Report on	Bin Ovation App – Additional Report It Functionality
Reporting Officer	Mark McAdoo, Head of Environmental Services
Contact Officer	Mark McAdoo, Head of Environmental Services

Is this report restricted for confidential business?		Yes	
If 'Yes', confirm below the exempt information category relied upon		No	X

1.0	**Purpose of Report**
1.1	To seek approval to incorporate new Report It functionality on the Bin-ovation App to allow users to report issues such as dog fouling, litter etc. directly from their phone or tablet.
2.0	**Background**
2.1	The Council already uses the Bin-Ovation App to provide 24/7 recycling and waste management information to our residents. The App, which can be downloaded free of charge onto any android or apple smart phone or tablet, allows users to see exactly what materials should go into each of their bins as well as providing information on materials accepted and locations and opening times for all the Councils Recycling Centres. As well as promoting recycling information the App is also used to provide information on refuse collection days, bank holiday working arrangements and bulky household collections.
2.2	The App which is managed on behalf of the Council by Bin-Ovation currently has approximately 2,700 users. A copy of the most recent User Analysis Report is attached.
3.0	**Main Report**
3.1	One of the Council's four Corporate Improvement Objectives for 2017/18 is to: *"Improve the accessibility of our services by increasing the number available online"*
3.2	Following discussions with Bin Ovation with regard to increasing usage and functionality of the App with a view to also contributing towards improving Council on-line services, they have offered to include the extra Report It function within the current subscription fee i.e. at no additional cost to the Council (this would previously have cost £350 per month).
3.3	This will allow users to report environmental issues such as dog-fouling, fly-tipping, litter or graffiti "on the spot" from their smart phones or tablets directly to the Council.
3.4	Each reported incident will be GPS linked so that the exact location of the problem is identified and the user can chose to add a photo and / or their contact details if they wish to get feedback on the issue. An automated email which will be generated and directed to the appropriate department within the Council.

3.5	Bin-Ovation will then produce a Report It Public Engagement Report each month which will detail the total number of reports submitted that month, the date and time submitted, the issues reported, the location of the problems and any comments or requests for feedback submitted. This monthly report will allow the Council to track trends and identify "hotspots" for particular problems that are occurring in different areas of the District.
3.6	Further detail on the exact working of the Report It Function and sample screen shots are included in the Step by Step guide attached. It is proposed that the Report It functionality will become live on 1st November.
4.0	**Other Considerations**
4.1	**Financial & Human Resources Implications** Financial: As stated above Bin-Ovation have agreed to include the Report It function as part of the existing £7000 annual subscription fee. Human: Some staff time as emails generated by the Report It function will have to be checked and distributed to the appropriate officer within each department.
4.2	**Equality and Good Relations Implications** The Bin Ovation App is free to all with an Apple or Android smart phone or tablet.
4.3	**Risk Management Implications** None
5.0	**Recommendation(s)**
5.1	It is recommended that the Report It Function be incorporated within the Bin-Ovation App
6.0	**Documents Attached & References**
6.1 6.2	Bin Ovation Data and Behavioural Analysis Report – August 2017 Step by Step guide to Bin Ovation Report It Function.