE), has produced guidance on the management of invasive species of mosquitoes with support from

Killgerm. Dr Davies will be talking about their findings and what it means for the professional pest controller.

This talk is perfect for:

- Business owners asking the big "what's next?" question
- Technicians wanting to get a headstart on their colleagues
- Researchers, field biologists, local authorities and associated sectors concerned with public health.

**THERE'S
MORE!
SEE OVER!**



13.00 - 13.45 TECHNOLOGY VS TECHNICIANS - HOW EVERYBODY WINS (EXCEPT THE RATS)



Savvas Othon, Group Science and Innovation Director, Rentokil Initial

"Alexa - get rid of that wasps' nest."

With technology rapidly impacting our daily lives, it was only a matter of time before it reached the broadly traditional industry of pest management. While it seems like every week, there's a new 'smart' detection device on the market which claims to be groundbreaking and innovative; it is the origins behind these

devices which are just as interesting.

Pest management devices are now not restricted to industry professionals. With technology spinouts and crowdfunding, the race to develop the world's next smartest mouse trap is open to everyone, and the inevitable glut of 'smart' pest devices will radically change the way you conduct pest management forever.

Savvas Othon is the Group Science and Innovation Director for Rentokil Initial and spends much of his time trying to surmise what the future of pest management might look like. Savvas will take us through the

rise of technology in the industry from the early days of pagers and mobiles phones, to future devices and service models which must complement rather than replace our most valuable industry asset - technicians and their expertise.

This talk is perfect for:

- Technophiles who love new tech and the latest pest management products
- Technophobes that want to understand how technology will change their sector.

14.00 - 14.30 THE GENERAL PEST CONTROL TECHNICAL APPRENTICESHIP - WHAT IT MEANS FOR YOU



Martin Rose-King, Partner, Bounty Pest Control, Head of Apprentice Employer Development Group



Karen Dawes, Training Development Manager, British Pest Control Association

On behalf of the AED Trailblazer Group, we are delighted to officially launch the Level 2 General Pest Control Technician apprenticeship to the industry. This talk will make BPCA members and the broader industry aware of the incredible value an apprentice can bring to their organisations.

Business owners, technicians and those wishing to become technicians will have an opportunity to hear about all aspects of the apprenticeship standard. You'll be able to ask questions about the training and funding support that is available through this apprenticeship model.

Martin Rose-King is a partner at Bounty Pest Control, employing four full-time and two part-time staff. In his role as Chair of the BPCA's Apprentice Employer Development (AED) Group, he has been pivotal in driving forward the development of the apprenticeship standard for pest control technicians.

Karen Dawes, the Training Development Manager at BPCA, has worked closely with

Martin on the development of the apprenticeship standard which has been an integral part of the Association's strategic plan.

The AED Group, facilitated by BPCA, has successfully developed a Level 2 General Pest Control Technician apprenticeship which will provide a platform for young people and career changers to enter the sector. Come along and witness a real first for the industry.

This talk is perfect for:

- Business owners or technicians interested in taking on an apprentice
- Those interested in becoming a professional pest control technician.

14.45 - 15.45 RESISTANCE - BACK TO BASICS



Clive Boase, Principal Consultant, The Pest Management Consultancy

Resistance should not be a surprise. It is an almost inevitable result of using pesticides to protect public health.

Despite that, resistance is often either ignored or is blamed on 'poor treatment' as though the technician was somehow responsible.

Clive Boase, Principal Consultant for The Pest Management Consultancy, will give us a common-sense look at resistance, including: the factors that cause it to appear, how to detect it, the various forms it can take, and importantly, how we can help lessen its impact.

The better that manufacturers, distributors, and professional practitioners understand resistance, the more likely it is that we can maintain effective control of pests - whether they be rodents or insects.

This talk is perfect for:

- Those interested in public health pest control
- Anyone engaged with the future of pesticides.



PPC Live outdoor demonstrations

PPC
GUIDE LIVE

THE END OF MY TETHER - BIRDS OF PREY AND PEST CONTROL

10.30 - 11.00

John Dowling, John Dowling Falconry

The deployment of hawks and falcons is one of the oldest and most challenging methods for bird control work in the UK. It's a highly specialist area, but with the rise in feral pigeons and gull problems in urban settings, they're an invaluable tool.

Using birds of prey as a pest deterrent is both green and fully compliant with the Wildlife and Countryside Act 1981, and therefore should not be overlooked by pest management companies in the UK. We'll be showcasing some bird of prey and explain how they're used for pest management work.

We'll also be talking about how BPCA member companies can add falconry to their list of services through the use of the new Contract Sharing Network (CSN).

This talk is perfect for:

- Companies wanting to offer another service to their clients
- Those interested in these impressive birds
- Anyone wishing to learn a bit more about this highly specialised area of pest control
- People thinking about keeping birds of prey.

MUCH ADO ABOUT MOLEING

13.30 - 14.00



Dave Archer, Owner, DKA Pest Control

"Sigh no more, ladies, sigh no more - Moles were deceivers ever."

This outdoor session will cover the pros and cons of modern mole traps and trapping both from a practical and - more importantly - a welfare angle. When you set a mole trap underground, many mole catchers are unaware of the impact that poor design and setting can have on the mole when trapped.

AIR RIFLES - SAFE CLEANING AND TRANSPORTATION

11.30 - 12.00



Sam Walker, Regional Officer (South West England), British Association for Shooting and Conservation (BASC)

They're an indispensable tool for many in the pest control industry - but when it comes to air rifles, does everyone know what the current best practice is?

We estimate that there are over six million air rifles in England and Wales, the vast majority of which are used safely and responsibly. Sam Walker from the British Association for Shooting and Conservation will be talking to us about the practical aspects of Air Rifles. He'll be dealing with everything from cleaning to transportation and everything in-between. BASC has produced a specific Air Rifle Safety Code of Practice for England and Wales which Sam will discuss in further detail.

BASC wants everyone who shoots to do so according to the law and the highest standards of safety, sportsmanship, and courtesy. All professional pest controllers should be able to fully respect their quarry and show a practical interest in wildlife conservation and the countryside.

This talk is perfect for:

- Anyone who uses an air rifle, whether at work or as a hobby
- Those interested in using a rifle for pest management work
- Those who manage staff using rifles as part of their work.

Dave Archer from DKA Pest Control aims to demonstrate how and why this occurs. He'll be giving us his thoughts and ideas on mole welfare and successful trap setting.

His demonstrations will explain the various pros and cons of each trap, along with the legal aspects of mole trapping.

Dave will deploy many different types of mole trap live in our outdoor demonstration area, including; Scissor, Duffus, Fenn, Talpex, and Putange traps. He'll be sharing his forty years of professional experience with PPC Live

All details correct as of November 2017 - subject to change. The most up-to-date floorplan and seminar information is always available at bpca.org.uk/ppclive

WHAT IF PEST CONTROLLERS COULD FLY?

12.30 - 14.00

Bryan J Stanislas, Membership Director, The Association of Remotely Piloted Aircraft Systems UK (ARPAS-UK)

With everyone from Amazon to the emergency services investigating uses for unmanned air vehicles (UAVs), we ask how pest management might put drones to work for the sake of public health pest control?

With every new tool in a pest controllers arsenal comes a new set of responsibilities. As well as the practical applications, we'll be looking at the best practice, UK laws, media controversies, and training involved for anyone interested employing a flying pest controller.

This talk is perfect for:

- Anyone with an interest in new technology
- Those thinking about adding UAVs to their list of services offered
- Anyone who had dreams of being a pilot.

visitors so that they too can set successful, humane mole traps while, at all times, staying the right side of the law.

This talk is perfect for:

- Anyone interested in the practical implications of mole trapping
- Those wanting to better understand the laws around mole control and trapping
- Those wanting to pick up some tips from an experienced pest controller with decades of field experience.

BACK TO BASICS

EFFECTIVE CONTROL OF STUBBORN MOUSE INFESTATIONS



Many of us will have come across those stubborn, hard to control infestations. Chris Cagienard from Pest Solutions Glasgow makes the case for getting back to basics with mouse control.

Infestations are becoming more of an issue, especially when it comes to the effective control of mouse infestations within domestic and commercial buildings in some of our larger towns and cities.

The famed 'city mice', who will happily show their presence but seemingly avoid many of our control measures, are on the increase.

So, what's the best way to tackle this problem? And how do we cope with the service burden that these issues can cause?

BAIT SHYNESS AND CRRU

As we know from the CRRU Code of Best Practice, we should always be working on the principle that any anticoagulant baiting should have achieved control within 35 days. Also, we must be able to document and justify the reasons why any treatment of rodents may take longer than this period.

For this reason it has never been more critical to ensure that we can resolve even the most persistent infestation promptly and productively.

Taking longer than expected to gain control of a mouse infestation, or any pest activity for that matter, can have an impact on the cost of our service delivery, margins and the way in which our clients perceive our professionalism as pest controllers.

Let's look at how this can affect our business and how we can overcome all of these issues by getting back to basics.

IMPACT ON SERVICE PERCEPTION

When customers choose a BPCA member company to help them solve their pest problem, we all know that they are picking the best that our industry has to offer.

The continually improving standards within our industry mean we've never had better-trained frontline technicians. Our technicians demonstrate their effectiveness by being trained to the

required minimum standards, and by maintaining ongoing CPD.

However, even the most experienced technicians or biologists can be made to look foolish by a stubborn mouse infestation.

Any customer with mice in their home can be distressed, and any food processor with an active mouse infestation will insist on a rapid eradication of the outbreak.

This can quickly escalate to an understandable urgency to see the activity cease.

When we fail to deliver efficient and timely control this urgency can turn to impatience and ultimately lead to anger and dissatisfaction. The customer can lose faith that you can get the job done.

Will the customer give you the time to get it right? Will they call a competitor to take over where you have failed? Will they leave a negative review online?

When we undertake the control of a pest infestation, we set the required number of treatments that we believe is needed to achieve power.

However, in the mind of a customer, they expect that they are employing you to get rid of their particular pest problem.

Most of these issues can be mitigated by ensuring that we never deviate from the first principles of our training:

- A thorough survey
- A planned approach
- The correct choice of treatment
- Effective communication
- Proofing and prevention advice.

THE IMPORTANCE OF THE FIRST VISIT

We need to ensure that we do not deviate from the first principles of our pest control training to ensure that we set ourselves up for success when facing even the most stubborn mouse infestation.

A planned approach and a proper survey of every job will ensure that we take all aspects of pest biology, environment, habitat/harbourage, food

source, and proofing into account. Doing this will allow us to choose the right form of treatment. What bait formulation are we going to pick? Should we consider physical control measures alongside baiting? How many visits and what frequency do we require?

Make sure to take the time to accurately assess the number of treatments required or establish the expectation that further procedures may be needed at an additional charge before starting work. Doing this will help to limit the chance that you may be compelled to carry out other visits at no cost which will decimate your profit margins.

CHOICE OF BAIT FORMULATION

A wide range of anticoagulant rodenticide formulations are available to us today, not to mention other effective methods of control.

From whole wheat, cut wheat, wax blocks, pasta, paste, polished oats, contact gels, contact foam and more, we are spoiled for choice. We all tend to have our favourites – the dependable go-to bait that is your personal preference or the preference of your employer, the product that you carry in your kitbag and use as standard on most jobs.

But, is it the right bait for this job? That is the question we should always ask.

What type of food source are mice currently exploiting? Is there a bait choice that would be better suited to replacing the current food source? What aspect of current feeding activity could you use against them to achieve the best result?

We are no longer able to use the 'city baits' of old by mixing liquid bait with a selected food source, but could you achieve control by selecting a physical control? Set bait in snap traps in a tamper-resistant box with an attractive food source and reduce the time between your follow-up visits.

Try to get away from doing the same thing all the time and let the individual circumstances of the job tell you what to do.

BACK TO BASICS

STARTING WITH A THOROUGH SURVEY AND THE CORRECT TREATMENT PLAN WILL ENSURE SUCCESS.

“

Try to get away from doing the same thing all the time and let the individual circumstances of the job tell you what to do.”

**BACK
TO
BASICS**

**SELECT THE RIGHT
BAIT, WHICH MAY
MEAN NOT EMPLOYING
THE PRODUCT YOU
NORMALLY USE.**

You may have to carry a few more products to choose from, but you will reduce the overall cost of the job by eliminating unnecessary follow-ups and have delighted customers by eliminating stubborn mouse infestations faster.

COMMUNICATE EXPECTATIONS

What advice do we need to give the client? Are there competing food sources that need to be excluded? What environmental habitat aspects can be modified to give you the best chance of an effective treatment. What proofing should be done and when?

Do not wait until your first follow-up to give any advice as you have already lost time in the treatment and the customer may also perceive that you are making excuses for the treatment not being active.

Communicate all advice on the first treatment, and this will allow you to return to any unactioned recommendations putting the responsibility on the client to work with you for the best outcome.

It is important that our customers understand that you are there to work with them to solve their pest problem and this involves working in partnership. They are not entirely removed from the process.

I'm sure most of you can relate to the type of customer that thinks that effective, lasting pest control and prevention can be achieved regardless of their ongoing attempts to facilitate hygiene,

housekeeping and proofing standards that are ideal for any pest infestation to thrive.

Be confident and expect that they must follow your recommendations to aid effective control and that there are real limitations on what can be achieved if they do not.

**BACK
TO
BASICS**

**DON'T WAIT UNTIL
THE FOLLOW-UP TO
GIVE ADVICE, SAY IT ALL
UP-FRONT SO YOU CAN
WORK TOGETHER.**

PROOFING RECOMMENDATIONS

It is in proofing recommendations that I am convinced that many pest controllers shoot themselves in the foot when it comes to practical control of mouse infestations.

More times than I can remember, I have spoken to customers who think that just sealing visible gaps will solve the infestation. Proofing recommendations are a vital part of effective pest prevention. But, it is so important that the right proofing is recommended to be carried out at the right time.

The principle of sealing a building to exclude entry, and thus prevent mouse infestations is sound, and in all cases, it is the ultimate end goal. Effective proofing of the external perimeter and service trunkings of a building will help to prevent mice and other pests entering the building at all, and this removes the need for physical or chemical control which is always the best situation. But, what if there is a current infestation within the building?

**POOR ADVICE: INTERNAL
ENCAPSULATION**

This is the one piece of proofing advice that I struggle to get my head around, and I have seen this advised many times. In most cases, this is recommended when all methods of physical or chemical control appear to be failing.

However, I firmly believe that this type of proofing is destined to fail, as it does not address the core issue of the mouse infestation active in the building and allows the resident population to increase before breaching the proofing measures at the first 6mm opportunity.

Avoid falling into this trap as it will only push the problem slightly into the future where it will return to a larger scale. We must exclude and control pest activity for effective pest prevention.

PROOFING THAT JUST WON'T WORK

It is easy for us to put our recommendations in a report to seal this gap and seal that hole, and we absolutely should make these suggestions as it is our job. But, it is important that we consider

what we are recommending regarding practicality and effectiveness.

The one I have observed the most is the recommendation to seal gaps at the back of kitchen units to exclude mice. Sounds great. But how do you get to it and how can we ensure there are no gaps that are hidden from sight that may completely negate any usefulness of our recommended proofing.

When we recommend actions many of our customers invest in carrying these proofing measures out.

Let's make sure we are giving our clients sound advice. Proofing should be for the long-term exclusion of pest species from a building where a pest free environment is achieved and maintained.

**BACK
TO
BASICS**

**PROOFING ADVICE
SHOULD BE
REASONABLY
PRACTICABLE, AND TARGET
BOTH LONG AND SHORT
TERM EXCLUSION
OF PESTS.**

IN SUMMARY

Effective control of stubborn mouse infestations or any other pest comes down to not falling into the one size fits all mentality. If we do this, there will always be the instance where our standard approach fails with any pest.

Remember your training – go back to basics. Evaluate every infestation based on its unique circumstances, and you will not fail to achieve efficient control.

**WANT TO WRITE
FOR PPC?**
Join PPC insiders
(see page 46-47)

**WHAT PEST MANAGEMENT ISSUE
DO YOU FEEL REQUIRES GOING
BACK TO BASICS?**

Let us know what you think. Email us.

 hello@bpca.org.uk

PEST CONTROL IN SPACE

Pest controllers are no strangers to alien invasive species. With *Star Wars: The Last Jedi* due to hit our screens in December, we've received some amusing requests for practical guidance for pest technicians interested in taking their trade intergalactic. We sent our technical team to a Tatooinian cantina to pick up some pest management tips from experts around the cosmos...



TRIBBLE (POLYGEMINUS GREX)

Origin: Iota Geminorum IV
Diet: organic matter (any)
Environment: anywhere with food



Tribbles are small, non-intelligent lifeforms known for their incredible rate of reproduction. While they are slow and toothless - they aren't harmless to public health.

We spoke to a Lieutenant Commander from the Federation who has dealt with an infestation before. He said: "if you feed that thing more than the smallest morsel, in a few hours you'll have ten tribbles, then a hundred - then a thousand!"

The trouble with tribbles is that, given a food source, one tribble can multiply into over a million in just four days. That puts even Earth's house mice to shame.

ACTION

For the public to live long and prosper, it's essential you deal with tribble outbreaks quickly.

Tribblicides* can be effective for small infestations. Genetically engineered creatures called Glommers can be released to help control infestations. Yet they're ineffective when dealing with more significant outbreaks.

Gene therapies and neoethylene could prove effective options for pest controllers. These treatments sterilise tribbles, stopping their uncontrollable breeding. "Safe tribbles" make surprisingly popular pets.

*Can only be purchased by those who have passed a Campaign for Responsible Tribblicide Usage (CRTU) approved qualification.

Image: *Star Trek* S02E13 The Trouble with Tribbles

GIANT SPACE SLUG (EXOGEORHTS)

Origin: Unknown
Diet: minerals
Environment: asteroids



Exogorths are usually harmless creatures. The space slug grows to around 10 metres and then reproduces asexually by splitting its body into two parts.

The species only becomes a public health pest when a space slug fails to reproduce. These feral, giant space slugs can grow more than 900 metres long. Absorbing minerals alone no longer sustains them.

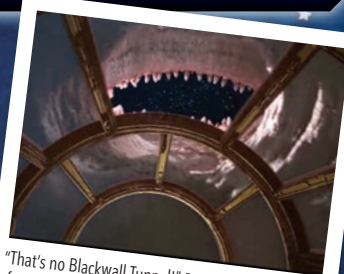
Instead, they'll eat just about anything that crosses their path - meaning professional pest controllers are occasionally called out to deal with giant slugs disrupting trade routes.

ACTION

A document we found on Wookieeleaks suggests many amateur Sith pest controllers are using proton torpedoes to dispatch space slugs. This practice leads to the dark side, as the treatment can often harm the environment or affect non-target species such as mynocks.

New research suggests problem space slugs can be relocated to spots without passing starcrafts. We recommend hiring a Corellian towing ship and a Bith industrial power winch. With a big enough tank of slug sedative, it's possible to transport a space slug. Ask your distributor for more details about giant space slug transportation today.

Image: *Star Wars: The Empire Strikes Back*



"That's no Blackwall Tunnel!" Dashcam footage from a pest technician's van who accidentally ended up inside a Space Slug.

**VESPIFORM
(SILFRAXIAN VESPIFORM)**

Origin: Silfrax Galaxy
Diet: organic matter
Environment: potentially any



Don't let the BBC's production budget fool you - the Vespiform is more than a giant wasp.

Measuring up to 3 metres, these shape-shifting insectoids can change form and breed with any known species in the galaxy. They're sturdy creatures, with large stingers that regrow within hours of use.

They can travel freely throughout space, so you might find Vespiform nests on many developed planets.

ACTION

You'll need more than a knockdown spray to deal with a Vespiform.

If you think you've identified a Vesiform disguised as another creature, you can make it reveal itself by angering it. Try insulting its mother or suggesting the writing quality of Doctor Who peaked back in 2007.

Suitably qualified Time Biologists might use wibbly wobbly, timey wimey stuff to control an infestation. However, this should be done with caution, as breaking the space-time continuum is in direct violation of the BPCA Code of Conduct.

Image: Doctor Who S04E07 The Unicorn And The Wasp

**RAVENOUS BUGBLATTER
BEAST OF TRAAAL**

Origin: Traal
Diet: you
Environment: caves



Described in the Pest-controllers Guide to the Galaxy as "the stupidest pest in the entire universe", the Bugblatter Beast is one of the more ferocious creatures you'll find on your travels.

The Beast is described affectionately as having "Lazero-Zap eyes, Swivel Shear teeth, several dozen tungsten-carbide Vast-Pain claws, skin like a motorway, and breath like a 747."

Each Beast keeps a record of its eatings on the wall of its cave - so you might be asked for a business card or your PROMPT ID number before being disembowelled.

ACTION

If you encounter a Ravenous Bugblatter Beast, take your towel (a towel is just about the most massively useful thing any interstellar pest technician can carry), and wrap it around your head. If you can't see it, it assumes it can't see you.

You might also try scratching your name into the Beast's wall - thereby making it assume that it's already eaten you.

Now that you have the upper hand, you can attempt to dispatch. None of the BPCA technical team has proven this works first hand, so take this advice at your own risk.

Image: Artist's impression of the Ravenous Bugblatter Beast. Red pigmentation tests as the artist's own blood. Sadly the artist didn't survive the encounter but the subsequent value of his work has quadrupled.

**ALIEN (LINGUAFOEDA
ACHERONSIS, XENOMORPH
XX121)**

Origin: Proteus /
Xenomorph Prime
Diet: none
Environment: potentially any



The Xenomorph is an endoparasitoid that requires a host organism to reproduce. The exact appearance of the Alien is dependent on the host. The humanoid phenotype is generally around 8 foot with a long razor sharp tail and a second inner jaw for close quarters combat and getting to the end of a Pringles tube.

Xenomorphs have a caste system like ants. An individual Xenomorph takes on a role such as a drone, warrior or queen. An Alien bite is a bit like an ant bite, except instead of being mildly annoying, it'll lay eggs in your face.

BPCA is researching the Xenomorph species, and we currently have one locked in our server room, awaiting Technical Manager, Dee's return from annual leave.

ACTION

Traditionally controlled by military personnel rather than a pest controller, you'll need some pretty impressive kit to take down a Xenomorph.

Flamethrowers will help drive the Alien away, and high calibre weaponry can stagger the pest. You might also want to invest in a full body mech suit, waterproof underpants and a good life insurance policy.

Complete eradication is recommended, preferably via thermonuclear device launched from orbit. Just to be sure.

Image: Alien: Covenant

Planning on trading in your van for your very own Millennium Falcon and joining The Resistance (against public health pests)?

Disclaimer: this article is just for fun. Don't try to manage the Ravenous Bugblatter Beast or a Xenomorph. They're really mean.

Let us know how you get on:
hello@bpc.org.uk

MEET THE MEMBER

Norwegian, Wood – isn't it good?

What happens when you take a Norwegian pest technician out with you on your rounds? James Wood, a technician from Beaver Pest Control, took Rune Bratland, owner of Skadedyrservice AS, Bergen to a couple of his regular contract jobs. James tell us about their day and asks, what can we learn from our Scandinavian colleagues?

We started the day together with a visit to a Japanese restaurant in Mayfair – a simple routine inspection.

Over the past few years the contract in question has had no problems other than the occasional build-up of fruit flies. However, recently we had started to get catches in a few specific areas.

95% of the time the problem lies in the structure. We will only use rodenticides after all proofing has been completed and as a last resort.

Sure enough, we discovered several entry points. We could confidently predict closing them would solve the rodent problem.

What surprises me is that the Norwegians seem further ahead when it comes to thinking about preventative measures than the Brits. This became increasingly clear as I spoke with Rune.

Rune's business operates out of Bergen where many of the buildings are made from wood. This adds its own set of challenges when combined with the prevalence of rats.

Physical restriction in the forms of proofing or trapping, if unsuccessful, is then followed up with baiting, depending on the circumstance.

Bait boxes in Norway must display the active ingredient on the box so anyone can read them. Grain bait and contact gels are not in circulation.

WHEN IT COMES TO ENVIRONMENTALISM THE PEST CONTROL INDUSTRY IN NORWAY ISN'T OUT OF TOUCH

In the UK the hierarchy of risk and IPM are considered by responsible pest controllers, but we have not reached the point yet where this is the default way of approaching problems.

The initial instinct of many UK pest controllers is to clear a problem then tackle the point of origin at a later date, and there can be justification for this, especially in

densely-packed cities where locating a source can feel impossible at times. In Norway, it seems, this leap has been made.

Take the use of insecticides, for example. A cockroach infestation may very well include the use of baiting, but would only require the use of residual insecticides in rare cases. Again the emphasis is placed on physical control measures, even in developed infestations.

Vacuum cleaners may be used to remove the majority of visible insects in place of a residual spray as a knockdown. This process is followed by baiting to treat and eliminate the infestation.

Similarly, freezer units and heat tent treatments are employed where possible to treat other insects without or with minimal application of insecticides, with the majority of the cost going towards transportation of items like mattresses.

PEST CONTROL IN LONDON IS A VERY DIFFERENT GAME

The sheer volume and proximity of businesses and buildings make transport less of an issue. We don't need to take out loads of kit.

A full day's work, if organised well, can be carried out by a footman with a single bag of kit. This is something which is much harder to do across the North Sea or even in many parts of the UK.

Also, phenomena such as bait shyness and the physicality of the cityscape completely transforms what we do.

Would you like your guest article to appear in PPC magazine or on our website? Tell us your idea for a story.

 hello@bpca.org.uk



Rune Bratland is the owner and general manager of Skadedyrservice AS, Chairman of SkaBra, the pest management association for Norway, and has also been appointed as one of the Vice-Presidents of CEPA.

Rune tells us about the fundamental ways Norwegian pest management companies work.

CHOOSING A TREATMENT

We are obliged to write in our clients' reports why we decide to do what we do. Everything is measured appropriately for sustainable usage. Non-toxic treatment like cleaning, monitoring or proofing are used first if this can solve the problem. If not, we still consider the least toxic alternative.

Bait before spraying insecticides. Non-toxic before trapping. Trapping before first generation anticoagulants. Second generation anticoagulants as a last resort.

COMMUNICATING WITH THE LOCALS

If chemicals are used, we have to issue a warning to neighbours that can contact the treatment. This includes the time and date for work, the precautions needed, chemicals used, and who is responsible for treatment.

SAFE USE OF BAIT BOXES

All bait boxes should be tamper-resistant, regardless of whether they're being used indoors or outside.

The boxes are marked with our name, address and phone number, what active substances are used, the total amount of active substance and the phone number for our national poison centre.

Usually, these labels are yellow. We also mark the property we're treating with the same type of label.

PEST AWARE FOOD PROFESSIONALS

Every store, restaurant, warehouse and shop that handles food professionally is obliged by law to have a system for pest control. They can monitor this themselves, but most businesses hire pest control officers to do the job for them.

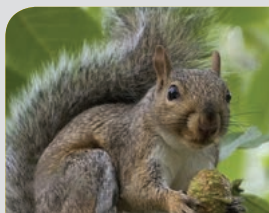
MONITORING AND VISITS PER YEAR

The Norwegian pest control association has recommended at least six visits per year on locations that don't have any special problems.

If a location has any problem, the number of visits must be increased until the situation is under control. This will vary depending on what the specific issues are.

PESTWATCH

Our technical team is out and about all over the country, and they always have their ear to the ground. This is what they think you need to look out for between November and February.



SQUIRRELS

The most serious damage in urban areas arises when grey squirrels enter roof spaces of houses and other buildings to seek warmth and safe harbourage. This could see increases of calls in the winter months to assist worried households or businesses. Damage caused can be chewing of woodwork and ceilings, stripping of insulation from electrical wires, tearing up fibreglass insulation and even drowning in cold water storage tanks.

ACTION Treatments should only be done by individuals who have the appropriate knowledge and skills to ensure animal welfare and safe use of traps. You always need to be considerate of the public opinion towards grey squirrel control – not everyone dislikes squirrels! Poisons are no longer available for use against grey squirrels. Always speak to your supplier for product updates.



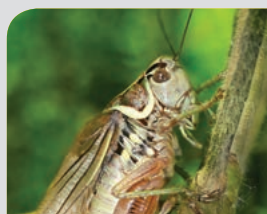
FOXES

In December, foxes may be very vocal and active defending their territory as mating season approaches in January and February. Peak dispersal will occur in January while dogs search for a vixen to successfully breed, leading into February when vixens will seek breeding earth. This activity could see an increase in calls from concerned members of the public seeking advice and possible control options.

ACTION Foxes can be a very emotive subject so you should always proceed with discretion and consideration of sensitive views on fox control. A specialist should always be consulted as fox control can be complicated and at times, tricky. BPCA has a range of members who specialise in this field of work so contact us to find a subcontractor.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ants												
Bed bugs												
Birds												
Bluebottles												
Carpet beetles												
Clothes moths												
Cockroaches												
Death watch beetles*												
Fleas												
Foxes												
Fur beetles												
Harvest mites												
Head lice												
House flies												
May bugs												
Mice												
Mosquitoes												
Moths												
Rats												
Red spider mites												
Spiders												
Squirrels												
Wasps												
Wood rot												
Woodworm												

* Beetles emerge



CRICKETS

During the summer crickets are found throughout Britain breeding in rubbish tips or other areas out of doors, but tend to move into buildings for the autumn and winter months for warmth and protection. The distinctive chirping is heard when males are rubbing their wings together to attract females. As crickets need higher temperatures, they are commonly found in heating systems, hospitals, prisons and other institutions.

ACTION Controlling large infestations can be considerably tricky unless a proactive approach based on the use of monitoring traps is adopted. As crickets are closely related to cockroaches, traps designed for cockroaches are very useful. Residual insecticides can then normally be applied to active areas. Frequent intervals of treatment may need to be carried out due to the high-temperature environments that crickets seem to favour as the this may reduce the insecticides residuality.

Image: CC Richard Bartz

Get involved with PPC



A considerable amount of time and resources get dedicated to creating PPC magazine. Content and Communications Officer, Scott Johnstone, looks to what the future holds for PPC and how you can be involved in its development in 2018.

This is the fifth edition of PPC magazine that I've worked on now and, to be honest, it's still terrifying how quickly those print deadlines come around.

It's my job to pull together all the ideas the editorial team has, communicate with all the contributors, sub-edit the work, and liaise with our designer and printers to make sure it lands on your desk when we say it will (give-or-take).

We introduced a number of new ideas into these five issues. We've changed the size, increased the page count, packed in more business and pest features, taken more risks, and developed our voice to reflect better what we are told our readers want – after all, trade magazines don't need to be dull just because they're about work life. So far, so good too. Circulation continues to increase, and the feedback we've had certainly warrants the risks we've taken.

Now, we're just about to move into 2018 so what's next? Well, we've got some ideas, but we need your help. And here's how...

Be a PPC insider



With our editor leaving us to pan for gold with the jewellers, his seven years of industry contacts and 'I know a guy' attitude will leave with him.

This means I'll be looking to the BPCA membership community to help fill the gaps. I'd like to get together a passionate group of members with a specialist interest in PPC magazine and the editorial work we do.

What will a PPC insider do?

- You'll be asked about what articles you'd like to see
- Give good honest opinions on articles we suggest
- Asked to share news that matters to you with our editorial team
- Suggest writers and point to research that you think the readers, like you, want to think about
- Tell us what you like and want to see more of
- Tell us what's not so great so that we can improve in the future.

Above all, you'll be our sounding board. We'll check in with you to make sure the true voice of the BPCA professional is being heard.

You don't need to have a PhD to join – we're not asking you to join a technical board. We want technicians, managers, owners, specialists and office support staff from all stages in their career to get involved.

If you work for a BPCA member, we want your voice represented in the magazine.

Register your interest:
bpca.org.uk/ppci

WE WANT TECHNICIANS, MANAGERS, OWNERS, SPECIALISTS AND OFFICE SUPPORT STAFF FROM ALL STAGES IN THEIR CAREER TO GET INVOLVED.



ServSuite™

A ServicePro software.

Fully Integrated Mobile App & GPS Vehicle Tracking

ENTERPRISE PEST CONTROL SOFTWARE

- Scheduling
- Invoicing
- Mobile Apps
- Marketing

- Barcode Scanning
- GPS Tracking
- Routing/Mapping
- Inventory MGMT

- Reporting
- Compliance
- E-Mail
- Web Portal





joins



ServicePro™

Call
0208 816 7164

globalsales@servsuite.net
www.ServicePro.com/UK



Tell us what to write about



A lot of our magazine articles are suggested by members and the various BPCA committees and forums.

We rely on you to tell us what you want to hear about. Do you want more practical articles about how to better use the tools of your trade? More scientific articles about pest species? More collaborations with other associated industries? Or business features? What about interviews with industry professionals?

Without your suggestions, like any trade magazine, we run the risk of just cycling through the same stories year after year.

It is important to us to keep serving you up new, informative, interesting and entertaining articles, issue after issue.

Tell us what you want:
hello@bpca.org.uk

Member news and press releases



Everyone loves reading what exciting things other members are up to.

Hearing member news helps create the BPCA member community, and without your stories, we'd just be another trade magazine.

Have you been on a particularly interesting job that you think other readers could learn from? Have you encountered an unusual pest species while out on your rounds? Have you just won an award or helped with a local community project? Have you got ideas for how to increase the profile or professionalism of the sector?

Help us to help you, and help the sector.

Tell us what you're doing so we can tell the (pest management) world:
hello@bpca.org.uk
01332 225 115

Write a feature for us



Did you know that writing for industry magazines gets you CPD points?

Being able to show clients articles you've written for the sector is an impressive selling point. It shows that you're more than a good pest professional - you're a key influencer in your field.

If you're an expert in anything from a pest species to business practice, we love getting features written by our members for our members. All we ask is that the features are thought-provoking and genuinely of value to our readership. Other than that - we're open to suggestions.

Want to join our team of writers?
Tell us your ideas:
hello@bpca.org.uk

WHATEVER YOU DO, DO IT WITH US.

We can't visit 10,000+ people in the pest management sector four times a year - but PPC can.

Remember this is your magazine and your voice. Do with it what you will!

Advertise with us - bpca.org.uk/ppc-rates



Creating, printing and distributing the magazine is expensive - we couldn't do our magazine without those who support us through advertisements.

PPC is a unique way to reach a very specific audience of professionals in the pest management sector.

We're now distributing the magazine to nearly 10,000 individuals and companies, in the UK and around the world. With our new website version of the magazine, our audience is snowballing.

There are discounts available for

members, and if you book consecutive adverts, you get more money off (10% off for two consecutive issues, 15% for three, and 20% for four or more).

FREE ONLINE ADVERTS WHEN YOU BUY A PRINT ADVERT

Print adverts with an asterisk will be given the option of a free online version of the advert on the BPCA website. They will remain online for up to one year, and you can choose to link to a webpage of your choice.



The digital advertising options not only live on long after the magazine has hit desks, but also significantly boosts organic search for companies advertising. Your advert will be discoverable to the hundreds of thousands of visitors that head to the site each year.

Our latest rates and info:
bpca.org.uk/ppc-rates

Talk to me about adverts:
marketing@bpca.org.uk
01332 225 115

WHERE WE'VE BEEN

Our shouting is being heard!

As you would have read in the last edition, we are now in a great position to tell everyone about the high standards that our membership is assessed against, and what it means to be a BPCA member.

Natalie and Dee have been out and about talking to as many specifiers as possible. We thought it was worth telling you about one of our most recent events.

We were approached by BRC and asked if we would like to do a workshop for their food retailers, this came about due to concerns over the increases in rodent activity and growing concerns over behavioural resistance in some of the larger cities.

Food retailers want to make sure they get it right as ensuring pest-free sites is their top priority when it comes to food safety.

Many food retailers have an excellent knowledge of pest control, but they expressed a need for some additional information and guidance. They were also interested in hearing about the specific challenges that our members have and to see if there were any regional differences

BRC Global Standards is a market-leading international brand that helps build confidence in the supply chain and the standards for food, packaging, storage and distribution, retail and consumer products. It sets the benchmark for good manufacturing practice, and helps provide assurance to customers that your products are safe, legal and of high quality.

Our readers will most likely also have had first-hand experience of the standard that will apply to many of their contracted sites, ensuring that the pest control requirements are satisfied and your customer passes the BRC audit with flying colours!

BPCA works hard at keeping good lines of communication open with key specifiers so that we can not only be of assistance but also, that we can help auditors and your end user customers understand the challenges you face.

So, on 18 September, Dee and Natalie went to present to a group of BRC food retailer members. The aim of the day was for BPCA to outline the importance of

pest control and then hold an open discussion and debate on how pest control is dealt with by both the end users and the professional pest control organisation.

The main aim here was to highlight the real importance of the relationship between the contractor (pest controller) and the end user. Natalie and Dee spoke about the importance of employing a BPCA member and the pitfalls of employing a non-professional, we also had an opportunity to talk about EN16636 and CEPA certification and the benefit that this brings to our industry and the retailers, who now have a benchmark standard to look for when choosing a pest management company.

BRC also invited three BPCA member companies – these companies were regional specific, as the members had a particular interest in regional differences. The companies that volunteered to represent BPCA on the day were Beaver Pest Control (David Lodge) to represent the South, CSS Pest Services (Jason Cholerton) to represent the Midlands and Elite Pest Management (Mick Kilburn) to stand in for the North.

All three had an opportunity to express what they felt held the most importance for ensuring effective pest management in their region. At the end of the session all delegates thought that they had received valuable insight into the challenges faced by pest controllers, and that the relationship between contractor and end user needs to be strong with good lines of communication. Without this, pest problems can easily become a real big issue.

It is critical that we all work together as an Association, getting BPCA's message out there should be at the top of our agenda. We need to be proud of the high standards we meet and the benefits of choosing a BPCA member.

...THE
RELATIONSHIP
BETWEEN CONTRACTOR
AND END USER NEEDS TO
BE STRONG WITH
GOOD LINES OF
COMMUNICATION.



Bright and early on Tuesday 26 September, Lauren and Natalie travelled to Doncaster Racecourse for the SOFHT "Food Fraud, Culture and Modern Catering Processes Conference" to talk to delegates about the importance of using a BPCA member.

We spoke to EHOs, trainers, local authorities and catering companies who were all in attendance. We managed to spread the message further about the importance of professionalism within the industry.

We took along our new 'Be protected. Professionally' flyers to show what being a BPCA member means and what criteria our servicing members have met in order to display the logo.



WHERE SHOULD WE GO?

Know of an event we should attend?

 events@bpca.org.uk

BPCA EMAIL

enquiry@bpca.org.uk

• □ ×

Ask the technical team

Being the leading association for pest management in the UK means that you get a lot of professional pest control questions piling up in your inbox. When you're a BPCA member you can get technical support whenever you need it via our experienced technical team. We've rounded up a couple of the best questions we've had in the last few months, so everyone can benefit from the advice.



ARE YOU A BPCA MEMBER WITH A TECHNICAL QUERY? GET IN TOUCH...

✉ enquiry@bpca.org.uk
☎ 01332 294288
🐦 @britpestcontrol

A SERVICE FOR BPCA MEMBERS ONLY PLEASE!

INBOX

SENT

ARCHIVE

BIN

SPAM

SUBJECT: WASTE DISPOSAL

How do I get rid of pest carcasses?

NATALIE REPLIES: Disposal of dead rodents and mammals, such as foxes, was straightforward at one time. Most local authority waste sites or hospitals with incinerators accepted the carcasses for burning or burying. These options are fast disappearing. There are a couple of options:

Domestic – small infestations (no more than half a dozen bodies) may be managed by double-bagging and disposal via the domestic system of the customer.

Commercial – carcasses have to be disposed by traceable means. Rodent carcasses can be stored frozen to prevent decomposition. Pet crematoria, in discussion with their governing body, may take small amounts assessed by weight. They cannot take large quantities as they are controlled by planning regulations and are approved primarily for the disposal of companion pets. For more information contact the BPCA team.

SUBJECT: INSECTICIDE USE

What training do we need, legally?

DEE REPLIES: Unlike rodenticides, insecticides do not have a specific qualification that is required for use. However the label on a product is, in effect, a legal document so you have to follow its instructions.

Many products will say, "statutory conditions of approval relating to use – or use only by professional operators". A user of a biocidal product approved under COPR must comply in full with all the Conditions of Approval, including instructions specified inside the statutory box and asterisked phrases outside the statutory box.

To comply a user needs to be 'competent' in knowledge of the label, the use, and the law. Competence should come in the form of training that is recorded and, preferably, accompanied by a certificate. RSPH Level 2 Award in Pest Management will also cover this competence requirement.

SUBJECT: RAT POO

How should I deal with rodent droppings?

NATALIE REPLIES: The removal of droppings from any situation is beneficial for monitoring activity levels but when they are faced with large quantities, in an attic space for example, safety and care is important. Ask your supplier to advise a water-diluted biocide to control microorganisms, such as in heavily-soiled areas. Using such disinfectants can ensure safe removal. Ensure proper respiratory protective equipment is worn. Droppings can be bagged, tied off and disposed of (300 gauge clear polythene sacks are recommended) via your waste contractor, though some may not take such items. Get advice from your supplier where you find difficulties.

SUBJECT: LICENCES

What is a class licence and how do I apply?

NATALIE REPLIES: A class licence is a licence that needs a special application via Natural England to allow specific activities against certain species of birds that may be causing a high risk to either food premises (CL03) or air safety (CL12).

Each licence is different and permits only specific methods and conditions of control or capture, so it is vital that the licence is understood and followed in each circumstance.

For more information and to apply for a class licence see www.gov.uk/government/collections/class-licences-for-wildlife-management

SPEED VIEW

- Rodent carcasses can be stored frozen to prevent decomposition
- Droppings can be bagged, tied off and disposed via your waste contractor
- Insecticides do not have a specific qualification that is required for use



MEET THE MEMBER

'Spotlight' on Kent pest control firm after 12 months' membership

5 in 5 with David Lacey, Director, Spotlight Pest Control (Kent)

1 Why did you choose to get into pest control?

After being involved in property development for some years, I decided it was time for a new challenge. I spend a lot of time outdoors walking and trekking, and I am based in a rural location by the coast, near Hythe in Kent. Due to the nature of my surroundings, wildlife is abundant. I chose the pest control path because it will challenge my thinking.

2 Why did you opt for the Probationary Scheme to start up with?

I chose to develop Spotlight through BPCA's Probationary Scheme because after researching it seemed to be the most recognised Pest Control Association. I passed my RSPH Level 2 with BPCA too and have since completed many courses with the training department, which I found supportive and extremely helpful.

3 Have the first 12 months been as you expected?

I must say it's been a tough first 12 months. It's a competitive industry. But, I do feel maintaining a consistent approach to problems has given me a solid base to build from.

4 This year you hiked to Everest Basecamp, congratulations! Can you share with PPC readers what that experience was like?

Everest was an unforgettable experience. Only three out of four people make it to basecamp, and it certainly felt like it. The views were out of this world, and the energy around the site was just superb. As a passionate walker, it was one of my most proud moments, but I do hope to get back there one day.



5 Outside of your walking adventures, what have you got your sights set on for the next 12 months with Spotlight?

I'd like to build my professional network within the BPCA community ideally, perhaps through the CSN. Hopefully, I can continue building my commercial portfolio, but overall I would like to find that healthy work/life or should I say, work/walk balance!

COMMITTEE IN FOCUS

Meet the Servicing Committee Chairman



Howard Taffs, Managing Director and owner of Good Riddance Pest Control in Bristol, took over as Servicing Committee Chairman in September. We caught up with Howard to pose a few questions.

Thanks for agreeing to talk to PPC Howard. Can we start

by asking why you wanted to become Servicing Committee Chairman?

I'm committed to improving the sector. I also want to give something back to the industry that's given me a career. Watching the job Phil Halpin (Countrywide) has done, I've been impressed – he's a tough act to follow!

You controversially stated at your interview for the role that you see this as a two-year post. Why is that?

I think it's important to bring in new blood on a regular basis, to generate ideas and keep things both fresh and relevant. After this period, I'd like to hand over to someone with the passion and will to develop the BPCA, to meet the needs of servicing and consultant members in an ever-improving way.

As you've rightly pointed out, there are some really passionate people on the Committee.

What do you think are the Committee's key areas to explore over the next 24 months?

My first meeting as Committee Chairman is set to address just that issue! I don't think I should impose this – BPCA is a democratic organisation. The Servicing Committee came up with a lot of the ideas that formulate policy, spark the articles in PPC magazine and identify speaker topics for regional meetings, PPC Live and PestEx. So that's what we intend to do. By soliciting ideas for the future, we will be a stronger organisation.

What do you want to achieve from your time as Servicing Committee Chairman?

I would like to begin widening the Committee membership to increase diversity. I believe

we are in danger of becoming a room full of 'pale, stale males', (to steal a quote from wiser heads) so I'd like to encourage people we don't currently represent to apply to join the Committee. I also want to expand the appeal of the Committee and help BPCA to lead our sector forward.

What form will that leadership take?

I want to encourage everyone to have a voice – after all, it's our association.

We hope your commitment to BPCA won't draw your eye too far from the day job. How will you balance these competing demands on your time?

While I'm still very much involved in getting my hands dirty, I'm lucky to have got my business to a point where I can delegate some of the day-to-day activities to my team of three staff. And my wife is also very supportive of this move.

As Servicing Committee Chairman, you also take a seat on BPCA's Executive Board, which represents the broader membership. How do you think you'll balance the two roles?

I know it will be a challenge, but being a member of the Board already means that I am fully aware of the time and cost of the combined roles. It seems to me that we are at a critical point with stewardship beginning to take effect, and yet more label changes on the way. It is crucially important that the BPCA is seen as the clear representative of the industry as a whole to communicate to both legislators and the public the vital work we do keeping people safe, healthy and anxiety free.

A BIT ABOUT HOWARD

Born 1957 in Kettering. Due to his early years in Northamptonshire being so far from the sea, Howard resolved to never be more than 10 miles from the coast for the rest of his life! After attending a local grammar school, Howard completed degrees at Aberdeen and Imperial College.

His lifelong passion for birding has led him to identify at least one species never before seen in Europe. It has also taken him to many less-known corners of the world. A poor sense of direction has led to tricky moments such as accidentally arriving at the Syrian border and entering a Middle-Eastern air base.

Howard worked up through a large organisation from technician to regional director before deciding that large businesses were not for him.

- 2002** Set up Good Riddance Pest Control.
- 2007** Bought another company after a retirement sale and took on a technician, who is still with Good Riddance.
- 2013** Joined BPCA through the Probationary scheme.
- 2014** Joined BPCA's Servicing Committee.
- 2016** Joined BPCA's Executive Board.
- 2017** Became Servicing Committee Chairman.

You benefit from extensive experience in the pest control industry. For professionals looking to emulate your personal development in the sector, can you share any advice or guidance?

[laughs] Don't do it like me! There is an old adage that you should not take your work home with you and this turns out to be doubly true of bed bugs. Apparently telling your wife that the insect running across the sheets at 2.00am is 'merely a weevil' does not work when she has been married to a pest controller for over 30 years.

WHO ARE THE SERVICING COMMITTEE MEMBERS?

BPCA's Servicing Committee constitutes 20 servicing companies and consultants representing the interests of the service sector of the public health pest control industry, with the aim of influencing key decision makers in Government on legislative proposals.

Adrian Gough, AG Pest Management Ltd
 Andrew Hunn, East Coast Pest Control Ltd
 Andrew Purcell, Ecolab Ltd
 Callum Gale, JG Pest Control

Chris Corbett, Aderyn Ltd
 Chris Davis, Cleankill (Environmental Services) Ltd
 Chris South, Aveland Pest Solutions Ltd
 Chris Swindells, Acheta Consulting Ltd
 David Cross, Rentokil Pest Control
 David Lodge, Beaver Pest Control LLP
 Dr Mike Ayers BSc (Hons) PHd, Precision Pest Management Solutions Ltd
 James Wilkinson, Suddenstrike Ltd

Martin Rose-King, Bounty Pest Control and Environmental Services
 Matthew Seabrook, III Shires Pest Control
 Michael Kilburn, Elite Pest Management Ltd
 Morgan Francis, Europest Environmental Services Ltd
 Jenny Humphrey, DRE Pest Control Ltd
 Nigel White, Tactical Environmental Services Ltd
 Robert Long, Sabre Kent Ltd



DO YOU HAVE
A SPECIAL
INTEREST IN BIRD
CONTROL?

Birds of a feather flock together

BPCA is interested in setting up a special interest group focusing on bird management.

If you're a BPCA member keen on getting together with other members who have a vested interest in bird management then we want to hear from you.

Potential discussion points:

- The use of birds of prey in pest control
- Urban bird control
- Products, proofing, scaring, netting, spikes
- Guidance materials and best practice
- End-user education and awareness

Register your interest today, contact hello@bpca.org.uk

events | BPCA

BPCA out and about

You'll never make it to every industry and associated event. Thankfully you don't need to.

We've given ourselves another exhausting timetable for event attendance next year. Our team will be representing BPCA members at events and reporting back to you, via PPC magazine.

We'll be talking about:

- The importance of using a BPCA member
- The EN16636 Standard and our "Be protected. Professionally" campaign
- Rodenticide stewardship and professional training and qualifications
- Raising the profile of public health pest control.

PESTTECH 15 NOVEMBER 2017

Ricoh Arena, Coventry, UK
pesttech.org.uk



FARMING CONFERENCE 16 NOVEMBER 2017

Three Counties Showground,
Malvern, Worcestershire, UK
farmingconference.co.uk



PEST PROTECT 24-25 JANUARY 2018

Messe Bremen, Findorffstraße 101,
28215 Bremen, Germany
pest-protect.eu



PPC LIVE

PPC LIVE 2018 14 MARCH 2018

Three Counties Showground,
Worcestershire, UK
bpca.org.uk/ppclive

BPCA PestEx

The UK's premier pest control event

20-21 MARCH 2019 / EXCEL, LONDON

BPCA

Regional Forums



WE STILL HAVE TWO REGIONAL FORUMS LEFT FOR 2017

WEDS 22 NOV	TUES 5 DEC
Belfast	Norwich

2018

THURS 25 JAN	TUES 6 FEB
Edinburgh	Wales
THURS 22 FEB	WEDS 25 APR
Yorkshire	Dublin
TUES 22 MAY	WED 27 JUN
Eastern Counties	London
	+ BPCA AGM
THURS 6 SEP	THURS 27 SEP
Midlands	North West
THURS 11 OCT	TUES 20 NOV
Glasgow	South East
WEDS 5 DEC	
Northern Ireland	

TOP REASONS WHY YOU SHOULD ATTEND YOUR LOCAL REGIONAL FORUM...

Four CPD points just for attending.

Chance to network and catch up with fellow pest controllers.

Key speakers keeping you up-to-date with changes in legislation and research within the industry.

Learn about new products and innovations.

Giveaways and offers from your distributors.

Meet local sales representatives, with tables exhibiting the latest products.

They are free to attend.

Bacon roll!



LOOK BACK: North West Regional Forum

After our summer break, the BPCA events calendar is back in full swing as we head out on the road again for the rest of 2017 – beginning with the North West Regional Forum in Manchester.

Lauren and Kevin headed up to the Manchester Golf Club in Rochdale to host the event and were joined by eight BPCA Manufacturer and Distributor members displaying their latest products and offers.

The morning began as always with bacon rolls, before Kevin kicked us off with a refresher session on the Codes of Best Practice.

Chris Bartley from Stallard Kane gave us a useful guide to risk assessments. He included plenty of audience questions, and the answers were reassuring. Although it's a tricky topic, it's one that everyone seemed to find useful.

Before refreshments, we were joined by Richard Lamb from 1env. They were sponsoring this particular forum, and therefore Richard had the opportunity to introduce 1env as a key distributor for the pest control industry. He ran through some of their products and services offered – before providing those present with an exclusive discount code!

The morning was broken up with time for networking and a chance to catch up with the exhibitors

**"VERY USEFUL,
WITH LOTS OF
NETWORKING
OPPORTUNITIES"**

and peers from the industry over coffee, before sitting down to the next talk.

Gary Williams from Urban Wildlife delivered an insightful and a little disturbing insight into what can happen if pest control goes wrong. He provided food for thought, reminding pest controllers to always go back to basics to stay the right side of the law.

Taking us into the afternoon was BPCA Executive Board Member and Chairman of the FaCE Forum, Martin Cobbald of Dealey & Associates.

He delivered a lively and animated talk on using the BPCA Contract Sharing Network (CSN) which included some examples of how working together with fellow members can help to grow your services and bring in additional revenue (and love) for all involved.

At the end of the session, he showed everyone in the room that they could offer a fumigation service via the CSN.

Martin was joined by Ben Massey, BPCA Marketing and Communications Manager, who gave a short introduction to the CSN, how it works and, importantly, how it's being policed.

The final session of the forum came from Dan England from PestFix who always proves to be a popular speaker.

Dan passed around samples of netting while giving tips for effective bird control. He also explained precisely how everyone could get involved in this profitable area of pest control.

**"GREAT
FORUM, GOOD
PRACTICAL INFO,
EXCELLENT
NETWORKING
OPPORTUNITY"**

**"ALL SPEAKERS
HAD SOME GOOD
INFORMATION, AND I
LEARNED SOMETHING
FROM THEM ALL -
THANKS."**

**BOOK
YOUR
NEAREST
FORUM
NOW!**

Places are available at our remaining 2017 Regional Forum dates in Belfast and Norwich.

Aimed at business owners and technicians alike, our forums have a mixture of training sessions, workshops and speakers talking about the latest products, changes and updates in the industry.

This platform is a great opportunity for networking, and gaining vital CPD points – and for Members and Affiliates, the events are FREE to attend.

MORE INFO

View the agendas and register for your Regional Forum

 bPCA.org.uk/regional-forum

Is professional training your competitive advantage?



How do you promote competitive advantage, particularly in a sector where most companies do the same thing? BPCA Training Development Manager, Karen Dawes, tells us her thoughts on how training can be turned into your unique selling point.

Having a competitive advantage is especially important in pest control. It's easy to define the value of what you do - you get rid of pests, so your customer doesn't have to. But it's not so easy to differentiate why your customer should choose your business over another.

One area that isn't always recognised as providing a tactical advantage is training.

A well-crafted and defined training strategy helps employees do their jobs better than anyone else, providing them with the in-depth specialist knowledge that can be used to attract customers and new talent to your workforce.

That's especially true in the field of pest control. Pests are good at adapting to new conditions; developing resistance to the chemicals used to prevent or kill them. At a recent presentation for the BPCA's Regional Forum in Kent, Dr Colin Prescott from the University of Reading discussed resistance in pest control and reinforced the need to understand the biology of pests and identify the trends around reactions to treatment. Ensuring employees are continually trained to meet these changing needs is one of the most significant investments a company can make. Promoting that expertise can reap competitive rewards.

It's easy to dismiss training as a competitive benefit because, after all, everyone does it. However, few talk about it in their marketing messages.

Through investment of time and money to train your employees annually on the latest technical requirements of pest control, you could have a hidden gem of competitive advantage. Even if "everyone is doing it," they might not all be "saying it." So maybe you should. Just make sure you do it in a way that is true and accurate for your company and relevant to your customers.

“It's easy to dismiss training as a competitive benefit because, after all, everyone does it. However, few talk about it in their marketing messages.”

TRAIN WITH THE BEST

BPCA training is recognised and well known for driving excellence in pest management.

We worked in partnership with RSPH to redevelop the Level 2 Award in Pest Management qualification, and we introduced Continuous Professional Development (CPD) as part of the membership criteria, setting members apart from their competitors.

All of our courses are delivered by industry experts, well placed to adapt the training, as required, to the changing needs of the industry.

ENQUIRIES AND BOOKINGS



bpca.org.uk/training



training@bpca.org.uk



01332 225 113

CERTIFICATED FIELD BIOLOGIST



Level

Higher

Delivery

Exam only

CPD

N/A

Looking to stand head and shoulders above the competition? Become a field biologist.

There's a lot of work to do to achieve this qualification, including a list of prerequisites, a portfolio, and 3.5-hour exam, but once you've done it, you can market yourself as an industry expert with a specialism in food sites.

bpca.org.uk/be-a-field-biologist

ATPM



Level

Advanced

Delivery

Exam only

CPD

N/A

When all professional pest control technicians have the Level 2 Award, how do you show yourself to be a cut above the rest? Take your ATPM!

This widely-recognised qualification tests your knowledge and experience as an all-round pest control technician.

bpca.org.uk/atpm

Programmes to set you apart from your competition



BED BUG CONTROL



Level	Delivery	CPD
Core	Classroom	12

Having a specially trained bed bug expert can be a huge draw for a client.

This programme will teach you about bed bug biology and behaviour and how to achieve effective control, even on the toughest jobs. We'll take you through many different scenarios and discuss situations and controls. You'll also get the chance to talk through any specific situations you've found difficult to control.

bpca.org.uk/bed-bug-control

INSECT IDENTIFICATION



Level	Delivery	CPD
Core	Classroom	12

Stand out from the crowd by being able to identify different insects in the field.

On this one-day course, you will be taught identification techniques and how to work with microscopes to gain experience identifying and separating the main pest insects.

We cover beetles, moths, flies, ants, bed bugs, silverfish, booklice, cockroaches, and fleas. If you have a natural curiosity and a good eye for detail – this programme is perfect for you.

bpca.org.uk/insect-identification

PRACTICAL VERTEBRATE TRAPPING



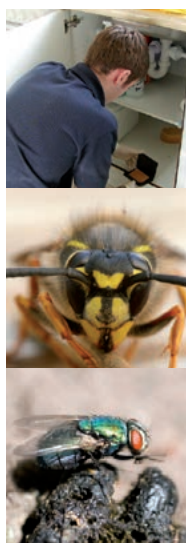
SKILL UP!
Get the lowdown at
bpca.org.uk/training

Level	Delivery	CPD
Foundation	Classroom	12

Traps have been used effectively within pest control for hundreds of years, and they have an essential role to play in today's delivery of Integrated Pest Management (IPM).

This one-day practical programme looks at the practical aspects of using and placing traps and help build confidence to ensure compliance when using these tools. This programme is suitable for anyone interested in learning how to use a trap safely.

bpca.org.uk/practical-vertebrate-trapping



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 through Continuing Professional Development (CPD) which all professionals in leading industries are expected to make.

www.basispestcontrol.co.uk

PROMPT[®]
Register

Show your customers that you're a true professional.

SUPPORTED BY



Training calendar

The calendar lists the upcoming training and exam programmes being run by BPCA. The full training calendar is at bpca.org.uk/training

BEAT THE PRICE RISE
Book before
31 December 2017

PROMPT Register						
Date	Programme	Location	Cost £	CPD	Duration	Type
21/11/2017	Multiple exam day**	Derby	Various	-	Various	E
22/11/2017	Multiple exam day**	N Ireland	Various	-	Various	E
28/11/2017	Starting and Managing Your Own Pest Management Business	Stafford	150	8	1 day	C
29/11/2017	Practical Insect Control	Stafford	150	12	1 day	C
30/11/2017	Practical Vertebrate Trapping	Stafford	150	12	1 day	C
01/12/2017	Using Rodenticides Safely	Stafford	125	12	1 day	B
01/12/2017	Certificate in Bird Management	Stafford	150	12	1 day	B
05/12/2017	Multiple exam day**	Glasgow	Various	-	Various	E
05/12/2017	Multiple exam day**	East	Various	-	Various	E
06/12/2017	Certificated Field Biologist	East	305	-	3.5 hours	E
08/12/2017	Multiple exam day**	Stafford	Various	-	Various	E
12/12/2017	Level 3 Food Safety	Derby	200	20	3 days	B
09/01/2018	Starting and Managing Your Own Pest Management Business	Derby	150	8	1 day	C
09/01/2018	Multiple exam day**	Bristol	Various	-	Various	E
10/01/2018	Advanced Technician in Pest Management	Derby	245*	-	2 hours	E
11/01/2018	Certificated Field Biologist	Derby	305*	-	3.5 hours	B
12/01/2018	Multiple exam day**	Derby	Various	-	Various	E
16/01/2018	Level 2 Award in the Safe use of Aluminium Phosphide	Stafford	360	10	2 days	B
23/01/2018	Becoming a Field Biologist	Derby	150	8	1 day	C
24/01/2018	Multiple exam day**	Edinburgh	Various	-	Various	E
25/01/2018	Certificated Field Biologist	Edinburgh	305	-	3.5 hours	E
26/01/2018	Advanced Technician in Pest Management	Edinburgh	245*	-	2 hours	Exam
28/01/2018	General Pest Control (Level 2 Award) Residential	Stafford	R=980 780	24	6 days	B
29/01/2018	Level 3 Food Safety	Derby	200	20	3 days	B
02/02/2018	Multiple exam day**	Stafford	Various	-	Various	E
05/02/2018	Multiple exam day**	Wales	Various	-	Various	E
06/02/2018	Certificated Field Biologist	Wales	305*	-	3.5 hours	E
07/02/2018	Advanced Technician in Pest Management	Wales	245*	-	2 hours	E
08/02/2018	Level 2 First Aid at Work	Derby	70	2	1 day	B
13/02/2018	Safe Use of Rodenticides	Stafford	125	12	1 day	B
14/02/2018	Practical Vertebrate Trapping	Stafford	150	12	1 day	C

PROMPT Register						
15/02/2018	Practical Insect Control	Stafford	150	12	1 day	C
16/02/2018	Certificate in Bird Management	Stafford	150	20	1 day	B
21/02/2018	Multiple exam day**	Yorkshire	Various	-	Various	E
22/02/18	Level 2 Health and Safety	Yorkshire	70	6	1 day	B
26/02/2018	Level 3 Food Safety	Leeds	200	20	3 days	B
28/02/2018	Sales Skills	Derby	150	2	1 day	C
08/03/2018	Becoming a Field Biologist	Liverpool	150	8	1 day	C
08/03/2018	Multiple exam day**	North west	Various	-	Various	E
09/03/2018	Practical Insect Control	Liverpool	150	12	1 day	C
15/03/2018	Practical Vertebrate Trapping	Dewsbury	150	12	1 day	C
16/03/2018	Becoming a Technical Inspector	Dewsbury	150	8	1 day	C
18/03/2018	General Pest Control (Level 2 Award) Residential	Stafford	R=980 780	24	6 days	B
23/03/2018	Multiple exam day**	Stafford	Various	-	Various	E
27/03/2018	Insect Identification	Leeds	150	12	1 day	C

C = course E = exam B = both

** A combination of the following exams can be taken on a multiple exam day:

- RSPH Level 2 Award in Pest Management
- Certificate in Bird Management
- Certificated Technical Inspector
- RSPH Level 2 Award in Safe Use of Rodenticides
- RSPH Level 3 Award in Safe Use of Fumigants for the Management of Invertebrate Pests

Full details at bpca.org.uk/training

* Cost dependent on whether candidate is taking a full exam or modular resit.

All costs are members-only and exclude VAT.

Venue details are provisional and may change, please check the BPCA website before booking.

BPCA reserves the right to cancel a programme if insufficient bookings have been received.

Delegates will be offered an alternative date or a full refund of the programme fee. BPCA will not be liable for any costs incurred by the delegates.

ONLINE LEARNING

The flexible approach to pest control training, learn at your own pace at times to suit you bpca.org.uk/online



	Member cost	Non-member
Individual modules		
Introduction to Pest Management: Health, Safety and Legislation; Invertebrates; Vertebrates	£100 per module per year	£150 per module per year
Using Rodenticides Safely		
Online course and exam	£75	£100
Foundation Certificate in Pest Management	£50	£75



ENQUIRIES AND BOOKINGS

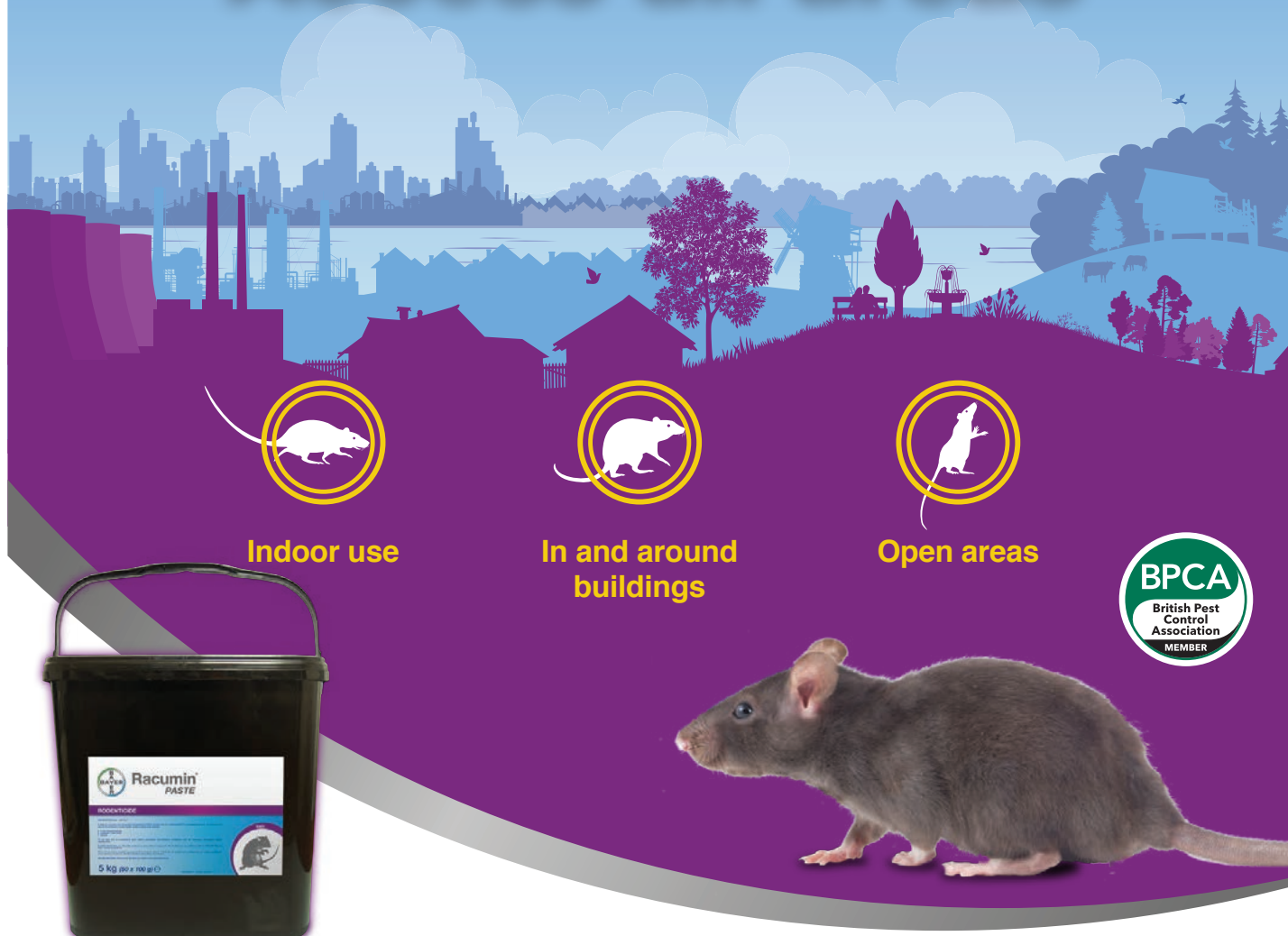
www.bpca.org.uk/training

training@bpca.org.uk

01332 225113



Access all areas



Indoor use

In and around
buildings

Open areas



Racumin[®] PASTE



Scan to find out more at
www.environmentalscience.bayer.co.uk
Tel: 00800 1214 9451

With a wide range of application areas including open area use, Racumin[®] Paste is the perfect choice when treating external rat activity that does not fall within the 'In and Around Building' requirement.

- ☒ First generation
- ☒ Highly palatable and preferred by rats
- ☒ Contains Bitrex to prevent accidental ingestion
- ☒ Convenient, pre-measured and ready to use

TRAPPER® T-Rex



SUPERIOR DESIGN, SUPERIOR RESULTS

- ▶ Patented interlocking teeth of the Trapper T-Rex Rat Snap Trap deliver quick results with a powerful snap
- ▶ Aggressive, interlocking teeth for unmatched holding power
- ▶ Perfect combination of trigger sensitivity and trap velocity
- ▶ Removable bait cup allows trap to be fully serviced without being set



THE WORLD LEADER IN RODENT CONTROL TECHNOLOGY®

www.bellabs.com | emea@bellabs.com

Madison, WI 53704 USA

