

<b>Report on</b>	Bin smART Competition
<b>Date of Meeting</b>	12 <sup>th</sup> April 2021
<b>Reporting Officer</b>	Mark McAdoo, Head of Environmental Services
<b>Contact Officer</b>	John Murtagh, Environmental Projects 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 inform members of the outcome of the Bin smART on line recycling competition
<b>2.0</b>	<b>Background</b>
2.1	During the period between Autumn and Christmas 2020 and early 2021 Council ran the "Together we Recycle" campaign which used a series of short social media videos to (a) thank residents for continuing to recycle during lockdown and (b) reinforce the message of what materials go into our kerbside recycling bins.
2.2	Following the success of this campaign offers wanted to do something that would develop greater community engagement and create more community content.
2.3	As such, it was decided to address the difficulties of finding fun activities for children during lockdown combined with home-schooling to run an online art competition named Bin smART to encourage children of nursery and primary school age to find more about what was in their blue bin and how to reuse it.
2.4	It was hoped that by targeting younger children it would encourage parents and older siblings to get involved so that it would be an activity for the whole family.
<b>3.0</b>	<b>Main Report</b>
3.1	Bin smART was an online art / recycling competition which asked children to create recycled art/sculptures from the materials that they found in their blue bin.
3.2	The competition, which was open to nursery and primary school children, was launched on 29 <sup>th</sup> January and closed on 10 <sup>th</sup> March 2021. Children were asked to create a 3D sculpture from at least 2 materials found in their blue bin and to email in photos of their creation along with a brief description of how it was made.
3.3	The objectives set out in the pre-campaign communications plan were as follows:

	<ol style="list-style-type: none"> <li>1. To raise awareness of, and education on, the materials recyclable through blue bins among primary school children and their families</li> <li>2. To educate children and their families about the importance of recycling and re-using waste in order to encourage positive recycling behaviour and to change attitudes towards recycling to help remove bad habits</li> <li>3. To demonstrate how easy it is to recycle reinforcing the normative messaging that recycling should not be a chore but a normal part of everyday life</li> <li>4. To 'Create while you Educate' and give parents a more creative outlet during home schooling.</li> </ol>
3.4	A modest target of 50 competition entries was identified and as an incentive to take part 10 no. Amazon Fire HD tablets were offered as prizes.
3.5	The competition was launched in the local press, promoted on social media (Facebook, Twitter & Instagram) and emailed to all primary schools/nurseries.
3.6	In total almost 550 entries were submitted for the competition which far exceeded our expectations with entries from throughout the district and beyond. Every entry was acknowledged and responded to however only those from within Mid Ulster were considered for prizes.
3.7	However, due to the sheer volume of entries it was impossible to compare all entries and a process of random selection had to be used to select the winners. This was considered this a fair method way to do so rather than simply picking the most artistic entries, as some children are just more creative than others and some may have received more help than others in making/preparing their entries.
3.8	All entries were recorded on a spreadsheet and filtered by age. One winner was selected at random from each school year (nursery through to P7) so accounting for 8 of the 10 tablets - 2 more winners were then selected randomly from the remaining entrants, which meant every child had more than 1 chance of winning
3.9	During the competition many of the entries were featured on social media and since the conclusion of the competition entries have continued to be profiled on social media such is the quality of entries and interest in the recycling initiative.
3.10	Feedback on the competition has been extremely positive. The social interaction and community content on social media has far exceeded expectations. For example, the overall Average Engagement Rate (AER) for the campaign on Facebook was 18%, meaning that almost a fifth of our total followers engaged with the campaign.
3.11	Press coverage of the campaign has also been excellent (see attached clips) and this has even extended to neighbouring district areas and the regional press.
3.12	In conclusion the competition has far exceeded expectations in every aspect.

<b>4.0</b>	<b>Other Considerations</b>										
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>										
	<p>Financial:</p> <table> <tr> <td></td><td>£</td></tr> <tr> <td>10 x Amazon HD Fire Tablets at £50 each</td><td>500</td></tr> <tr> <td>Photography for launch &amp; press releases</td><td>125</td></tr> <tr> <td>1 x promoted posts at £50 each</td><td><u>50</u></td></tr> <tr> <td>Total</td><td>£675</td></tr> </table> <p>The campaign received positive local press coverage both pre and post the competition with a MAVE (Mean Advertising Value Equivalent) of £5,821.50.</p>		£	10 x Amazon HD Fire Tablets at £50 each	500	Photography for launch & press releases	125	1 x promoted posts at £50 each	<u>50</u>	Total	£675
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	<p>Human:</p> <p>Significant Recycling and Marketing/Communication officer time developing the competition, promoting the launch, responding to and cataloguing the entries, submitting press releases, coordinating social media and selecting the winners.</p>										
	<p>Risk Management:</p> <p>N/A</p>										
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>										
	<p>Equality &amp; Good Relations Implications:</p> <p>The competition was open to all children of nursery and primary school age within the Mid Ulster District Council area.</p>										
	<p>Rural Needs Implications:</p> <p>N/A</p>										
<b>5.0</b>	<b>Recommendation(s)</b>										
5.1	Members are asked to note the contents of this report.										
<b>6.0</b>	<b>Documents Attached &amp; References</b>										
6.1	Bin smART e-flyer										
6.2	Press clips										
6.3	Photographs of winning entries										