

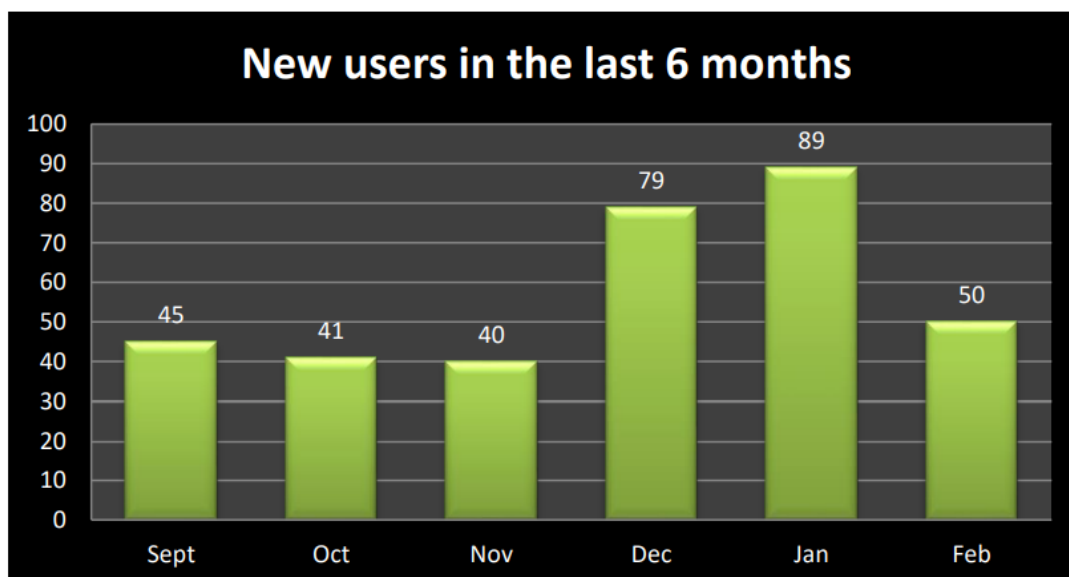
<b>Report on</b>	Bin Ovation Update
<b>Date of Meeting</b>	4 <sup>th</sup> April 2022
<b>Reporting Officer</b>	Mark McAdoo, Assistant Director, Environmental Services
<b>Contact Officer</b>	Karen Brown, Recycling Education & Awareness Officer

<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 associated competition.
<b>2.0</b>	<b>Background</b>
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)
<b>3.0</b>	<b>Main Report</b>
3.1	Since its launch the App has been downloaded by 8,140 users in Mid Ulster with 344 new user downloads during the six month period 1 <sup>st</sup> September 2021 to 28 <sup>th</sup> February 2022.
3.2	Via the App 30,560 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 11,216 times since its launch. A total of 3,234 views were made for Recycling

Centres with Cookstown Recycling Centre being the most frequently viewed with 655 views followed by Magherafelt Recycling Centre with 568 views.

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



3.4 There were 73 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 As a means to increase the number of Bin-ovation app users, a competition is running from 21<sup>st</sup> March to 11<sup>th</sup> April 2022 where both new and existing users can enter to be in with the chance of winning a tablet device. Three simple steps are required – firstly download the Bin-Ovation App (or existing users should simply open the App on their smart device), click on the “more” section and finally choose the option to “enter draw” and complete your details. Participants will then be entered into the draw for the tablet with a winner selected just in time for Easter. The competition is being promoted on Mid Ulster Council social media channels.

#### 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 £0.80 per download)

Human: None

Risk Management: None

##### 4.2 Screening & Impact Assessments

Equality & Good Relations Implications: N/A

	Rural Needs Implications: N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Members are asked to note the content of this report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix 1 – Bin-Ovation Data & Statistical Behavioural Analysis Report – February 2022
6.2	Appendix 2 – Photograph of Environment Committee Chair to promote Bin-Ovation competition