

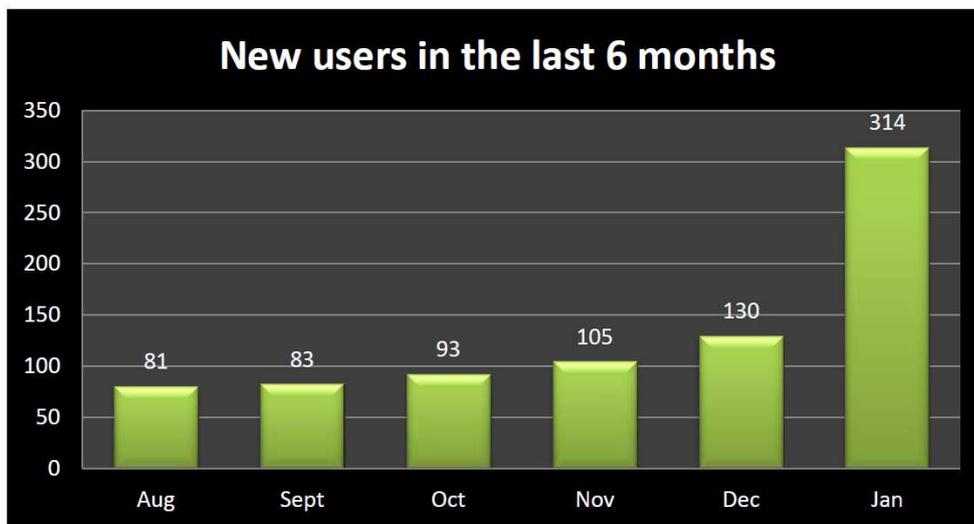
Report on	Update on Bin-Ovation App
Reporting Officer	Mark McAdoo, Head of Environmental Services
Contact Officer	Mark McAdoo, Head of Environmental Services

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

1.0	Purpose of Report
1.1	To update members on usage of the Bin-Ovation App and related Report It Functionality.
2.0	Background
2.1	The Bin-Ovation app is a high tech educational and awareness tool which allows Councils to share their waste and recycling information with residents 24/7, 365 days a year. The app provides instant information via a smart phone or other mobile device.
2.2	In October 2017 Committee approved the incorporation of a new Report Function within Binovation agreed to allow users to report real time issues such as litter, illegal dumping, dog fouling and graffiti from their smart phone. At that time members requested that usage of the new reporting function be reported back to Committee after a few months.
3.0	Main Report
3.1	Since its launch the App has been downloaded by 3,376 users in Mid Ulster with 314 new downloads in January. This represents quite a significant increase on December and reflects a steady increase in monthly downloads over the last 6 months.

3.2

The table below shows the monthly total of new users over the last 6 months:



3.3

15,239 product / recycling searches have been carried out using the app since its launch with the top 5 viewed materials being: Pizza boxes; used kitchen roll, tissues or napkins; shredded paper; printer cartridges and asbestos.

The online search which allows residents to check their bin collection day has been used 7,045 times since launch. Two push notices were sent during January relating to the new refuse collection route optimisation project (bin route changes) in the Magherafelt area.

The most viewed recycling centres on the app were Cookstown and Magherafelt with 300 and 278 views respectively.

There were 27 reports received through the new Report It Function during November, December and January across a range of issues as shown below:

Issue	November	December	January	Issue Total
Street Cleansing	3	4	1	8
Dog Fouling	3	2	4	9
Litter	1	1	1	3
Graffiti	1	0	0	1
Fly-tipping	2	0	0	2
Other	2	0	2	4
Monthly Total	12	7	8	27

Some of the topics listed under other included issues that do not actually relate to the Council such as pot holes and these were been passed on to the relevant agency.

4.0

Other Considerations

4.1

Financial & Human Resources Implications

Financial: The annual subscription fee for Bin-Ovation is £7000 (including Report It)

	Human: Some Officer time preparing content for the app and filtering the Report It submissions to the appropriate department or officer but this is more than offset by the time saved on potential queries which are addressed through the App.
4.2	<u>Equality and Good Relations Implications</u> App is available free of charge to all who have an Apple or Android smart phone or other suitable mobile device.
4.3	<u>Risk Management Implications</u> None
5.0	<u>Recommendation(s)</u>
5.1	Members are asked to note the content of this report.

6.0	<u>Documents Attached & References</u>
6.1	Copy of Bin-ovations Data & Statistical Behavioural Analysis Report – January 2018