

**SAC MyBinsApp**

**APSE Aviemore**

**John Morrison & Paul Dougall**

# South Ayrshire

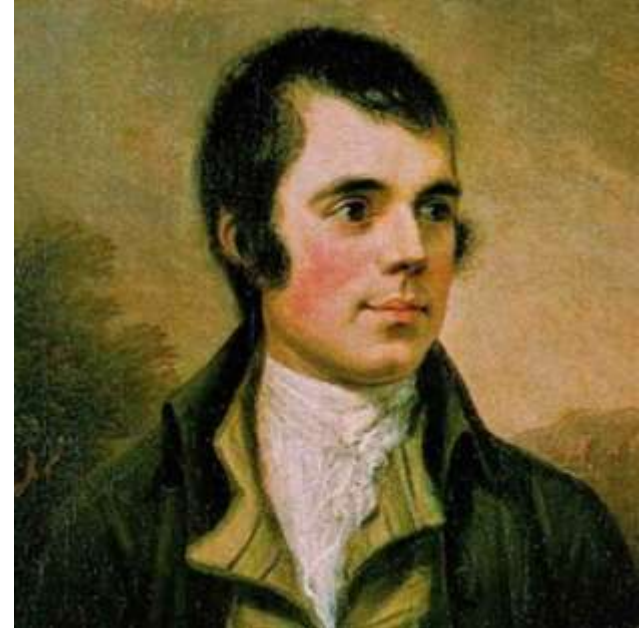
- Population 112,550
- Urban /Rural Authority
- 59,304 households



# South Ayrshire



- Robert the Bruce
- Robert Burns
- John Loudon McAdam
- Birthplace of Open Golf



# Current Model For South Ayrshire



240 litre  
4 weekly

Plastics  
metals  
cartons



180 litre  
4 weekly

Paper  
card  
cardboard



140 litre  
6 weekly

Glass



240 litre  
4 weekly

Garden  
Waste



240 litre  
3 weekly

Residual  
Waste



23 litre  
Weekly

Food  
waste



## SAC MyBins App Partnership Working

- South Ayrshire Council have been working in partnership with Albion Environmental Ltd. to bring residents a new app to keep up to date with bin collections and improve recycling habits.
- The SAC MyBins App contains all the information you need concerning local recycling centres, collections and has a handy news section where you can find the latest updates from SAC

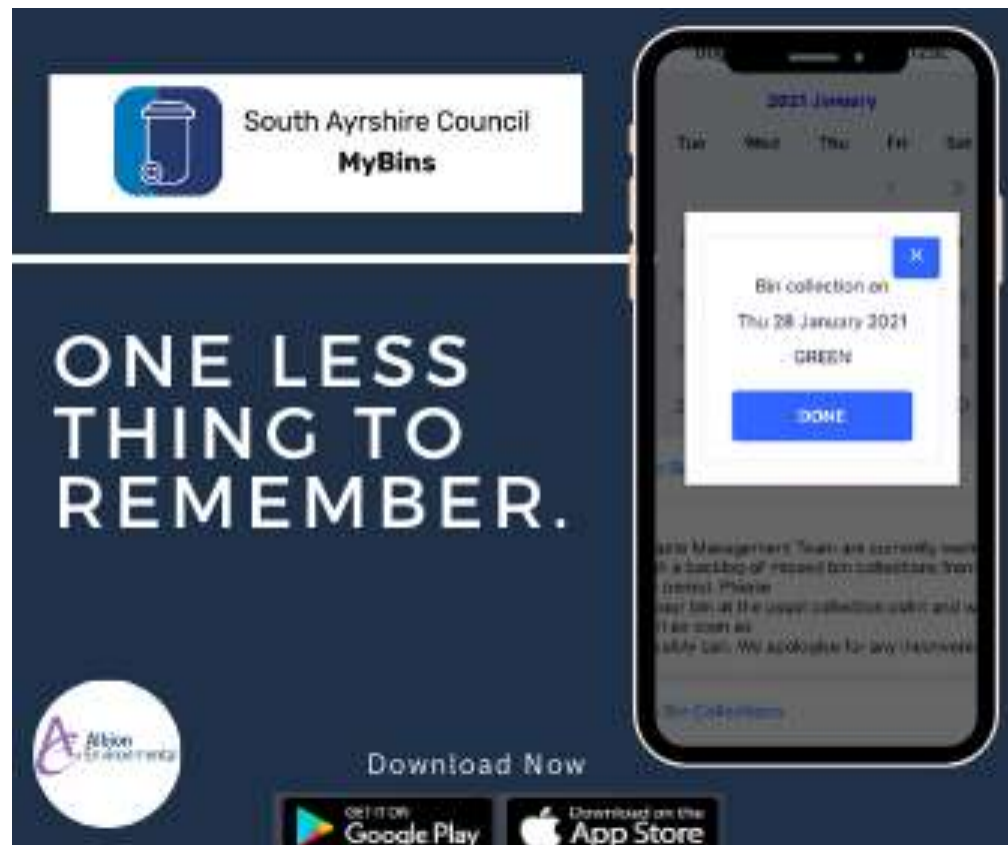
# Using technology to engage with our communities

Why we decided to introduce and invest in a bin app

- There had been a significant Increase in reports of “missed” bins
- To reduce the number of return visits where bins are not put out on time or on their correct collection day
- To make savings on fuel by making less journeys (Return to Service charge)
- To provide savings on resources by freeing up personnel to carry out other tasks
- To encourage residents to separate their waste according to our Household Waste Recycling Service
- To reduce contamination and improve the quality of the recycling that we collect

# Available to download

Android or iPhone



South Ayrshire Council  
**MyBins**

ONE LESS  
THING TO  
REMEMBER.

Bin collection on  
Thu 28 January 2021  
GREEN  
DONE

Download Now

Albyn  
Council

GET IT ON  
Google Play

Download on the  
App Store



South Ayrshire Council  
**MyBins**



Available on the iPhone

**App Store**

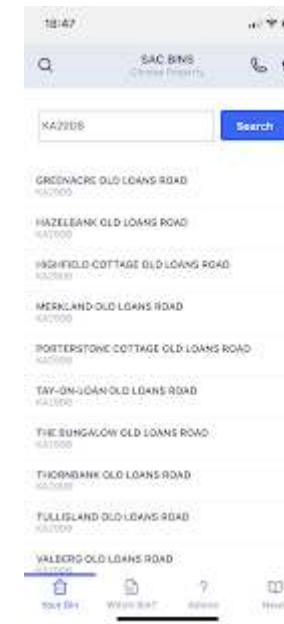
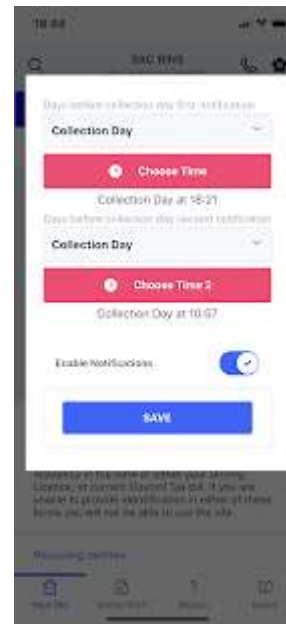


GET IT ON

**Google Play**

# SAC MyBins app

Available to download - 16,178 households (29%) have downloaded it as of January 2022





# 'MyBins' App

## iOS and Android App

- Colour-coded bin collection calendar
- Reminder notifications for each collection so residents never forget to put the bins out!
- Up to date information on collection systems and recycling methods to help reduce contamination
- News Updates pushed out from Local Authority Comms Teams, to update of any delays or route changes!



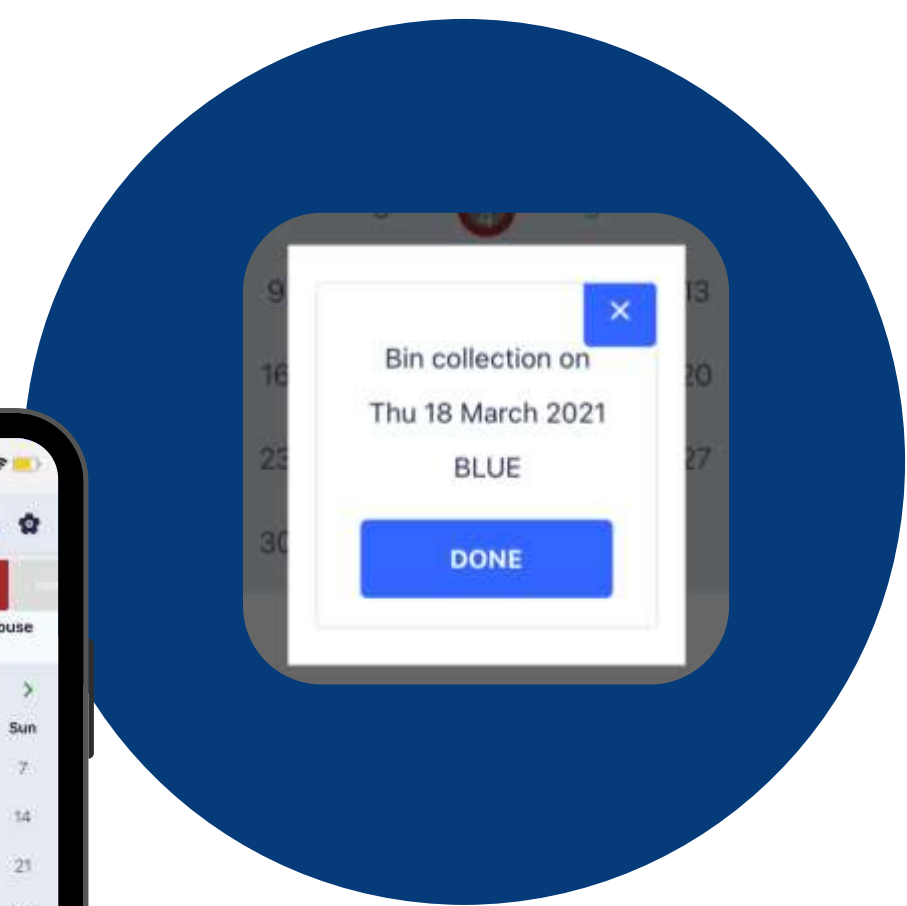
South Ayrshire Council  
**MyBins**



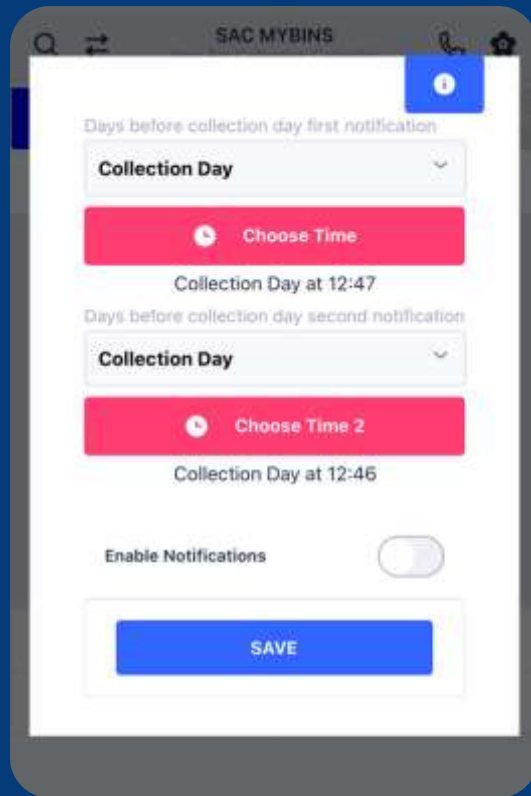
# Key Features

## Colour Coded Bin Calendar

- Resident enters postcode and personalised colour-coded bin collection dates will be displayed
- User can click on the calendar dates to receive a pop-up with collection information



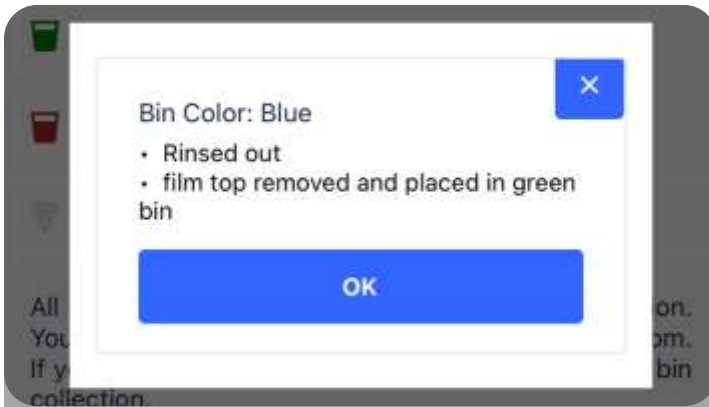
# Collection Reminders



User can set specific day/time to receive a reminder notification for bin collections

2 addresses can be stored on the App and notifications set for each location - can be used for relatives or by carers

# Recycling Tips & Advice

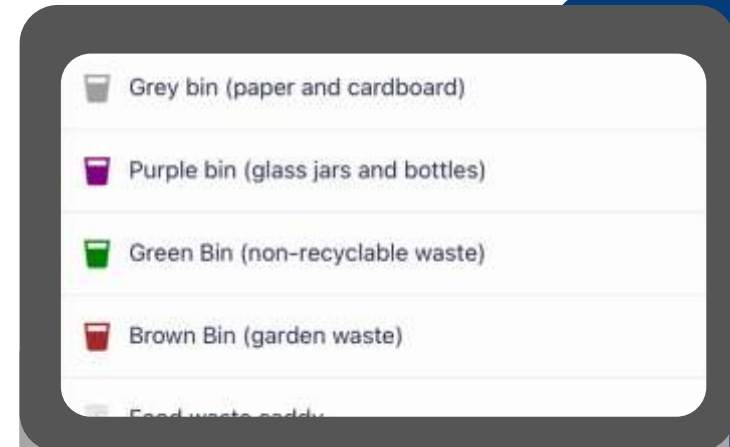


## 'Which Bin?' Feature

Users can type in an item, e.g. 'Yogurt Pot' and they will be shown exactly how to recycle or dispose of the item.

Search items you're unsure how to recycle

Find all Local Authority specific information

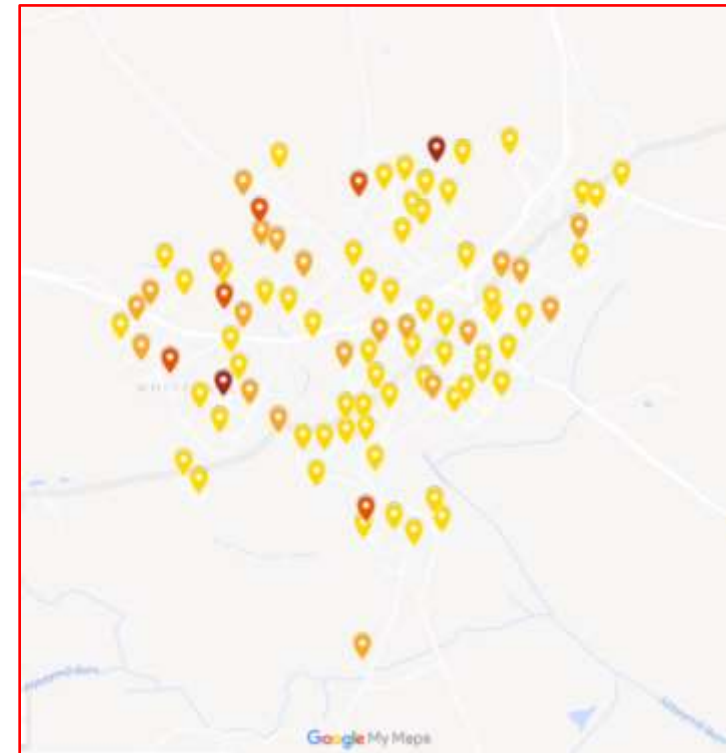
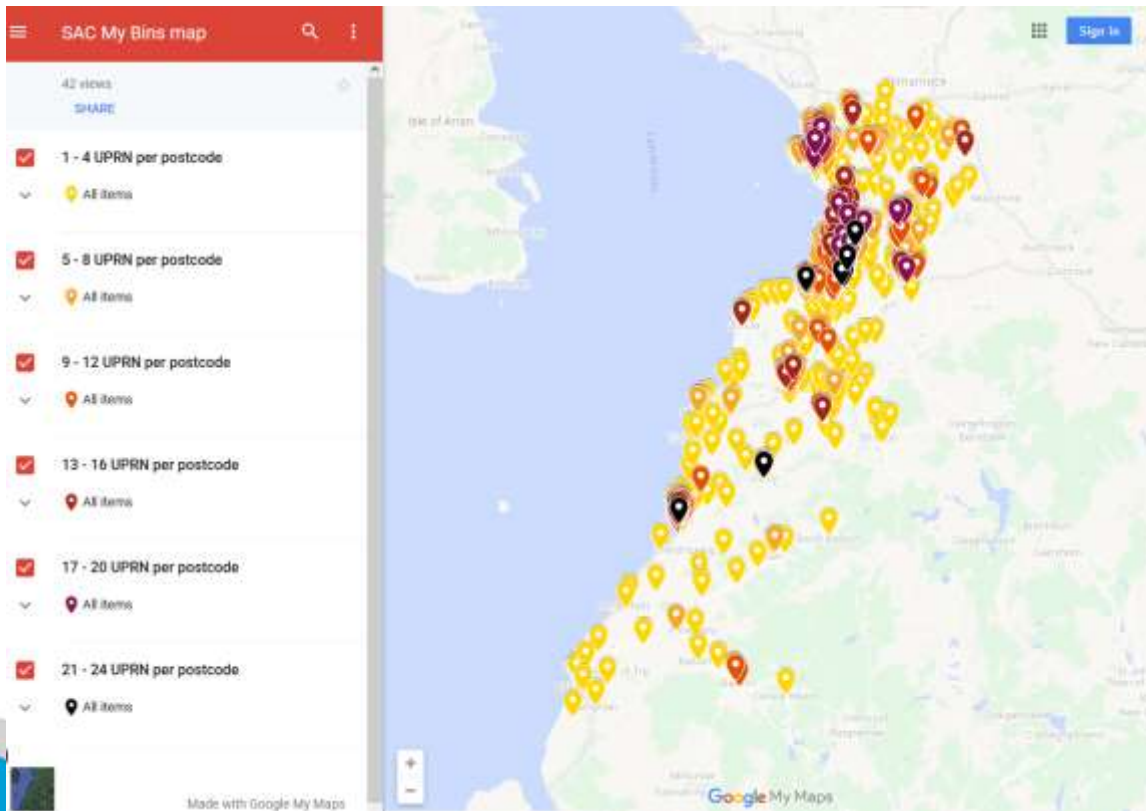


## Local Authority Specific Advice

Recycling and waste information provided by the council to tackle specific problems. Links to 3rd party sites with more info.

# Tracking app use and results

The SAC MyBins App data can be displayed on a postcode map to demonstrate areas using the app. This data can be used to analyse the number of missed bins in areas using or not using the app.



## Set up Reminder Notifications to Alert you to Collections

2 notifications per collection  
up to 3 days before collection  
at a time that suits you



[www.SAC-MyBins.co.uk](http://www.SAC-MyBins.co.uk)



# Benefits to Local Authorities

## Reduce Missed Bin Collections →

Reminders for residents to put the correct coloured bin out in time for collections. Saving time and money spent on recollections.

## Less Bin Contamination →

With recycling and waste disposal advice, residents can use bin systems correctly. Ultimately reducing landfill taxes and pre-treatment costs for councils.

## Direct communication channel with residents

You can add news items, create push notifications for urgent updates and add essential information

# The challenges of launching our app

- ICT on board but some issues to work through
- Some residents don't have smart phones
- How much was spent introducing the app
- Very little negative feedback



Bernadette Young  
Just downloaded it thanks SAC!

Like · Reply · 3 w



Vivien Black  
Love it!

...

Joan Chalmers  
I downloaded this recently. Very good!

Like · Reply · 15 h

Lorna Carruthers  
Nicole Carruthers much needed! I forgot to put my green one out this week!

Like · Reply · 3 w



## Feedback

- Our householders have embraced the App and the feedback has been very positive
- We will continue to promote the App via social media and our website to encourage more residents to use it and build on the existing success of the App.



# Questions ???

## Contact Details

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