

Pest control merger creates largest UK firm

A new merger between two established companies has created the largest independent firm in the UK to tackle pest control. The specialist market provides essential health and safety for offices, schools, hospitals, housing and commercial estates.

Tim Sheehan and Paul Butterick, Directors of Safeguard Pest Control and Ken Hazeltine, MD of Arrowguard Pest Control say "This integration of two successful companies allows all our customers to obtain the benefits of additional shared resources to guarantee fast service response and high delivery standards. This is an exciting opportunity to set higher industry standards and develop long term employment opportunities for our existing staff and prospective new joiners."

The pest control industry is as old as agriculture. The first pesticides were used

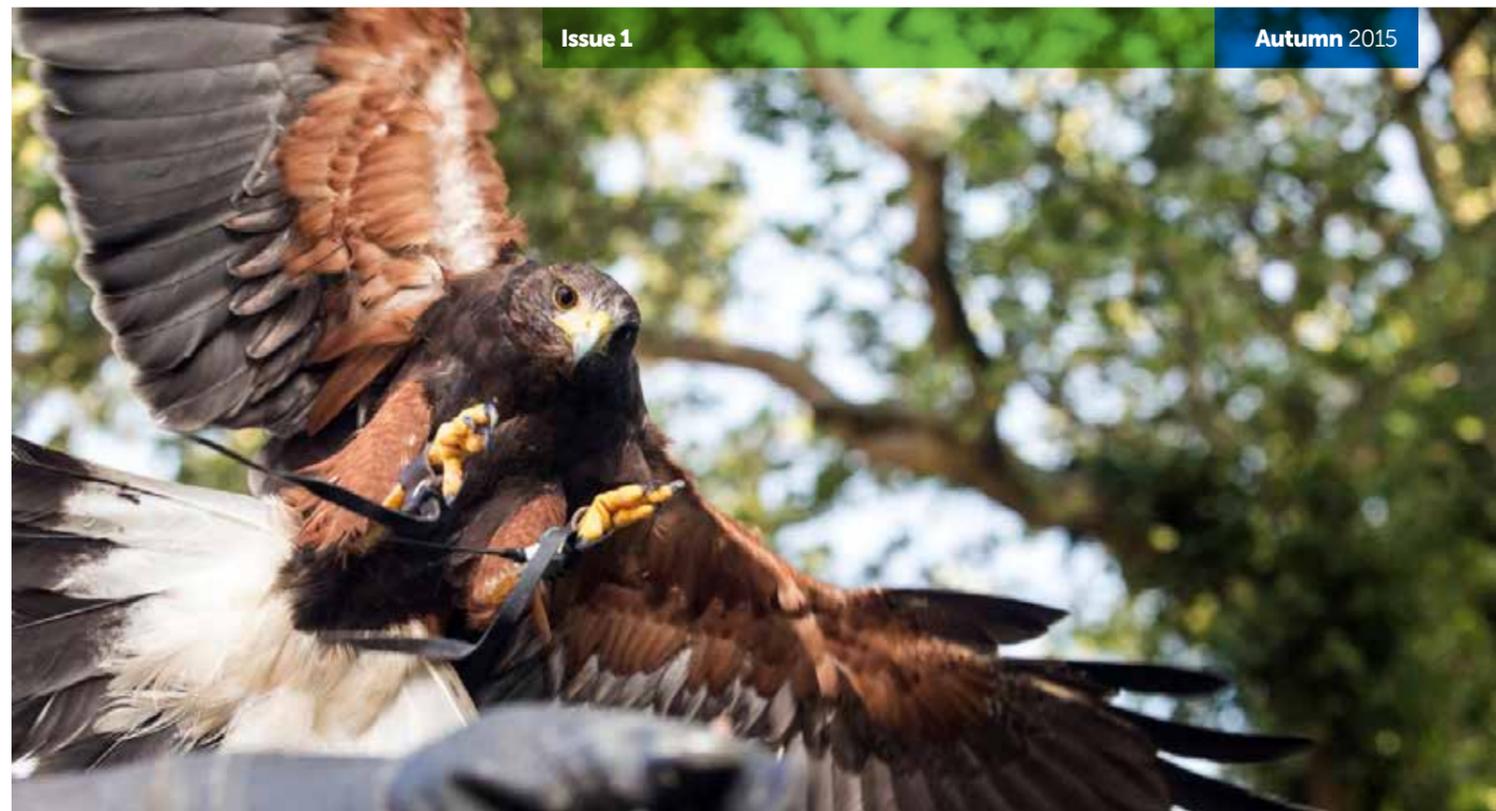
4500 years ago to protect crops. The bubonic plague was carried by rats killing over 50% of infected humans within 4 days. An estimated 25 million Europeans died as a result. Pest control specialists have subsequently improved the prevention and spread of such diseases, saving millions of lives. The current Ebola virus has been attributed to infected wild and domestic animals passing the disease to humans.

Clive Bonny of Strategic Management Partners providing GrowthAccelerator support to Safeguard says "This strategic merger of two successful owner-managed



Pictured left to right are Safeguard and Arrowguard company Directors: Tim Sheehan, Janet and Kenneth Haseltine, and Paul Butterick

companies enables both to now provide a wider range of cost-effective services to commercial facilities managers. This is great news for the UK health and safety industry and for buyers of these specialist services."



Pest controllers bake it better

An independent pest control service are improving their culinary skills for a worthy cause. Great Ormond Street's Bake it Better week received double helpings to raise money for redeveloping and upgrading their buildings. The hospital treats children with diverse serious medical conditions. Safeguard Pest Control donated £200 to add to the £200 they raised through a bake off event.

Safeguard Pest Control ensure pests are made unwelcome visitors across thousands of large buildings in London and the South East. The company invests volunteer time every year to fundraise for charities and promote their causes. MD Tim Sheehan says "we work closely with all kinds of community groups to improve awareness of health and safety and reduce risks of infection. Public buildings are prime targets for vermin and our team of professionally trained experts can deal with every kind of bug and furry foe".

Clive Bonny says "Companies like Safeguard contribute massively to the whole community with these actions. Despite being very busy it's great to see their team work hard, out of office hours, to support good causes. It says a lot about their values. Actions speak louder than words"



Safeguard's MD at the Bake Off

3000 year old Safeguard keeps pests away

An innovative company is offering a 3000 years old solution to remove and prevent pests invading domestic and commercial premises. Falconry and hawking was developed in the ancient Persian empire to safeguard food and crops from thieving animals and birds all year round. Now a Kent-based company called Safeguard is applying these same skills which have passed the test of time to modern day living.

Pest species such as feral pigeons foul stairways, walls, fire escapes and air conditioning units. These become breeding grounds for bird fleas, feather lice, and blue bottle maggots causing infectious diseases such as Salmonellosis, Allergic Alveolitis, Chlamydia, Cryptococcosis and Campylobacter.

Safeguard's John Lacey trains and handles 2 birds of prey to protect customers in all kinds of environments from train depots to heritage sites. John's feathered friends are a male Harris Hawk called "Beau" and a female called "Rio". Female "raptors" are known to be larger and more aggressive than males. John began at the age of 12 by keeping a Kestrel called Kes and has since joined the nationally accredited LANTRA Falconry Award programme. His hobbies include fishing and sport with his own children. The birds are trained to chase not kill and their presence has a lasting impact to frighten pests away without harming them.

The solution is environmentally friendly too. Clive Bonny, advisor for the Responsible Business Award says "The use

of chemicals, sprays, traps and guns is less effective and inevitably leads to ground pollution and infected carcasses. Safeguard are to be applauded for addressing an age old problem with a proven "Green" solution which safeguards people and places"



£6860 raised to care for short lives



Executive Adrian Ringrose "if companies can visibly demonstrate the social and environmental value that they deliver, they will be rewarded by the public and their employees and trust will be earned".

Both businesses jointly promote a Sustainability Programme which actively encourages business resources for social enterprise and charitable causes. James and colleagues Greg Fee and Dany Matthews completed the 6 kilometre walk carrying golf clubs in the rain to show actions speak louder than words in community causes.

Interserve PLC and Safeguard Pest Control are leaders in Facilities Management services ensuring health and safety for people of all ages and abilities in diverse public and private environments. Both organisations have seen rapid growth in their business activities in line with their responsible social and environmental policies and practices.

A hospice charity which supports children not expected to reach adult-hood has raised £6860 in a single fund-raising event. The charity led by Interserve provides palliative and end of life care for young persons and their families. It is part of an international campaign which helps people in need from the point of diagnosis to have

the best quality support wherever they live and for as long as they need it.

Fundraising partners Safeguard Pest Control helped raise funds for the event at Brocket Hall Golf Club. Safeguard fundraisers led by James Sheehan endorsed the statement made by Interserve Chief

Hospital admissions rise with pest budget cuts

A report by the Health and Social Care Information Centre has shown significant increases in the number of people being admitted to hospital with pest bites. Sufferers from rat bites increased 57%, wasps, bees and hornets increased by 58% and fleas, bed bugs and mosquitoes increased by 70%.

Figures from the British Pest Control Association show that nearly 20% of local authorities offer no pest control, whilst the number of pest control officers has fallen 20% since 2011. Knowsley Council still offers a free rat control service and last year had over 3000 call outs for rats.

Public concerns are being raised that council austerity measures are reducing their pest control budget which is now leading to higher hospital admissions. At the same time independent specialists at

Safeguard Pest Control have experienced a significant increase in private sector business clients. James Sheehan, head of sales and marketing, says "Private sector employers are aware of the impact of pests on staff wellbeing. Staff absenteeism through illness costs employers over £600 per person per year. As a result our business clients are increasing their investment in pro-active pest control, and this improves wellness at work."

Responsible Business advisor Clive Bonny adds "Employers and households need to be more vigilant as the weather warms up and rubbish collections decrease. The reduced public sector pest control has led to increased hospital visits and higher costs for individuals, employers and UK PLC. Fortunately responsible employers recognise these risks and their preventative actions help manage this serious and escalating problem."



Bed bug nymph (*Cimex lectularius*) as it was in the process of ingesting a blood meal from the arm of a "voluntary" human host. Bed bugs are increasingly common in the United Kingdom. *C. lectularius* inject saliva into the blood stream of their host to thin the blood, and to prevent coagulation. It is this saliva that causes the intense itching and welts. The delay in the onset of itching gives the feeding bed bug time to escape into cracks and crevices.

Safeguarding facility managers support

A high growth enterprise specialising in pest control has teamed up with a digital design marketing agency to keep customers posted on new service developments using traditional postal processes. The messages are more likely to be read by facilities managers instead of automatically redirected into email spam folders. The marketing medium also avoids extra postal costs.

Safeguard's Pest Control customers have grown by 30% in the last year across London and the south east. Teaming up with marketing specialists ElevenUK in Gatwick is bringing in new ways to share service support information with customers. Their return to traditional direct mail leaflet inserts with monthly hard copy mail posts is increasing customer reader numbers. Keith Law explains "hard copy direct mailings have fallen as popularity with email has risen. Unfortunately email is often seen as a nuisance and many good messages are lost forever in receiver spam folders. We have found that a good quality well designed hard copy insert is more likely to be seen and read nowadays."

Strategic management consultant Clive Bonny adds "For busy facilities managers mass email messaging has many drawbacks, especially its volume. Safeguard's marketing strategy to keep customers informed about new product and service choices is



ElevenUK marketing specialists with (third from left) James Sheehan, Marketing Manager for Safeguard Pest Control

cost effective for all parties. It will lead to customers learning more about new cost-effective pest control treatments, and it will help the supplier Safeguard tailor future services around customer needs".

Safeguard Pest Control are adding regular customer newsletters to their marketing messages to highlight the latest developments in the industry and add expert comments from facility managers.

Rat droppings and arsenic in beauty products



Yvonne

Counterfeit goods containing rat droppings in the health and beauty market have created a scare amongst users of make-up, perfumes, sun creams and other products. City of London Police have identified the problem as part of their "Wake Up Don't Fake Up" campaign. The police campaign

aims to bring more awareness of the dangers of counterfeit goods which costs the UK about £90 million per year. The problems are multiplied in the online markets where buyers looking for bargains cannot see or smell the products before ordering and paying for them.

Clive Bonny, a Responsible Business Advisor, says "Product sourcing and authenticity become very difficult online. People are so intent on price they sometimes forget to check quality. Low price and top quality do not go hand in glove. Generic images of products are often used to deceive buyers and these products are not tested to the same standards of the real goods"

Staff at Safeguard Pest Control are already aware of the issue and offered some solutions for unwary buyers. Pennie Gadd and colleague Yvonne agreed "never buy these products online without testing them

first. There should be professional pest controllers in this market too". Police are also reporting that victims buying fakes online later found their payment details had been copied to make further illegal purchases. One commented "if it seems too good to be true then it probably is"



Rat catcher Clive Bonny