



Bin-Ovation Ltd

Mid Ulster District Council
Data & Statistical Behavioural Analysis Report
Ref: 078 – February 2022

Report Specifics			
Council:	Mid Ulster District Council		
Reporting period:	078 – 1 st February – 28 th February 2022		
Date of Report:	2 nd March 2022		
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.

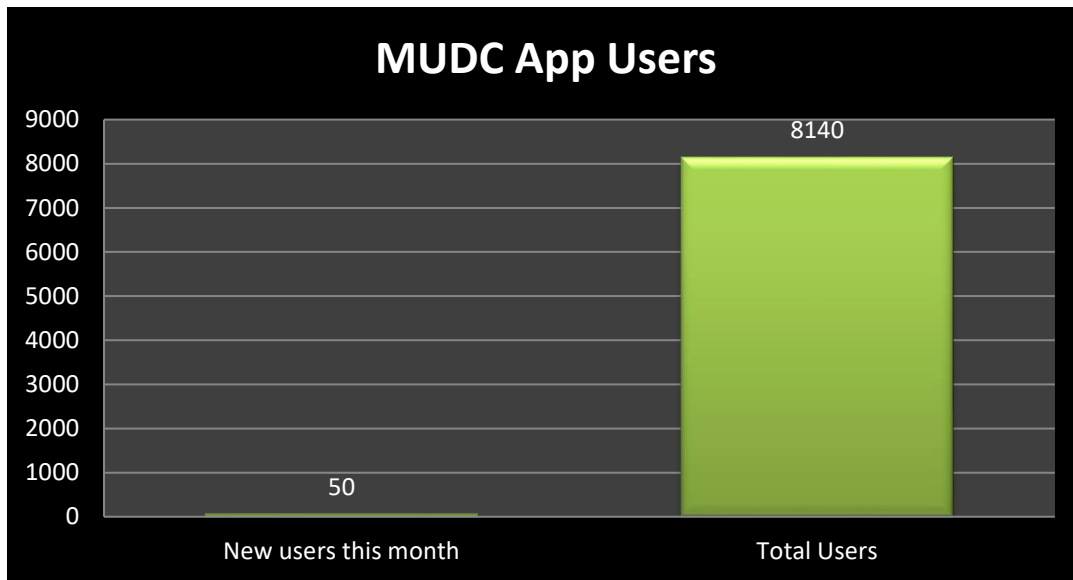
Executive Summary

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

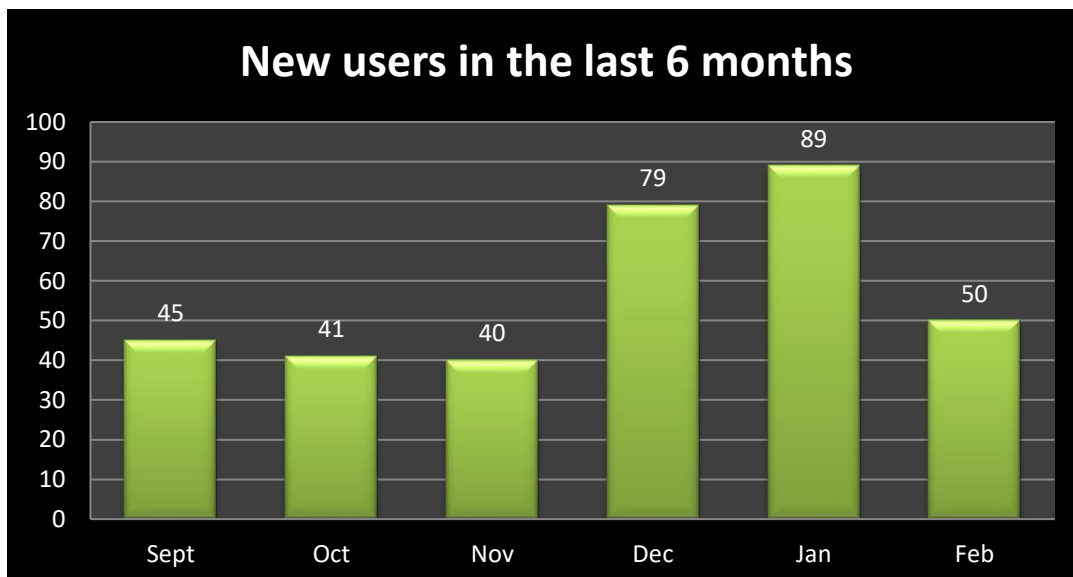
1. Since launch there have been **8,140** new users with **50** new users this month.
2. The best day for new users this month was 9th February with **8**.
3. The number of product page views since launch is **30,560** and the average time spent viewing each product page has been **18.35** seconds. This 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 **604,805 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 11,216 views since launch.
7. The most frequently viewed Recycling Centre has been 'Cookstown Recycling Centre' with 655 views each.
8. No Push Notifications were sent this month.
9. 1 Contact Council email was received this month.
10. 2 Environmental reports were received this month with 73 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)	1640	27.18
02	Used Tissues, Kitchen Roll Or Napkins	1328	25.07
03	Shredded Paper	983	21.75
04	Printer Cartridges	793	22.08
05	Ash	504	16.74
06	Asbestos	469	11.32
07	Oil Filter	461	10.26
08	Envelopes: Windows	457	14.91
09	Kitchen Foil	424	21.23
10	Foil Trays	410	17.47
11	Takeaway Container (Plastic)	383	7.55
12	Plastic Food Tray	380	14.33
13	Cartons	350	18.68
14	Plastic Bags	349	23.11
15	Cereal Box Inner Packaging	346	12.78
16	Aerosols	333	24.41
17	Cooked Food Scraps	323	24.59
18	Bread	311	18.99
19	Yoghurt Pot (Plastic)	310	17.86
20	Butter Tubs	304	10.21
	Total Product Views	30,560	18.35

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?	11216	71.75
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!	599	56.62
05	Christmas & New Year Collections & Recycling Centre Arrangements 2017	565	34.81
06	Bulk Waste Collection Service	541	50.90
07	Recycling Centre Opening Hours On Bank And Public Holidays In 2018	441	24.65
08	Your New Council	377	24.76
09	Christmas Arrangements For Bin Collections And Recycling Centre Opening Hours	362	37.86
10	Bin Collections Start Earlier!	328	16.96
11	Holiday Bin & Recycling Centre Arrangements	325	38.14
12	Are You A Recycling Hero? Take This Short Quiz And Find Out!	324	56.48
13	Covid -19 Update - 30Th March 2020	319	52.74
14	Easter 2018 Arrangements For Bin Collections And Recycling Centres	313	14.76
15	July Holiday Arrangements Explained.....	268	21.02
16	July 2017 Bank Holiday Bin Collection Arrangements And Recycling Centre Opening Times	262	28.17
17	Reduce - Unwanted Mail.	235	79.91
18	Grow A Greener Garden - Compost Awareness Week 2016!	217	60.70
19	Commercial Waste	203	24.50
20	July Holidays 2019 Bin Collection And Recycling Centre Holiday Arrangements	202	39.95
	Complete Article Views	25,800	55.82

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	655	18.75
02	Recycling Centre: Magherafelt	568	35.83
03	Recycling Centre: Drumcoo	398	25.13
04	Recycling Centre: Coalisland	302	21.72
05	Recycling Centre: Ballymacombs	219	39.44
06	Recycling Centre: Castledawson	210	18.78
07	Recycling Centre: Maghera	188	21.59
08	Recycling Centre: Tullyvar	187	24.94
09	Recycling Centre: Moneymore	176	24.19
10	Recycling Centre: Draperstown	118	32.09
	Total Views	3,234	25.83

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

01	Emails this month	1 email was received from MUDC users this month
02	Email Service Usage Year to Date	205 emails received from MUDC users since launch

Section 06: Push Notifications

Last 12 months:	Push Notification sent 20/12/21: For Christmas holiday collections and recycling centre arrangements please see the News/Info section of this App - Thanks
	Push Notification sent 28/10/21: Temporary Closure of Maghera Recycling Centre 3.00pm Saturday 30 October to 8.30am Thursday 4 November 2021. Please see News/Info section.
	Push Notification sent 06/07/21: For July Holiday Collections and Recycling Centre arrangements please see the News/Info section of this App
	Push Notification sent 02/04/21: Bin collections are as normal over Easter. Recycling Centres are closed on Easter Monday.
	Push Notification sent 30/12/20: For Collections and Recycling Centre arrangements around New Year's Eve and New Year's Day see News/Info section.
	Push Notification sent 16/12/20: For Christmas & New Year holiday collections and Recycling Centre arrangements please see News/Info section of this App.

Report end





Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council



85% 3:38 p.m.

Bin-ovation

NEWS/INFO

REPORT IT

MORE

Report issues directly to your council

Here are some issues you can report:



Dog Mess



Graffiti



Litter

REPORT IT

For waste-related issues you can

Contact your council directly



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