



# Bin-Ovation Ltd

Mid Ulster District Council  
Data & Statistical Behavioural Analysis Report  
Ref: 084 – August 2022

Report Specifics			
<b>Council:</b>	Mid Ulster District Council		
<b>Reporting period:</b>	084 – 1 <sup>st</sup> August – 31 <sup>st</sup> August 2022		
<b>Date of Report:</b>	2 <sup>nd</sup> September 2022		
<b>Author:</b>	Michael Brady	<b>Revision:</b>	

## 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.

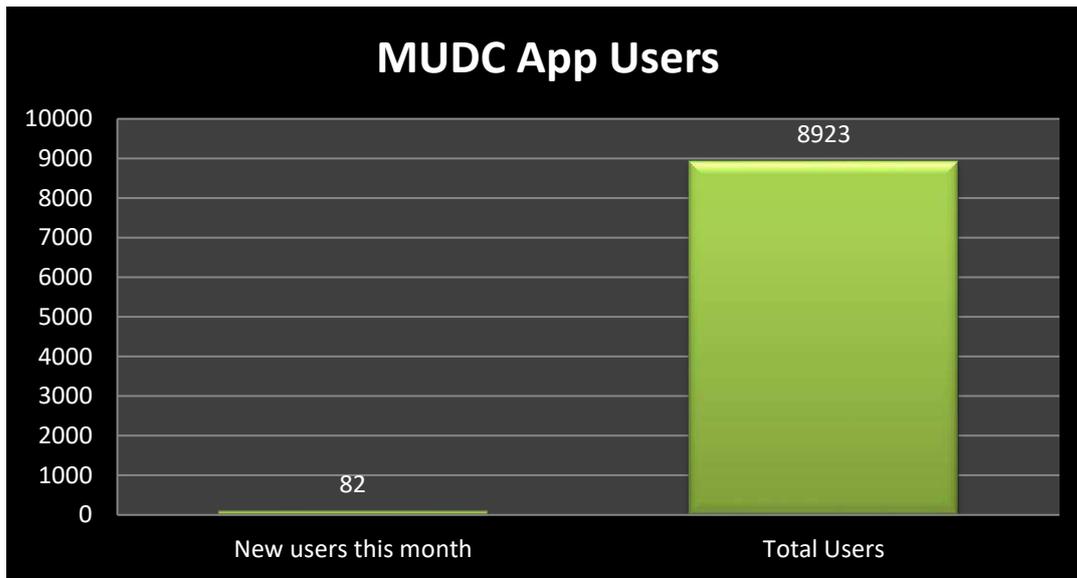
## Executive Summary

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

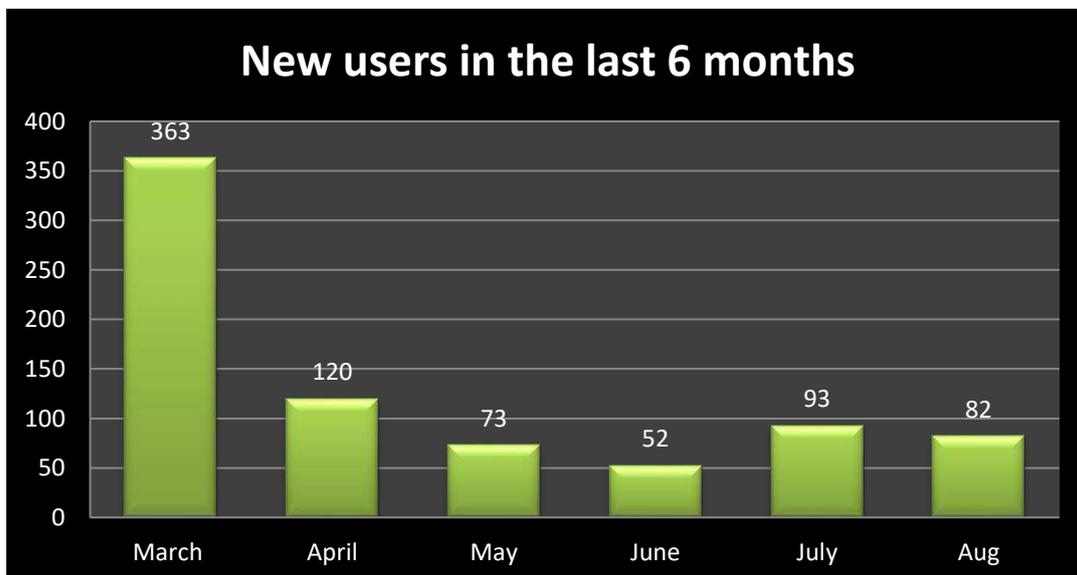
1. Since launch there have been **8,923** new users with **82** new users this month.
2. The best day for new users this month was 25<sup>th</sup> August with **6**.
3. The number of product page views since launch is **31,439** and the average time spent viewing each product page has been **22.14** 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 **623,773 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 11,485 views since launch.
7. The most frequently viewed Recycling Centre has been 'Cookstown Recycling Centre' with 712 views each.
8. 1 Push Notification was sent this month.
9. 5 Contact Council emails were received this month.
10. 1 Environmental report was received this month with 48 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)	1675	27.38
02	Used Tissues, Kitchen Roll Or Napkins	1357	27.67
03	Shredded Paper	1003	21.69
04	Printer Cartridges	832	21.62
05	Ash	526	30.27
06	Asbestos	477	11.34
07	Oil Filter	470	10.27
08	Envelopes: Windows	463	14.77
09	Kitchen Foil	444	34.62
10	Foil Trays	438	26.01
11	Takeaway Container (Plastic)	387	7.54
12	Plastic Food Tray	386	14.19
13	Plastic Bags	364	22.87
14	Cereal Box Inner Packaging	359	12.52
15	Cartons	358	18.34
16	Aerosols	345	24.09
17	Cooked Food Scraps	325	26.90
18	Bread	316	19.09
19	Yoghurt Pot (Plastic)	313	17.72
20	Butter Tubs	304	10.21
	<b>Total Product Views</b>	<b>31,439</b>	<b>22.14</b>

### 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?	11485	86.47
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!	616	55.83
05	Christmas & New Year Collections & Recycling Centre Arrangements 2017	565	34.81
06	Bulk Waste Collection Service	556	49.97
07	Recycling Centre Opening Hours On Bank And Public Holidays In 2018	441	24.65
08	Your New Council	382	24.62
09	Christmas Arrangements For Bin Collections And Recycling Centre Opening Hours	362	37.86
10	Bin Collections Start Earlier!	334	16.87
11	Are You A Recycling Hero? Take This Short Quiz And Find Out!	333	66.09
12	**Industrial Action - Update Friday 29 July**	328	139.38
13	Holiday Bin & Recycling Centre Arrangements	325	38.14
14	Covid -19 Update - 30Th March 2020	320	52.59
15	Easter 2018 Arrangements For Bin Collections And Recycling Centres	313	14.76
16	Impact Of Industrial Action On Mid Ulster Residents	288	262.90
17	July Holiday Arrangements Explained.....	268	21.02
18	July 2017 Bank Holiday Bin Collection Arrangements And Recycling Centre Opening Times	262	28.17
19	July Holiday Collections And Recycling Centre Arrangements	260	41.74
20	Reduce - Unwanted Mail.	246	78.43
	<b>Complete Article Views</b>	<b>27,730</b>	<b>81.54</b>

**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	712	18.22
02	Recycling Centre: Magherafelt	598	34.45
03	Recycling Centre: Drumcoo	450	23.16
04	Recycling Centre: Coalisland	323	20.63
05	Recycling Centre: Ballymacombs	235	37.19
06	Recycling Centre: Castledawson	225	18.68
07	Recycling Centre: Tullyvar	213	24.91
08	Recycling Centre: Maghera	193	21.18
09	Recycling Centre: Moneymore	184	23.50
10	Recycling Centre: Draperstown	125	30.68
	<b>Total Views</b>	<b>3,483</b>	<b>24.82</b>

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

01	<b>Emails this month</b>	5 emails were received from MUDC users this month
02	<b>Email Service Usage Year to Date</b>	226 emails received from MUDC users since launch

**Section 06: Push Notifications**

This month:	<b>Push Notification sent 26/08/22:</b> Bin Collections are as normal on Mon 29 Aug. Recycling Centres will be closed and reopen on Tue 30 Aug – Thanks for your co-operation
Last 12 months:	<b>Push Notification sent 29/07/22:</b> Extra capacity at 4 recycling centres on Sat if you are able to transport extra waste resulting from strike action – See news for details
	<b>Push Notification sent 27/07/22:</b> Due to Industrial Action Mon 25 July -Sun 21 Aug there will be impacts on Collections & other services-See News/Info section for details.
	<b>Push Notification sent 05/07/22:</b> Bins due to be collected on Tue 12th July will be collected on Sat 9th July. Recycling Centres are closed 12th July. See News/Info for details
	<b>Push Notification sent 24/04/22:</b>

	Due to Industrial Action Mon 25 April-Sun 8 May there will be impacts on Collections & other services - See News/Info section for details.
	<b>Push Notification sent 22/04/22:</b> Temporary closure of Magherafelt Recycling Centre Mon 25th April - Mon 2nd May - see News/Info section for details - Thank you
	<b>Push Notification sent 23/03/22:</b> For details of how the industrial action this week has impacted Collections & Recycling Centre opening hours please see News/Info section
	<b>Push Notification sent 20/12/21:</b> For Christmas holiday collections and recycling centre arrangements please see the News/Info section of this App - Thanks
	<b>Push Notification sent 28/10/21:</b> Temporary Closure of Maghera Recycling Centre 3.00pm Saturday 30 October to 8.30am Thursday 4 November 2021. Please see News/Info section.

*Report end*

