

Can you afford
to lose **200%**
of your budget
for every pest
outbreak?

Bed bug callouts
increase by 28%
in one year

With the number of pests on the increase, any organisation that fails to have a robust integrated pest management strategy in place is in danger of losing productivity, potentially having to close its premises down and deal with employee ill health issues, as well as damaging its reputation.

Introduction

Rats and mice, insects such as bed bugs, moths, cockroaches and birds are major worries for people and organisations.

Research by the World Health Organisation (WHO) shows that living in a pest infested environment can result in poor health. This is reflected in lost working days, dependency on benefits, higher use of scarce medical resources and an inability to contribute to the economic health and wealth of the community¹.

According to Ibis World² the UK pest control market is worth £389m with annual growth of 4.4 per cent forecast from 2010-15. Apex Insight's UK Pest Control 2013 Report³ says hospitality and residential market sectors each represent 19 per cent of the market by value, with industrial and transport worth 15 per cent, commercial offices 14 per cent and the food retail sector 12 per cent.

Some of the key drivers for this growth are a natural increase in pest populations in areas such as food retailing and production; and less effective methods of treatment as pests become more resistant to the chemicals and pesticides used. Government austerity measures have also impacted on pest control as local authorities sought to find ways to reduce their spending and cut services.

A survey conducted by the National Pest Management Association (NPMA)⁴, showed that nearly all pest professionals (99.6 per cent of respondents) have treated bed bugs in the past year.

In the NPMA's 2015 Bugs Without Borders survey⁴ conducted with the University of Kentucky, 75 per cent of industry professionals said they had treated bed bugs in hotels, 45 per cent in office buildings and 20 per cent in retail stores.

Two guests at a London hotel were awarded over £3,000 compensation after experiencing bed bug bites. There is also the potential damage to the hotel's reputation and future bookings. Online guest reviews and social media posts can lead to poor reviews and negative feedback going global in a matter of minutes.



Can you afford to lose 200% of your budget?

Based on a two-storey office it costs three times the budget to treat one outbreak rather than a 12-month preventative programme.

It typically costs £600 a year for preventative treatment and up to £1,800 a year to treat an outbreak. This is without the additional maintenance costs of lifting up floors, additional security presence if the work is carried out out of hours as well as potentially having to close down premises.

*Infestation cost based on £400 for a 4-part blitz treatment taking place over a 2-month period and followed by a £200 3-part treatment. However this will only ensure a pest-free environment for 1/3 of the year. Without implementing a pest control strategy, there is the potential for three outbreaks a year, resulting in a £1800 total outlay.

When it comes to budgets there is still a need for suppliers to provide best value and reduce costs.

Having a strategic approach to pest control is a good long-term investment for an organisation.

An integrated pest management strategy can deliver many efficiencies, including cost savings, reduced downtime, lessening the impact on an organisation and adding to the bottom line.

It can also help manage its reputation - an organisation with a pest problem is in danger of damaging its image and losing repeat business.

Common Pests By Sector:

Gyms: Rodents and insects such as cockroaches	Offices: Rodents and biting insects such as fleas	Restaurants/Bars: Cockroaches and fruit flies
Hotels: Bed bugs and rodents	Food Manufacturers: Beetles and moths	Warehouses: Pigeons and insects

Business effects of a pest infestation can also include a loss of productivity, closure of premises and employee ill health.

You're never more than six feet away from a rat!

Or so the saying goes. The rat population in the UK is estimated to be up to 80 million with an increase in sightings of 'super' rats being reported. Some reports state that this number could double in the next year.⁵

Rats and mice tend to be the biggest problem for organisations to deal with. The rise in the rodent population has been attributed to a number of factors, such as reduced number of bin collections, fewer local authority pest control services, the increase in fast food outlets, milder winters and only treating outbreaks rather than proactive pest control management.

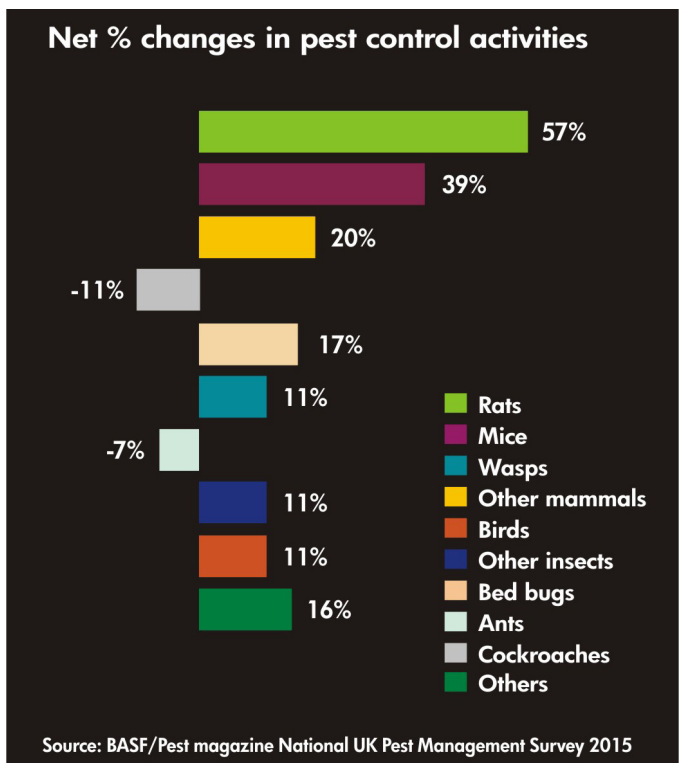
The life cycle of rats and mice is very similar. They are capable of first reproducing at about three months old, unlike other mammals they have the ability to come into oestrus - the term used is "post-partum oestrus", without having to wait for the original litter to be weaned, this means that in ideal conditions a female mouse can mate again as soon as she has given birth to her litter.⁶

In theory, this means in ideal conditions a female mouse can produce a litter every 21 days and with on average 5 or 6 in each litter, you can see how quickly they can breed.⁶

Not only do rats and mice carry disease, but they can do a lot of damage to pipes, cables and drainage. According to the BPCA⁸, the insurance sector has estimated that rodent damage to wiring is responsible for 25 per cent of all electrical fires in buildings. Most live under floors or in lofts and drains and are out of sight, just coming out for food.

Spring and summer tend to be the busiest months, as insects nest. A single wasp nest, for example, can contain up to 5,000 wasps and although they only last for one season, a new nest can be built in the same place next to the old nest so the problem doesn't go away.⁸

Bed bugs feed on blood and tend to live in headboards, wardrobes and sofas, as well as mattresses. They can also be found in the seating on public transport. Bed bugs tend to spread via luggage, furniture, laundry and moving from one infested area to another.⁸



Source BASF/Pest Magazine⁷

Female bugs can lay around 200 eggs in five days and although not known to be regular carriers of disease, their bites can cause severe irritation⁸.

Pests such as cockroaches live in drainage, heating ducts and on refuse tips and tend to be active at night. Cockroach eggs can lay dormant for at least three months. Cockroaches can infest the higher levels of a building due to their ability to climb⁸. Other insects such as moths can also cause damage mostly to textiles and clothing as well as irritation from bites.

Birds such as gulls and pigeons cause a number of problems, particularly in warmer weather. Pigeons, for example, carry a whole host of diseases and can damage property with their acidic droppings. In addition, nests can block drains and are sources of infestation from insects⁸.

Hotel Owners - can you afford to lose £910 per room in the case of a bed bug outbreak?

The ADR (average daily rate) of a hotel room in 2015 is c£65.00⁹.

A four part treatment of £480 will involve the room being out of use for two weeks.

14 nights x £65 = £910 revenue loss per room.

Note that this cost does not include the potential additional costs of also having to treat rooms both next to and opposite the room, depending on the severity of the infestation. In this case, the cost of treating up to 5 rooms (the original room itself, the two rooms either side plus the two rooms opposite) can result in a total revenue loss of up to £4550 per treatment.

The Benefits Of An Integrated Pest Management Strategy

Reactive strategies, which focus on treating the symptoms rather than the cause, tend not to work particularly well.

It's common for a building that's had an outbreak to treat the infestation only for it to reappear several months later or simply appear in another part. Not only is this time consuming, it can mean loss of revenues and productivity as areas and/or buildings need to be closed for treatment.

A typical reactive response to an outbreak would be to simply spray the infected areas, whereas a strategic approach would involve a full survey of the building and a pest audit, including every area, not just the ones reported.

A pest audit will identify the current situation and potential problem areas and how they will impact on business performance. It will also seek to reduce risk and its effect on business continuity. This audit will then form the pest management strategy. A proactive strategy can add to the bottom line, for example, through less downtime. Pre-allocating a monthly budget for pest control is the most effective way to reduce incidents and for long-term prevention of further outbreaks.

There are four basic principles of an integrated pest management strategy:

- **Exclusion**
- **Restriction**
- **Destruction**
- **Monitoring**

Exclusion:

- Identify vulnerable areas of your building(s)
- Make sure you have a 'good housekeeping' policy

Restriction:

- Understand how pests are getting into the building
- Close off/repair these areas e.g. gaps in floors and skirting boards

Destruction:

- Treat the areas infected as well as the rest of the building
- Use holistic methods where possible as pests are becoming more resistant to traditional pesticides

Monitoring:

- Pre-allocate a monthly budget
- Ongoing monitoring is the key to success

Cleanliness and pest control go hand-in-hand.

A good housekeeping policy will help to reduce outbreaks, such as keeping food preparation surfaces clean and free of crumbs, putting food away, regular cleaning and sealing off potential points of entry.

A More Holistic Approach

One of the benefits of taking a more holistic approach to pest control, as well as lessening the impact on the environment, is the greater effectiveness of organic insecticides. These are proving to be more successful at treating bugs and vermin that have become resistant to traditional chemicals.

It's important to aim for the safest methods possible, including non-toxic treatments such as snap-traps and new technologies, for example, electronic web-based electrocution systems via an app or laptop. A hawking service, deterrent nets, electric systems and spikes are some of the methods of treatment for dealing with birds.

Heat treatments and the use of sniffer dogs to combat bed bugs are another example of a more holistic approach to pest control than traditional fumigation procedures. As well as being kinder to the environment, the heat treatment option can also be a quicker and more cost-effective solution while a well-trained bed bug sniffer dog can even sniff out the difference between live and dead bugs.

Along with the economic and energy costs of traditional methods, there are also the human health hazards to consider in using pesticides.

Top Tips for better pest control

- 1.** Recognise that pests are a major concern for people
- 2.** Make pest control a high priority in the management of your building(s)
- 3.** Understand the potential damage to your organisation's reputation if you suffer an outbreak
- 4.** Create a pest management strategy that is aligned with your business strategy
- 5.** Have an effective exclusion, restriction, destruction and monitoring system in place
- 6.** Work with a pest control services partner that operates strategically
- 7.** Regularly review your pest management strategy and look to your service provider to continually develop its audits and improve any areas of concern
- 8.** Partner with an organisation that understands your values and objectives
- 9.** Put strategies in place to ensure all activities are carried out to the required standards
- 10.** Ensure your pest control supplier is adaptable to your changing requirements

CASE STUDY:

A Strategic and Cost Saving Approach to Pest Management

A large milling company had been facing issues with pigeons over a number of years.

The pigeons are inherently based on the areas around the industrial estate where the company is based and are also in nesting areas on the docks opposite the company building.

Due to the nature of their business there are spillages that cannot be helped as the raw material is unloaded and sorted. This allows the birds an ideal source of food – they only roost and feed on the site when the materials are delivered and unloaded.

Over the years the site has been proactive and has sealed off areas where the birds have previously nested and installed rapid shutter doors to deter entry. Hawking and trapping had also been tried on the site but to no avail as the birds soon become aware and avoid the times these are set.

A meeting and site survey was carried out by Emprise consultants and the site's technical and health & safety management where all potential solutions and options were considered openly.

The main concern was the birds sitting on the leading edges of the building waiting for the deliveries and spillages to happen. This in turn creates a build up of fouling in the guttering, on the building façade and the ground below. To combat this we agreed that the most cost effective way to deal with this would be to install pigeon deterrent spikes, which don't kill the birds but move them away from the areas of concern overseeing the spillages.

Emprise came up with a detailed specification and recommendations and liaised with the site to carry out the work in a safe and effective way so as not to interfere with their daily routine.

Over two weekends, the main areas and gutters were cleaned and spikes installed to the leading edges. After the first weekend some other areas of concern were noted and it was agreed that these areas - where the birds were relocating to, should be covered as well. This was deemed to be a positive approach by Emprise and the client and they agreed to have the additional works carried out in the second visit with only the cost of the materials, as the machine was already on site therefore saving another costly expense of access equipment.

The range of services provided as part of the strategy included a detailed report of the site including a survey, recommendations, photos of the areas where the work was to be carried out including lines on where the spikes would be installed and a specification of the materials used. Once agreed, the RAMS and certificates held by the team working on the project were sent over for assessment and suitable times for the work to be carried out were arranged.

This proactive approach to pest management has been deemed a great success by the milling company. As a result of this outcome, time and cost savings were also achieved.

CASE STUDY:

Hawking

In Barnet, North London, a neighbourhood housing estate had an entirely different issue. The estate has a major problem with pigeons, which created a lot of noise, debris and mess for the residents. The ALMO (arms length management company) worked with Emprise who provided a hawking service three times a week.

The hawk created a hostile environment for the pigeons so they wouldn't settle there, plus any nests that were found on balconies were removed. The hawk was deemed to be very professional in his approach by the residents, many who had concerns about their pets. He provided a lot of advice and was viewed as a valuable resource.



The hawking service has led to the number of pigeons being dramatically reduced. This meant there was no need to introduce netting and the residents and the ALMO are very happy with the outcome.

The Benefits Of Using Specialist Pest Control Services

The importance of a proactive integrated pest management strategy cannot be underestimated. There is a strong case for firms to outsource pest control services to ensure they are carried out to the highest possible standards.

There are many advantages of outsourcing, including:

- Outsourcing ensures the provider will undertake a complete audit of an organisation's building(s) based on its objectives and alert them to all areas of potential risk;
- A specialist pest control supplier knows how to reduce costs, whilst providing an excellent service;
- Outsourcing ensures that the responsibility for pest control rests with the provider;
- Working in partnership with an outsourced supplier gives access to new, holistic methods of pest control;
- An outsourced provider will manage new technology such as remote monitoring of rodents;
- Outsourcing guarantees the provider will be responsible for all manpower as well as training and development;
- Working with a specialist pest control provider delivers additional value as the costs are absorbed by the supplier;
- Integrated pest control and cleaning services can be delivered by a single supplier so the two work side-by-side;
- A proactive pest management strategy can add value to an organisation and its brand.

Conclusions

Pests are clearly a big deal for people and organisations need to consider the benefits of an integrated pest management strategy. Not only do pests impact on a business by loss of production and damage to reputation, but they can also negatively impact an organisation's biggest asset – its people.

The cost of getting it wrong can not only impact financially but also damage an organisation's brand, especially with the rise in social media use, which means that an outbreak can be big news in a matter of seconds.

The challenge is how to provide a cost-effective solution whilst managing reputation and increasing the bottom line.

Working in partnership with an outsourced service supplier can provide a wide range of benefits including time and cost savings, and staff recruitment, training and development. Having an ongoing, proactive strategy with a monthly budget, for example, can help to prevent further outbreaks and lessen downtime.

There are many advantages of outsourcing, including cost and time savings, providing experience and expertise and proactive pest control management.

Outsourcing pest control may be seen as an additional cost but it can reduce overheads and create efficiencies. The benefit of outsourcing these services and delivering an effective integrated pest management strategy provides a strong case for adding value as well as contributing to the bottom line.

Having an effective housekeeping strategy that has cleanliness at its core will help to reduce the number of pests within a building.

Whilst a holistic approach can not only lessen the impact on the environment, it can be more effective as many pests have become resistant to traditional chemicals.

About emprise

Emprise is a leading mid-market support services provider specialising in cleaning and security with an excellent track record of delivering high quality solutions. Emprise has a turnover of c£75 million and employs circa 5,500 people to deliver a range of integrated support services to clients on a national basis.

Our primary goals are to:

- Be a great business with a culture of service;
- Be a trusted service partner and support our customers.

Emprise is committed to creating long term, mutually beneficial partnerships with our clients through a flexible and innovative approach to service delivery that creates a best value proposition throughout the life of the contract.

Emprise has a unique portfolio of clients with strong presence in the retail, leisure and corporate markets, in particular, major retailers, shopping centres, theatres, legal and financial institutions, blue chip headquarters, health & leisure clubs and other large, iconic, public buildings.

To find out more about Emprise or for an informal discussion with a member of our team please call us on 020 7549 0800 or visit our website www.emprise.co.uk

Emprise Pest Management Fact File:

- 24 hour telephone helpdesk facility, offering a round-the-clock response
 - Free pest audit
- 24 hour response for any type of infestation
- Highly experienced team of in-house pest control technicians



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200%
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There are many advantages to proactive pest control management, including cost and time savings and providing experience and expertise, so why not get in touch with Emprise today.

Call **020 7549 0800** and quote **“Pest Management”**

Or for more information about our company visit

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Sources

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