



Bin-Ovation Ltd

Mid Ulster District Council
Data & Statistical Behavioural Analysis Report
Ref: 100 – December 2023

Report Specifics			
Council:	Mid Ulster District Council		
Reporting period:	100 – 1 st December – 31 st December 2023		
Date of Report:	4 th January 2024		
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 Firebase

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.

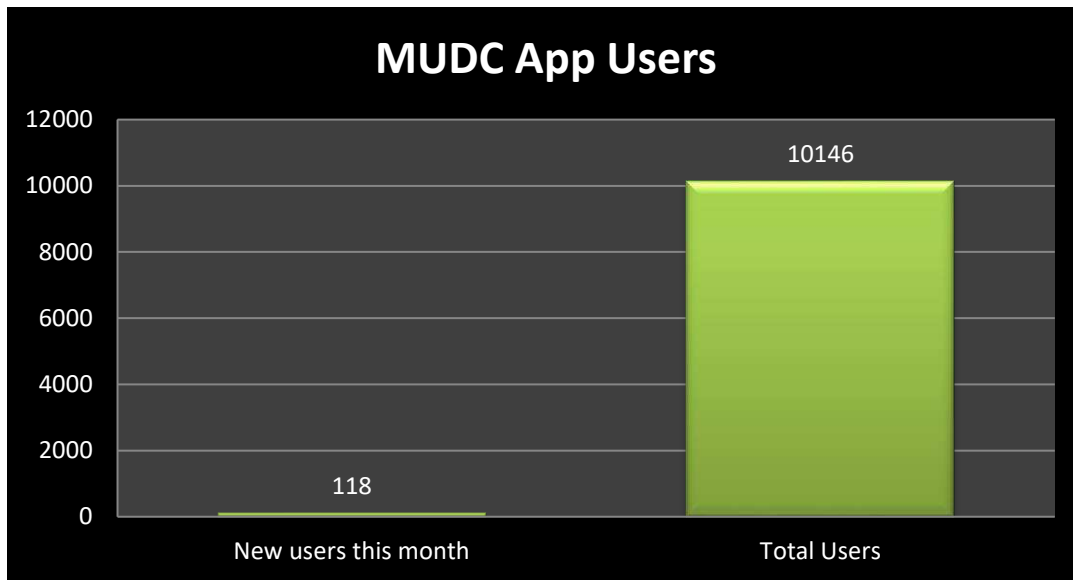
Executive Summary

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

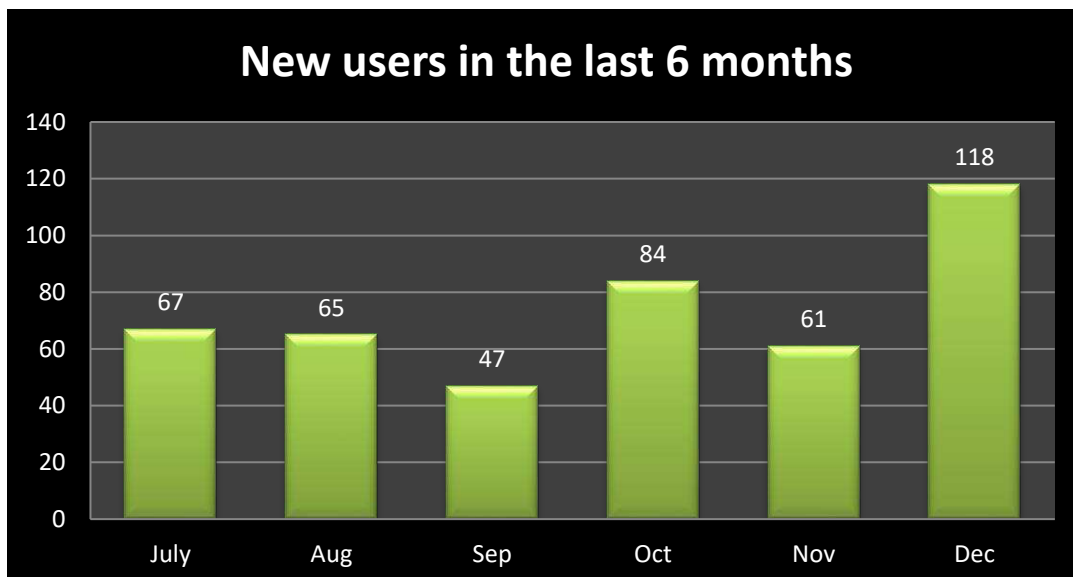
1. Since launch there have been **10,146** new users with **118** new users this month.
2. The best day for new users this month was 28th December with 14.
3. The number of product page views since launch is **32,806** and the average time spent viewing each product page has been **30.37** seconds. This 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. Ash
5. The most viewed items in **Northern Ireland**, since launch in March 14, based on **693,131 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 11,831 views since launch.
7. The most frequently viewed Recycling Centre has been 'Cookstown Recycling Centre' with 840 views each.
8. 2 Push Notifications were sent this month.
9. 5 Contact Council emails were received this month.
10. 0 Environmental reports were received this month with 60 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.



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



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	Pizza Boxes (Takeaway)	1720	33.24
02	Used Tissues, Kitchen Roll Or Napkins	1386	46.15
03	Shredded Paper	1030	25.74
04	Printer Cartridges	874	21.32
05	Ash	585	151.44
06	Asbestos	491	11.24
07	Oil Filter	480	10.34
08	Foil Trays	475	24.71
09	Envelopes: Windows	474	14.76
10	Kitchen Foil	461	33.92
11	Takeaway Container (Plastic)	397	7.49
12	Plastic Food Tray	394	14.09
13	Cereal Box Inner Packaging	382	12.42
14	Plastic Bags	378	22.58
15	Cartons	368	18.13
16	Aerosols	359	23.59
17	Cooked Food Scraps	331	27.24
18	Bread	321	19.57
19	CDs	319	12.40
20	Yoghurt Pot (Plastic)	319	52.92
	Total Product Views	32,806	30.37

Section 03: Top 20 'News/ Info' and 'Tips' Searches

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	When Is My Collection Day?	11831	110.57
02	Bin Collections On Bank And Public Holidays In 2018	1582	29.00
03	2 January 2018 New Bin Collections For Magherafelt Area	1376	43.94
04	Bag Yourself Some Free Compost!	630	62.22
05	Bulk Waste Collection Service	572	48.72
06	Christmas & New Year Collections & Recycling Centre Arrangements 2017	565	34.81
07	Christmas Holiday Arrangements	556	24.24
08	Recycling Centre Opening Hours On Bank And Public Holidays In 2018	441	24.65
09	July Holiday Collections And Recycling Centre Arrangements	408	32.74
10	Your New Council	383	24.68
11	Christmas Arrangements For Bin Collections And Recycling Centre Opening Hours	362	37.86
12	**Industrial Action - Update Friday 29 July**	342	134.75
13	Bin Collections Start Earlier!	338	16.79
14	Are You A Recycling Hero? Take This Short Quiz And Find Out!	334	65.95
15	Holiday Bin & Recycling Centre Arrangements	325	38.14
16	Covid -19 Update - 30Th March 2020	322	52.28
17	Easter Collections And Recycling Centre Arrangements	321	258.46
18	Easter 2018 Arrangements For Bin Collections And Recycling Centres	313	14.76
19	Impact Of Industrial Action On Mid Ulster Residents	300	255.30
20	July Holiday Arrangements Explained.....	268	21.02
	Complete Article Views	29,970	105.77

Section 04: Top 10 'Recycling Centre/Recycling Point' Searches since launch:

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	Recycling Centre: Cookstown	840	16.76
02	Recycling Centre: Magherafelt	743	29.70
03	Recycling Centre: Drumcoo	530	20.81
04	Recycling Centre: Coalisland	364	19.08
05	Recycling Centre: Ballymacombs	263	34.20
06	Recycling Centre: Tullyvar	254	42.27
07	Recycling Centre: Castledawson	253	17.94
08	Recycling Centre: Maghera	227	18.90
09	Recycling Centre: Moneymore	222	20.54
10	Recycling Centre: Draperstown	131	29.57
	Total Views	4,065	23.75

Section 05: Emails to Council this month are enclosed in separate spreadsheet enclosed with this report.

01	Emails this month	5 emails were received from MUDC users this month
02	Email Service Usage Year to Date	282 emails received from MUDC users since launch

Section 06: Push Notifications

This month:	Push Notification sent 22/12/23: Holiday Arrangements - For Christmas holiday collections and recycling centre arrangements please see the News/Info section
	Push Notification sent 11/12/23: Holiday Arrangements - For Christmas holiday collections and recycling centre arrangements please see the News/Info section
Last 12 months:	Push Notification sent 08/08/23: School Uniform Reuse - For details of our nursery, primary and post-primary school uniform reuse scheme please see News/Info section
	Push Notification sent 06/07/23: For holiday collections and recycling centre arrangements please see News/Info section of this App – Thanks
	Push Notification sent 26/05/23: 29 May Bank Holiday - Collections are as normal on the Mon 29 May but the Recycling Centres are CLOSED – See News/Info
	Push Notification sent 05/05/23: May Bank Holidays - Collections are as normal on the 3 Bank Holidays in May but Recycling Centres are CLOSED – See News/Info

	Push Notification sent 28/04/23: May Bank Holidays - Collections are as normal on the 3 Bank Holidays in May but Recycling Centres are CLOSED – See News/Info
	Push Notification sent 06/04/23: Easter Arrangements - For holiday collections and recycling centre arrangements please see News/Info section of this App - Thanks











Report end





Recycling Quiz

Here's how you did!

1. Shredded paper goes in the brown bin 
2. Plastic bags of mixed rubbish can be recycled 
3. Aerosols can be recycled 
4. Natural resources come from nature and getting them damages the environment 
5. Shredded paper goes in the blue recycling bin 
6. Plastic bottles, pots, tubs and trays can be recycled 
7. Newspapers cannot be recycled 
8. Take away pizza boxes go in the brown bin or green food waste bin 
9. Glass is made from sand 
10. Labels need to be removed from food cans 

[Play Again](#)



You are a recycling hero