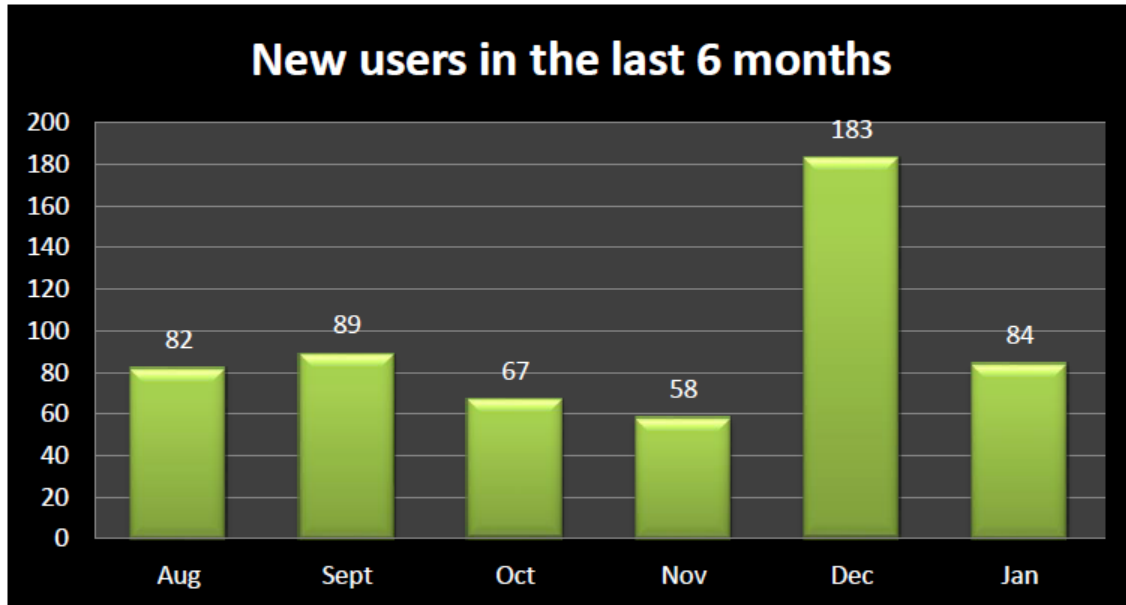


Report on	Bin Ovation Update
Date of Meeting	3 April 2023
Reporting Officer	Mark McAdoo, Assistant Director - Environmental Services
Contact Officer	John Murtagh, Waste and Sustainability Officer

Is this report restricted for confidential business? If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	X

1.0	Purpose of Report
1.1	To update members on usage and functionality of the Bin-Ovation App.
2.0	Background
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)
3.0	Main Report
3.1	Since its launch the App has been downloaded by 9,404 users in Mid Ulster with 84 new users in January 2023 and 563 new user downloads during the six month period 1 st August 2022 to 31 January 2023.
3.2	Via the App 32,025 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 11,631 times since its launch. A total of 3,613 views were made for Recycling Centres with Cookstown Recycling Centre being the most frequently viewed with 743 views followed by Magherafelt Recycling Centre with 625 views.

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



3.4 There were 37 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 and numerous others via the app and recycling email inbox.

3.5 Bin-ovation have recently over-hauled the app to improve the user experience and increase functionality. The upgraded App includes a new more user friendly home page, a recycling quiz, an interactive recycling game and easier access to the different functions on the App (further details included in appendix).

4.0 Other Considerations

4.1 Financial, Human Resources & Risk Implications

Financial: The annual subscription fee for Bin-Ovation for 2023/24 will be is £6,375 (which equates to £0.68 per user/download)

Human: None

Risk Management: None

4.2 Screening & Impact Assessments

Equality & Good Relations Implications: N/A

Rural Needs Implications: N/A

5.0 Recommendation(s)

5.1 Members are asked to note the content of this report.

6.0 Documents Attached & References

6.1 Bin-Ovation Data & Statistical Behavioural Analysis Report – January 2023

6.2 New Bin-Ovation App features