

<b>Report on</b>	Bin Ovation App Update
<b>Date of Meeting</b>	11 <sup>th</sup> February 2020
<b>Reporting Officer</b>	Mark McAdoo, Head of Environmental Services
<b>Contact Officer</b>	John Murtagh , Environmental Projects Officer

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To update members on usage of the Bin-ovation App and Report It Function.
<b>2.0</b>	<b>Background</b>
2.1	The Bin-Ovation app is a high-tech educational awareness tool which allows Council to share its waste/recycling information with residents 24/7, 365 days a year. The app provides instant information to user via mobile smart phone devices
2.2	The Bin-Ovation App is managed on behalf of Mid Ulster Council by Bin-Ovation. Council Officers do not have to manage the operation of the App on a daily basis but instead simply provide the information to populate the App on set up and then notify Bin-Ovation of any changes to services or stories that they want to post.
2.3	In November 2017 after discussions with the Environmental Services team Bin Ovation agreed to expand the app to include their Report It function which allows users to report real time issues such as litter, fly tipping, dog fouling etc.
<b>3.0</b>	<b>Main Report</b>
3.1	Since its launch the App has been downloaded by 6,188 users in Mid Ulster with 3,216 new user downloads in 2019. This represents a cost of under £1 per user.
3.2	A total of 25,875 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 oil filters.
3.3	The online search facility which allows residents to check their bin collection day has been used 10,394 times since launch with over 1000 views during 2019. Eight push notifications have been issued during the past year (as per attached details)
3.4	

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



There were 43 reports received through the Report It Function during 2019 across a range of issues as shown below:

Issue	Total
Street Cleansing	12
Dog Fouling	14
Litter	5
Graffiti	3
Fly-tipping	7
Other	2
<b>Total</b>	<b>43</b>

#### 4.0 Other Considerations

#### 4.1 Financial, Human Resources & Risk Implications

Financial: The annual subscription fee for Bin-Ovation is £6,000

Human: None

Risk Management: None

#### 4.2 Screening & Impact Assessments

Equality & Good Relations Implications: N/A

Rural Needs Implications: N/A

#### 5.0 Recommendation(s)

5.1 Members are asked to note the content of this report

#### 6.0 Documents Attached & References

6.1

Bin-Ovation Data & Statistical Behavioural Analysis Report – December 2019