

CASE STUDY:

HAWK KITE BIRD SCARER

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THE CHALLENGE

A high-traffic London venue was struggling with persistent gull and pigeon activity. Bird droppings were creating a hygiene concern and posing a risk to upcoming summer rooftop events, with the potential for lost trade if guests were put off by the mess. The client needed a discreet but effective solution to support their existing weekly hawking programme without disrupting the space or operations.



THE SOLUTION

Vergo Pest Control opted for the Hawk Kite to complement their weekly hawking visits, selecting it for its ability to provide a constant visual deterrent that reinforces the presence of predatory birds. The Hawk Kite mimics the silhouette and erratic flight of a bird of prey, fluttering in the wind to keep gulls and pigeons unsettled throughout the day. The complete kit includes the Hawk Kite, a telescopic pole, a heavy-duty ground post, 2-part 2mm braided cord with swivel, and a securing line.



THE RESULT

Although the kite had only been in place for a week at the time of feedback, the site had already seen a drop in bird presence. Based on early results, Vergo recommends the Hawk Kite for hospital rooftops and river-adjacent sites, particularly those near the River Thames, where gull pressure is typically high. Vergo commented that the installation process was straightforward, and the venue's team has been trained to disassemble the Hawk Kite when needed for events, keeping day-to-day maintenance simple, safe, and manageable for staff of all abilities.

