

# PPC91

PLUS

PPC Live - reviewed  
 Updated BPCA strategy  
 PESTWATCH:  
 Queen wasps  
 In-transit fumigation  
 Wasp nest bingo!

PPC MINI-SPECIAL  
**CUSTOMER  
 FOCUS**

From keeping customers  
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**LOOK AFTER YOUR CUSTOMERS**

...or someone else will!



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 the journal of the UK pest management industry



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# Superior

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# Let's get strategical



“

To help give us all focus and direction, we've highlighted four values for us to work by – integrity, value, care and cooperation. What do these values mean to you, as BPCA members? ”

Hopefully, by the time you read this, some better weather has finally arrived. Speaking with many technicians, the terrible weather we've endured right through into mid-April has undoubtedly resulted in increased rat activity. A number have been quick to reference that such times of peaked activity remind us, if needed, of the importance in undertaking a full and detailed approach to controlling rodents, if we are to continue to manage public health successfully. Needless to say (I hope!) that, to trained professionals, and their clients, immediately and indiscriminately throwing down 'bait boxes' along a perimeter wall should never be a viable option.

Looking back since we last spoke, it's been a good and productive few months for the Association.

Firstly, PPC Live was a great success, with more exhibitors, more seminars and more visitors than ever before (see page 11). What's more, the quality was very good. Having seen several of the seminars and spoken with many exhibitors showcasing new services and products, once again the day demonstrated the excellent quality, integrity and passion that there is within our industry. BPCA events like this remind me of how proud I am to be part of our Association, and the value we give to wider industry and society as a whole. My congratulations and thanks go once again to BPCA's staff team for organising and running the event, and to those who participated and attended. If you were unable to visit, don't forget that much of the spirit of PPC Live can be gained from getting along to one of the BPCA Regional Forums – please contact the team or have a look at the website for more details

on the remaining forums of 2018.

Just before PPC Live, Ian Andrew joined us as the new BPCA CEO. I know that Ian has already met many of you, and has spent time getting 'hands-on' in the field with Servicing companies and consultants, while also spending time with manufacturers, distributors, end-users and legislators. I'll let Ian talk about this in more detail but I've already received good feedback on his time with us so far from members and BPCA staff team alike – but let's not flatter him too much just yet!

And then there's the small matter of our three-year strategy (page 16-17) which I'm delighted to say we're sharing with you within these pages, ahead of launch to the sector. As you know, (I've talked about it for long enough!), the Executive Board and staff team have spent several months working on this most crucial of documents to ensure we have a highly relevant, aspirational, but realistic strategy for the Association to follow over the next three years. The one-page document we've published sets out what we stand for, who we are working for, what we're planning to do and in what context. The four strategic objectives will give us focus over the next three years and, at a basic level, if the task in hand doesn't support one of these four strategic thrusts we need to ask if we should be doing it. That's certainly what I'll be challenging the Executive Board, committee structure and staff team to be asking.

To help give us all focus and direction, we've highlighted four values for us to work by – integrity, value, care and cooperation. These four will mean different things to different people, such as:

- Integrity in our approach to our membership, the needs of the wider industry, and how

we go about our business

- The value that we as BPCA members provide to clients and end users, in professionally managing public health pest control
  - The care the Association gives to each member, big or small, or that given to understand the cause of a pest infestation, prior to treatment, and finally,
  - Cooperation between all of our membership in driving excellence in pest management or lobbying and engaging with legislators to demonstrate our value and defend the tools we have to maintain public health.
- What do these values mean to you, as BPCA members?

This leads me to look forward with our new strategy at the heart of everything we do, to continue to best support our members. In these challenging times for our industry let's work together, to defend the continued safe use of products, provide the highest possible standards of public health pest control, and put learning and continued development at the heart of what we do so we can genuinely shout of the value we bring to customers and beyond.

## TOM HOLMES

BPCA President

Head of Durable Product Development, Pelsis Group

[president@bpca.org.uk](mailto:president@bpca.org.uk)



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www.twitter.com/britpestcontrol



bpca.org.uk/linkedin



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

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**EDITOR**  
 Ben Massey  
 hello@bpca.org.uk

**CONTENT TEAM**  
 Natalie Bungay  
 Karen Dawes  
 Lauren Day  
 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



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

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And drink and sing,  
Till some blind hand  
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**AIR ATTACK!**

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[www.facebook.com/Britishpestcontrol](http://www.facebook.com/Britishpestcontrol)[www.youtube.com/user/BPCAvideo](http://www.youtube.com/user/BPCAvideo)

# Hello world!

**W**elcome to my first Chief Exec viewpoint in PPC magazine. I thought I'd spend my inaugural page talking about my first impressions of the industry and what I've been up to since my appointment. A tricky task for 600 words but I'll give it a go.

First off, we've revealed our revamped three-year strategy for the Association (see page 16-17). I won't go into detail here but a crucial theme throughout it is member engagement. Engagement takes many forms, whether that's coming to our events, checking in with us over the phone, using your member benefits, or reading our publications. Having looked through plenty of PPCs now, I've noticed our first two editions this year have a lot of member contributions. Servicing, M&D, Consultant and Associate members have all come together to help make this edition possible. I'd encourage anyone who wants to get involved with the magazine to contact us via [hello@bpca.org.uk](mailto:hello@bpca.org.uk) – after all, PPC is the voice of BPCA and it's members. Use it as you see fit!

In my first few months in the role of CEO I have had the opportunity to visit several members and experience a few days in the life of a pest controller, as well as hearing more about our members' experiences and expectations of BPCA. I also completed the BPCA/RSPH Level 2 Award in Pest Management - truly a great course. The trainer did a superb job in making the course as participative as possible and employed a wide range of training aids, such as live specimens, surveys, and time in the conference centre kitchens - and we still enjoyed our meals afterwards!

Thankfully, RSPH has now confirmed that I passed the exam (phew). I can't say that sitting a three-hour exam was the best way to spend a Friday afternoon and I was also left wondering whether this is the best way to assess whether someone

is a competent pest controller. Pest management education certainly shouldn't stop after the Level 2!

Initially, I was pretty disappointed not to have come face-to-face with many pests out in the field (yes, I was literally out in a field). Now I've had time to think about it, I see this might be a good thing. It shows that pest prevention and intervention by our members works. Prevention is better than the cure, and we need the whole sector and, more importantly, those who buy or procure pest management services, to better understand the benefits of a pest prevention regime and professional help.

While understanding the value of prevention is evident in the commercial market, it is less so in the domestic market, and again we need to do more work with the public to develop this understanding. Our new end-user blog, PestAware (see page 18), and our work exhibiting at various associated sectors events (see page 46) goes some way towards spreading the word but we all have our part to play in shouting about the importance of our sector. My colleague on the BPCA Board, Mike Ayers, talks more about our responsibility to both be and promote professionalism on page 15.

It is an interesting time for our sector, and I'm keen to ensure that BPCA is doing everything it reasonably can to support our members as the industry evolves. I am sure that as the year progresses you will hear more about what we have planned and how some of these initiatives are progressing.

**IAN ANDREW**  
BPCA Chief Executive  
[ian@bpca.org.uk](mailto:ian@bpca.org.uk)

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## Partnership with Hotel Facility Management Expo



We are excited to announce BPCA will be working with the Hotel Facility Management Expo as official partners for their trade show, held in the ExCel on 25-26 September 2018.

The Hotel Facilities Management Expo is the ultimate destination for the latest products, features and services optimising the functionality of hotels.

The partnership recognises the importance of professional pest prevention and management in the hospitality trade, and BPCA will be exhibiting at stand 4292. We will be joining over 300 suppliers eager to meet 7,000+ visitors over the two days.

Lauren Day, BPCA Events Manager said: "We're delighted to be a part of the HFM Expo. As an Association we've committed to educating the full supply chain about the value of what BPCA and its members provide. The hotel sector will always be reliant on professional pest controllers to protect clients and reputation, so it's an honour to partner up for this important

event at the heart of the hospitality sector."

The HFM Expo isn't a standalone show: it runs alongside several other events including:

- Restaurant and Bar Design Expo [restaurantteclive.co.uk](http://restaurantteclive.co.uk)
- The Restaurant and Takeaway Innovation Expo [takeawayexpo.co.uk](http://takeawayexpo.co.uk)
- Coffee Shop Innovation [cafebusinessshow.co.uk](http://cafebusinessshow.co.uk)

Visitors will move freely between all the shows, which creates plenty of opportunities to engage with visitors from these associated sectors too.

### GET INVOLVED

We encourage any member company interested in talking to hotel facilities managers to exhibit at HFM Expo. We have secured exclusive partner pricing on stands for all BPCA members. To claim this offer contact Event Director Jamie Gray at 01872 218007 or [jamie.gray@prysmgroupp.co.uk](mailto:jamie.gray@prysmgroupp.co.uk) quoting that you are a BPCA member. [hfmexpo.co.uk](http://hfmexpo.co.uk)

## Asian hornet identified in Lancashire

The National Bee Unit has confirmed a sighting of the Asian hornet in the Bury area of Lancashire. It was spotted by a member of the public in a cauliflower, which has since been traced back to Boston, Lincolnshire.

The Asian hornet is smaller than our native hornet and poses no greater risk to human health than a bee. However, they do pose a risk to honey bees and work is already underway to identify any nests, which includes setting up a surveillance zone and traps in the two identified locations and deploying bee inspectors to visit local beekeepers.

This is the first confirmed sighting since last year, when a nest was discovered in Woolacombe in North Devon. That Asian hornet incursion was



successfully contained by bee inspectors who promptly tracked down and destroyed the nest.

If you suspect you have seen an Asian hornet you can report this using the iPhone and Android app 'Asian Hornet Watch' or by emailing [alernonnative@ceh.ac.uk](mailto:alernonnative@ceh.ac.uk)

## NYC study reveals the dangers of mice

New research conducted by Columbia University has brought the dangers of the house mouse (*mus musculus*) into the headlines. The study looked at more than 400 mice in basements in Manhattan, Queens, Brooklyn and the Bronx. Researchers took swabs of the mice, gathered faeces from the traps, and conducted a battery of genetic tests.

As you might expect, the mice carried many bacteria, including *C. difficile*, *E. coli*, *Shigella*, as well as *Salmonella*. Sequencing of faeces revealed

36 viruses from 18 families and 21 genera, including at least six never seen before viruses (novel virus). More importantly, they found evidence of genes that encourage resistance to common antibiotics.

Senior researcher, W. Ian Lipkin, said: "From a public health vantage point, mice are more worrisome because they live indoors and are more likely to contaminate our environment, even if we don't see them."

## NBC Conference a great success for attendees and the Princes Trust

2018 marks the 25th anniversary for BPCA Servicing member NBC Environment. To celebrate they held the Environmental Sustainability Conference, raising funds for the Princes Trust.

NBC took over Twickenham Stadium on Monday 23 April welcoming delegates from a variety of industries including construction, aviation, utilities, facilities, waste management, highways and rail.

All money raised is set to be donated to the Princes Trust, as NBC Environment was founded with a Prince's Trust Grant in 1993.



Managing Director John Dickson meeting Princes Charles.

As well as talks focusing on sustainable environmental strategies and innovation, the conference included demonstrations of live birds of prey, robotic falcons, drones surveys and lasers deterrents.

NBC said: "[The conference] was the perfect way to raise awareness of environmental sustainability, the legal responsibilities and highlight the innovative options available to businesses across a wide number of industries, while raising funds to support young people going into business through the Princes Trust just like Mr Dickson 25 years ago."

BPCA exhibited at the conference. Technical Manager, Dee-Ward Thompson, said: "With a variety of interesting talks, and plenty of visitors to speak to throughout the day, the conference was a fantastic event for BPCA to exhibit at. It's always great to see our members celebrate these important milestones. Thank you to NBC for being great hosts, and congratulations for raising lots of money for the Princes Trust."

## Changes to bee referrals through BPCA Find a Pest Controller tool

BPCA has removed bees as a service option on the Find a Pest Controller referral tool. In its place, a new service called 'bee removal' has been added.

Any Servicing member who carries out bee removal work should log in to their BPCA Member Area and select 'Organisation Profile'. By clicking 'Click here to add a Service Type or Service Provided' you will then be able to add 'Services Provides - Bee Removal'. Alternatively, you can contact the BPCA membership team for assistance.

Natalie Bungay, BPCA Field Officer, explained the change, saying: "Both feral and colonised bees are beneficial insects and not normally considered a pest. Treatment with a pesticide is always a last resort, and the pest management community should be championing their protection.

"Quite rightfully, not every Servicing member wants to be associated with the treatment of bees or can relocate a swarm. We want to give the companies a choice about whether they're happy to carry out bee removal work, hopefully through relocation rather than eradication."

Pest management companies should refer to the Pest Management Alliance's Code of Best Practice relating to the Control of Bees for guidance about when and how treatments should be conducted.

We've also created the Beewise, a BPCA special interest group to discuss how we go about protecting Britain's bees. Ultimately, bees are a beneficial species, and we should all be doing our best to protect them however we can.

[membership@bpc.org.uk](mailto:membership@bpc.org.uk)

[bpc.org.uk/codes](http://bpc.org.uk/codes)

[bpc.org.uk/member-area](http://bpc.org.uk/member-area)



## Second BPCA member delivers gold award

Surrey based Cleankill has become the first pest control company in England to be awarded the Investors in People Gold Standard, demonstrating the company's commitment to high performance through good people management. Cleankill is the second BPCA member company to achieve the award, following Excel Environmental's success in December 2017.

Cleankill Pest Control has offices in Kenley, South Croydon, and Seaford, East Sussex, and employs 33 staff. The company started trading from a bedroom office in 1995 and now has a turnover of over £2million.

Investors in People Assessor Anne Hyde added: "The Investors in People Gold Award is testament to Cleankill's commitment to engaging, empowering, developing and rewarding the whole workforce."

## BPCA Chief Exec passes Level 2 Award in Pest Management

Ian Andrew, BPCA's Chief Executive, has passed his BPCA/RSPH Level 2 Award in Pest Management.

Ian completed the BPCA's six weeks of online learning, and then partook in the six-day residential general pest control course held in Yarnfield, Staffordshire.

Ian said to us: "It was a surprisingly intensive week covering lots of examples of pest management jobs and equipment, giving a great overview of what the sector involves. Paul Westgate is a fantastic trainer and I'd recommend the residential course to anyone serious about passing their exam.

"As for the exam, I'm still unconvinced that a three-hour written assessment is the best way to access such a practical profession, but it's definitely comprehensive in terms of legislation, health and safety and biology. I'd be interested in hearing what my colleagues across the sector think regarding the qualification."

If you'd like more information about the General Pest Control course and the Level 2 Award in Pest Management qualification, contact the BPCA training team.

[bpc.org.uk/gpc](http://bpc.org.uk/gpc)

[training@bpc.org.uk](mailto:training@bpc.org.uk)



## BPCA responds to ECHA cholecalciferol public consultation

The European Chemicals Agency (ECHA) is inviting responses from relevant parties in response to derogating cholecalciferol to the exclusion criteria.

BPCA, on behalf of all its members, has responded. An extract from the response is: "As the leading UK trade association for the professional pest control industry, the British Pest Control Association (BPCA) recognises the importance of having a range of options with which to control rodent pest species for the protection of public health, animal health, food security and the environment.

"In terms of rodenticides, currently, and in particular for the control of rats, there is an over-reliance on the use of

anticoagulant (AVK) rodenticides.

"The additional availability of cholecalciferol-based rodenticides for professional pest controllers would introduce a valuable, complementary control option alongside the continued use of AVK rodenticides.

"BPCA recognises the potentially positive role which cholecalciferol-based rodenticides could have for professional pest controllers and supports the authorisation of this active substance in accordance with the derogations specified in Article 5(2) (b) and (c) of the BPR."

The response also calls upon recent research from the University of Reading, referencing the widespread resistance of rats and mice in the UK to the second-generation

active substances (SGARs) difenacoum and bromadiolone, shown in CRRU's Anticoagulant Resistance in Rats and Mice in the UK report.

However, the response does point out that cholecalciferol-based rodenticides should not be considered as a complete replacement for AVK rodenticides. Cholecalciferol based rodenticides should be seen and authorised as a significant additional tool for professional pest controllers.

In summary, the response highlights BPCA's support for the authorisation of cholecalciferol-based rodenticides for professional pest controllers as an effective addition to AVK rodenticides, providing greater flexibility in IPM and resistance management.

# Rodenticide user? Update your knowledge!



Pest controllers, farmers, and gamekeepers are being encouraged to undertake knowledge updates to maintain professional competence in the use of stewardship-label rodenticides, says CRRU UK.

In its response to UK Rodenticide Stewardship's 2017 annual report, the government panel that oversees the regime says continuous professional development (CPD) is particularly important: "Management of environmental risks relies on high levels of knowledge among those who use rodenticides outdoors, in order to limit the potential for the secondary poisoning of non-target species and other unintended exposure." (Report on the Rodenticides Stewardship Regime 2018, Rodenticides Stewardship Government Oversight Group)

BPCA Chief Executive, Ian Andrew, welcomed the report, saying: "BPCA has always been an advocate for lifelong professional learning. CPD has a vital part to play, not only in protecting non-target species but in the broader context of protecting public health. BPCA members have been required to have all their technical staff enrolled in a CPD scheme since 2012, so I have no doubt they'll be ready for any changes to rodenticide qualifications. BPCA continues to provide high-quality CPD materials for our members and Affiliates."

From the Campaign for Responsible Rodenticide Use, the body that co-ordinates stewardship implementation, chairman Dr Alan Buckle explains that obtaining a training-based certificate

of competence or stewardship-approved farm assurance membership is clearly not seen as a lifetime pass.

He confirms that the regime's Training and Certification Work Group is currently drawing up CPD materials for all rodenticide user groups.

Other requirements in the Government panel's response paper include starting to monitor liver residues of rodenticides in the red kite, as a sentinel of scavenging species, in addition to the barn owl that takes live prey.

The paper confirms that, "the Rodenticides Stewardship Regime is fit for purpose". It acknowledges new standards adopted by stewardship-approved farm assurance schemes, the 2018 programme of BASIS store audits, and supply of all requested monitoring data.

It also reaffirms that "Government scrutiny will focus on the extent of any behavioural change among those operating in the sector and the measurable effect this has on residue levels in non-target animals. The government will fully evaluate the regime after five years of operation at the latest." That deadline is in 2020. The full response paper is available on the HSE website.

The panel's formal title is Rodenticides Stewardship Government Oversight Group. It is chaired by the Health and Safety Executive (HSE) and represents other government stakeholders: HSE NI, Defra, Public Health England, Natural England, Welsh and Scottish governments and an independent scientific adviser.

## Updated rodenticide guidelines



Guidelines for online sales of anticoagulant rodenticide products have been updated

for recently introduced smaller packs and lower active ingredient levels in products for general public use. All such rodenticides must now be lower than 30ppm of the active ingredient. For wax block formulations, maximum pack sizes are now 100g for mouse baits and 300g for combined mouse and rat products, or 50g and 150g respectively for grain, pellets or pastes.

The guidelines published by the Campaign for Responsible Rodenticide Use seek to ensure online sales of products for the general public comply fully with product authorisations explains CRRU Point Of Sale workgroup leader Rupert Broome.

Rupert Broome said: "In line with bricks and mortar sellers, this includes clear demarcation between general public and professional rodenticide users. The guidelines include a

reminder to online sellers that, for professional use rodenticides, they are also subject to the same strict point-of-sale controls as all other retailers."

For both categories, the guidelines specify that rodenticides can only be sold in original packaging, including statutory labelling provided by the authorisation holder. It is illegal to break down original packaging into smaller quantities.

Failure to comply with any aspect of the regime may lead to the company concerned being reported to HSE, Trading Standards and any other relevant body. It may also lead to cancellation of the authorisation for sale of the product concerned.

The CRRU board has approved the new document meaning that this updated guidance has now become part of BPCA membership criteria.

[bPCA.org.uk/Member-Documents](http://bPCA.org.uk/Member-Documents)

## £10.4m to be generated for council services



BPCA Servicing Member Oxford Direct Services, the commercial division of Oxford City

Council, plans to deliver £10.4m in value back to the council over the next four years, which can be put towards council services.

The commitment is the next step in Oxford Direct Services' plan to grow its commercial services business, alongside improving the efficiency of services provided for the council.

To deliver on its goals, Oxford Direct Services will continue to expand its contracts with commercial business and organisations offering services such as pest control, building services, highways and engineering, commercial waste, large goods vehicle and MoT testing, vehicle repairs, landscaping, and grounds maintenance.

To date, Oxford Direct Services has returned £4.7m to Oxford City Council in the form of cost savings and returns from delivering commercial activities.



Simon Howick, Managing Director at Oxford Direct Services, said: "Everyone in the team is very proud of the improvement in council services and efficiencies we have delivered as Oxford

Direct Services and the financial contribution we have made to date through our commercial services. For those residents and organisations where we deliver council services, very little will change. The City Council remains our single, largest customer and we will continue to strive to improve our services and efficiencies. However, under the new structure, we will also be able to maximise the commercial opportunity by offering our expertise to a wider range of organisations – delivering even more revenue back to the council to spend on community services."

## Third Global Summit shapes up



Following the success of the two previous events, CEPA and NPMA are co-hosting a third Global Summit of Pest Management Services for Public Health and Food Safety between 4-6 June 2018.

The conference returns to Europe, having previously been held in the United States in 2017.

CEPA and NPMA selected the Miragem Hotel within the coastal resort of Cascais, 25 minutes from Lisbon, Portugal as the location for the event. Both CEPA and NPMA are looking forward to welcoming visitors from around the world.

Presentations will focus on how the pest management industry protects public health and contributes to food safety with the help of innovative technologies, the introduction of new service standards, rigorous training requirements and public/private partnerships.

[gs18.npmapestworld.org](http://gs18.npmapestworld.org)

## Careers fair success

On Friday 16 March 2018, Nottingham-based company, NPC Pest Prevention Solutions, attended one of the Midlands' largest jobs fairs at the prestigious Pride Park Stadium in Derby, home to Derby County football club and close to BPCA's offices. NPC's team was supported with resources for the event by Killgerm and BPCA.

The event attracted companies from all sectors including Toyota, JCB, DHL and Coors, and was the first attempt from NPC to look for new staff from outside the industry.

Managing Director Paul Swift said: "NPC was specifically interested in recruiting for pest prevention surveyors. However, as an expanding company, many other roles were also discussed with those attending, such as technicians, field biologists and administration staff.

The professional and experienced NPC team has further jobs fairs planned in the future. If you'd like to find out more, or talk to us about positions at NPC, then please contact them on 0115 987 2968 or [enquiries@nottinghampestcontrol.co.uk](mailto:enquiries@nottinghampestcontrol.co.uk)

From left: NPC's Paul Swift, Damian Widdowson, Sharon Mason, Steve Cornwall and Kevin Gardiner.



## Detection dogs unleashed in final phase of world's largest rodent eradication



Three small dogs are at the centre of the final phase of the world's largest project to eradicate invasive species.

Terriers Wai, Will and Ahu have joined a team of 16 humans deployed by the South Georgia Heritage Trust (SGHT) to conduct a monitoring survey of the British Overseas Territory of South Georgia for signs of rodents.

Thanks to significant funding from Friends of South Georgia Island (FOSGI) and with personnel and logistical support from the Government of South Georgia and the South Sandwich Islands, the Trust has embarked on what is hopefully the final phase of its ambitious £7.5million conservation project to restore the island's native bird populations.

### TACKLING INVASIVE RATS

The terriers are specially trained to detect rodents, invasive predators which arrived on South Georgia as stowaways on sealing and whaling vessels from the 18<sup>th</sup> century onwards.

As the native wildlife evolved in the absence of rats and mice, the introduced rodent population wreaked havoc on the island's ground-nesting and burrowing birds, in particular threatening the existence of two endemic species: the South Georgia pipit and South Georgia pintail.

In 2011, Scottish-based charity SGHT started the first phase of baiting of the Habitat Restoration Project (to date the world's largest project to eradicate invasive species) in a bid to reverse two centuries of human-induced damage to the island's wildlife and allow millions of birds to flourish and reclaim their ancestral home.

Since the last extensive phase of baiting work in 2015, no sign of rodents has been detected, and many bird species are already showing signs of recovery, but a comprehensive survey was required before the island could officially be declared rodent-free.

### THE SCALE OF THE TASK

With its complex terrain of glaciers, deep crevasses, dramatic mountains, and storm-swept beaches, as well as unpredictable weather conditions, the sub-Antarctic island of South Georgia is one of the most remote and inhospitable places on Earth.

In an incredible feat of endurance and teamwork, reminiscent of Sir Ernest Shackleton's epic crossing of the island just over a hundred years ago, the dogs and their two handlers, Miriam Ritchie and Jane Tansell, have so far walked a total of 1415km, with the dogs covering a total of 2124km, searching for signs of rats.

The distance will continue to mount as the monitoring survey progresses, but they have already surpassed the equivalent of the trek from Land's End to John O'Groats, which at 1407km covers the whole length of the island of Great Britain.

Like Shackleton before them, Ritchie and Tansell are unfazed by the scale of the task.

This involves subsampling a coastline almost 1,000km long and a vegetated land mass of 895km<sup>2</sup>.

Miriam Ritchie, Rodent Detection Dog Handler, said: "The size of the survey area is vast, and the dogs stay close to us, but of course they can detect smells from many metres away, so they help increase the range of what is covered on foot. They can also get to areas that are inaccessible to humans, such as nooks and crannies in the landscape, or within the former whaling stations."

The SGHT field team, dubbed 'Team Rat', started the monitoring survey in October 2017 and the handlers and their dogs joined in December 2017.

[sght.org](http://sght.org)





QUALITY  
SERVICE  
THROUGH  
PROFESSIONAL  
COLLABORATION



# CONTRACT SHARING NETWORK

TRUSTED AND APPROVED

CONTRACTING  
WORK ALREADY?  
WHY NOT BOTH  
JOIN THE CSN?

**JOIN NOW!**

**[bPCA.org.uk/csn](http://bPCA.org.uk/csn)**

## GET CONTRACT WORK

What if other professional pest management companies called to offer you work in your area?

After you've joined the Contract Sharing Network you'll be on a list of trusted BPCA members available for subcontracting work. Whenever another member of the CSN needs a trustworthy subcontractor, you'll be at the top of the list.

**Stop waiting for the phone to ring and join the CSN.**

## SUBCONTRACTING WORK

Want to take on more contracts, but can't cover an area? Extend your reach and influence through the Contract Sharing Network.

Using BPCA's 'find a pest controller' tool, you can filter companies that have agreed to the CSN Code of Conduct. Companies that break the rules aren't allowed on the list.

**Never turn down work again - join the CSN.**

This is a free membership benefit for BPCA Servicing Members only - log-in required.

BPCA

# PPC LIVE

## The big pest control get together

### REVIEWED

Third time's the charm for BPCA's roaming trade show, PPC Live. With more visitors, exhibitors, and positive feedback than ever before – we're calling it a win for everyone involved.

**PPC LIVE: IN PICTURES**  
Didn't make it to PPC Live? Here's a roundup of what you missed in pictures.

Although 14 March might feel like a long time ago now, we've now had time to look through all your feedback and review how PPC Live 2018 went. The public health pest management community took over the Three Counties Showground in Worcestershire, and the sector looked very much at home below the beautiful Malvern hills.

We've put the facts and figures from our visitor and exhibitor feedback over the next page, however the headline is that the show was rated 8.5 out of 10 by attendees (up from previous shows). Plus we had 99% good feedback for our seminar schedule, and an incredible 100% of our exhibitors saying they'd recommend PPC Live to their clients – and yes, we checked the results twice!

The show had a modest amount of growth compared to previous ones. With 380 visitors (not including staff or exhibitors), compared to 2016 where we had 356 visitors – the team was a little disappointed that more of the 600+ pre-registered guests didn't make it on the day. We contacted everyone who pre-registered but didn't attend, and over 50% of respondents said they were too busy with their day jobs. Potentially this was because of the poor weather the week before the event. One company stated, "We lost about four days to the bad weather so, unfortunately, the week of PPC Live we had to play catch-up." In part at least, we'll blame it on the weatherman.

### WHAT WAS NEW

One thing that's always new at PPC Live is the venue. The point of PPC Live is that it moves around the UK so different people can attend the show. This time we made ourselves at home in the South West of England, following the previous stops in the East of England (2016) and the North West of England (2014).

This does beg the question: where do you want us next? We usually announce PPC Live's next location at PestEx – so

now's the chance to make your voice heard. Would you like the biggest gathering of professional pest controllers on your doorstep in 2020? Message us on [events@bpca.org.uk](mailto:events@bpca.org.uk) with your suggestion.

We also changed up the layout of the show, purely because our hall of exhibitors grew again. For the first time we decided to bring our seminars into the hall with silent headsets. These headsets have always been popular at PestEx, and the feedback has been great about having them at PPC Live. They help you focus on a seminar without feeling banished to a dingy room in the back. It also seemed to encourage visitors to spend more time in the exhibitor hall. Exhibitors' feedback stated that they averaged around 128 people per stand – which is up considerably compared to 2016 when each stand managed 97.5 visitors on average.

Another thing we borrowed straight from the PestEx playbook was the registration system. Most pre-registered visitors managed to fly through the doors and straight into the exhibition hall. We had a few questions about the confirmation of bookings but they're lessons we can put into action for PPC Live 2020.

Our lovely sponsors meant that we could offer all pre-registered guests bacon rolls and a hot drink when they arrived in the morning. When we met the caterer the day before PPC Live, he confided in us that he'd rented an extra industrial-sized bacon grill to make sure he could keep up with the demand. They certainly did seem to go down a treat! Don't expect free bacon at PestEx though – not at those London prices! If you have other ideas about visitor incentives let us know. Again, a special thank you to Ienv, Bayer, Bower, Pelsis, RatPak, ServiceTracker and Woodstream for sponsoring the breakfasts.

CONTINUED >

## VAN OF THE YEAR 2018



The four shortlisted vans

Another new thing we tried at PPC Live was the Van of the Year competition. Our panel of experts scoured the car park for a shortlist of five vans for judging in the afternoon. After a frantic half hour tracking the shortlisted people down, we managed to get four out of the five vans in the same place for judging the inside.

Chair of the judging panel and BPCA Vice-Chair, Phil Halpin said to us that all the vans had their merits and were impressive in their own right. However, it was Gary Leek from PestForce East Yorkshire that walked away with the Xbox One and driving game. Gary was

incredibly meticulous about his van, and his wife confided that when he was shortlisted he wasn't happy about having their overnight bags "cluttering up" the van for his judging. The judging team was impressed with everything from the clear external branding, the internal racking, pesticide storage, general maintenance, and health and safety.

A special thank you to our panel of judges: Phil Halpin (Countrywide Environmental Services), Ben Massey (BPCA), Barry Nicol (Stallard Kane), Andrew Bradshaw (Bradshaw Bennett) and Jeff Warren (TAS).



A sneak peek at Gary's winning van

Dr Matthew Davies



**HIGHLIGHTS FROM PPC LIVE**

Highlights from the day included Rentokil's Savvas Othon talking about the future of pest control in light of new technological advancements in smart devices and 'the internet of things'. The talk was both geeky and accessible, championing the role pest control technicians have in protecting public health, rather than seeing us all replaced by droids and wireless bait boxes.

Ultimately, the lessons to take away were that a technician needs to remain an expert over the species we manage and be able to justify our professionalism to clients that may want to see technological rather than human pest solutions. In fact, Savvas was optimistic that technology could be

a massive win for the industry, particularly through removing low-value activities, like checking bait boxes, report writing and site mapping, leaving more time to reinvest back into the site visit.

Clark Smith-Stanley and his drone



Killgerm's Dr Matthew Davies tackled the subject you asked us to cover in the feedback forms from PestEx: mosquito management in the UK. The talk looked at the Mosquito Watch project, invasive Asian tiger mosquitoes, and generally raised awareness about the significance of mosquitoes on clients' sites.

BPCA's own Ben Massey and Consultant member Urban Wildlife gave two very well-attended seminars, with a shared theme of empowering every pest controller to make the right decisions for their company.

Ben went through many tools and tricks that pest controllers can use to market their businesses without having a marketing background. As well as covering the basics of marketing strategy, Ben's talk was actionable for staff at any level - particularly sole traders and small businesses.

Gary Williams, from Urban Wildlife, gave us examples of exactly where the problems can be if you don't keep a respectful eye on your non-target species. The talk covered bats, badgers, snakes, slowworms and more. The talk wasn't just a cautionary tale. Gary gave his audience workable advice for many non-targets who happen to be occupying the same space as a pest species.

Clive Boase wrapped up the day with a fantastic talk on pesticide resistance and its effect on the daily practice of the pest management company in his 'back to basics' seminar. The talk covered a

huge range of questions including insecticide resistance in houseflies, the Daily Mail's so-called

'mutated super rats' and the biological and environmental causes of resistance.

As with all good talks, it ended with questions rather than solutions. Clive split the attendees into groups to tackle big resistance topics such as who should be responsible for resistance management, and what future measures might be acceptable to protect public health. Both Clive and the BPCA team agreed that more roundtables like these at industry events could be exactly what we need in order to tackle the big pest issues of the day, such as resistance.

The exhibitor hall was packed, and it'd be impossible to wrap up all that was on offer across all the different stands. 92% of visitors said that the quality of exhibitors was either good or excellent. As well as plenty of pest control product and service providers, this year we had associated industries and pest control friends, such as the University of Reading, The Bat Conservation Trust and Tree Bee Society.

The outdoor demonstrations were very well attended. Falconry, drones, and moleing techniques were showcased in the Three Counties Showground beautiful outdoor space underneath the picturesque Malvern Hills. Two of the scheduled outdoor demonstrators had car troubles on the day, but fortunately, they were both covered.

The Airgun Training and Education Organisation lead the demonstration on air rifle safety, empowering pest controllers to stay the right side of the law. The unmanned aerial vehicle (UAV) demonstration was saved by the official PPC Live photographer, Clark Smith-Stanley (Profile Studios), who happened to have his commercial drone with him.

“The very best event I have attended so far in my 35 years in the pest control industry. Well done BPCA.”

NIGEL, BRISTOL COUNCIL

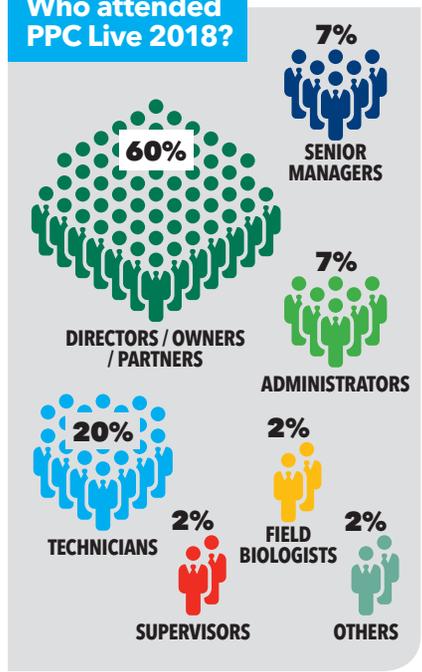
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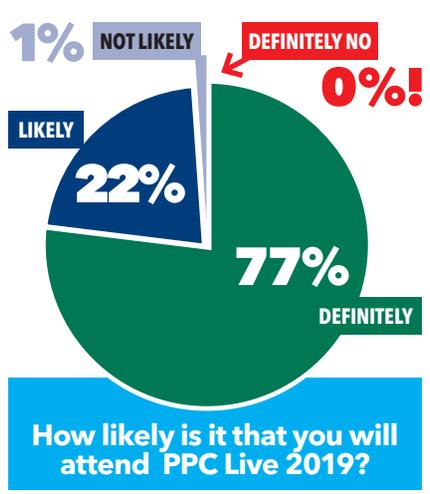
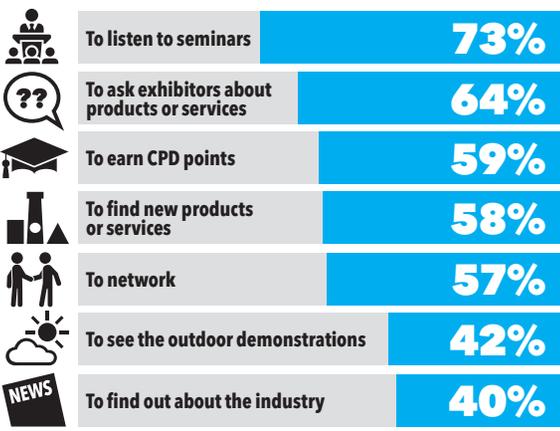
# PPC Live: in numbers



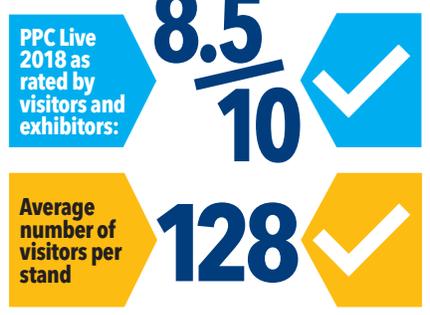
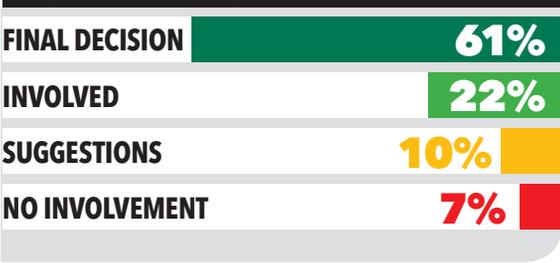
## Who attended PPC Live 2018?



## Why did people attend PPC Live?



## Roles of visitors with a say in the buying process



**2,280**  
CPD POINTS  
CLAIMED!

## Top 9 ways to hear about PPC Live

- 1 PPC mag **56%**
- 2 BPCA eBulletin **34%**
- 3 BPCA website **29%**  
bPCA.org.uk
- 4 Pest mag **22%**
- 5 PCN mag **21%**
- 6 Word of mouth **14%**
- 7 Flyers **8%**
- 8 Regional Forums **8%**
- 9 Facebook **7%**



**100%**  
Exhibitors that would recommend PPC Live to customers



While Clark demonstrated the drone, BPCA Technical Manager, Dee Ward-Thompson and BPCA Membership Manager, Kevin Higgins, told the audience how they could apply this technology to their everyday practice. A special thank you to those who stepped in at the last moments.

The ever-popular birds of prey demonstration, couldn't have been in a more fitting location. John Dowling and his team stuck around all day as exhibitors, giving visitors plenty of opportunity to ask follow-up questions and to have

meaningful conversations about birds of prey in pest management. We've nearly got as many pictures of the birds of prey as we have Merlin's bed bug dog.

David Archer's hands-on talk had the stands filled with technicians wanting to refine their practical trapping skills. Dave went through multiple traps talking about both the legal impacts and practical implications of mole trapping.

The outside demonstrations add to the character of PPC Live as a whole. PPC Live might be the younger sister to

PestEx, but it definitely deserves its own firm spot on the pest management event calendar. Thank you again to everyone who helped make it very special.

**PPC LIVE**

Got an idea to make the next even better?  
[events@bpc.org.uk](mailto:events@bpc.org.uk)

**BPCA PestEx**  
 The UK's premier pest control event

**PestEx 2019**  
 20-21 March  
 ExCel, London

[bpc.org.uk/events](http://bpc.org.uk/events)

## 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.



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# LEAVE IT TO THE PROFESSIONALS.



In my opinion, government and regulators often run on similar lines

to any management executive. If it isn't broken then there are lots of other more pressing things to do rather than try and 'fix' it. But when it is broken (or at least appears to be with big press headlines) then the tendency for the knee-jerk reaction kicks in and we get unworkable regulation that makes our lives difficult.

A good example of this is the response to the shooting of a bird in a supermarket which was splashed over the press. Questions were asked in Parliament and we now have more restrictions from Defra over what can be shot or not.

This is the same with the use of pesticides. Regulation and restriction generally come out of problems that have arisen because someone hasn't done their job properly, either because they are cutting corners or just incompetent.

I have seen the codes of practice for pest control from the main retail companies get tighter and tighter over the years in

## Director of Precision Pest Management Solutions and BPCA Executive Board Member, Mike Ayers, shares his thoughts on why it's now more important than ever for BPCA members to mobilise and consider the bigger picture of pest control.

response to failures to do the job properly. The most demanding on us as pest controllers were the 48-hour follow up regimes imposed by one, then other, retailers. This isn't technically necessary but was a punitive imposition because pest controllers weren't doing their jobs properly and not following up either at all or well enough to deal with the infestation. The cost of this blanket imposition to us as pest control providers has been enormous over the years. The problem here is not how often the technician visits but what they do each time.

In my job as a consultant, as well as a practising pest controller, I come across infestations where the follow-ups have been conducted to the letter of the 'law' but the mouse infestation has been persistent and getting out of hand. One site I visited had had over 150 visits over the year and nearly as many the previous year. This wasn't good for anyone

and runs a serious risk of generating tolerance to the active ingredients. We managed to clear the problem with a thorough weekly visit over two to three months. It is no wonder that resistance builds up because, remembering my lessons from John Bull of Rentokil, mice become resistant to poor service first and the chemicals soon after.

Fortunately I think the retail companies are seeing the light and the codes of practice are becoming less proscriptive on what we should do and more interested in the result. There are significant commercial benefits to being competent. Technicians work safer, more efficiently and more effectively. The competent pest controller will generally win and retain more contracts even at a higher and probably more realistic price.

As a board member I can say that BPCA, via the Committees and Working groups, is committed to improving the professionalism

of the membership to enable its members to stand out from the crowd. We want to ensure that truly professional pest controllers are the first choice for those in need of pest control services. By delivering services 'properly' the pest control industry will prove more profitable, work safer, reduce the risk of resistance and further regulation.

It is important that members are equipped to be able to use language and visual aids to support this position, and is why the "Be Protected. Professionally." campaign was created. Members should look to engage the BPCA logo in all that they do, but more than that, convey to the customer what being protected, professionally means.

To amplify our messages I encourage you to consider hosting the information below in and around your company's presence, online and offline, and in conversations with customers. But, most of all, please consider the reasons why professionalism is so important to our industry – to ensure we can continue, and develop, our role in society of protecting public health with the appropriate 'tools' for the job.

## BE PROTECTED. PROFESSIONALLY.

Pass regular audits against BS EN16636 for pest management (from Jan 2019)

Abide by our strict industry Codes of Best Practice

Provide detailed advice on pest prevention measures

Perform a survey before starting work or providing a final quote

Have at least £2 million public and products liability insurance

Protect staff, customers and members of the public through risk and COSHH assessments

Only employ technicians who meet or exceed the industry standard qualifications

Find out more by visiting [www.bpca.org.uk/beprotected](http://www.bpca.org.uk/beprotected)

# Road trip to success

STRATEGY COMMENTARY FROM OUR CHIEF EXEC



I am delighted to share with you an overview of our strategy for the next three years. In the spirit of “driving excellence in pest management” let’s take the idea of driving as an analogy for our strategy.

BPCA (and the members we work on behalf of) make up our trusty van. Our objectives

are the places we want to go together. Our fuel is the income we need to keep us going, and the driver of the van is the knowledge we’ve collected over the last 76 years of being the leading association for pest management.

Our Executive Board, staff team and member committees represent a whole range of mirrors, satnavs, windscreen

wipers and airbags (which, of course, I mean in the kindest possible way!) – all of whom support us getting to where we want to be.

Each element of the strategy has an Executive Board and staff team member championing it. They’re the guys planning the route and marking the map as we go (and threatening to turn the car around if the kids in the

back don’t start playing nice).

As with any road trip, how you get there is as important as the destination. We thought it was worth putting our values as an Association out for the world to see. While we’re on the road, we’ll travel with integrity, value, care and cooperation, upholding the reputation of our Association, sector and membership as we go.

## Let’s start with where we’re going - our key objectives are:

### **LEAD** THE PROFESSIONAL PEST MANAGEMENT SECTOR BY PROMOTING PROFESSIONAL PRACTICE

BPCA and our members are well on the way to leading the pest management sector towards best practice. We promote best working methods through Codes of Best Practice, championing BS EN16636 audits, providing sector-leading training, qualifications, CPD resources and technical advice. We’ll know we’ve arrived when the industry is filled with suitably trained, qualified and audited pest control providers.

### **EXPLORE** A VIABLE LICENSING STRUCTURE FOR THE PROFESSIONAL PEST MANAGEMENT SECTOR

We want to get to a place where we can see how a licensing structure for UK pest management would work. The ever-watchful eyes of legislators have turned to our sector over recent years, and BPCA wants to be prepared for a situation where (like many other countries) pest controllers need to be licensed to practice professionally. To bring us back to our driving metaphor, we want to get to the top of the hill so we can see what might be coming from the distance and prepare the next leg of our journey accordingly.

### **EDUCATE** THE FULL SUPPLY CHAIN ABOUT THE VALUE OF WHAT BPCA AND ITS MEMBERS PROVIDE

We’ve been educating the whole supply chain about the value of what we do for some time now, but we want to step this up. This isn’t just about offering training courses to prospective and current pest technicians – although that remains an important part of the plan. We want to reach all levels of our profession, associated sectors, key specifiers, as well as commercial and domestic end-users. We’ll be getting out and about, demonstrating and exhibiting the important messages, increasing our web presence and pushing pest awareness into the relevant circles – all the time promoting the importance of selecting a professional pest management company (ie a BPCA member).

### **ENHANCE** ENGAGEMENT WITH ALL (CURRENT AND POTENTIAL) MEMBERS AND SUPPORTERS

As you would expect from a membership organisation, engagement is a part of the journey, which will weave through all of the objectives. I’m keen to bring members, prospective members and supporters even closer to the organisation, in order to maintain and accelerate a coordinated, powerful voice for our community. Giving members and their employees support to get to where their own route map is pointing will no doubt play a pivotal role here, and I’d like to say that we always have been, and always will be, at the end of the phone (handsfree) if you need to talk about where that journey is taking you.

“

We’ll know we’ve arrived when the industry is filled with suitably trained, qualified and audited pest control providers. ”

BPCA

# Strategic Plan 2018-2020

AT A GLANCE

## Driving excellence in pest management

BPCA represents organisations with a professional interest in the management of public health pests to provide safe and healthy environments. We're a not-for-profit trade association acting on behalf of our members and in the interests of the UK pest management industry.

### FOR OUR MEMBERS

We promote the highest standards of professionalism within the industry, allowing only organisations that meet our strict criteria to join as members. We provide members with opportunities to increase their professionalism, profile and profit through a comprehensive suite of member benefits. We engage with external stakeholders to raise the profile of our members.

### FOR PEST MANAGEMENT SERVICE USERS

We advocate that pest control providers are suitably trained, qualified and audited. We support the professionalism of UK pest management by providing sector-leading training, qualifications, continuing professional development and technical advice. We aim to assure those who require the services of a pest controller are provided with the highest levels of professional service. We assist those requiring pest management services to find the most relevant experts.

### OUR VALUES

We are guided by values that we perceive to be the critical ingredients to professionalism: integrity, value, care and cooperation.

## Strategic objectives

### LEAD

the professional pest management sector by promoting professional practice.

### EXPLORE

a viable licensing structure for the professional pest management sector.

### EDUCATE

the full supply chain about the value of what BPCA and its members provide.

### ENHANCE

engagement with all (current and potential) members and supporters.

### OUR APPROACH

Each strategic objective encompasses underlying projects, approaches and activities, sponsored by a member of the Executive Board and led by a member of the BPCA staff team. Regular updates on progress will be provided to members and supporters through relevant communication channels.

BPCA

WORKING FOR YOU!

# PestAware

## the pest advice blog

BPCA's new consumer-facing blog has launched. PestAware provides domestic and commercial pest advice, encouraging potential clients to use the Find a Pest Controller tool getting BPCA members even more referrals.



**P**estAware – the pest control blog is our commitment to providing the

general public, the commercial sector, the media and associated sectors - with free, quality pest management advice.

The blog is accessible through the BPCA website in the pest advice section.

### HOW TO GET INVOLVED

Anyone passionate about telling the world about the important role of public health pest control can submit an article for PestAware.

We're particularly looking for people from BPCA member companies to take up the challenge and write something that will help the consumer make an informed decision when choosing their pest control supplier.

What you'll get:

- A link back to your website
- Claim CPD points for your time
- Show off your articles to your clients
- The warm fuzzy feeling you get when you champion the professionalism of your industry.

### CAN I USE PESTAWARE ARTICLES ON MY WEBSITE?

While we encourage everyone to share the articles from PestAware, we ask that you do not copy and paste articles to your own website.

You may republish PestAware press releases on your own website, but these must link back to the original article.

### HOW CAN I SPREAD THE PESTAWARE MESSAGE?

Whether you're from a BPCA member company or not, you can help us with our pest awareness campaign.

- Share our articles on social media (Facebook, Twitter, LinkedIn)
- Share the articles with your clients
- Link to relevant articles from your website
- Write something for PestAware
- Educate people about the important role pest control has in our society.

[bPCA.org.uk/pest-aware](http://bPCA.org.uk/pest-aware)

We release a new article roughly every week. Here's a few of our favourites:

#### PEST CONTROL PROCEDURES IN THE FOOD INDUSTRY - A RECIPE FOR SUCCESS

Pest infestation in food premises has always been unacceptable. The risks to public health – and to reputations – are serious concerns. Learn how to protect yourself and your food business.

#### TICKING THE BOX - THE VALUE OF MAINTENANCE CYCLES FOR EFFECTIVE PEST CONTROL

A pest management maintenance cycle plays a significant role in health and safety, well-being, and upholding the reputation of a business. Find out how to implement a robust pest control maintenance cycle.

#### EVERYTHING YOU NEED TO KNOW ABOUT HEAT TREATMENTS FOR BED BUGS

Heat treatments are a chemical-free method of pest control used to treat bed bugs by raising the temperature of an affected room. Buyers guide.

#### PEST CONTROL IN THE HOSPITALITY INDUSTRY ACCORDING TO THE HYGIENE DOCTOR

Pest control is very important to the hospitality industry. Failure to control pests can lead to serious legal consequences including closure of the premises, fines and prosecutions, and catastrophic drops in food hygiene rating scores.

#### DO I NEED PEST CONTROL?

Maybe you've spotted a rat in your garden or discovered a wasp nest in your shed. Perhaps you suspect your favourite furniture is infested with biting insects. Might your company stockroom be rife with unwelcome mice?

#### PLUS!

We're hosting all of our national press releases and over 80 pest specific articles from our A-Z of Pests.

### RETIRING ALEXO

BPCA blazed a trail with client-facing magazine, alexo, which had similar aims to PestAware. We don't have any plans to create any new issues of alexo, however the full catalogue of alexo magazines is still available through our website.

Many of the best articles from alexo will make their way on to the PestAware blog, making them available to even more end-users.

Goodbye alexo – you served us well.



### CHIP IN!

Do let us know if you have any questions or feedback about PestAware, and especially if you have an idea for a client-facing article. Could you write a blog about any of these?

- Spotting a wasp nest in your home or garden
- Keeping rodents out of your shed
- Why pigeons are considered a public health pest
- The difference between a pest technician and a field biologist
- Who pays the bill – the landlord or the tenant?
- DIY pest control myths.



[hello@bPCA.org.uk](mailto:hello@bPCA.org.uk)

**AIR  
ATTACK!**

A good wasp season can give the diligent pest controller a tidy profit, and so there is the temptation to rely on these returns in subsequent years. However wasp work can be a fickle game, and you could find yourself facing a tight squeeze because wasps are mysteriously absent in the numbers that the year before promised. Alex Wade, Technical Manager at PelGar, shares some insight into what factors influence a wasp season.

CONTINUED >

# WASPS GOING ON?

**Biological and  
environmental factors  
affecting wasp numbers**

Image: collections.naturalis.nl

# WASPS GOING ON?

- Queens start looking for suitable nesting locations when temperatures rise
- 77% of *V. vulgaris* and 91% of *V. germanica* nests are situated in subterranean sites such as in banks, hedgerows and soil borders
- Early wasp populations undergo an endogenous mechanism to come into equilibrium
  - Weather changes affecting various stages of nest development tie in with food abundance to limit nest size
- 80% of nests are near agricultural sites so even slight changes in farming methods have significant impact



**SPEED VIEW**

Wasps, what are they good for? What do they even do, other than being picnic spoiling, cider stealing, stripy balls of pure rage? I have had wasps ruin a perfectly good day out. I have had wasps ruin a perfectly good day in. I have even had a wasp announce its presence to me inside my car while I was driving along the motorway, therefore also ruining for me the parts between having a good day in and a good day out.

And what's worse is, when they aren't actively ruining your day with their haphazard dive bombing of your pub lunch, they can ruin an entire season of work for us... by not even being there at all.

But before we all get too down, it's important to remember some important things about wasps.

### BIOLOGY AND BEHAVIOUR

Firstly, it is easy to label all wasps as that group of flying insects instantly recognisable by a black and yellow pattern, and propensity to sting first and ask questions later. But this is a largely unfair statement as there are numerous species of wasp in the UK which come in a vast array of stunning colours (like the mesmerising cuckoo wasp, *Chrysis ignita*) and certainly behave nothing like their more aggressive cousins. It is also often overlooked that, even within the group of social wasps which interest us as pest controllers, we are not looking at one but multiple species of wasp, of which the most commonly encountered are *Vespula vulgaris* and *Vespula germanica*.

Therefore I will attempt to explain some of the nuances of wasp behaviour and biology, and consequently how this myriad of seemingly unrelated differences can make wasps some of the most unpredictable insects in our profession.

The wasp life cycle is a fascinating process and is considerably more complicated than one might first assume. To describe it fully we must rather paradoxically start at the end, with the death of last year's nest. Young mated wasp queens leave the dying nest of the year before and prepare to overwinter in cracks and crevices (such as tree bark, rock formations and quiet areas inside and around people's homes), protecting themselves from scavenging predators while they hibernate through the depths of winter.

Come the Spring, with the rise in ambient temperature, these queens will emerge and start looking for suitable nesting locations. Although we closely associate wasps with infesting the eaves and attics of houses, it is essential to keep in mind that these are not the preferred locations for their nests. In studies (Spradbery 1973) it was shown that almost 77% of *Vespula vulgaris* and 91% of *Vespula germanica* nest sites recorded in an area of Hertfordshire were situated in subterranean locations such as in banks, hedgerows and the soil

**ALTHOUGH WE CLOSELY ASSOCIATE WASPS WITH INFESTING THE EAVES AND ATTICS OF HOUSES, IT IS ESSENTIAL TO KEEP IN MIND THAT THESE ARE NOT THE PREFERRED LOCATIONS FOR THEIR NESTS.**

borders of open fields. This preference towards living in the open countryside, despite happily overwintering inside our dwellings, generates a misleading bias when trying to ascertain the size of a wasp season based on the observations in the emergence of the spring queens from in and around homes.

During this first couple of weeks after emergence, it is interesting to note that the behaviour of the social wasps will be very similar to that of their solitary cousins. All queens will set out to look for food to fuel the development of their internal organs (a process which is put on pause over Winter to store sufficient energy to make it through to Spring) ready to start producing eggs. At this point, they are then driven to find suitable harbourage within which to begin building their nests and deposit the first of this year's workers.

With the establishment of the nest, the first generation of eggs are deposited into unique comb structures within the heart of the fledgeling hive. The subsequent larvae are cared for exclusively by the new queen through all five instars of their development from egg to pupa to newly emerged adult wasp. It is with the emergence of this first generation that the social and solitary wasps truly deviate in behaviour, with the offspring of the social wasps remaining as unproductive workers, contributing to the future growth

of the nest. With a fresh brood of workers to take the workload off nest building and larval nursing there is a rapid expansion of the nest, both in size and complexity of the nest's physical structure but also in the numbers of individual wasps reared and housed within. With this sudden drive for expansion, the demand for sources of protein to feed the growing number of larva increases dramatically, with the primary sources of protein most often coming from insects which the wasps will actively hunt down and predate. Pest insects such as caterpillars and aphids form the bulk of the predatory wasps' protein sources, which now puts the wasp (rather confusingly) into the beneficial insect category despite us being very certain since childhood of their position anywhere outside the category of 'beneficial'.

It is at this point that the number of wasp nests, the abundance of wasps residing within them and the comparative sizes of the wasps start to alter from what may have been observed in the previous year(s). Foremost, wasp populations undergo an endogenous mechanism which brings early wasp populations into an equilibrium. This phenomenon is what is mostly responsible for the two-year cycle of wasp abundance and wasp scarcity that we usually observe. Historically, this two-year cycle was so pronounced it was possible to almost set a watch by this cycle of abundance and scarcity. So, what has changed?

### BLAME IT ON THE WEATHERMAN?

Common wisdom would point the finger squarely at a changing climate, increases in rainfall and temperature upsetting some delicate natural balance, but studies (ME Archer 2001) showed that this was not entirely the case. These studies showed that the weather had no significant effect on the number of new nests established in the Spring (and therefore upsetting the two-year cycle), but it did have a significant impact on the sizes of those nests towards the end of Summer. This relationship between the weather at various stages of the nest's developments ties in nicely with another limiting factor of nest size: food abundance.

Favourable weather conditions see an increase in plant growth and, with that, an increase in the insects that reside on and feed on those plants. So far this all seems somewhat predictable, the two-year pattern of behaviour is largely

uninterrupted. So, again, what has changed?

It is now that we must look towards ourselves and point the finger at a different cause. The effect the humans have on the environment is profound, but specifically how we grow and raise plants for our own use is probably one of the most crucial factors in the world's ecology. When one considers the fact that 80% of wasp populations will nest, feed and overwinter near areas of agriculture, it is not then surprising to imagine that even slight changes in the way that agriculture is undertaken will have a significant impact. Removal or encouragement of hedgerows will alter the amount of available harbourage to one species of wasp or another. The type and density of crop being grown will change the species of prey insect available for foraging wasps as well as their abundance and size. It has been clearly documented (Spradbery 1973) that, between *Vespula vulgaris* and *Vespula germanica*, there is a noticeable difference in the manageable size of prey item which can be flown back to the nest. This means some crops and their associated insects will be favourable for one species and not the other. Finally, and possibly the most devastating of all impacts to the growing wasps, is the broadcast use of pesticides over these crops, removing all but a fraction of the available food for the nests as well as coincidentally removing those nests close to the boundaries of the crop itself.

All these factors, and more, have an unnatural dampening effect on 'wild' populations of wasps. This begins to be of real relevance when one considers that populations of wasps in and around buildings tend to be closely monitored by their human neighbours and will be removed with great prejudice at the slightest provocation. We, as a species have become exceedingly adept at this task and it would be fair to assume, therefore, that most wasp nests found in urban areas do not originate from nests which have managed to survive this annual purging. Instead, they have probably migrated in from more rural locations with queens having been documented travelling up to a kilometre from their overwintering locations to find suitable nesting locations (Crossland 1991). This was clearly shown in a case study undertaken at the Royal

...POPULATIONS OF WASPS IN AND AROUND BUILDINGS TEND TO BE CLOSELY MONITORED BY THEIR HUMAN NEIGHBOURS AND WILL BE REMOVED WITH GREAT PREJUDICE...

Horticultural Society Gardens at Wisley. The study showed that, despite the successful 100% year-on-year eradication of wasps from the grounds, there were always new nests occurring each year without fail.

Mainly this can be explained by large reservoirs of wild wasps found out in the greater environment, and that favourable nesting sites would almost always recruit fresh queens each Spring. Therefore the abundance of nuisance nests around peri-domestic locations will fluctuate in direct relation to the success of rural, and not domestic, wasp populations in the previous year.

### THE BOTTOM LINE

You can see that wasps are far more than they appear. The historical wisdom of a two-year cycle has been skewed by numerous external factors with many of those factors taking place concurrently with the growth of the population. With this in mind, the final thoughts on wasps would be to prepare for the worst and hope for the best. While you may now understand better some of the underlying mechanics of what builds a healthy population of wasps, you certainly cannot rely on being able to forecast the scale of a wasp season with any reasonable accuracy.



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PPC is a member magazine that has contributions from many BPCA member companies. Writing for industry magazines is a great way to showcase you and your organisation as thought-leaders, and is a valuable form of continual professional development. If you'd like to write something for PPC, contact us today.

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

BACK TO BASICS

# Flying insect control and IPM

One day I'll fly away... but until then, we'll press ahead practising the principles of integrated pest management (IPM) with vigour, says Ralph Izod, Managing Director of BPCA member company Dyno-Pest. Ralph takes the time to explore how IPM is crucial for successfully controlling flying pests and maintaining customer satisfaction.



It's that time of year when flying insects whirl into action with a vengeance. Flies, fruit flies, wasps, mosquitoes, beetles, ladybirds, moths and more make their presence well and truly felt.

Alongside this activity is another army – the social media warriors. Folk who post their videos and messages on YouTube, Facebook, review sites, Twitter etc with the 'evidence' that all's not well with the restaurant, hotel, tourist attraction, factory they've visited.

This fuels more unwelcome activity – negative PR in the media.

At the receiving end of this episode marked 'brand disaster' is the business owner, the facilities manager, the property managing agent, the landlord – having to justify the 'why' and the 'how' on a very public platform.

I'm sure my view chimes with other pest management companies when I say that today no business can afford a laissez faire approach to any kind of pest control

including that of flying insects. Added to the health, safety and legislation breaches, loss of income, loss of customers and contaminated goods (all the consequence of an untreated or DIY treated infestation) is brand damage. A hard won reputation can be reduced to tatters overnight.

Like all good pest control companies, we practise an integrated approach to effective pest control including flying insects, namely exclusion, restriction and destruction. With IPM as the incontrovertible seam throughout.

## EXCLUSION

Fly screens and strip curtain doors must be fit-for-purpose. A business can tick the box but are they still effective? A significant sum may have been spent on installing these but if they're not professionally cleaned they become counterproductive.

A classic example being the fly screens in a kitchen which will build up with grease. If not professionally cleaned they'll attract flies.

Clients assume their maintenance teams have proofing in hand when a technician inspection reveals anything. However, like all good technicians, ours will find those hard-to-locate gaps and cracks. Corrugated roofs can now be repaired with modern proofing materials but it is invariably down to the pest control contractor to point out the need.

There's an opportunity to build additional income streams by doing the right thing and letting clients know their insect prevention and exclusion strategies are not doing the job. Without fly screens in place, a business has no defence or control over external factors like an overloaded neighbour's skip or a broken drain. An unprotected building can be free from flies one morning, the next infested with thousands.

We also explain that while expenditure must be made to exclude flying insects from a building the return on investment is rapid. It only takes one infestation to contaminate products, bring production to a halt and lose key customers as a result.



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**AN UNPROTECTED BUILDING CAN BE FREE FROM FLIES ONE MORNING, THE NEXT INFESTED WITH THOUSANDS.**



**RESTRICTION**

The beauty of IPM is that we automatically look at the bigger picture. This encompasses:

- Undertaking a forensic-style analysis of the local environment to identify hazards that are the source of the problem, such as poorly-managed refuse areas and badly-cleaned, poorly-maintained drains
- Discussing improved cleaning regimes to reduce the ‘fly-appeal’ of the site
- Working with neighbours to manage or eradicate the problem if they are the cause of it – they could also be suffering from the problem and in need of an IPM-based strategy.

A client reported a problem with flies in a retail outlet. Because they had the measures previously outlined in place, a potential infestation was nipped in the bud. We tracked the problem to a nearby pig farm and our technicians worked with the farmer to significantly reduce the flying insect problem.

**DESTRUCTION**

Modern fly units are powerful and hygienic, as are specialist insect and wasp traps plus pheromone lures and insect growth regulators.

By contrast, old-fashioned fly units are not fit-for-purpose given they throw out the remains of the fly in airborne particles. Regardless of the type, all fly units must be serviced at a rate specified by the technician if they are to remain effective, but how many are?

As we know, if an infestation has really taken hold, more traditional methods have to be used including insecticide sprays and fumigation. Such measures can close a business for hours or days. It is therefore our role as pest control experts to show clients how they can avoid this unwelcome scenario with a robust preventative flying insect exclusion plan in the first place; one that will protect their reputation, their customers and the goods they make, store and distribute.

Try this: ask a business what the financial and reputation cost is for just one day of lost production due to an infestation, then contrast this with the relatively low cost of installing a thorough programme. It helps a business to quickly understand the importance of pest prevention. Far from being a grudge purchase pest control is rightly reclassified as a pivotal business purchase. It's key to business sustainability.



**WANT TO WRITE SOMETHING?**

We're always looking for guest writers to submit their ideas for publication. Whether you're from a BPCA member company or from an associated sector, you could be featured in the PPC magazine. Register your interest:

 [hello@bpc.org.uk](mailto:hello@bpc.org.uk)



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**PROMPT Register**

**SUPPORTED BY**



- **Tree bees commonly nest in and around properties, bringing them closer to humans than many prefer**
- **About 33% of crops are pollination-dependent, including 70 types of livestock feed crops**
- **Most homeowners realise they have a nest when mating begins, usually around May**
- **Many technicians refuse to treat bees nests unless in extreme circumstances, while others try to re-home the colony**

**SPEED VIEW**



Bumblebee

BPCA's newest special interest group, Beewise, has been put to work trying to take the sting out of communicating with clients about bees around the home.

# Beauty in the eye of the bee-holder

**A**s we enter into the end of Spring and beginning of Summer, where the weather is (hopefully) warmer, plants are flowering, and insects begin their mating patterns, a recurring visitor starts her way to find a new nesting site. The humble bumblebee wakes from her winter hibernation and looks for somewhere suitable to set up home.

Most often, bumblebees will set up home in old rodent nests, bird nests or underground hollows. However, one particular species of bumblebee often opts to nest in proximity to humans - the *bombus hypnorum* (or tree bee). This species first arrived in the UK in Wiltshire back in 2001, and has since moved gradually north, colonising most of the UK. The chosen nesting site of the tree bee is commonly in and around properties, cavity walls, loft spaces, plant pots and other similar cavities, which can bring them closer to humans than many would prefer.

A close cousin of bumblebees is the honeybee. While most commonly found in hives, some honey bees have been found to have colonised cavity walls, chimney stacks, roof cavities and even under floorboards. Around April to June each year honeybee colonies begin mating, creating a new

queen who will eventually take the place of her mother within the hive, leaving the old queen to swarm and move on. In an ideal world, these swarms would take up their new residence back in an old hive box - unfortunately this is rarely the case!

Bees are hymenoptera, specialising in flowers, eating nectar for energy and pollen for protein and, as we are all aware, bees of all types remain essential to our ecosystems, being the highest number of pollinating insect. An estimated third of all crops are pollination-dependent, including those used in livestock feed, covering 70 different types of crop. While there are numerous species of bees and pollinators, the two primary species that pest controllers are most likely to come across are bumblebees and honeybees.

While the physical differences between the two may be obvious, the fundamental behavioural and lifecycle differences between the two differ vastly.

Bumblebees are seasonal and do not create and store honey in the same way that honeybees do. Their nests are made of small round waxy cups, where the queen first lays her eggs, then the foragers store pollen and nectar when born. Their numbers are estimated between 50-600

at the end of the Summer. They allow their numbers to dwindle until only the pregnant queen bee survives. She then finds a nesting site to overwinter in emerging the next spring around late March to early April, to begin the process again.

Honeybee numbers are usually around 50,000 per nest at the peak of summer. Living in large colonies allows them to gather considerable resources of nectar and pollen which they then store up to consume over winter, creating the classic honeycomb structure to lay eggs and store food in.

## QUESTIONS FOR CUSTOMERS

Members of the public will most commonly come into contact with tree bees and the moment most homeowners will realise they have a nest within their property, will be when mating begins, usually around May each year. Mating behaviours of the tree bee will often be misreported as a constant swarm just outside of the nesting site, where males are hovering for the opportunity to mate with the new virgin queens.

The best way to determine whether or not the customer has a tree bee nest on their property is to ask questions before attending the property to confirm it. Technicians and

Honeybee



“Customers should be reminded of just how beneficial bees are as pollinators in our food chain but technicians should also inform customers that the nest has been there much longer than the customer suspects...”

# Talking to your customers about bees

phone staff can ask customers: “How many bees can you see outside the property?”

If the answer is vague, push for more detail – is it thousands? Or is it below a hundred? This isn’t asking for an exact number. However, if your customer states ‘thousands’ this is more likely to be a honeybee colony or wasp nest depending on the time of year.

Another question to pose is, “Do you see a dancing swarm?” Quite often the mating behaviour of the tree bee can be described as a dancing swarm. Honeybees within the property will not hover on the outside of the entrance to the colony, while tree bee males most definitely will.

## ASK YOUR CUSTOMER TO SEND IMAGES OR VIDEO

Quite often the quickest way to determine which species it is to ask your customer to try to snap a photograph or film the activity that they can see.

## HOW CAN PEST CONTROLLERS PROTECT BEES?

When dealing with any bee within a property, technicians should always carry out a thorough site survey and aim to educate their customers on the benefits of bees as

pollinators, the behaviour and lifecycle of the bee before taking any further action.

Customers should be reminded of just how beneficial bees are as pollinators in our food chain but technicians should also inform customers that the nest has been there much longer than the customer suspects – usually an entire month or two before they have noticed the mating behaviour. The mating behaviour is also only exhibited by males, who are stingless and therefore pose no threat.

It is recommended to make yourself aware of the HSE’s Wildlife Incident Investigation Scheme, which refers to bees as “beneficial invertebrates” and monitors for the correct use of pesticides while also ensuring that you use any pesticides only after referring to the label. Although, while speaking to numerous technicians at various training events, we quite often find that many refuse to treat bees nests unless in extreme circumstances, while others will try to remove and re-home the colony away from their customer.

The final word from Beewise is if you are unsure at any point when dealing with any bee colony, contact a bee removal specialist who should be able to advise you further or offer to deal with your customer on your behalf.

### CODE OF BEST PRACTICE

The Pest Management Alliance has a Code of Best Practice relating to the control of bees which is available to download from the BPCA website.  
[bpca.org.uk/codes](http://bpca.org.uk/codes)

### MORE ADVICE

British Beekeepers Association  
[bbka.org.uk](http://bbka.org.uk)  
Bumblebee Conservation Trust  
[bumblebeeconservation.org](http://bumblebeeconservation.org)  
National Bee Unit  
[nationalbeeunit.com](http://nationalbeeunit.com)

### NEED A BEE REMOVAL EXPERT?

Tree Bee Society

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 [treebee.org.uk/bee-removal](http://treebee.org.uk/bee-removal)

### INTERESTED IN PROTECTING BEES?

Join the BPCA special interest group, Beewise.

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# WHERE THERE'S MUCK

waste, flies and opportunities

**SPEED  
VIEW**

**EACH BRANCH OF THE WASTE INDUSTRY HAS ITS PARTICULAR FLY PROBLEMS, OFTEN SPECIFIC TO THE PROCESSES USED ON THAT SITE, AND EACH REQUIRING SPECIFIC SOLUTIONS.**



As the process of how we deal with our waste evolves, so does our requirement to protect it from flies. Clive Boase, Principal Consultant of BPCA member company the Pest Management Consultancy, explores the problem and investigates whether there's money to be made for pest management companies willing to roll their sleeves up (figuratively of course).

The waste management industry has seen massive changes in the last couple of decades. These changes have reduced waste, increased recycling, and have generally been good for the environment. However, at some sites, there has been some not-so-good news: namely increased fly problems. This article looks at the changes in the waste industry, the fly problems that have arisen, and the role of pest control organisations in dealing with those problems.

**DRIVERS FOR CHANGE**

In the early 1990s, there were widespread concerns about the lack of new landfill sites, the release of environmentally-damaging gases from landfill sites, and the loss of useful recyclable materials.

To address these concerns, the Landfill Tax was introduced in 1996. By placing a tax on waste going to landfill, it was hoped that other more sustainable ways of dealing with waste would then become viable.

**AN INDUSTRY IN FLUX**

Before the introduction of the Landfill Tax, the waste industry had a relatively simple structure. Most mixed household waste was collected weekly and was then tipped at a landfill site.

However, since 1996, that has changed completely. Most waste is now collected fortnightly and is typically separated into different streams, each with its own type of processing. Green waste and food waste

is often composted or digested, producing methane for energy and compost for soil improvement. Mixed waste now has the plastics, ferrous and non-ferrous metals extracted from it, which are then baled and stockpiled ready for recycling. The remaining residual waste is typically composted to reduce the moisture content and is then baled, stockpiled, and exported for use as fuel in power stations.

Overall the Landfill Tax had the desired effect, stimulating a wave of innovation across the UK waste industry, with the five largest companies now having an annual revenue totalling close to £5billion.



Pupae at base of stack

**DISPERSION, COMPLAINTS AND ENFORCEMENT**

Since the dawn of civilisation we have known that accumulations of waste attract flies. Depending on the type of waste there may be houseflies, blowflies, scuttle flies, fruit flies or others. Large infestations

- Before the Landfill Tax, the waste industry had a relatively simple structure - however, since 1996 that's changed completely
- Large fly infestations can develop on waste sites if not efficiently managed, and may result in compliance failure
- Regulators require a fly management plan to assess the risk of on-site fly infestation
- Fly management requires the use of non-chemical measures, and careful insecticide use when required
- Pest control organisations need to understand the waste management industry

of these flies can develop on waste sites if they are not effectively managed, and may result in the site failing to comply with the standards set by regulators. In addition the common housefly will disperse away from sources such as waste sites, fly distances of a kilometre or more, and then enter buildings to cause a nuisance to people there. This can result in negative publicity for the site, and possibly in more enforcement action. For many waste sites, fly complaints and the resulting regulatory pressures are constant worries during the warmer months.

Each branch of the waste industry has its particular fly problems, often specific to the processes used on that site, and each requiring specific solutions. For example, there are still some active landfill sites, with flies emerging from poorly-covered waste and generating fly complaints in nearby residential areas. Green waste composting sites are generally less likely to develop major housefly problems unless food waste is added to help the composting process. At sites where this does occur the risk of development of major fly populations is greatly increased, aided by the warmth generated during the composting process.

When all the useful materials have been extracted from mixed waste the residual waste is often baled and wrapped for use as fuel.

**CONTINUED >**

# WHERE THERE'S MUCK...

Even this baled waste is at risk of infestation especially if the wrapping is damaged and allows ingress of water and oxygen. Fly problems with baled waste have sometimes been severe, particularly where hundreds or thousands of bales have been stacked in dockside areas awaiting export.

Recyclable materials such as plastics or metals can also be vulnerable to infestation. Various species of flies including houseflies, fruit flies and scuttle flies seek out and develop within the slimy deposits of food and drink in stockpiled bales of containers awaiting recycling.



Reception tipping

## MONITORING, PREVENTION AND CONTROL

Regulators require waste sites to develop a fly management plan, which assesses the risks of fly infestation on their site and sets out how they will prevent problems using fly monitoring, preventative measures, and insecticide use.

At the core of an effective plan to prevent and control flies, will be a monitoring programme often using adhesive fly cards. The objective will be to identify those hotspots on the site where flies are actually developing and show their trends.

Once the main areas of fly development and activity are located then effective, non-chemical, preventative measures should be put in place. These may take some careful thought to develop and will require working closely with the site. However, these can achieve sustainable and long-lasting fly suppression without the risk of resistance. Even relatively simple measures, such as ensuring all waste in transfer stations is moved out within 48 hours of arrival, and



Red top traps

that tipping bays are regularly cleaned, can make a big improvement to fly numbers. There will be many other preventative measures that are appropriate to specific branches of the waste management industry.

In addition to preventative and sustainable measures, a battery of different insecticide treatments is also used across the industry. Space-spraying with non-residual pyrethroids is widely-used with some sites having a permanently plumbed-in system (a tank, pump and control unit at floor level) connected to one or more atomiser heads situated in the roof of the building. Others rely on more conventional hand-held ULV units.

Residual spraying of the waste itself, or of surfaces on which flies rest, is still common and often with a backpack mist-blower. Insecticide fly baits are often used, applied to boards or sometimes to structural surfaces within buildings. At some types of site, particularly mechanical and biological treatment sites, fly larvicides are routinely applied to the waste during processing to prevent fly development.

One of the issues arising from this intensive insecticide use is the risk of development of insecticide resistance. In other sectors, such as animal husbandry, experience has shown that if insecticides are frequently used then houseflies quickly develop resistance. Houseflies at waste sites have not yet been studied so closely but the risks are undoubtedly there. Effective and sustainable fly management will therefore require a focus on the use of non-chemical measures, as well as careful use of insecticides when required.

## OPPORTUNITIES, FOR SOME

There are several private pest control organisations which have already recognised the opportunities in this sector and are now working hard on fly control. Some

are recommending and providing non-chemical fly control, some apply insecticides when required, while others do both.

However, at most waste sites fly management is currently carried out by the waste company itself. They buy their insecticide and spray equipment direct from a distributor and train their staff to use it. With this approach there may be some short-term cost savings, staff are on-hand if required, they know the site well but there may also be downsides. Inhouse staff tend not to acquire the same breadth of experience and understanding as servicing company technicians, who visit many different sites weekly, talk with pest control colleagues, read the pest control magazines and attend pest control events. There is therefore a strong case for professional pest control companies with their wider experience to become more involved with flies and waste sites.

Having said that, this work may not suit every pest control company. The standard eight or 12 visits per year are not going to be appropriate. New business models may need to be developed. Successful pest control organisations will need to develop an understanding of the operation of the waste management industry, work on their ability to monitor, prevent and control flies, develop a convincing sales pitch and, importantly, figure out a way to make it pay. Nonetheless, where there are major opportunities then experience shows that there will be organisations who will take up this challenge. With the fly season just around the corner now there is no time to waste!

### RIPE OPPORTUNITY?

Clive teaches a BPCA training programme called Pest Management of Waste Sites which is perfect for companies looking to branch out into the waste sector. For more information contact...

 [training@bpca.org.uk](mailto:training@bpca.org.uk)

As professional pest controllers, many of us deal with large and small food sites and it is essential that we focus on which pests pose the most significant risk to our customers. Although rodent infestations tend to be considered a more extreme issue by customers, flying insects that can pose the greatest risk to the contamination of products and packaging. Chris Cagienard from Pest Solutions, Glasgow makes a case for how and why we prioritise flying insect control in food sites.

CONTINUED >



**Controlling  
flies in  
commercial  
food sites**

# THE FLY IN THE OINTMENT



## Eye spy my little fly!

There are over 100,000 species of flies in the world. Would you be able to identify these flies if you found them on your rounds?



Cluster fly  
(*Pollenia rudis*)



Common house fly  
(*Musca domestica*)



Lesser house fly  
(*Fannia canicularis*)



Stable fly  
(*Stomoxys calcitrans*)



Bluebottle  
(*Calliphora vicina*)



Fruit fly  
(*Drosophila* spp.)



Horse fly  
(*Tabanidae*)



Common house mosquito  
(*Culex pipiens pipiens*)



Biting midge  
(*Ceratopogonidae*)



Sewage fly  
(*Psychoda* spp.)

SPEED VIEW

# THE FLY IN THE OINTMENT

- A product recall due to insect contamination (and loss of trade) is a real fear for food industry customers
- Fly biology and behaviour of flies helps identify breeding sites, food sources etc.
- Good door policy excludes most insect pests
- During pest risk assessment consider if EFks are a control method or a monitoring method
- Historical trends can give early warning of larger issues

Due to their size and mobility, flies can move far more freely, and bypass our exclusion measures with much greater ease, than any rodent. Unlike rodents and many other pests, fly species are often tolerated at background levels within food production, handling, packaging and retail areas.

There can often be a limited concern when there are seasonally-acceptable fly count numbers recorded within the catch trays of the electric fly killer (EFK) units that we service. It is true that it is almost impossible to exclude all flies and that our catch tray results demonstrate if our control measures are being effective. However, the fact that we have these species of flies present means that there is a real and present contamination risk to any exposed product.

Contamination of products with flying insect parts remains a significant issue for many food and packaging companies.

In addition to the physical contamination by flies or insect parts, we are also aware that flies are one of the most prolific propagators of disease due to their feeding practices and the likelihood that they have alighted on unclean surfaces before landing on products or packaging.

A product recall due to insect contamination (and the potential for loss of clients) is often a real fear for our customers in the food industry.

Let's make sure we are always taking fly control seriously for our clients and working towards achieving better results and outcomes at all times.

## REMEMBER FLYING INSECT BIOLOGY

Often new clients who have had long-term fly issues have told me a previous contractor had merely prescribed the purchase of more EFks. This is clearly not always the right solution for the end-user.

It is fundamental that the first thing we do with any fly issue is to go back to basics and understand the biology of the flying insect we are dealing with.

In many cases, understanding the biology and behaviour of the flies we have issues with can lead us to identify and remove a breeding site, a food source or other encouraging factors.

If we give the right advice, our customers will build a more robust long-term relationship with us. This way you're far less likely to lose a valuable contract to the guy that sells cheaper EFks or fly screens.

## FLY SCREENS AND DOOR POLICY

Our second focus should be the exclusion of flies from any vulnerable areas. The simplest way of excluding most pests is good door policy. Keeping doors closed when not in use. This can often be bolstered with some of the following systems:

- Fly screens and doors
- Chain curtains
- Strip curtains
- Air curtains
- Other proofing.

These can often be excellent product solutions that we can add to our services to increase sales. If the installation of these seems daunting, many industry suppliers can deliver these services for you under your company name.

## FLY CONTROL UNITS - EFks



Fly control units can be and are a mainstay of any integrated pest management plan and are a prerequisite for delivering a service on any food site. The technology and quality of modern EFks have come a long way, and we have a more comprehensive range of products to choose from than ever.

However, no matter how much we advise our clients that they require a certain type of unit there will always be the client that goes and buys those cheap catering supply units. I'm sure they do a job in some situations but they are not fit-for-purpose in every commercial site. Often the catch trays can be too small to retain flies and they are not able to be adequately cleaned or serviced. I would highly recommend refusing to service these units and I would recommend a replacement unit.

We have such a wide range of types of fly control units at our disposal including:

- Electric grid units
- Glue board units
- Intrinsically safe units
- Low energy units
- External use units
- Discrete units.

When setting out our fly control strategy and selecting the right EFks for the job it is important to position them adequately. Are we sure our units are not positioned above any production lines or product preparation areas that could be contaminated by fly parts from the unit? Have we made sure to position the units in a location that will not attract flies in from outside? Have we considered ease and safety of access for servicing?

**...GO BACK TO  
BASICS AND  
UNDERSTAND THE  
BIOLOGY OF THE  
FLYING INSECT WE  
ARE DEALING  
WITH.**

Flying insect control will always be a significant part of an integrated pest management plan delivered to the food industry.

Within the BPCA membership we all take great pride in doing our best for clients and working to increase the professionalism of our industry.

Let's make sure we offer and provide effective solutions and work towards the best outcomes for our customers when it comes to flying insect control.

### Monitor or control method

As part of our pest risk assessment we should consider whether we are using EFks as a control method or as a monitoring method.

In all food sites we should always work towards EFks being a monitoring method first and a control method as a failsafe.

If we become reliant on EFks as a primary control method inside a food production we are allowing an unacceptable risk of product contamination.

### Reporting and servicing of EFks

On our food sites we should ensure that we use the information that the EFks can provide to full effect. Fly counts in relation to the position of each unit can give us a wealth of information about issues or potential issues within our sites. For example the presence of rogers ants and elevated numbers of drain flies in a catch tray may suggest a specific problem within the drains in that location.

Make sure that trends are documented and communicate this information to customers so that the progress and resolution of an infestation can be tracked. Referring to historical trends can act as a helpful early warning that a more significant issue is looming.

To ensure that EFks within any food site where we deliver our services are fully operational we must ensure they are serviced and maintained correctly.

There are EFk-related courses available for technicians to attend and there is excellent online EFk servicing learning material in the CPD zone of the BPCA website.

## THREE TOP TIPS ON EFFECTIVE FLY CONTROL FOR FOOD SITES

### 1 Remember your biology

When we work alongside our customers and reassure them that we understand the consequences of issues like product contamination we are speaking their language. Any advice given will be taken more seriously, and is more likely to get your client to understand the importance of your recommendations.

### 2 Product contamination risks are important

This is always the first place we should go. As professional pest controllers we have the chance to impress our customers with the depth of our knowledge and training. Applying simple basic principles and delivering simple but effective results will always strengthen the relationship with the customer.

### 3 EFks can be an excellent product sale

When we have established that additional EFks are the solution these are an excellent product upsell. We are spoilt for choice with some excellent well-engineered units that we can sell on to our clients with the associated servicing. There are even some low energy EFks available that can save your clients more than the cost of the unit in two to three years, making the conversation about upgrading older units a justifiable investment. This can help towards many customers ISO14001 goals and carbon footprint reduction targets.

### WANT TO LEARN MORE ABOUT FLYING INSECT CONTROL?

Check out BPCA's training programmes

[www.bpca.org.uk/practical-insect-control](http://www.bpca.org.uk/practical-insect-control)

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

# PESTWATCH: Queen wasps

For our second in-depth PestWatch feature, Natalie and Dee are doffing their caps to the most regal of all the species you're likely to encounter - the queen wasp.



Wasps are beneficial in gardens as they feed their grubs on caterpillars and other insects, thereby reducing these pest populations. Where possible it is worth leaving wasp nests to continue their valuable activities. However, there can come a time when the presence of wasps is detrimental to public health due to their sting and associated reactions such as anaphylactic shock and the pain caused by the stings. Fear can also play a part in needing to destroy a wasp nest but should only be done so in extreme circumstances. Education will mostly discourage treatments.

We also have that period before nests establish (Spring/early Summer) and when the nests wind down for the year (Autumn) when queen wasps cause a nuisance to householders and businesses across the UK. Pest controllers may often receive calls for 'wasp nests' which turn out to be a few 'waking' queens or queens seeking hibernation spots. The presence of these queens can cause concern among members of the public.

pollinators. Many homeowners mistakenly assume that they must have a nest when queens emerge from their crevices in spring and sadly many use pesticides to kill off the queens. The best thing to do is open the windows and allow the queens to escape and then seal up entry points into the property from the outside to make it wasp proof, thereby preventing the problem the following year.

Where there may be a need to deal with large numbers of emerging queens, which is usually very rare, there are options for quick knockdowns in roof spaces. Always remember to read the product label and ensure there are no non-target animals present, for example, bats.

## THE ROYAL WELCOME: EMERGENCE

From as early as the beginning of March to as late as the end of May, when queen wasps come out of hibernation they have the important and time-consuming task of establishing their colony as quickly as possible. For queen wasps this is a deadly race against time which most of them will lose.

Not only do they have to find nectar to feed themselves but they also have to find a suitable nesting place and start building their nests. Queen wasps fly low to the ground, searching for any round, dark object or depression. If it is a hole, they fly in to see if it is suitable and if not, move on to the next hole. This can be a void, crack or crevice within buildings.

When a typical queen wasp has found a suitable site for nesting, thousands of trips are required to collect wood which she pulps into mulch to build the nest. The first thing the queen builds is the foundations of the nursery. Even before the nursery is complete, the queen will lay several eggs to bring

## ROYAL PROTOCOL: DEALING WITH QUEEN WASPS

As mentioned, in most circumstances pest controllers can recognise very quickly, just from the description from the customer, that a call for a 'wasp nest' is in fact queen wasps emerging from hibernation or seeking hibernation spots. Most of these call-outs can be ended by advising the customer that the queens will quickly move on and are generally harmless to humans and are very beneficial to the biodiversity.

Queen wasps get their sweet sugary liquids as nectar from flowers making them valuable



**COMMON WASP (VESPULA VULGARIS)**

Lifespan	Worker 12-22 days Queen 12 months
Weight	0.084g ± 0.019g
Length	Worker 12-17mm Queen 20mm
Colony size	3,000-8,000 larvae



## PESTWATCH: Calendar

PROBLEM MAJOR PROBLEM

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

\* Beetles emerge

on her brood as quickly as possible. She will then continue to build her nest and the nursery around her first eggs.

All adult wasps feed on sweet liquids that are packed with high energy sugars. However, this changes when the eggs hatch into grubs. The grubs need protein to grow so the queen changes her behaviour. At this point she starts to hunt for other insects to feed her brood.

With the queen hunting and collecting wood and building her nest, she has no time to feed herself. Nature extraordinarily deals with this problem. Insect skeletons are made from chitin. Chitin is a material made from densely packed and tightly bound sugars. When the grubs in the nest eat insects caught by the queen they convert the chitin into free sugars which they then refeed to the queen. This allows the queen to get on with her race to establish her colony without having to find food for herself.

When the nest is completed the queen is replaced by the workers as the foraging force and instead is now concerned only with nursing

and egg producing. Her ovaries develop, abdomen becomes distended with eggs and hence she loses the ability to fly.

### ROYAL SUCCESSION: HIBERNATION

After the establishment phase has been completed, the colony encounters a change where the workers begin to build queen cells. Once the workers start building the queen cells, no more worker cells are built but those that still have brood growing in them are retained. The majority of the food resources brought in by the workers are fed to the queen larvae, and the lack of feeding for other larvae causes the prolongation of their larval periods.

When the queen has completed her job of producing queen larvae she dies, leaving a crop of virgin queens which will leave the nest, mate, hibernate and reproduce in the following Spring.

Only sexually-mated queens overwinter by hibernating. Many virgin queen wasps will not make it to the hibernation stage as if they fail to be

fertilised then they will simply die off with the remaining worker force. It is thought that the stronger queens are judged this way by size and therefore also fat content, and so will be chosen for fertilisation ready for hibernation. The weaker queen wasps will most likely be unsuccessful, and so die.

Queens will hibernate in crevices and sheltered places but a lot will not survive as spiders are responsible for killing a large number of queens because they share the same crevices and sheltered spaces. Warm winters also kill large numbers of queens.

Cold, harsh winters are good for wasp populations. Mild or warm winters see queen wasps coming out of hibernation too early. Early emergence means there isn't enough nectar available because

plants aren't in flower and small insects will also be less abundant. As a consequence, large numbers of queen wasps die from starvation.

With long, harsh winters, queens stay asleep until plants start to flower when there is ample nectar to support them, as well as the much-needed protein of small insects and aphids for the growing legless grubs (larvae). Overwintering queen wasps emerge from hibernation when temperatures in the shade reach about 10°C.



## Did you know?

Wasps make up an enormously diverse array of insects, with some 30,000 identified species

Most wasps are solitary, non-stinging varieties

Wasps are on every continent except Antarctica

A social wasp in distress emits a pheromone that sends nearby colony members into a defensive, stinging frenzy

Only females have stingers as these are really modified egg-laying organs

### WANT TO KNOW MORE ABOUT A PARTICULAR PEST?

Email us with your PestWatch suggestions:

 [hello@bpcg.org.uk](mailto:hello@bpcg.org.uk)

# FORMULATING AN EFFECTIVE INSECT CONTROL PLAN

With an extensive variety of insecticides available on the market there are many factors to take into consideration when selecting an appropriate product for a job. Bayer Technical Manager, Richard Moseley, gives his top tips for choosing the right product for the situation.



## TOP TIPS FOR SUCCESSFUL INSECT CONTROL

- Choose a product formulated for the situation and surface
- Ensure the area is clean and clear
- Always read the product label
- Devise an IPM programme considering all options for control, not just chemical methods
- Survey the site and continue to monitor throughout and after the treatment
- Rotate products between AI 'families' to reduce the chance of resistance occurring
- Ask an expert if you're unsure – distributors, manufacturers and BPCA all have representatives available to provide advice and guidance



The first step to managing any infestation is to identify the pest species in question. A sound understanding of the

target pest's behaviour and lifecycle will assist in narrowing down the selection of products to one with an appropriate active ingredient (AI).

After a suitable AI has been established in many cases there will be a variety of different formulations to choose from and it can be difficult to weigh up exactly which one will fit the bill.

### WHAT'S THE DIFFERENCE BETWEEN INSECTICIDE PRODUCTS?

In general, the AI provides the lethal dose that's necessary for control, but it's the formulation in which the AI is 'wrapped in' that dictates the efficacy of a product. The product formulation will perform differently depending on the different treatment scenarios, such as the location of the treatment and the nature of the surface to be treated.

For example, some formulations will hold a molecule in suspension in the air to knock down insects in flight while others are developed to hold the active ingredient in a membrane or protective coating to slowly release the insecticide over a period of time.

However, there may be situations where a wettable powder is more appropriate. These are particularly useful when treating an area with a porous surface such as concrete or brick. The added water seeps away

leaving just the powder element on the treated surface.

But if there is any uncertainty around whether a product is right for the situation, the first port of call should be the product label. The recommended target species will be listed, as will the areas of use, or warnings of situations where it mustn't be applied.

### RESISTANCE MANAGEMENT

Many labels will also carry a resistance management message, explaining steps users can take to minimise the issue. This is another aspect of pest control that should always be considered when choosing a product, especially when carrying out repeated treatments on one site.

But the real key to stopping resistance before it starts, is the periodic rotation of insecticides from different AI 'families'.

For example, depending on the target species, during a treatment programme it may be possible to use a product from the pyrethroid family followed by a carbamate based insecticide, and finally a neonicotinoid to complete the rotation.

### IPM

Rotation can also help to reduce the likelihood of bait aversion or shyness, but this should always be used as part of an integrated pest management (IPM) programme.

A good IPM strategy will recognise that pest control isn't just about treating

### INSECTICIDE PRODUCT FORMULATION EXAMPLES

- Wettable powder
- Microencapsulated
- Suspension concentrate
- Dust
- Bait
- Water dispersible granules
- Ultra low volume (ULV)
- Aerosol



an area and expecting insects to disappear. Instead, it should focus on prevention, taking all possible management tools and practices into consideration.

Thorough site surveys and cleaning of the area are important aspects of IPM and, while choosing the right formulation for the situation is essential for effective control, product rotation is still paramount for sustainable management.

### CUT OPERATING COSTS

Implementing and taking appropriate product formulation into consideration can make a significant contribution to reducing operating costs.

A well-formulated product may cost a little more than others, and the initial planning stages of an IPM programme could take a few minutes extra, but in the long run this could save pest controllers money, in the form of reduced call backs, fuel, wear and tear on equipment, re-applications and paperwork.

MEET THE MEMBER

# Talking client-based growth with Dyno-Pest

In this issue's Meet the Member we catch up with Ralph Izod, the Founder and Managing Director of longstanding BPCA member Dyno-Pest.



## A BIT OF BACKGROUND

After studying chemistry at university, I initially built a career specialising in process research in government and the private sector. However, no amount of success could compensate for the fact that most of the day I was working in a lab on my own. One day I decided to leave it behind and venture into technical sales. I was approached by Rentokil where I went on to enjoy six productive years in sales and management.

I have always found our industry to be fascinating, full of diverse challenges and tremendous job satisfaction. Fast forward to the present day, and I have a great team with longstanding contract clients including Michelin-star restaurants, banks, commercial buildings, local authorities, construction companies, members clubs, hotels and more based in London and beyond.

## HOW DOES A PEST MANAGEMENT COMPANY GROW?

We embrace the lean philosophy of 'right first time, on time, every time'. Clients are at the heart of everything we do.

We invest heavily in training our technicians with scheduled testing against key performance indicators. They are our frontline brand ambassadors; the experts responsible for delivering the treatment programmes we have recommended.

We have a dedicated office administration team who ensure technicians are where they are meant to be, that clients are being fully supported and service level agreements are being met. By providing a five-star service we often find we're recommended by clients to other businesses in their group. We give each technician ample time to provide a high-quality service and also to communicate clearly and effectively with a client.

Our focus goes beyond inspecting and monitoring; ensuring that the pest control strategy is working and making changes as

and when required to improve our service continually. This cannot be accomplished in a rushed inspection. This approach appears to be very much appreciated and valued by our clients from the feedback we receive.

I would say we have never lost the personal touch. I still keep in touch with many of our clients. Automation is important but it should not act as a barrier. Dialogue – phone and face-to-face – is as essential now as it ever was. Add all this together and you have a business with roots – one that will grow in lean times and good!

## HOW DO YOU WIN BIGGER CONTRACTS?

By pitching for them! Seriously, our team at Dyno-Pest never bases our proposition on price but on providing real value-for-money for clients. While the lowest price might secure the business initially, further down the line problems will often rear their head because clients still expect the best service despite not having paid for it.

We rule ourselves out of working with businesses, no matter how big they are, if it's clear from an initial conversation or subsequent site visit that all they're interested in is price, rather than quality and value. That said, we frequently win business that was initially placed elsewhere on price alone. Ironically, the company could often have avoided problems with their pest control provision and saved money in the long term by choosing more wisely in the first place.

We're always positive about discussing our business credentials and professionalism which of course includes Dyno-Pest being a longstanding member of BPCA. There is little point attaining these badges of honour if potential clients are unaware of them and their importance in the service offering.

We are clear in conveying our expertise and experience; the treatments we recommend, why and, what they will accomplish. We ensure that we meet all

**WE RULE OURSELVES OUT OF WORKING WITH BUSINESSES, NO MATTER HOW BIG THEY ARE, IF IT'S CLEAR FROM AN INITIAL CONVERSATION OR SUBSEQUENT SITE VISIT THAT ALL THEY'RE INTERESTED IN IS PRICE, RATHER THAN QUALITY AND VALUE.**

the people in the decision making unit and that we understand the decision-making process. We do not and, indeed, never have shrunk from delivering unpalatable information if it ultimately will benefit the client. We never sugarcoat a situation nor do we needlessly exacerbate it. Earning the respect of a potential new client at the outset is important. It plays a crucial part in securing that big contract.

Finally, I believe that if you want to win bigger contracts you have to be tenacious but never pushy. This means ensuring you have conducted a thorough survey, that you have fully understood what the client is looking for, and that you can deliver. In recent years we have increasingly taken on large contracts. By their very nature and scope these require a substantial investment of time and expertise before being given the green light. Accepting this and playing the long game is crucial.

Want the PPC team to come out and meet you? Have an idea for an article you want BPCA to feature?

 [hello@bpc.org.uk](mailto:hello@bpc.org.uk)

# If you don't look after your customers, someone else will!



Martin Harvey heads up Harvey Environmental Services and sits on the BPCA Executive Board. His company was named as Pendle's Most Outstanding Business and was shortlisted for an O2 business award. He shares his thoughts with PPC readers about what it means to look after the customers you have and the potential cost implications of dropping the ball.

Let's start off with a few sobering facts and figures. For a lot of us, our regular contract business is our lifeblood and where approximately 70% of our one-off business comes from every year. Getting new customers is about eight times more expensive than keeping an existing one.

Losing customers over an extended period damages your reputation. People remember poor service and tell other people. After all, they say the only thing that travels faster than light in this world is bad news! Losing customers puts more pressure on sales to 'plug the gaps', which sometimes leads to poor quality business being brought on board and the vicious circle gets worse.

Poor client retention has a knock-on effect in poor staff retention. This compounds the monetary loss, plus you have the hassle of finding good people in the first place to replace those that have left.

Some UK pest control companies have had annualised contract loss rates of around 25% of their opening portfolio. Think about that for a second or two and apply it to your business. Just how hard do you have to try to fill up that leaky bucket?

Recent research into the UK service industry shows that the top reasons given for leaving a company included:

- Feeling unappreciated/not receiving the service expected (44%)
- Unhelpful/rude staff (35%)
- Being passed around to multiple people (33%)
- Not being able to get answers (27%)
- Not being able to speak to a person (25%).

And when faced with poor customer service this is what people said they do:

- 52% of respondents would write or phone to complain
  - 47% would never use the offending company again
  - 40% would change suppliers
  - 20% would post an online review
  - 16% would tell friends or colleagues not to use the company
  - 16% would complain publicly via social media (note this one, folks - it's really important nowadays).
- On the contrary, if provided with good service, customers would:
- Be more loyal (68%)
  - Recommend the company to others (59%)
  - Use the company more frequently (34%)
  - Spend more money with the well-performing company (30%).

So it seems that if we want to make life easier and more profitable for ourselves we'd do well to take this research on board and take some positive steps.

Right, that's the facts, figures and research section done now - let's do some real life.

We have an excellent client (and staff) retention rate. The customers that we've lost in the last three years I can count on the fingers of one hand. They're the ones that we've terminated as we've been making no money out of them or where customer demands were unreasonably high without them playing their part in pest prevention, ie doing the proofing and the hygiene improvements that we'd been recommending on every visit.



**WE SPEND OUR TIME OUT WITH OUR PEOPLE, OUR CUSTOMERS AND PEOPLE WHO AREN'T OUR CUSTOMERS YET, NOT BEHIND A DESK.**

In extreme cases we've dropped customers where proofing and hygiene recommendations have fallen on deaf ears, and the risk of The Environmental Health Officer's involvement has been deemed as very high. Someone else can have that problem, thank you very much!

We've lost no customers to competitors - and we're not 'we can do your pest control for half the price you're currently paying, guv' merchants. In fact, when our customers get approaches from 'sales' people who come in with that mantra (even saying this before they've carried out a survey) they get treated with the disdain and derision that they deserve.

So - the question we've been asked is "how do you do it"? I'll tell you in the form of a very fashionable numbered list on the next page...

# 12 WAYS TO KEEP THE PEST CONTROL CUSTOMERS YOU'VE GOT

1

## PRIORITISE RETENTION THROUGHOUT THE TEAM

Our technicians get a consistent and straightforward message from the management: the most important thing is to keep your customer.

2

## PRODUCE A CONTRACT FIT FOR THE FUTURE

We don't sell a contract as just a solution to a current problem. It's something that the client will always need due to the nature of pests.

3

## PROVIDE PROPER DOCUMENTATION AND REPORTS

We report what the real situation is on the sites we service and document the risks if pests were active. Our reports aren't in the megashort 'no problems' style - we believe that this indicates poor inspection skills or laziness, and such a lack of value and professionalism will encourage terminations.

4

## DELIVER THE SERVICE YOU PROMISED

That's the routine visits, the follow-ups and the call outs. Most of the contract business we have we've taken from competitors was due to poor quality or lack of delivery - not on price.

5

## COMMUNICATE LIVE ACROSS YOUR TEAM

We communicate quickly and effectively regarding any customer issues. We use a WhatsApp group which everyone in the business is part of, meaning we can sort things quickly.

6

## INCENTIVISE STAFF

Our service and admin staff are incentivised based on an increase in company turnover. They all understand keeping customers is vital to growth.

7

## BE PROUD OF PEST CONTROL

We're proud of what we do and we tell our customers how important what we do is for their business.

8

## UNDERSTAND YOUR CLIENT

We take time to understand the way that customers businesses work so that we can make sure that our service fits in the best way. For example, I spent a morning with a restaurant group recently learning about their food safety system to make sure that what we do on their sites fits in with it.

9

## GET OUT OF THE OFFICE

I'm talking about management here: we don't sit in offices much. We spend our time out with our people, our customers and people who aren't our customers yet, not behind a desk.

10

## INSPECT ALL WORK AREAS

We inspect all areas and don't hide away from people in offices. Pests get into offices as well, and the people that pay the bills live in offices!

11

## EDUCATE YOUR CLIENTS

We run pest awareness sessions for many of our clients. This helps to get all staff on board with pest control and prevention.

12

## APPRECIATE YOUR CUSTOMERS

We say thank you to our clients at Christmas time and we always thank them for their business - it pays our wages!



**WE TAKE TIME TO UNDERSTAND THE WAY THAT CUSTOMERS BUSINESSES WORK SO THAT WE CAN MAKE SURE THAT OUR SERVICE FITS IN THE BEST WAY.**

It's all basic stuff really but it seems to work.

You can do all of the fluffy stuff

if you want (customer

satisfaction questionnaires,

online surveys, loyalty schemes etc), but

I think that's not really where it's at.

We all work in a service industry. Let's deliver the service we've promised before we get fancy with it and let's prove that we care about our customers. Because if we don't, why should our customers care about us?

### HAVE YOUR SAY

Got a tip for keeping your customers happy? Let us know!



hello@bpca.org.uk



@britpestcontrol

# IN IT TO WIN IT!

## Bidding for pest control contract tenders

Following his recent visits to Regional Forums, Robert Harris, of Harris Associates, has sat down to put some of his ideas about pest control tendering on paper for PPC readers. Harris Associates is a BPCA Associate Member and shares BPCA's vision of Servicing members winning bigger contracts by putting themselves out there and bidding for pest control contracts.



## TOP TIPS: GETTING TO GRIPS WITH TENDERS

### DON'T BE OVER-AWED

Sometimes the act of tendering can seem daunting. There can be many documents and a lot of leg work to do. Do it a chunk at a time and step-by-step until it's done. Double check your work after a few days.



Before we get into the detail, I'm keen to encourage anyone interested in tendering to give it a try. Submitting a pest control tender can seem daunting. However, you've got to be in it to win it. It's a way of growing your business and securing medium-to-long-term work, as well as growing your skills by experience!

### PREPARING FOR TENDERING

Firstly, make sure your company looks in good shape.

Being a BPCA member will be a key to many specifications and put you towards the top of the pile if it's not. BPCA membership also allows you to apply for free CHAS accreditation. This health and safety accreditation will stand you in good stead (and is a piece of cake for BPCA members to get their hands on).

CEPA Certification also helps put you towards the top of the pile as it proves you meet and exceed the British and European pest control standards, further distinguishing you from your competitors.

Look at the needs of clients and adopt the sort of things they'd like to see. Standards such as ISO 9001 (quality assurance) and ISO 14001 (environmental standards) might also be helpful, depending on the client.

### FINDING PEST CONTROL TENDERS

Many tender sites charge you £1,000+. Want to save a grand? Two words: 'contracts finder' – [gov.uk/contracts-finder](http://gov.uk/contracts-finder) is a government site that will give you public sector pest control tenders with the government and its agencies. You can even set it up so it'll tell you when local tenders are published.

### BE CLEAR

Procurement experts are skilled in buying, not pest control. People are easily baffled with unnecessary or technical jargon. Use simple words where you can and make your bid easy to understand.

Let someone outside the pest management industry read it. If they understand it then there's a good chance the procurement manager who reads your bid will too.

They will prefer clear, succinct bids that are easy to read. After all, to 'elucidate superfluous verbosity around one's shibboleth' is best described as 'keeping it simple'!



Public bodies have to advertise tenders over £10,000 on Contracts Finder so the general public can see them.

There's also TED (Tenders Electronic Daily). This is the online version of the Supplement to the Official Journal of the EU and is dedicated to European public procurement. TED is free to access for all pest management businesses from the European Union, the European Economic Area and beyond. Around 1,700 notices are published every working day!

Once a public tender has been published you can create an account on the portal they use. This allows you access to the documents and you can send them messages to seek clarity on confusing items.

"What about private tenders?," I hear you ask. You can find them through tender sites. However, private companies don't have to publish them.

The best trick is to knock on doors or call companies and ask them when their pest control work is due for tender. They don't have to tell you, or even include you, but a bit of confidence will reward you in some instances.

### TENDER DOCUMENTS

Tender portals will allow you to download the documents, complete them and then upload them. Some portals have an online questionnaire to be completed but full instructions are usually given.

If you've tracked down a potential tender by word of mouth, make sure you ask for all the tender documents as soon as they're available. If a company is willing to tell you



### ALWAYS GET FEEDBACK

Many people hate rejection so they ignore the opportunity to get feedback, but this is the most important stage! You can find out what you did wrong or where your bid was lacking, so you know what you need to do in future to win.

### LEARN FROM YOUR MISTAKES

Keep making the same mistakes and you'll always get the same results! Learn from them and then improve the next bid.



about their tendering process they're almost certainly going to be happy for you to see their tender documents (and bid for it).

However you get the documents, my number one tip is to take the time to read the documents – twice! You can spot problems and potential issues as well as getting a feel for the client, which may give you second thoughts about tendering – especially if the terms of the contract are bad.

**ONE AND TWO-STAGE TENDERS**

One-stage tenders are usually low-value tenders or contracts where the body expects a low response. A public body will produce a complete tender that lists all their requirements including quality questions, pricing, forms, case studies and more.

Where demand is likely to be high, a public body will split a tender into two parts. Stage one is a pre-qualification questionnaire (PQQ) and asks lots of relevant questions about the business, its structure and experience. This is marked and only the top scores go through to the second stage.

Stage two is the invitation to tender (ITT) stage. This is only sent to the top scorers from the PQQ stage. This means that the best contracts are competing and need to respond with answers to the client quality questions, typically outlining how they are going to manage the contract, introduce innovation, ensure value-for-money is achieved or how they empower the local community. Other details such as pricing will also be included.

**MEET THE CLIENT EVENTS**

Sometimes clients hold an early session for you to see the stock and meet them.

They can deliver a presentation about the contract and invite you to visit the portfolio to see their sites. Always grasp this opportunity. It shows you're interested and leaves them with an excellent first impression.

**SUBMITTING YOUR TENDER**

Most tenders these days are submitted on the same portal you found it on. Complete it early and press submit. Late submission can suffer from portal speed and stability problems. You don't want to be panicking when the portal speed drops to a crawl with just minutes until closing time!

**AWARDING PROCESS**

Once a contract is awarded a stand-still period is invoked. This allows any parties to challenge the award in private before the official announcement is made.

Trying to interpret a tender can be tough. Some clients set questions almost like an exam, and it's not always clear what they want to hear from contractors. If you need help, a word of advice or support, I'm available. Good luck and let me know how you get on! To find out more and get support with tendering, contact Robert at Harris Associates...

-  [admin@harrisassociates.biz](mailto:admin@harrisassociates.biz)
-  **07938 623 444**
-  <http://harrisassociates.biz>



**PRICE WHAT THEY ASK FOR!**

There are times when you'll think a client has gone stark raving mad, especially when the specification for the service they are proposing is ten years out of date!

Price up what they are suggesting even if it's not relevant technically in today's world. Similarly, never alter terms within the contract, eg if the contract says from 7:30am until 6pm don't say you'll provide a 9am until 6pm service.

If what you're proposing differs from the other bids they don't have a way of comparing them so you'll be eliminated.



**NEVER LEAVE ANY QUESTIONS BLANK**

If the client is looking for a response to a question then answer it. Failure to respond may mean automatic exclusion.



**READ AND REREAD YOUR BID**

It's amazing how you can say what you think you mean and reread it in a few days in a different light. Sleep on it. Read it back. Alter it as you see fit.

**TOP 5 MEMBER BENEFITS FOR GETTING MORE CUSTOMERS**

There are lots of reasons for joining a trade association but ultimately people choose BPCA because we make your business more profitable. These are our top five member benefits that help you attract (and retain) new clients.



**1 MEMBERSHIP OPENS DOORS**

Being a BPCA member means that you'll have access to more significant clients. Many contracts and tenders require a contractor with BPCA membership.

**2 FIND A PEST CONTROLLER TOOL**

BPCA full Servicing members get listed on our Find a Pest Controller tool. The tool gives out thousands of referrals every year, giving you access to domestic and commercial clients that might not have otherwise found you.

**3 FREE AND DISCOUNTED ACCREDITATIONS**

All Servicing members get free CHAS accreditation and discounted CEPA Certification (plus the support you need to get it). Once you've got a BPCA, CHAS and CEPA Certified® logo on the back of your van you'll be prepared for almost any client!



**4 CONTRACT SHARING NETWORK**

BPCA members often rely on other members to deliver national and regional contracts. BPCA's Contract Sharing Network (CSN) allows members to work together through a trusted framework that follows an agreed Code of Conduct. Subcontract out large contracts, or pick up work from other members as a contractor.



**5 PRINTSHOP**

The online PrintShop allows members to personalise quality design templates for informational, marketing and promotional purposes.

A favourite PrintShop template is the door-to-door postcard. It's a great way of getting new leads with little effort. Upload company details, team photo and press print. Now you'll have something to nip into letterboxes when out and about.

**bPCA.org.uk/benefits**

Got an idea for a benefit that would help you build your business? We're always on the lookout for something new to offer members. Send us your suggestions.

 [membership@bPCA.org.uk](mailto:membership@bPCA.org.uk)

# KNOWING YOUR CUSTOMERS THROUGH DATA

## Data driven customer relationship management for pest control companies



Michael Collins is Managing Consultant at Database Marketing Counsel providing database marketing and CRM consultancy. He turns his attention to the world of pest control to help us rethink how we collect and use our customer data.

The UK economy grew by 1.7% in 2017, a trend that economists are forecasting will continue. While this fuels improvement in consumer spending, corporate cutbacks from the previous recessionary climate have become 'business as usual' and present challenges to those working in the B2B sector including commercial pest management.

It is therefore essential for pest control companies to address their business imperatives like:

- Retaining customers
- Determining propositions to help withstand competition
- Strategies for recruiting new customers
- Establishing advocates.

The solution lies in leveraging one of the most valuable of business assets: the database.

The database can be a powerful marketing tool for the pest control company that knows how to use it. Knowledge of your customers can drive a better understanding of their relationship with the you, leading to more relevant communications, better management of their engagement and increased loyalty.

### GOOD DATA PRACTICES

Some pest management companies will have a system with all information in one place. But the more likely scenario is where some data is held in a central system while more is held in departmental spreadsheets. The object is to turn all that data into information and that information into knowledge or insight by bringing together everything you know or could know about customers. This could include prospects and leads, their activities, actions, purchases

and behaviour. This is also an important consideration when planning for GDPR (the new data protection regulation).

There is no substitute for accurate, reliable data when aiming to understand a customer. It's the quality that will determine how specific a view can be reached. Inaccurate data will skew results so data must be assessed before any analysis is applied. This way there is at least awareness of the inaccuracies to help in the interpretation of the outcome.

### PUTTING YOUR DATA TO WORK

Analysis can reveal how long a customer stays loyal and what might be done to pre-empt their leaving to another pest control provider and identify the segments within the customer base, for one-to-one marketing.

While most people see the benefit of segmentation, the challenge is often defining the segments. You might segment consumers geographically or by demographics, and businesses by their premises type, industry sector, company size or turnover.

Equipped with that kind of data you can start revealing important measures. Begin by determining which of your services the customers encountered and how many have availed themselves of the various combinations on offer, so that you can repeat or cross-sell.

This is the concept that we recognise when buying consumer products online, often referred to as 'the Amazon effect'. These are the helpful hints that tell us that people who bought the product being viewed have also bought another. It is known as 'market basket analysis'

and is a totally valid model across any combination of goods or services.

The next most interesting insight is usually how good a customer they are. Building a simple score based on how recently they have interacted with you, how frequently they buy and how much they spend can become a robust measure of their loyalty and fluctuations in that score will reveal changes in behaviour that can either fuel reward or concern, but will alert action to be taken.

Gaining such insight into customers and other contacts will help a business understand which are the best, what opportunities exist, how to hold on to them and find more like them. This insight also provides the other side of the coin: who the worst are and what they are costing in lost opportunity so that they and others like them may be avoided in the future.

What is determined about current customers can also be applied to prospecting. By applying the profile knowledge to new enquirers and leads, you can be better prepared for what kind of customer a new prospect is likely to be and therefore drive a nurturing programme that is personalised to them.

### USING DATA TO MANAGE RELATIONSHIPS

Customer relationship management (CRM) itself is not software or technology. CRM is a strategy that has implications for, and which can benefit, all areas of the business. Any touchpoint with customers – not just marketing campaigns – can be better executed from the position of greater knowledge:

## 10 points to be considered about customer relationship management

- 1** Access a complete view of your customers, products and channels
- 2** Understand the value of the data collected within your business - transactions, promotions, market research, website
- 3** Define your business objectives and ensure you collect the data to support them
- 4** Analyse the information to determine where to direct your marketing efforts
- 5** Initiate campaigns that will yield new customers and retain existing ones
- 6** Ensure propositions are relevant and timely - embrace the technology to help you
- 7** Be aware of the actual cost of acquiring and servicing a 'loyal' customer
- 8** Quantify the benefits and explore all opportunities for achieving returns from introducing CRM
- 9** Develop a customer-centric culture in your business
- 10** Use expert assistance

- The marketers can be ensuring the best spend of their budget and maximising opportunities
- The finance department can track where budget is being spent and where it is effective
- The senior management can have an overall view of how the company is being run.

While this sounds very laudable and makes for a worthy goal, many businesses run headlong into what they believe CRM to be without fully assessing the consequences or even truly understanding the approach and whether they are fully prepared for it.

Pest management companies need to understand how a customer wants the relationship to be managed - what channels of communication are preferred, what kind of proposition is welcomed. There is a balance point that must be identified and acted upon. There are those who, unless they receive every offer going,

### About the author

Michael Collins is Managing Consultant at Database Marketing Counsel, the specialist data strategy and CRM consultancy he founded in London in 1991. He is a Chartered Marketer and a Fellow of the Institute of Direct and Digital Marketing and has taught database marketing and CRM at several UK university business schools.

He has more than 30 years' consultancy experience in helping sales and marketing management in organisations in the UK, Europe and North America achieve their business objectives in a smarter way, providing direction on customer insight and building customer relationships in most B2C and B2B sectors.

feel unloved; and at the other end of the spectrum there are those who want to be left to their own devices. Both could be equally loyal, and that loyalty will be undermined if one fails to understand how they want to be dealt with. It is also a requirement of GDPR compliance that these preferences be managed properly.

The solution is to build a framework that integrates commercial objectives with the skills of the staff, business and market intelligence, and the dialogue between you and your customer.

The starting point, however, is not the implementation of software. Many CRM projects have failed since they have focused on the technical aspects of the system instead of the data, commercial and cultural aspects. What is required is a properly constructed CRM strategy that is based on a solid, defined business requirement that has been bought into by all stakeholders.

Managing customer information in the ways discussed will provide a way to address business imperatives, making more convincing propositions and recognising opportunities and the best channels for communication. Pest companies will be better placed for testing initiatives and creating profiles to drive more profitable relationships.

**MANY CRM PROJECTS HAVE FAILED SINCE THEY HAVE FOCUSED ON THE TECHNICAL ASPECTS OF THE SYSTEM INSTEAD OF THE DATA...**

### NEED MORE?

For more information or assistance with your own data or CRM strategies contact...

 [mc@dmcounsel.co.uk](mailto:mc@dmcounsel.co.uk)





# SPENT GASES

## IN-TRANSIT FUMIGATION RISKS, SAFETY & OPPORTUNITY



Here at BPCA we have some pretty specialised companies working together to make sure we keep our standards high, swap useful knowledge and get the details of industry changes out to members. Martin Cobbald, Chair of the Fumigation and Controlled Environment (FaCE) Forum briefs us on in-transit fumigations, keeping customers safe, and getting paid in the process.



The Fumigation and Controlled Environments (FaCE) Forum is the place that the best fumigators in the land gather, leaving all company interests at the door, and put their heads together to sort out what is best for the industry at large.

There have been some massive changes in pest control recently and fumigation hasn't been immune. The changes to our sector have been fundamental, but it turns out we are a fairly resilient bunch!

OfQual told us to rewrite the entirety of our qualification. We rewrote it.

The HSE told us we had to retrain the entire industry. We've had the entire industry retrained.

We've had our primary products undergo major label changes by the CRD which has led to some big changes in the way we use it, and yet fumigation companies continue to flourish.

The latest change has come from BAuA in Germany. That's the Bundesanstalt für Arbeitsschutz und Arbeitsmedizin which, of course, you know means 'The Federal Institute of Occupational Safety and Health' (basically the German version of the HSE). BAuA has declared that the new safe level for phosphine exposure is 0.01ppm of air. That's ten times lower than it used to be.

Let me take a moment to explain why this matters.

Often, merchants or processors in the UK will need to source stuff from abroad. This can be in the form of plant material, maybe woven baskets, bags of beans, cotton bales or even straw hats. But what is just fetching headwear to you and me, is a delicious captive feast for certain insects.

Yes, cargo can be transported from country-to-country with more ease than ever but it can pick up unwanted travellers on the way in the form of midges, beetles, bugs, flies, caterpillars, mites and nematodes. Different countries have different attitudes to the risk that these pests pose, from the fairly relaxed to the downright paranoid.

In the UK we are, rightly or wrongly, on the relaxed end of the spectrum. We have a cool, damp climate and so a lot of pests just can't thrive here. That being said, there are currently more than 950 risk

## “ In Antwerp last year, a cargo inspector was reported killed trying to transport ‘deactivated’ residues away from the harbour. ”

registered pests that might be imported from abroad. Out of these there are 30 that would pose a serious risk to our country's plant health (source: Department for Environment, Food and Rural Affairs – UK Plant Health Risk Register).

Making stuff safe for import before it gets here is what fumigators do. They fill the shipping containers with toxic gas to make sure the pests are dead. Sometimes, however, exporters will save on costs and send the containers to the UK with a fumigation still going on while they are being shipped. It's called in-transit fumigation and it is globally widespread.

It is estimated that 9% of shipping containers imported into the UK are ‘under gas’. With 10 million containers passing through UK ports (source: DfT UK Port Freight Statistics 2016), that's a lot of fumigation!

None of this presents a problem so long as everyone involved in the shipping of the containers has been notified, the containers have been labelled as toxic and there is a qualified professional there to deal with the fumigant at the other end.

But it does cost money to do this notification so, you've guessed it, a lot of the time fumigated containers are imported with no one knowing about the toxic gas in the cargo.

This leads to lots of problems. In 2010, 14 Belfast dock workers were hospitalised following fumigant gas exposure. In 2013, six warehouse operatives were hospitalised in Rotterdam after being exposed to fumigant gases while unloading containers. In Antwerp last year, a cargo inspector was reported killed trying to transport ‘deactivated’ residues away from the harbour.

And it's not just the big accidents that are the issue. Low levels of fumigant exposure over a long period (like ‘Billy the forklift driver’ might get) can cause cancers, brittle bones, anaemia, lung and gastrointestinal disorders.

So, if you've got a customer importing containers of raw materials or even finished products, ask them: “Are your containers fumigated?”, “Are you sure?”,

“Would you like them gas checked?”

“Hang on,” you say, “You've just told me this stuff causes cancers, there's no bloody way I'm going in there!”

Keep calm and use your BPCA membership. Check the Find a Pest Controller tool ([bpc.org.uk/find](http://bpc.org.uk/find)) or use the Contract Sharing Network. There are fumigation companies near you who will be delighted to do the work for you. You can keep your customers safe, look good and, rightly, get a financial reward for your service.

Fumigators, who do the job every day, have some pretty fancy kit to detect toxic gases. And remember, these gases are now considered toxic right down to 0.01ppm.

If you are considering doing this on your own you must be trained. Level 3 Award in Safe Use of Fumigants for the Management of Invertebrate Pests - Unit 2 is what you need. BPCA provides this qualification. It's a good one.

If you don't have this qualification and something goes wrong, and someone makes a claim, you are going to be somewhere up a certain creek without a canoe, let alone a paddle. We've recently seen a company in court who literally got out of jail (sadly not free) in part because of well-trained staff. Make sure your training is up-to-spec or run the risk of dire consequences!

There is also the risk of the fumigant residues to consider. It's likely these have not completely reacted so there is always some toxic gas evolution still to come. This means the residues must be transported safely and disposed of legally. Fumigators have specialised quenching tanks to deactivate these residues, and there is also the grand old cost of getting rid of the resulting metal hydroxides and various other goodies that result.

And, oh good lord, as if it wasn't complicated enough already all fumigant waste must be disposed of as hazardous waste under the code EW 06 03 wastes from the MFSU of salts and their solutions and metallic oxides.

So, there's a lot to consider when discussing container imports but here are the takeaways:

- The safe level of phosphine gas has been lowered to 0.01ppm
- If you want to detect to this level, you need some pretty fancy kit to be sure the container is safe for entry
- If your customer imports anything, ask them if it's fumigated (if it contains organic material, it is likely it is)
- Make sure they are getting rid of the fumigant legally using a trained professional
- Use your membership – even if you don't know how to approach a fumigated container, BPCA knows someone who does, who will work for you. Remember, ‘Billy the forklift driver’ is at risk if you don't ask these questions! Awareness is key. If we can't make importers aware of the practice of in-transit fumigation, they may not even know the risks and there is no way to keep their workers safe.



### MORE INFO

You can find a member that carries out fumigation work through the BPCA Find a Pest Controller tool.

[www.bpc.org.uk/find](http://www.bpc.org.uk/find)

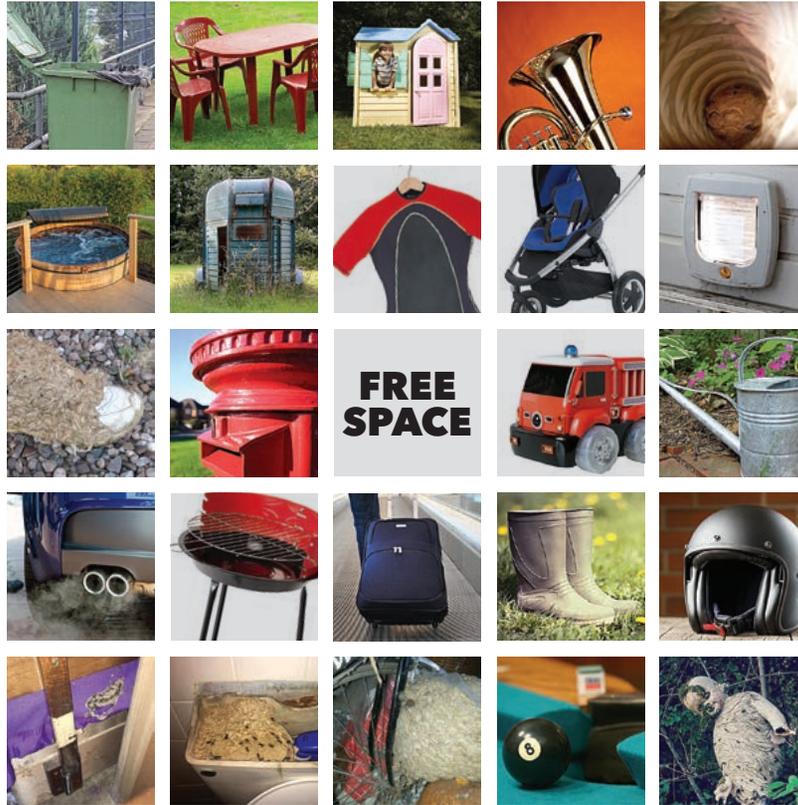
If you're a BPCA member that would like to start contracting out fumigation work to a member, try the BPCA Contract Sharing Network (CSN).

[www.bpc.org.uk/csn](http://www.bpc.org.uk/csn)

# Are you a pest technician who's seen it all? Time to prove it! Eyes down, look in and play...

We asked pest controllers the weirdest places they've encountered wasp nests while out on the job. We've then popped your strangest encounters into this handy bingo card. There's no prize for winning, other than bragging rights (feel free to yell out bingo all the same). So, without further ado, eyes down...

## WASP NEST BINGO!



**32**

**BUCKLE MY SHOE - 32**

"Go for a run", they said. "It's good for you", they said.

**29**

**RISE AND SHINE - 29**

"When the client said they think they might have bed bugs, this wasn't what I was expecting".

**42**

**WINNIE THE POOH - 42**

The clever wasps pictured here built their nest just above the water level and were entering using the overflow pipe.

**66**

**CLICKETY CLICK - 66**

You'd have to be a right cycle-path to ride this.

**Between the sticks - 86**

Here's a nest you're unlikely to find while you're out this Summer. Also known as the Australian paper wasp, these guys make tiny little panpipe style nests. Small brown paper wasp nest in colonies with several combs built close together. Each comb is made of two rows of cells hanging from a branch by a stalk.

The smaller cells are built around the main larger comb where the queen lives, and these smaller satellite combs can then be used to cool the primary structure when it gets too hot.



**Ropalidia revolutionalis wasp on a nest comb**  
Photo: Dr. Scott Mills, taken in Queensland, Australia.

**25**

**DUCK AND DIVE - 25**

This looks like something straight out of a sci-fi/horror film. I wouldn't want to stick my head in there to get a picture.

**5**

**MAN ALIVE - NO.5**

Gee thanks, internet. I didn't want to sleep tonight anyway. A wasp nest built around a creepy doll.

**JOIN THE CONVERSATION**

If you don't follow us on Facebook and Twitter, you could be missing some important bragging opportunities.

[www.facebook.com/Britishpestcontrol](https://www.facebook.com/Britishpestcontrol)

[@britpestcontrol](https://twitter.com/britpestcontrol)

BPCA EMAIL

enquiry@bpca.org.uk

. □ x

# Ask the technical team

When you're a BPCA member you can get technical support whenever you need it via our experienced technical team. Here are just a few of the latest questions posed...

## INBOX

SENT

ARCHIVE

BIN

SPAM

### SUBJECT: CONSTRUCTION SITES

'Pest controller' has been removed from The Construction Skills Certification Scheme (CSCS) Construction Related Occupation (CRO). What should I do now when working on construction sites?

**NATALIE REPLIES:** Unfortunately some pest controllers are experiencing problems accessing sites without the CSCS card. The issue is that CSCS have made these changes but this hasn't filtered down to every site in the UK. Site managers are so used to not allowing anyone on site without a CSCS card that even if a contractor tells them something different it is unlikely they will take heed. The options seem to be:

- Educate your customer on these changes before attending site
- Client obtains a CSCS Visitor Card for their staff (45-minute exam)
- Client gets a CSCS Labourer card for their team (1-day training course and 45-minute exam).

### SUBJECT: TRACKING PRODUCTS

Is tracking dust really a good indicator and tracing product?

**NATALIE REPLIES:** Tracking dust is a great product that can help to trace rodent infestations and discover what is going on. It can show the direction of rodent travel, hard to see harbourage areas and ingress points and how active or large an infestation is.

It can flag up issues that you may not have noticed before. For example, rat ingress to a floor void within a domestic property – due to confined space the floor void could not be entered so tracking dust was applied. The next day fluorescent footprints showed up disappearing behind a hidden soil pipe. The floor was lifted in that place and the ingress point sealed. Job done! Remember, be light handed with fluorescent dust and clear up as much residue as possible.

### SUBJECT: RATS

What can I do if I have a rat problem in a domestic property which is being amplified by neighbouring properties?

**DEE REPLIES:** Encourage your customer to speak to their neighbours to try and solve the wider rat issue. Sometimes this will not be enough for a neighbour to act.

The Prevention of Damage by Pests Act 1949 (PDPA) states that local authorities (LAs) have to keep their district free of rats and mice (so far as is reasonably practicable). This is a statutory duty of any LA, and they will have enforcement officers assigned to deal with this as and when complaints occur. These officers have the power to investigate and serve notices on landowners and occupiers to control the rodent infestation, whether it be domestic or commercial.

### SUBJECT: SSPRAs

What is a pest risk assessment?

**NATALIE REPLIES:** The purpose of a Site-Specific Pest Risk Assessment (SSPRA) is to assess the risks of pest activity occurring and to define appropriate monitoring and control measures. The aim is to mitigate the likelihood of commercially-detrimental pest incidents from occurring. In the food industry a proactive, risk-based approach to pest management is essential for protecting your client's products and brand.

All too often, food companies, pet food manufacturers or food industry-related companies implement basic pest management systems that might look good on paper but fail to provide a full level of protection due to weaknesses in the pest management programme. One of the reasons this can occur is because of an inadequate pest risk-assessment of the site.

We have a great blog article about SSPRAs on the BPCA site:

[bpca.org.uk/b/sspra](http://bpca.org.uk/b/sspra)



**ARE YOU A BPCA MEMBER WITH A TECHNICAL QUERY? GET IN TOUCH...**

 [enquiry@bpca.org.uk](mailto:enquiry@bpca.org.uk)

 01332 294288

 @britpestcontrol

**A SERVICE FOR BPCA MEMBERS ONLY PLEASE!**

**SPEED VIEW**

- **CSCS card rules have changed and some customers haven't caught up yet**
- **LAs have a statutory duty to keep their districts free for rats and mice**
- **Tracking dust is a worthwhile addition to the pest control armoury**
- **Pest risk assessments aim to reduce commercially-damaging pest incidents**

WHERE WE'VE BEEN

# You've heard of BPCA, right?

## MANCHESTER CLEANING SHOW AND FOODEX

There's a very important line in our updated strategy all about educating the whole supply chain about the value of a BPCA member. Short of going door-to-door with a handful of flyers, how do you spread the "Be Protected. Professionally." message to associated sectors? One of the ways we do it is by visiting the heart of those associated sectors – their trade shows.

So, as part of our ongoing events schedule designed to represent our members, we

exhibited at both the Cleaning Show 11-12 April at EventCity, Manchester, and FoodEx 30 March-1 April at the NEC, Birmingham.

They're both huge events, held by passionate sectors in their own right. BPCA's staff team and member company volunteers manned the stands at both events. We were all tasked with spreading the word about the value of BPCA members, and the pest management industry as a whole.

“...we had a steady stream of people wanting to learn a bit about pest management.”



Foodex is part of a five-show collective that includes The Ingredients Show, Food & Drink

Expo, NCS Pro Retail, and the Farm Shop Deli Show. Combined they attract 30,000 attendees and 1,500 exhibitors. People involved in food and drink processing, packaging and logistics industries all attend Foodex.

Ben Massey, BPCA Marketing and Communications Manager, attended the event. He said, "As a rough guess, I'd say maybe 70% of the people attending would require the services of a professional pest controller (manufacturing, retail, convenience stores), so

we had the potential to make a real impact. We'd have liked a bit more footfall to our stand, but the conversations we did have were very worthwhile. Another well-organised show from William Reed."



2,411 attendees descended on Manchester to view the latest cleaning products and services exhibitors had to offer. Ian Andrew, BPCA Chief Executive was out and about, talking to this allied sector about what BPCA can do for them.

He said, "The show had some quieter moments, but overall we had a steady stream of people wanting to learn a bit about pest management. Lots of cleaners were curious about potentially setting up a relationship with a 'preferred pest control company'.

Cleaning companies can be a valuable friend to a BPCA member."

While there, BPCA talked to shopping centre managers, councils, property management companies across the UK, FM companies, hospitals, large retail groups, service providers such as waste contractors, access equipment, and more.

While there, BPCA talked to shopping centre managers, councils, property management companies across the UK, FM companies, hospitals, large retail groups, service providers such as waste contractors, access equipment, and more.



**THANK YOU TO THE MEMBERS THAT SUPPORTED US AT BOTH OF THESE GREAT SHOWS**

### WHAT DO WE TALK ABOUT?

- Tendering - what should be included in pest control tenders
- The BPCA logo and why you should look out for it
- The importance of professionalism in the pest control industry
- The EN16636 standard and why it's important
- How companies can get involved in working with BPCA members
- Pest control and awareness training from BPCA.

### WHY IS GOING TO THESE EVENTS SO IMPORTANT?

Events like these help us to spread the message further about professionalism within the pest control industry, get the BPCA logo out under people's noses, and get BPCA membership written into tenders.

Many people see our stand at events, and it causes them to think twice about their contractor. Is what we already have working for us? Are they BPCA members? Did I check their qualifications or insurance? This is all then fed back to the contractor, helping the image of our industry.

We try to spread our coverage out and attend events across different sectors and locations. This year we've scheduled agriculture, food, hospitality, facilities management, environmental, and cleaning events around the UK.

### WHERE NEXT?

If you have any events that you would like to see us at for 2019, then suggest them! After all, we're there for you!

 [events@bpca.org.uk](mailto:events@bpca.org.uk)

## BPCA out and about

You'll never make it to every industry and associated event. Thankfully you don't need to!

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
- Our "Be protected. Professionally." campaign
- Professional training and qualifications
- Raising the profile of public health pest control.

### CEPA-NPMA GLOBAL SUMMIT OF PEST MANAGEMENT SERVICES

4-6 JUNE 2018

Cascais, Portugal  
[gs18.npmapestworld.org](http://gs18.npmapestworld.org)

### HOTEL FACILITIES MANAGEMENT EXPO

25-26 SEPTEMBER 2018

ExCel, London  
[hfmexpo.co.uk](http://hfmexpo.co.uk)

**BPCA: PARTNER AND EXHIBITOR**

**REMEMBER!** You can join us at the Hotel Facilities Management Expo with exclusive BPCA member discounts on stands - see page 6

### PESTTECH

7 NOVEMBER 2018

Arena MK, Milton Keynes  
[pesttech.org.uk](http://pesttech.org.uk)



**SAVE THE DATE!**

**BPCA**

# PestEx

The UK's premier pest control event

**20-21 MARCH 2019 / EXCEL, LONDON**

**BPCA**

# Regional Forums



## Imagine a place...

...where pest controllers get together to learn something new, share ideas, meet local product distributors, eat bacon and drink a lot of coffee. A place that brings together like-minded professionals, expert speakers, new ideas, legislation updates and even gives you CPD points.

That place does exist, and it's probably a lot closer than you think.

If you couldn't make it to PPC Live, there are still pest management events around the UK worth visiting.



**JOIN US IN LONDON FOR OUR AGM AND REGIONAL FORUM**  
27 June 2018

### 2018

<b>TUES 22 MAY</b> Peterborough	<b>WED 27 JUN</b> London <b>+ BPCA AGM</b>
<b>THURS 6 SEP</b> Burton-on-Trent	<b>THURS 27 SEP</b> North West
<b>THURS 11 OCT</b> Hamilton	<b>TUES 20 NOV</b> South East
<b>WEDS 5 DEC</b> Northern Ireland	

### WHY GO TO A REGIONAL FORUM?

Get those all important CPD points

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

Network with like-minded professionals

Enjoy a free breakfast roll and refreshments

### MORE INFO

View the agendas and register for your Regional Forum

 [bpca.org.uk/regional-forum](http://bpca.org.uk/regional-forum)



# THE LOWDOWN: Level 2 Pest Control Technician Apprenticeship



In May 2015 a group of 14 companies, large and small, approached BPCA for help in gathering a Trailblazer group together to create an apprenticeship for pest control technicians. Three years on, Karen Dawes, BPCA Training Development Manager, wraps up where we came from, and where we're at.

With the help of BPCA the Trailblazer group created a standard designed to operate as a professional standard for people working as pest control technicians at Level 2 across the sector. In September 2017 that standard was approved and published.

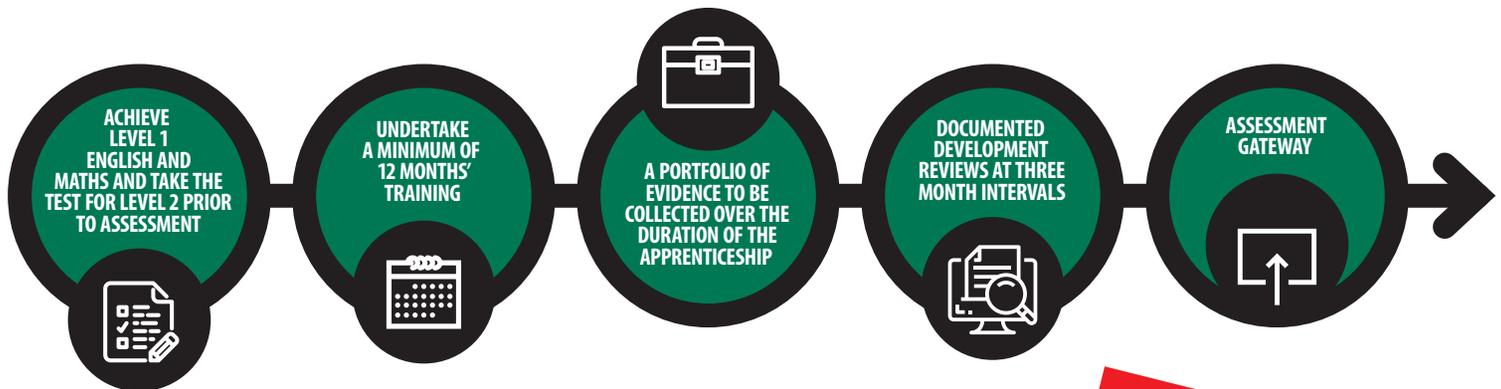
The group subsequently went on to develop the end point assessment plan which puts together a framework for the consistent assessment of apprentices

upon completion of their apprenticeship training. In January 2018 this assessment plan was approved by the Institute of Apprenticeships and is expected to be published in the coming weeks.

Ahead of publication this article looks at the standard for the Level 2 Pest Control Technician Apprenticeship and gives an overview of how apprentices will be assessed.

**UPON SUCCESSFUL COMPLETION... THE INDIVIDUAL WILL BE RECOGNISED AS COMPETENT TO PERFORM IN THE ROLE OF A PEST CONTROL TECHNICIAN ACROSS THE SECTOR**

## The apprenticeship programme



Entry level apprentices will typically have achieved a minimum of four GCSEs, grade C or above (or equivalent) including Maths and English. Apprentices recruited without the minimum will need to study functional skills outside of the apprenticeship programme and be required to have achieved Level 1 English and Maths and to have taken the test for Level 2 before undertaking their end-point assessment.

The duration of the apprenticeship is a minimum of 12 months, during which time the apprentice will undertake a structured programme of learning that will include:

- Practical, work-based learning supplemented by training to fill skill gaps
- Development of a portfolio of evidence
- Regular assessment reviews.

### PEST MANAGEMENT KNOWLEDGE, SKILLS AND BEHAVIOURS

#### KNOWLEDGE

##### What do I need to KNOW

Organisational knowledge  
Environmental / H&S impacts  
Legislation  
Communication  
Customer service  
Technology  
Food safety  
Pest management and control

#### SKILLS

##### What do I need to DO

Pest management and control  
Interpersonal skills  
Decision-making

#### BEHAVIOURS

##### What do I need to SHOW

Self-management  
Professionalism

The focus of the training will be around the development of the apprentice's knowledge, skills and behaviours to ensure competence as well as a qualification.

**SKILL UP!**  
Get the lowdown at  
[bpca.org.uk/training](http://bpca.org.uk/training)

“ In January 2018 this assessment plan was approved by the Institute of Apprenticeships and is expected to be published in the coming weeks. ”

**APPRENTICESHIP ASSESSMENT**

Assessment of the apprenticeship will be undertaken by independent assessment organisations who are registered on the ESFA’s Register of End Point Assessment Approved Organisations (RoEPAO) and will be carried out over a one-day period and will include three stand-alone modules.

ASSESSMENT MODULES		
METHOD	COVERAGE	WEIGHTING
Knowledge test	Technical knowledge	20%
Practical assessment	Overview of applied practical techniques	40%
Professional discussion	Competencies and behaviours overview	40%

Grading for all modules will fall into three categories: fail (59 or less), pass (60 to 84) and distinction (85 and above).

**KNOWLEDGE TEST**

The test will cover knowledge elements detailed in the pest management knowledge, skills and behaviours table and will focus on core technical skills. The test will consist of:

- A total of 40 multiple choice questions taken under examination conditions in a controlled environment
- A mix of traditional and scenario-based questions. Each multiple choice question will have four response options with one correct option.



**PRACTICAL ASSESSMENT**

An observation of practical skills in which the apprentice will demonstrate their skills, behaviours and underlying knowledge required by the Standard. The assessment will take the form of a real-life site survey requiring the apprentice to:

- Prepare for work including undertaking any relevant risk assessment, method statements, manufacturers product requirement checks, selection of equipment for the task to include any pre-use checks
- Apply safe working techniques to prepare and handle any pest control products and equipment
- Carry out pest control tasks ensuring that tasks are completed to specification, comply with regulation and legislation and maintain safety standards.

**PROFESSIONAL DISCUSSION**

This will take the form of a professional discussion based on the evidence provided in the portfolio review to:

- Confirm knowledge, skills and behaviours using the apprentice’s portfolio of evidence as a basis for the discussion
- Assess the apprentice’s ability to use a range of approaches to uncover causes of problems (root cause analysis)
- Test the apprentice on their level of structured problem solving and decision making, level of professionalism and customer service skills, self-management and risk perception

**PORTFOLIO OF EVIDENCE**

The portfolio will be used to inform questioning during the professional discussion. In the portfolio, the apprentice will document evidence collected from written work, small projects, progress review information and workplace observations. Examples include:

- Site survey reports
- Progress reports
- Site survey photographs or videos
- Customer references, feedback letters or emails
- Supervisor assessment documents.

**COMPLETION**

Upon successful completion of the apprenticeship, the individual will be recognised as competent to perform in the role of a pest control technician across the sector, and BPCA will recognise the qualification as meeting membership criteria. \*

For further details please contact the BPCA Training Development Manager, Karen Dawes at [karen@bpc.org.uk](mailto:karen@bpc.org.uk)

**REMEMBER**  
Members get discounts on all BPCA training



**ENQUIRIES AND BOOKINGS**

- [bpc.org.uk/training](http://bpc.org.uk/training)
- [training@bpc.org.uk](mailto:training@bpc.org.uk)
- 01332 225 113

# Training calendar

## COURSES AND EXAMS

Level	Course/exam	Member price £	Exam	Start date	Location
FOUNDATION	Practical Insect Control	155		23/05/2018	Stafford
				05/07/2018	Stafford
				13/09/2018	Stafford
				15/11/2018	Stafford
	Practical Vertebrate Trapping	155		22/05/2018	Stafford
				04/07/2018	Stafford
				12/09/2018	Stafford
				14/11/2018	Stafford
	Safe Use of Rodenticides	130	✓	11/09/2018	Stafford
				25/10/2018	Derby
				13/11/2018	Stafford
				21/05/2018	Stafford
Sales Skills	155		03/07/2018	Stafford	
			19/09/2018	Derby	
Starting and Managing Your Own Pest Management Business	155		10/07/2018	Leeds	
			05/10/2018	Midlands	
			01/11/2018	Derby	
			11/12/2018	North West	
Bed Bug Control	155		06/06/2018	Derby	
			11/07/2018	Preston	
Certificate in Bird Management	155	✓	10/10/2018	Derby	
			24/05/2018	Stafford	
			06/07/2018	Stafford	
			14/09/2018	Stafford	
			23/10/2018	Derby	
General Pest Control - Level 2 Award in Pest Management	1010 non-res 803	✓	16/11/2018	Stafford	
			17/06/2018	Stafford	
			29/07/2018	Milton Keynes	
			16/09/2018	Stafford	
Insect Identification	155		9/12/2018	Stafford	
			05/06/2018	Derby	
Level 2 First Aid at Work	75	✓	24/10/2018	Derby	
			12/07/2018	Stafford	
Level 2 Health & Safety	75	✓	02/11/2018	Derby	
			05/06/2018	Stafford	
Safe Use of Aluminium Phosphide	310	✓	05/06/2018	Stafford	
			16/10/2018	Stafford	
Safe Use of Fire Arms	155		16/10/2018	Stafford	
			DAY 1: 5/09/2018	Derby	
Managing Pest Control Contracts	310		DAY 2: 5/10/2018	Derby	
			25/09/2018	North West	
Becoming a Technical Inspector	155		02/10/2018	Derby	

## EXAMS ONLY

Exam	Start Date	Location
MULTIPLE EXAM DAYS – take any of these exams, on any of the dates: <b>RSPH Level 2 Award in Pest Management (£155)</b> <b>BPCA Certificate in Bird Management (£100)</b> <b>BPCA Certificated Technical Inspector (£155)</b> <b>RSPH Level 2 Award in Safe Use of Rodenticides (£40)</b> <b>RSPH Level 3 Award in Safe Use of Fumigants for the Management of Invertebrate Pests (£305)</b>	13/06/2018	Glasgow
	22/06/2018	Stafford
	27/06/2018	Watford
	04/07/2018	Sheffield
	11/07/2018	Derby
	03/08/2018	Milton Keynes
	10/08/2018	Wales
	04/09/2018	Peterborough
	21/09/2018	Stafford
	26/09/2018	North West
	23/05/2018	Peterborough
	26/06/2018	London
<b>BPCA Advanced Technician in Pest Management (£245)</b>	26/09/2018	North West
	12/10/2018	Glasgow
	21/11/2018	South East
<b>BPCA Certificated Field Biologist (£305)</b>	28/06/2018	London
	27/09/2018	North West
	10/10/2018	Glasgow
	20/11/2018	South East

### Terms and conditions

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 if a programme is cancelled. 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 [bpc.org.uk/online-learning](http://bpc.org.uk/online-learning)



	Member cost	Non-member
<b>Individual GPC modules</b>		
Introduction to Pest Management: Health, Safety and Legislation; Invertebrates; Vertebrates	£100	£150
<b>Using Rodenticides Safely</b>		
Online course and exam	£75	£100
<b>Foundation Certificate in Pest Management</b>	£50	£75
<b>Completing Risk Assessments</b>	£40	£60

### ENQUIRIES AND BOOKINGS

- [bpc.org.uk/training](http://bpc.org.uk/training)
- [training@bpc.org.uk](mailto:training@bpc.org.uk)
- 01332 225 113

# GET SERIOUS.



Be part of  
something  
bigger.

## JOIN BPCA.

Being part of the British Pest Control Association shows the world your company is serious about pest control.

You get:

- Consumer referrals
- Technical advice
- Business support
- Discounts on training
- Access to CPD materials
- Access to more clients
- A logo to be proud of

The advantages of BPCA are clear. Not only can we be assured that we are meeting the high standards that our customers expect and deserve, we are also entitled to technical support, business guidance, help with documentation and legislation, discounts and marketing.

**PAUL BATES, MANAGING DIRECTOR  
CLEANKILL ENVIRONMENTAL SERVICES**

**Serious about professionalism  
and excellence?**

**ASK US ABOUT MEMBERSHIP TODAY**

**membership@bPCA.org.uk  
bPCA.org.uk/getserious  
01332 225 112**



### TAKE YOUR CAREER SERIOUSLY?

### ADVANCED TRAINING WITH BPCA.

#### ADVANCED TECHNICIAN IN PEST MANAGEMENT

So you have successfully achieved the RSPH Level 2 Award in Pest Management, you have some experience and you are now wondering what's next. A widely recognised and admired qualification within the pest control industry.

#### CERTIFIED FIELD BIOLOGIST

Field biologists deliver technical expertise, provide service appraisals and help ensure compliance to resolve pest problems head on.

**FIND OUT MORE**

**training@bPCA.org.uk  
bPCA.org.uk/training  
01332 225 113**

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