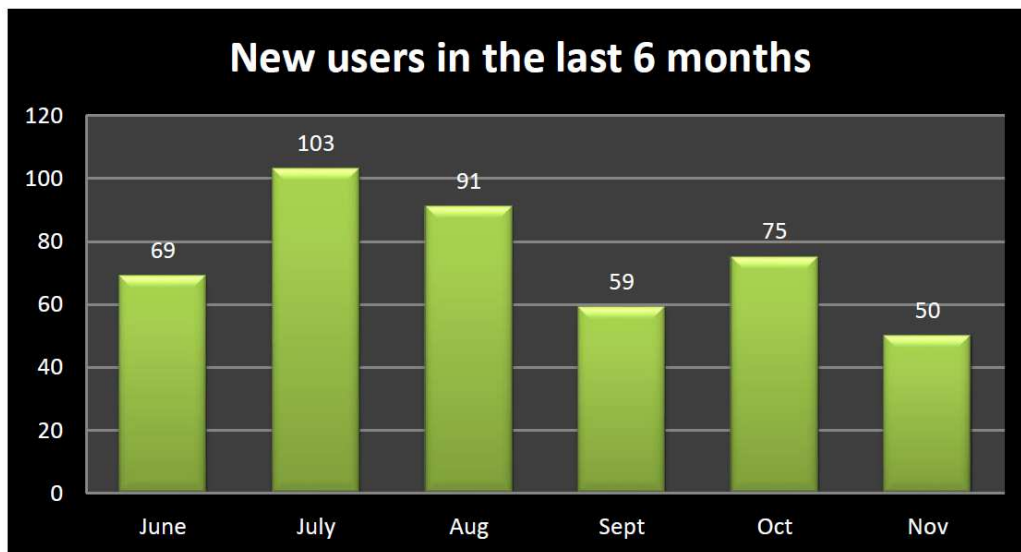


Report on	Bin Ovation
Date of Meeting	12 th January 2021
Reporting Officer	Mark McAdoo, Head of Environmental Services
Contact Officer	John Murtagh, Environmental Projects Officer

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 of the Bin-ovation App and Report It Function.
2.0	Background
2.1	The Bin-Ovation app is a high-tech educational awareness tool which allows Council to share its waste/recycling information with residents 24/7, 365 days a year. The app provides instant information to user via mobile smart phone 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 November 2017 after discussions with the Environmental Services team 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.
3.0	Main Report
3.1	Since its launch the App has been downloaded by 7,162 users in Mid Ulster with 974 new user downloads during the period 1 st January and 31st November 2020.
3.2	2,468 product / recycling searches have been carried out using the app in this time with the top 5 viewed materials being: pizza boxes; used kitchen roll, tissues or napkins; shredded paper; printer cartridges and ash. 6 push notices were issued.
3.3	The online search which allows residents to check their bin collection day has been used 10,801 times since its launch with 407 views from January to November 2020
3.4	

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



3.5

There were 82 reports received through the Report It Function from January to November on a range of environmental issues as detailed below:

Issue	Total
Street Cleansing	20
Dog Fouling	13
Litter	11
Fly-tipping	31
Other	7
Total	82

4.0 Other Considerations

4.1 Financial, Human Resources & Risk Implications

Financial: The annual subscription fee for Bin-Ovation is £6,000 (which equates to £0.84 per download to date)

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 – November 2020