

8th October 2007

*****P R E S S R E L E A S E*****

The Largest Regeneration Project In Newhaven Made Safer By Scarecrow Technology

In the East Sussex seaside town of Newhaven, major construction work is well underway on the largest development and regeneration project this historic cross channel ferry port has ever seen. However, the increased activity in the area has attracted hundreds of nuisance Seagulls and the Marina Operators became aware that a bird dispersal system had to be installed to help prevent accidents like slips, trips and falls, in areas open to the public and to construction workers where bird droppings were causing potentially hazardous areas on the docks, pontoons, slipways and decking.

Uckfield based Scarecrow Bio-acoustic Systems Ltd was called in to manage the problem. By developing leading edge technology to disperse nuisance birds in a humane and hygienic manner, Scarecrow has revolutionised the pest control industry with proven and pioneering methods. Their One-Shot system creates a seemingly 'hostile' environment for the offending birds by randomly playing back their natural distress calls at natural sound levels, prompting them to panic and fly away, almost instantly. This innovative, tried and tested, technique has been used worldwide to disperse and control unwanted birds particularly at Airports, where a birdstrike can cause loss of an aircraft and lives; at Newhaven Marina, Scarecrow's One-Shot bio-acoustic bird dispersal system was installed to encourage the birds to leave the area and it has achieved that objective.

John Stirling, Marina Manager, comments on the Scarecrow system; "We've been using the Scarecrow product since early this year and the dispersal rate has been good. Seagull numbers have dramatically reduced which means there is less noise and mess; the areas where they were causing problems are now cleaner and safer. The Marina forms the centrepiece of the Railway Quay and West Key property developments and it's our goal to ensure the Marina is one of the premier yacht harbours on the south coast of England."

In 2005, Oakdene Homes completed its acquisition of the prestigious Newhaven Marina, West Quay and Railway Quay development projects from Sea Containers Plc in a £11.25 million property deal. This regeneration project will transform Newhaven into one of the South's leading boating and leisure centres and an important long-term requirement is to maintain high standards of health, hygiene and safety across the site throughout the duration of building work over the next few years and beyond.

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Bird dispersal is a highly specialised technology and Scarecrow has dedicated the last 20 years in researching bird behaviour and developing a range of bio-acoustic technologies to remove the feathered friends in a humane way. Scarecrow One-Shot is just one of the many products developed and manufactured by the company and installed around the world.

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**About Scarecrow Bio-Acoustic Systems Ltd www.scarecrowbio-acoustic.co.uk
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Based in Uckfield, East Sussex and established in 1985 by Anthony Walker, Scarecrow Bio-Acoustic Systems Ltd is the world leader in bird dispersal technology, designing and manufacturing an innovative range of high technology products that deny birds the 'comfort zone' where their presence would raise a public health and safety issue. By exploiting natural bird behaviour, Scarecrow products create a hostile environment and they fly off, almost instantly. Scarecrow equipment is installed all over the world, from airports where bird strike can be fatal to both passengers and aircraft to urban and rural environments.

Clients include: *British Airports Authority, Royal Air Force, Italian Air Force, Royal Netherlands Navy, Belgium Air Force, Irish Air Corps, British Steel, Pfizer, Deloitte Touche, HMS Warrior, Eden Project, RNLi Headquarters, Trinity House Lighthouse/Ships, Hull Docks and Sovereign Harbour to name but a few. For a fuller client list please visit the website or contact us.*

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