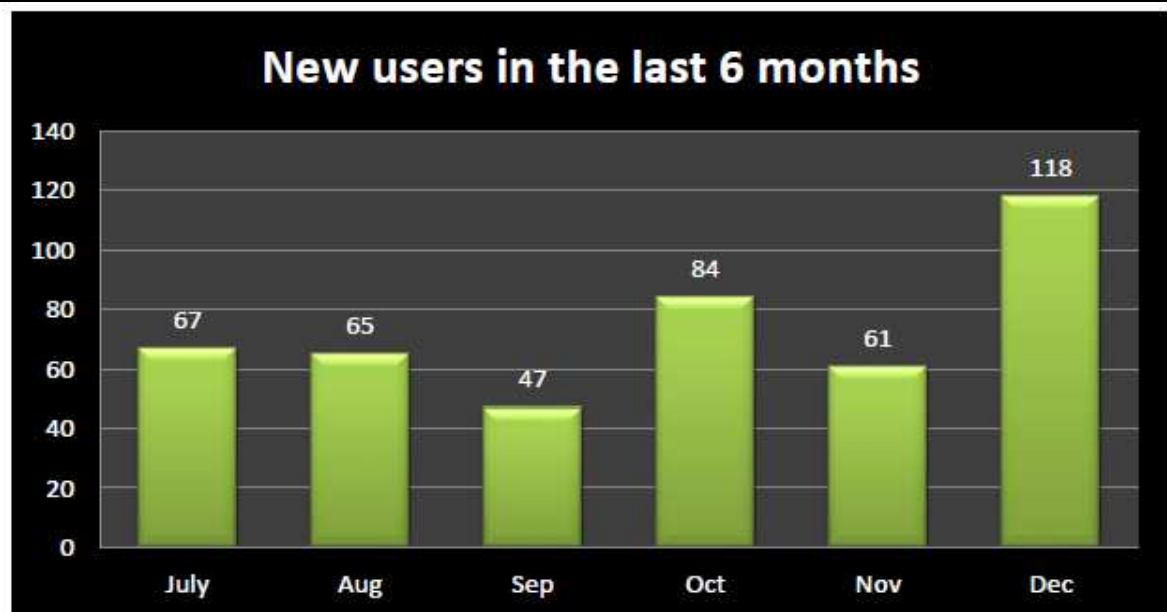


Report on	Bin Ovation Update
Date of Meeting	13 th February 2024
Reporting Officer	Mark McAdoo, Assistant Director: Environmental Services
Contact Officer	John Murtagh, Waste and Sustainability Officer

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 and functionality of the Bin-Ovation App.
2.0	Background
2.1	The Bin-Ovation App is a high tech educational awareness tool which allows the Council to share its waste/recycling information with residents 24/7, 365 days a year. The App provides instant information to users via smart phone/tablet 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 2018 after discussions with Environmental Services, Bin-Ovation agreed to expand the App to include their 'Report It' function which allows users to report real time issues such as litter, dog fouling etc. (at no extra charge to Council).
3.0	Main Report
3.1	Via the App 32,806 product / recycling searches have been carried since its launch with the top 5 viewed materials being: pizza boxes (takeaway); used tissues, kitchen roll or napkins; shredded paper; printer cartridges and ash.
3.2	The online search, which allows residents to check their bin collection day, has been used 11,831 times since its launch. A total of 4,065 views were made for Recycling Centres with Cookstown Recycling Centre being the most frequently viewed with 840 views followed by Magherafelt Recycling Centre with 743 views.
3.3	Since its launch the App has been downloaded by 10,146 users in Mid Ulster with 118 new users in December 2023 and 442 new user downloads during the six month period 1 st July to 31 December 2023 (see graph below):



- 3.4 Since its' launch almost 300 emails have been received direct from residents using the Bin-Ovation platform on a series of issues such as bin collections, bulky waste collections, public holiday working arrangements and the purchase of bins.
- 3.5 In the past 12 month the App has been used 8 times to send push notices to users and this function was used twice during December to notify users of public holiday working arrangements around Christmas and the New Year period.
- 3.6 There were 60 reports received via the App during the past year on a range of environmental issues including street cleansing, dog fouling, litter and fly-tipping.
- 3.7 Bin-Ovation have recently enhanced the App to improve the user experience and increase functionality. The upgraded App includes a new more user friendly home page, an interactive recycling game and easier access to the different functions. The Behavioural Analysis Report for December 2023 is included at appendix 1.
- 3.8 To raise awareness of the App and encourage new downloads Bin-Ovation sponsored a simple recycling competition between 15th October and 15th December 2023. Residents could win a new Samsung tablet by correctly completing the recycling quiz on the App (see appendix 2). The winner of the competition (the 50th entry received) was Teresa Meegan from Ballygawley who received her new tablet just in time for Christmas (see photo overleaf).
- 3.9 The competition was a great success as the number of downloads increased by over 50% during October to December compared to the previous 3 months. The utilisation of the App contributes to the Council Digital Transformation Strategy.



4.0	Other Considerations
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial: The annual subscription fee for Bin-Ovation for 2023/24 is £6,375.</p> <p>Human: None</p> <p>Risk Management: None</p>
4.2	<p>Screening & Impact Assessments</p> <p>Equality & Good Relations Implications: N/A</p> <p>Rural Needs Implications: N/A</p>
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 2023
6.2	Bin-Ovation Competition Quiz