

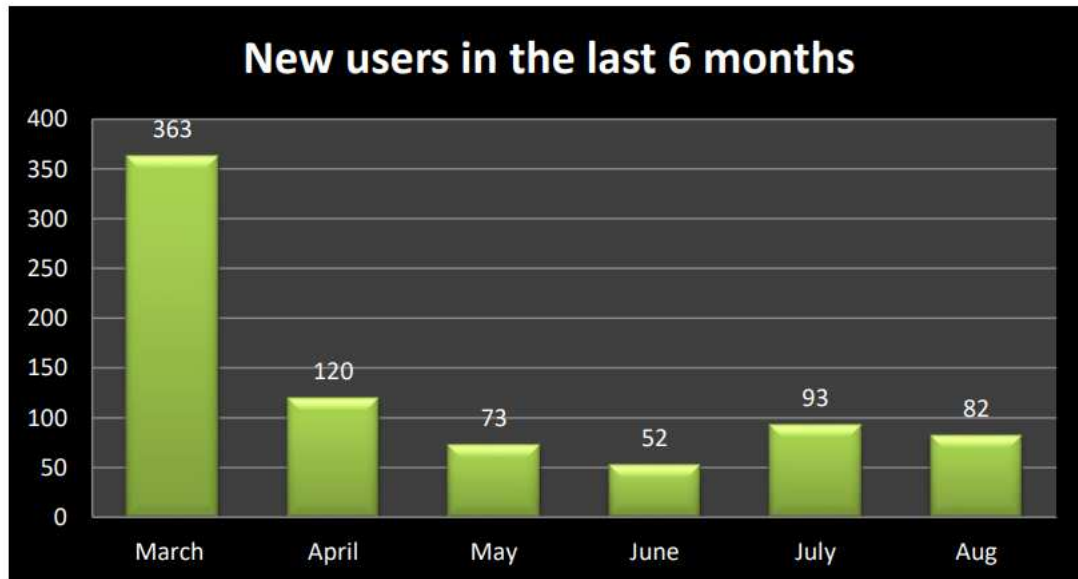
Report on	Bin Ovation App Update
Date of Meeting	11 th October 2022
Reporting Officer	Mark McAdoo, Assistant Director, Environmental Services
Contact Officer	Karen Brown, Recycling Education & Awareness Officer

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 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 2017/18 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, fly tipping, dog fouling etc. (at no extra charge to Council)
3.0	Main Report
3.1	Since its launch the App has been downloaded by 8,923 users in Mid Ulster with 82 new users during the month of August. There were a total of 783 new user downloads during the six month period 1 st March 2022 to 31 st August 2022.
3.2	Via the App 31,439 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.
3.3	The online search which allows residents to check their bin collection day has been used 11,485 times since its launch. A total of 3,483 views were made for Recycling

Centres with Cookstown Recycling Centre being the most frequently viewed with 712 views followed by Magherafelt Recycling Centre with 598 views.

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



3.4

There were 48 reports received through the Report It Function in the last 12 months on a range of environmental issues including street cleansing, dog fouling, litter and fly-tipping

3.5

One Push Notification was issued during August to inform users of bank holiday arrangements for Monday 29th August. A total of nine Push Notifications have been issued in the last 12 months to include holiday arrangements, temporary closures to Recycling Centres and updates on industrial action.

4.0 Other Considerations

4.1 Financial, Human Resources & Risk Implications

Financial: The annual subscription fee for Bin-Ovation is £6,500 (which equates to approx. £0.73 per download)

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 – August 2022