Bin-Ovation Ltd

Report Specifics		
Council:	Mid Ulster District Council	
Reporting period:	052 – 1st December– 31st December 2019	
Date of Report:	5th January 2020	
Author:	Michael Brady	Revision:

Overview

This is a report to demonstrate a variety of metrics and overall usage of the Bin-Ovation App by Mid Ulster District Council (MUDC) householders.   The report informs MUDC about how many of their residents are using the Bin-Ovation App and specifically how they are using it. This information will give the Council a unique view of the issues its residents have with its Waste Management scheme and therefore put the Council in a better position to improve its 'Recycling' performance

The data is sourced from the following:

- Bin-Ovation API (Application Programme Interface)
- Bin-Ovation CMS (Content Management System)
- Google Analytics

The information within the report is regarded as confidential and is not to be shared with any other third parties without the express permission of MUDC Officers.
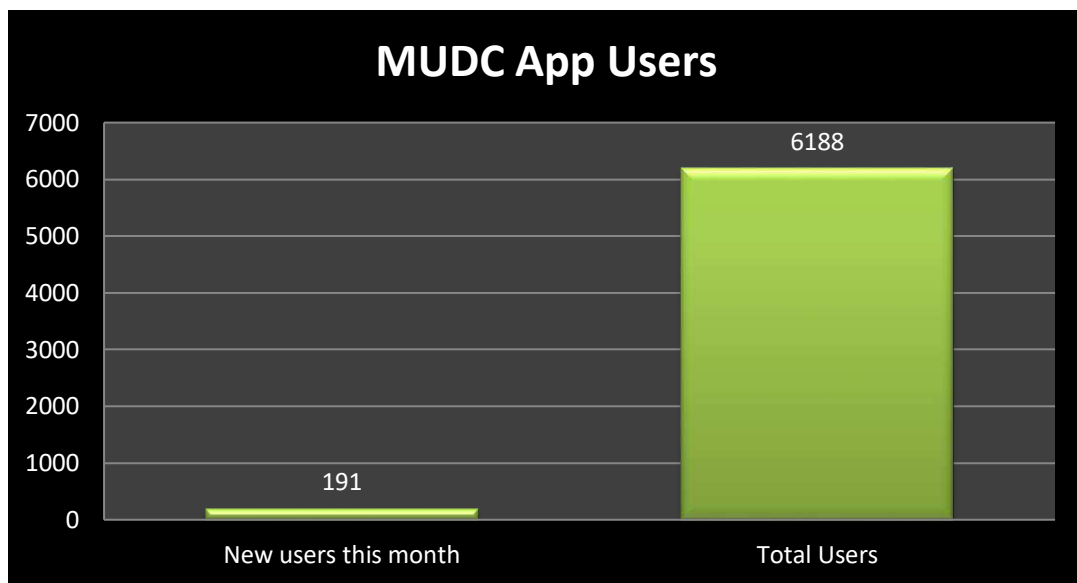
<u>Executive Summary</u>

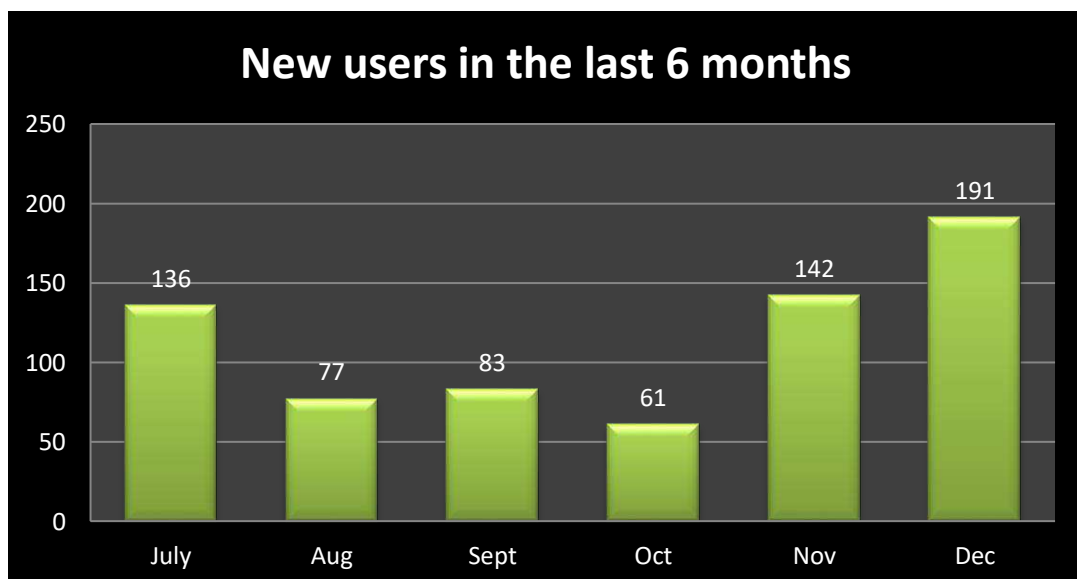The main figures to highlight from the report are as follows:

1. Since launch there have been **6,188** new users with **191** new users this month.

2. The best day for new users this month was 27th December with **24**.

3. The number of product page views since launch is **25,875** and the average time spent viewing each product page has been **15.33** seconds. This represents excellent learning for the users and they experience immediate learning and form the habit of using the App as their reference point.

4. The top viewed items in MUDC since launch have been:

    I. Pizza Boxes (Takeaway)
    II. Used Tissues, Kitchen Roll or Napkins
    III. Shredded Paper
    IV. Printer Cartridges
    V. Oil Filter

5. The most viewed items in **Northern Ireland,** since launch in March 14, based on **486,639 searches**, have been:

    i. Pizza Boxes (Takeaway)
    ii. Used Tissues, Kitchen Roll or Napkins
    iii. Kitchen Foil
    iv. Foil Trays
    v. Cartons/Cartons-Tetrapak

6. The most viewed article in the 'News/ Info' and 'Tips 'has been 'When is my collection day?' with 10,394 views since launch.

7. The most frequently viewed Recycling Centre has been 'Cookstown Recycling Centre' with 489 views each.

8. Two Push Notifications were sent this month.

9. 1 'Contact Council' email was received this month.

10. 6 Environmental report was received this month with 43 in the last 12 months.

Section 01: Users and Devices

This table shows existing users since the App was introduced in the Council area and the number of new users for the reporting period. We define Users, not as downloads, as the App can be deleted, but as users who have the App installed on MUDC at month end. This gives a true reflection of how many residents are using App.

MUDC App Users

New users this month: 191
Total Users: 6188

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

New users in the last 6 months

July	Aug	Sept	Oct	Nov	Dec
136	77	83	61	142	191

Section 02: Product Page Views

Below is the list of the top 20 screen views and the average viewing time on each item page time on for since launch:

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	Product: Pizza Boxes (Takeaway)	1475	26.86
02	Product: Used Tissues, Kitchen Roll or Napkins	1119	26.05
03	Product: Shredded Paper	845	22.63
04	Product: Printer Cartridges	685	23.31
05	Product: Oil Filter	415	10.52
06	Product: Asbestos	412	10.69
07	Product: Envelopes: Windows	391	15.22
08	Product: Ash	387	18.91
09	Product: Kitchen Foil	342	12.81
10	Product: Foil Trays	336	18.85
11	Product: Takeaway Container (Plastic)	334	7.80
12	Product: Plastic Food Tray	331	15.47
13	Product: Cartons/Tetrapak	306	19.86
14	Product: Cooked Food Scraps	300	17.96
15	Product: Plastic Bags/ Carrier Bags	292	23.28
16	Product: Aerosols	289	23.37
17	Product: Bread	284	19.12
18	Product: Cereal Box Inner Packaging	284	14.25
19	Product: Butter Tubs	279	10.58
20	Product: Yoghurt Pot (Plastic)	277	19.08
	Total Product Views	**25,875**	**15.33**

Section 03: 'News/ Info' and 'Tips' Searches

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Below is the list of the top 20 screen views and the average viewing time on each item page time since launch:

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	Feed Item: When is my collection day?	10394	51.67
02	Feed Item: Bin collections on Bank and Public holidays in 2018/2019	1582	29.00
03	Feed Item: 2 January 2018 New Bin Collections For Magherafelt Area	1376	43.94
04	Feed Item: Christmas & New Year Collections & Recycling Centre arrangements 2017/2018	565	34.81
05	Feed Item: Recycling Centre opening hours on Bank and Public holidays in 2018/2019	441	24.65
06	Feed Item: Bulk Waste Collection Service	415	37.62
07	Feed Item: Bag yourself some free compost!	389	46.81
08	Feed Item: Christmas arrangements for bin collections and recycling centre opening hours	362	37.86
09	Feed Item: Your New Council	348	24.70
10	Feed Item: Holiday Bin & Recycling Centre Arrangements	325	38.14
11	Feed Item: Easter 2018 arrangements for bin collections and recycling centres	313	14.76
12	Feed Item: Bin collections start earlier!	279	18.02
13	Feed Item: Are you a Recycling Hero? Take this short quiz and find out!	269	62.90
14	Feed Item: July Holiday arrangements explained.....	267	21.04
15	Feed Item: July 2017 Bank Holiday Bin Collection Arrangements and Recycling Centre Opening Times	260	28.33
16	Feed Item: Grow a Greener Garden - Compost Awareness Week 2016!	217	60.70
17	Feed Item: REDUCE - Unwanted Mail.	215	83.41
18	Feed Item: July Holidays 2019 Bin collection and Recycling Centre Holiday arrangements	202	39.95
19	Feed Item: Easter 2019 Collections and Recycling Centre arrangements	197	28.86
20	Feed Item: Commercial Waste	184	24.25
	Complete Article Views	**23,487**	**37.36**

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
	Section 04: Top 10 'Recycling Centre/Recycling Point' Searches since launch:		
01	Recycling Centre: Recycling Centre: Cookstown	489	21.10
02	Recycling Centre: Recycling Centre: Magherafelt	447	42.73
03	Recycling Centre: Recycling Centre: Drumcoo	312	29.37
04	Recycling Centre: Recycling Centre: Coalisland	241	25.08
05	Recycling Centre: Recycling Centre: Ballymacombs	172	47.51
06	Recycling Centre: Recycling Centre: Castledawson	156	22.47
07	Recycling Centre: Recycling Centre: Maghera	153	23.78
08	Recycling Centre: Recycling Centre: Moneymore	142	27.87
09	Recycling Centre: Recycling Centre: Draperstown	101	36.36
10	Recycling Centre: Recycling Centre: Clogher	99	22.59
	Total Views	**2,495**	**30.58**

		Section 05: Emails to Council this month are enclosed in separate spreadsheet enclosed with this report
01	Emails this month	**1 email received from MUDC users this month**
02	Email Service Usage Year to Date	**144 emails received from MUDC users since launch**

		Section 06: Push Notifications
This month:	**Push Notification sent 20/12/19:** Please remember! Bins due for collection Wed 25 Dec will be collected tomorrow Sat 21 Dec - Bins must be out at 7.30am to ensure collection	
	Push Notification sent 17/12/19: For holiday bin collections and recycling centre arrangements please see the News/Info section of this App - Thanks	
In last year:	**Push Notification sent 29/11/19:** Please remember that all bins must be at the kerb by 7.30am on their designated collection day to ensure collection - Thanks	
	Push Notification sent 23/08/19: Collections are as normal on Mon 26 August however Recycling Centres are closed - See details in News/Info section - Thanks	
	Push Notification sent 05/07/19: For holiday bin collections and recycling centre opening hours please see the News/Info section of this App - Thanks	
	Push Notification sent 18/04/19: For holiday bin collections and recycling centre arrangements please see the News/Info section of this App - Thanks	

	Push Notification sent 15/03/19: Bin collections are not affected by St Patrick' day 2019. However Recycling centres are closed on 18th March - Thanks

Report end