

Using new technology to
inform & deliver
efficiencies in waste services



Peter Atkinson – Managing Director - U6Media

2

back then



“The Times
They Are a
- changing”¹



I want us to ask ourselves every day...



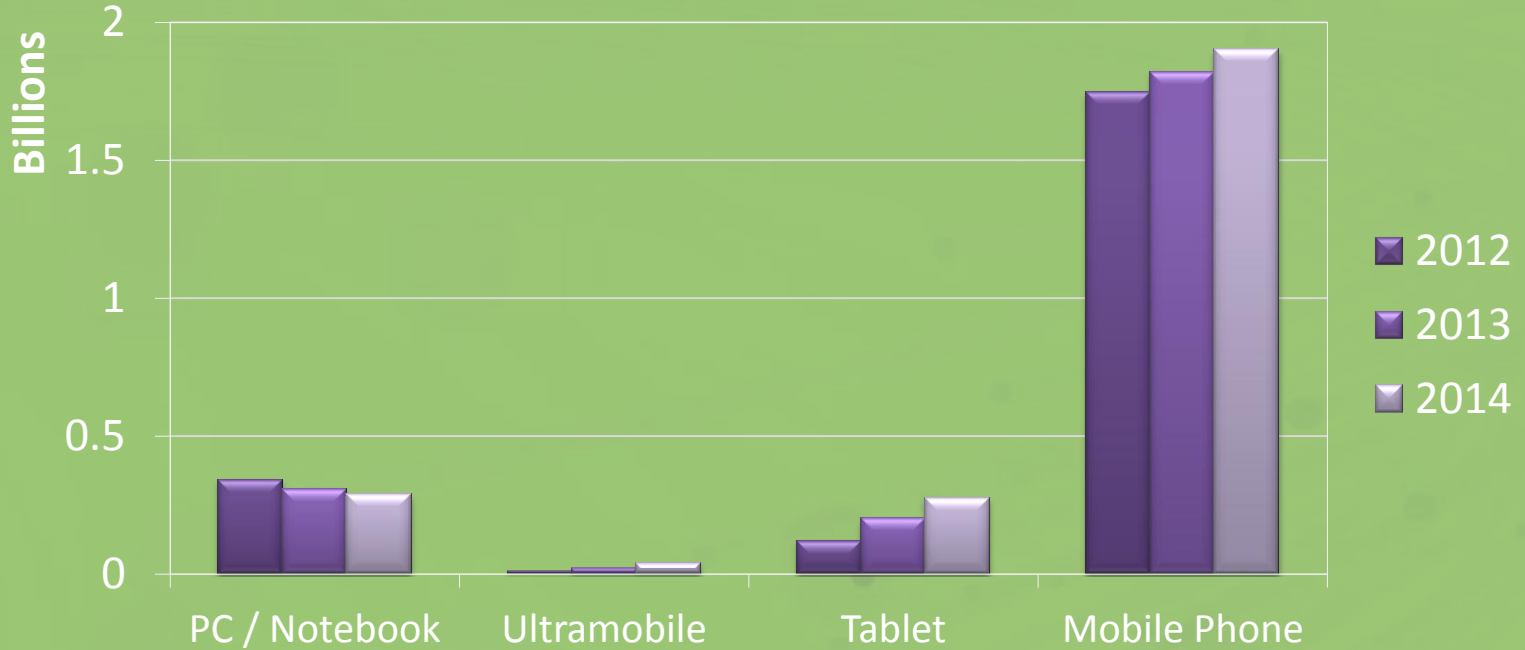
how are we using technology to make a real difference in people's lives and maximise our own resources?

Why



The Technology Landscape is changing

Worldwide Devices Shipments by Segment



Source: Gartner (June 2013)

The survey was carried out in May by TNS, on behalf of Deloitte, among 1,000 people in the UK between the ages of 16 and 64.



So clearly our communication strategies need to change quickly in response to the way we are all now communicating with each other.

Recycling performance

South Oxon & Vale of White Horse

- 65.32 and 65.13 in 2013/14
- Among the top three recyclers nationally for the last 3 years

Happy Customers

- 91 per cent of Vale residents, and 96 per cent of South residents, were satisfied or very satisfied with their waste collection service.
- Communication is critical to our success

Striving for Simplicity

Only two uncertainties for residents:

- What bin is collected in a given week
- Bank holidays

Emergency Communications

- Pushing messages directly to people
- Untainted, unfiltered information to residents without reliance on local press

Emergency Communications

- Snow – 2011.....uncertainty the biggest complaint
- Floods – where to get sandbags, when bins will be emptied.







Gaining efficiencies

“ People like using App’s”



Transitioning Services to Mobile Devices

To both Smart Phones and Tablets through the use of Apps

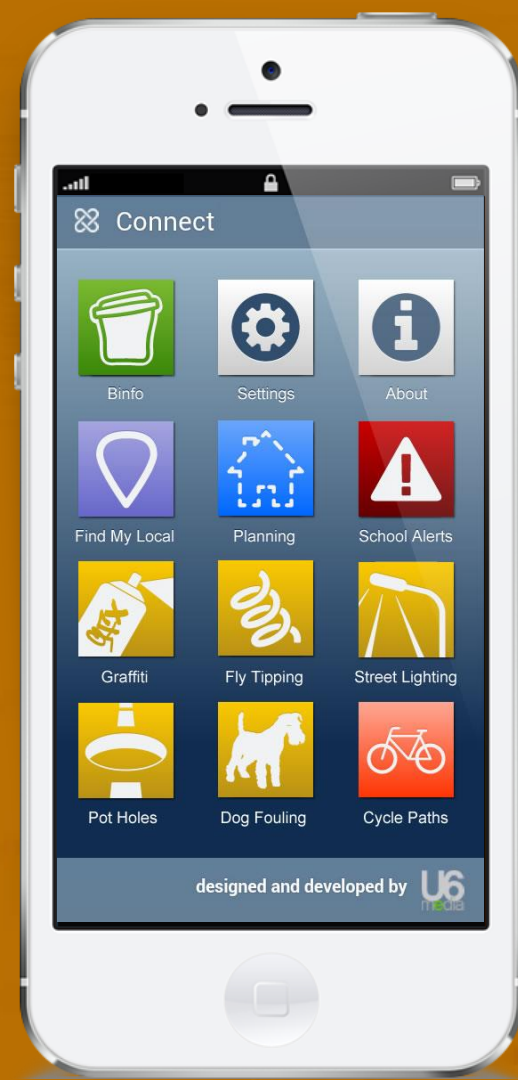


Going Mobile

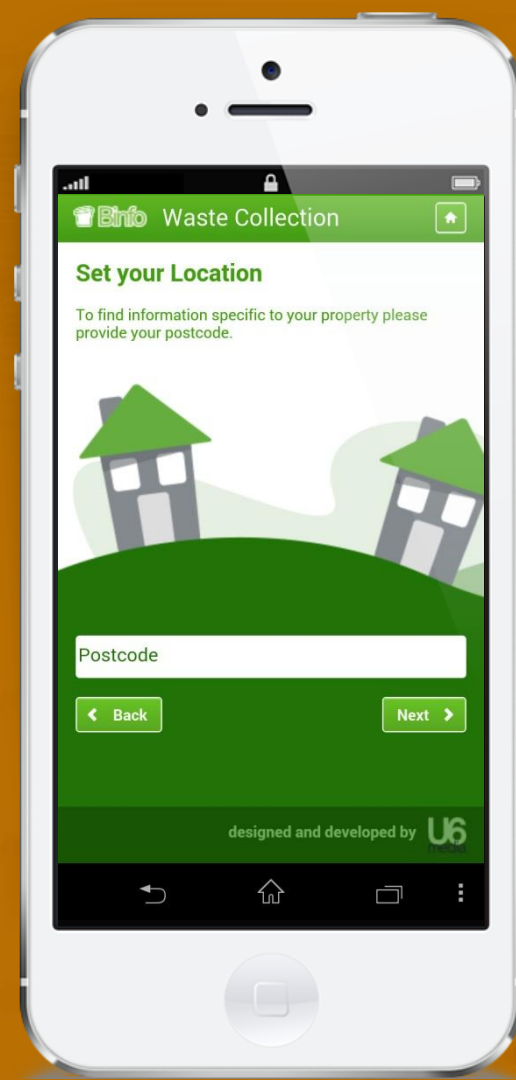
Transitioning

Select
service module

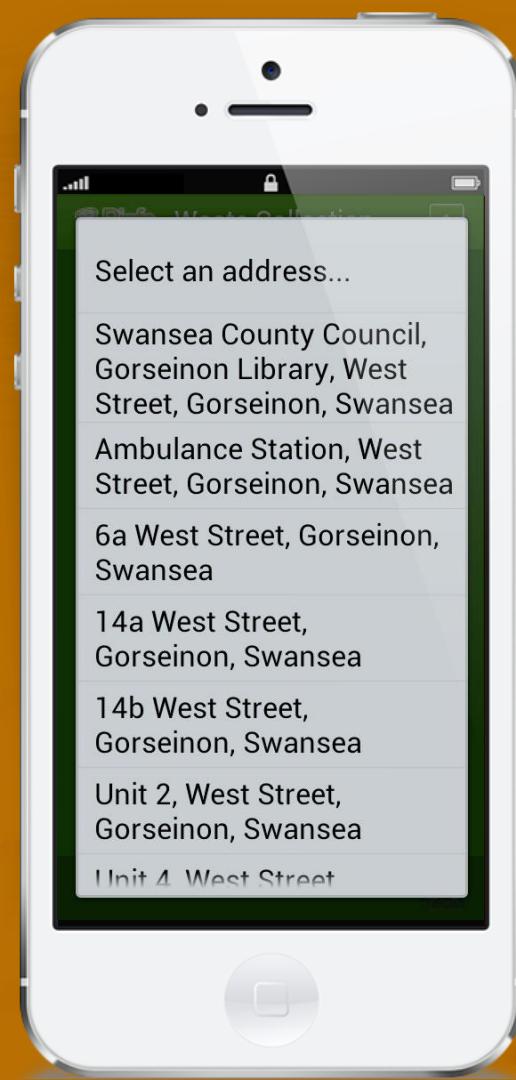
We will start with
Binfo



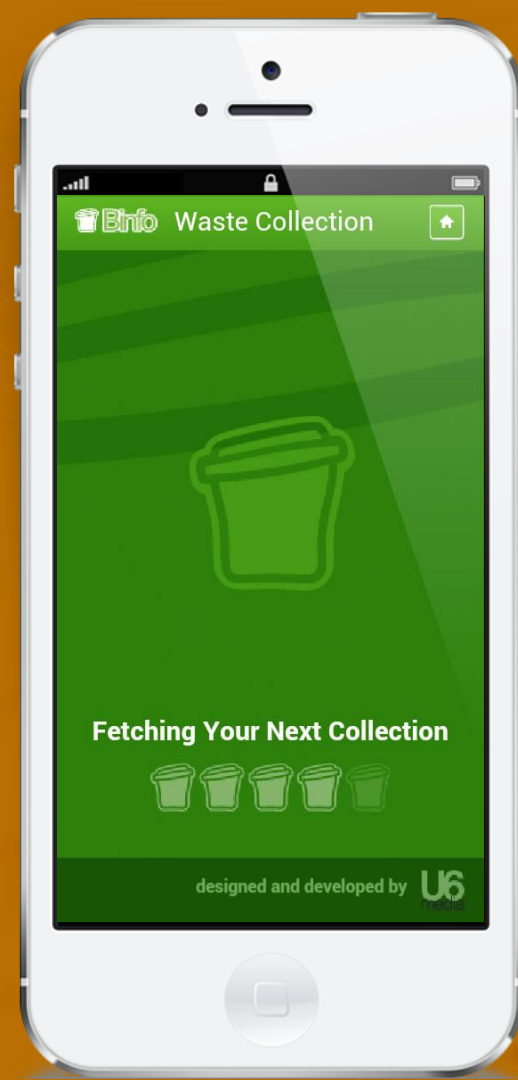
input postcode



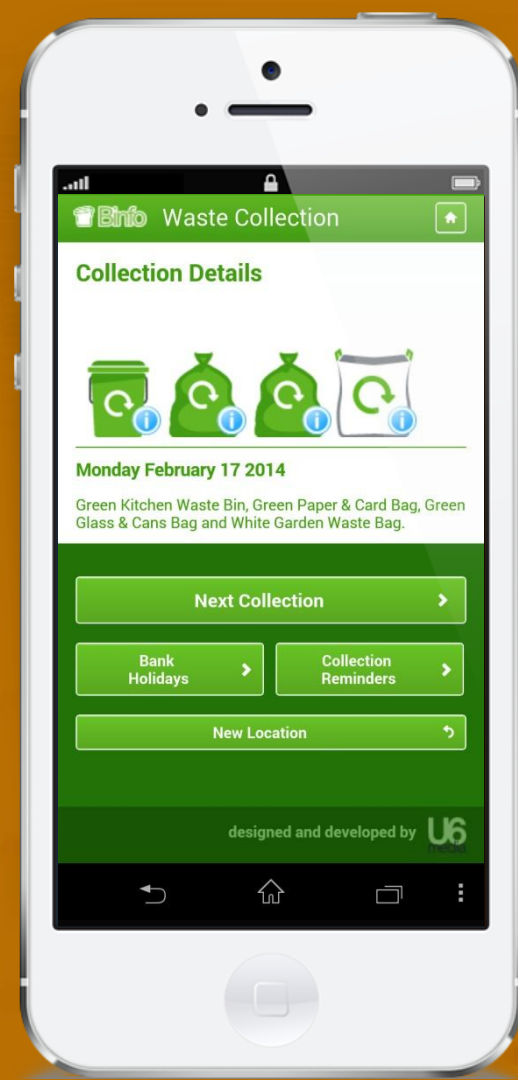
select
address



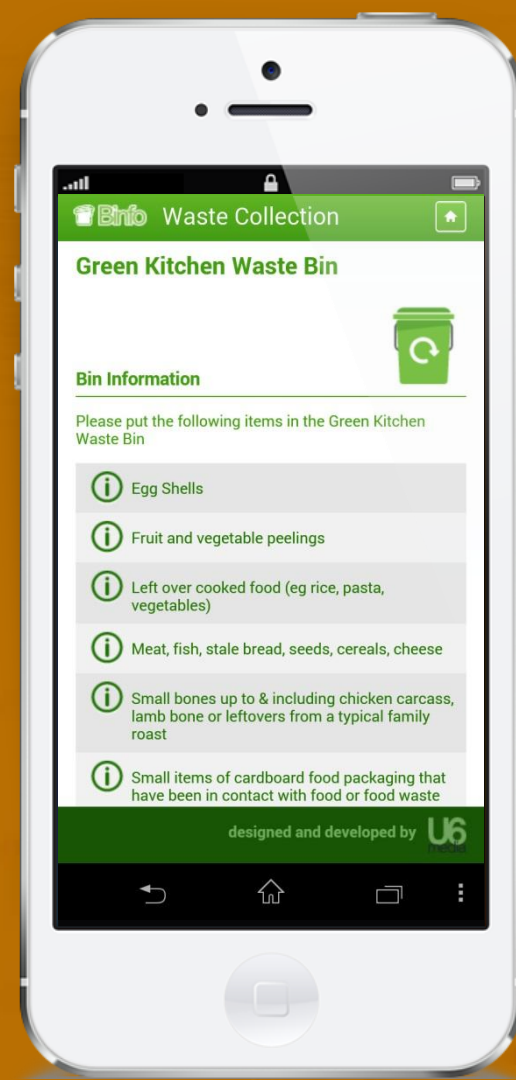
fetching details



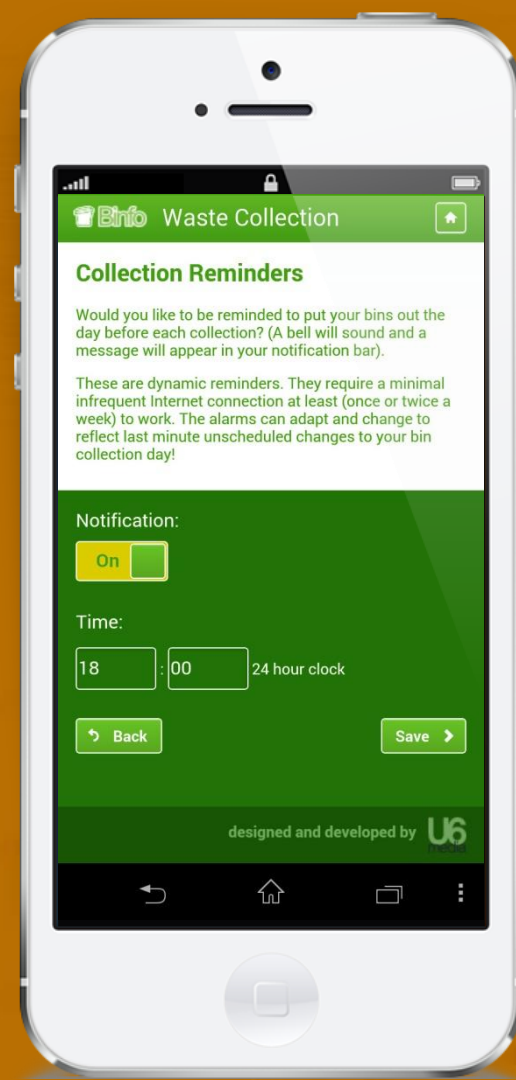
App will return date of next collection and bin types



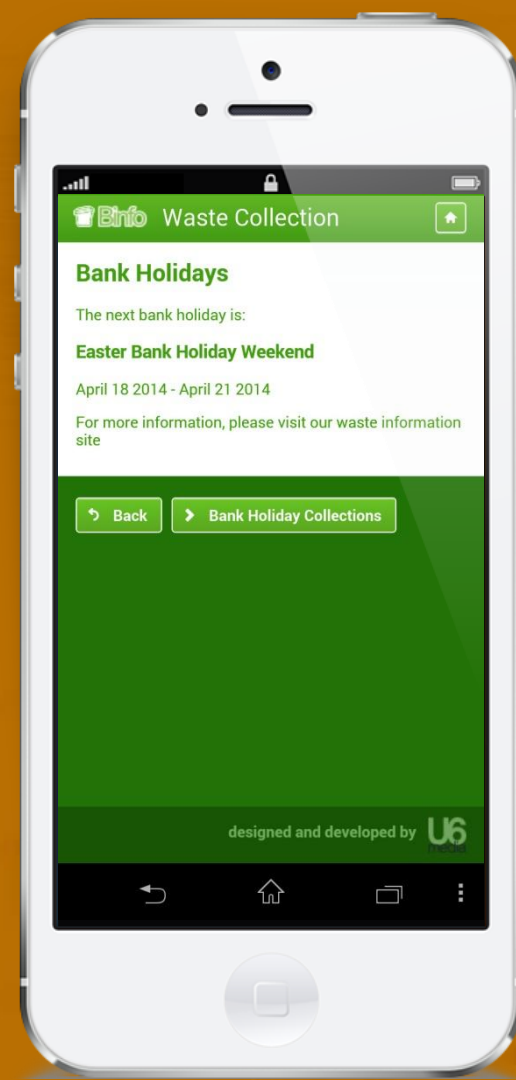
Click on a bin
and see what
items can be
deposited



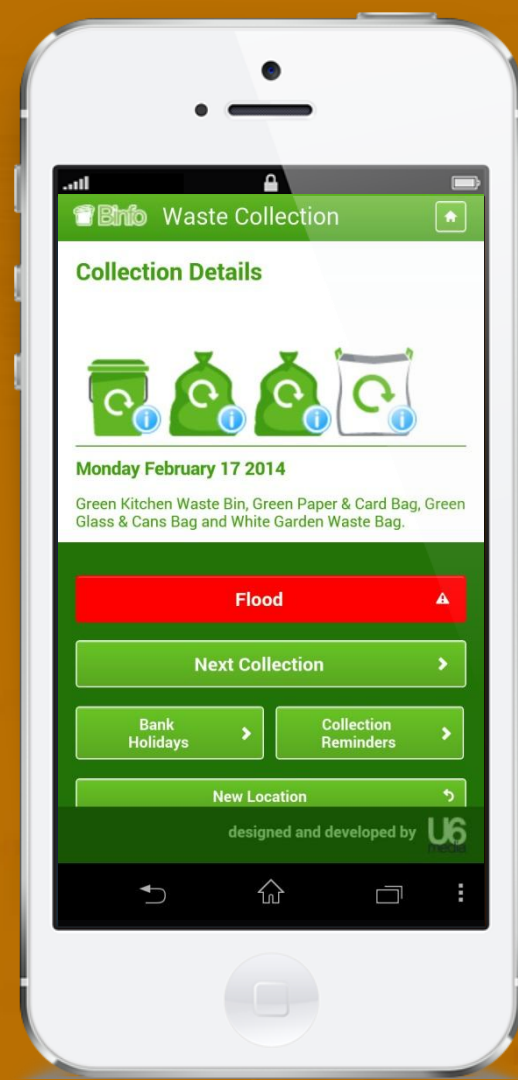
Set a reminder
to put the bins
out



Look at Bank Holiday dates



If there has been a disruption in service a 'Push Notification' can be sent

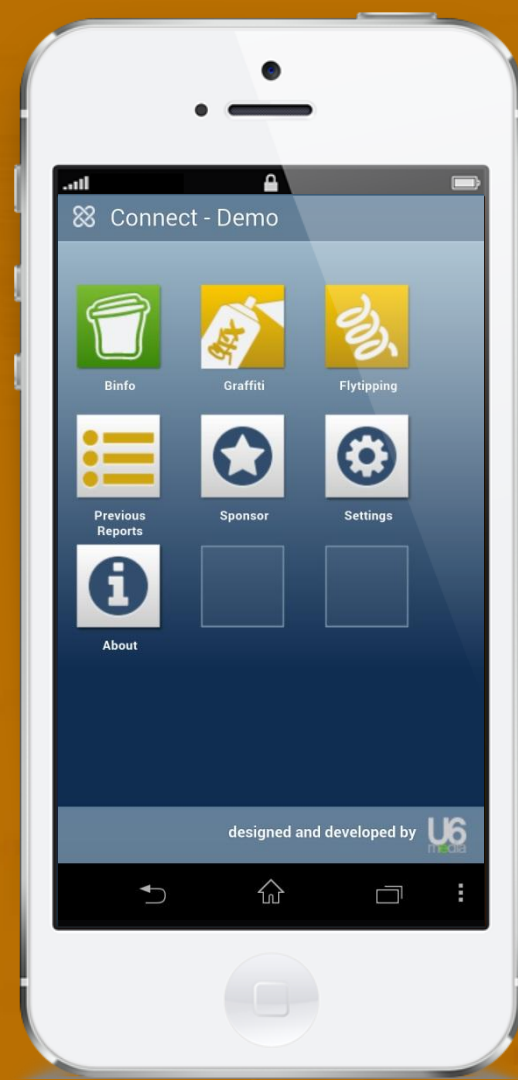


Other Applications

Transitioning

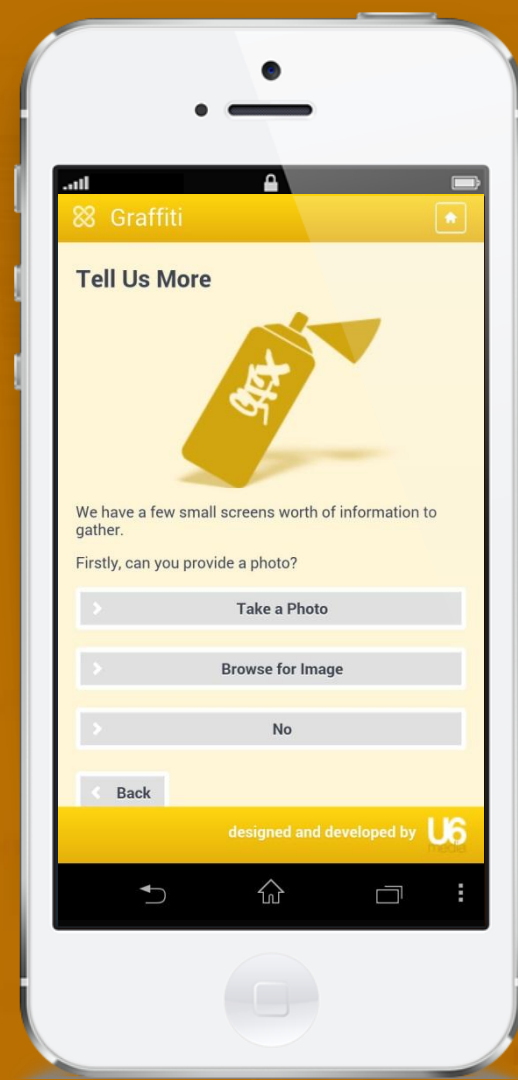
Looking at the
Graffiti Module

This takes 20
seconds to
report

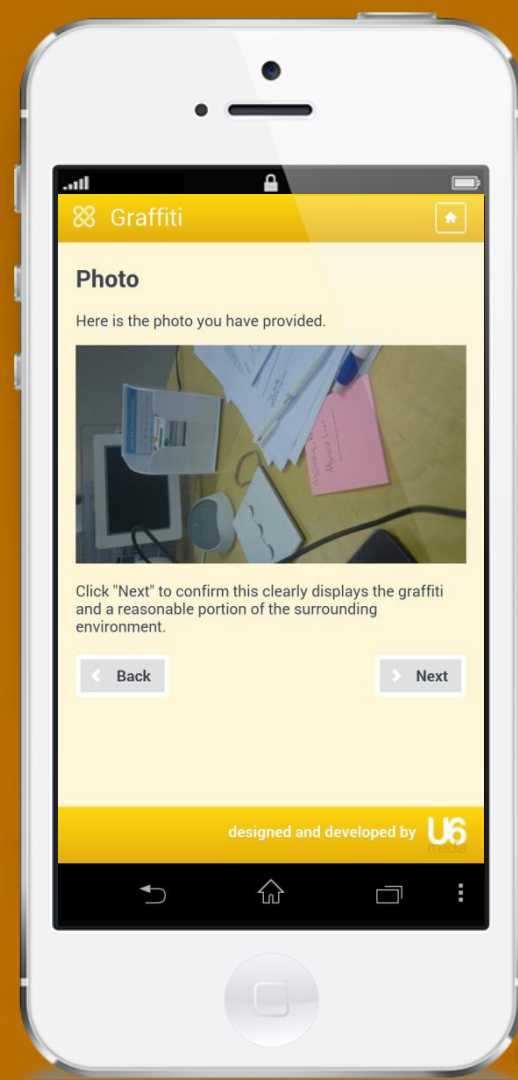


Transitioning

Take a photo

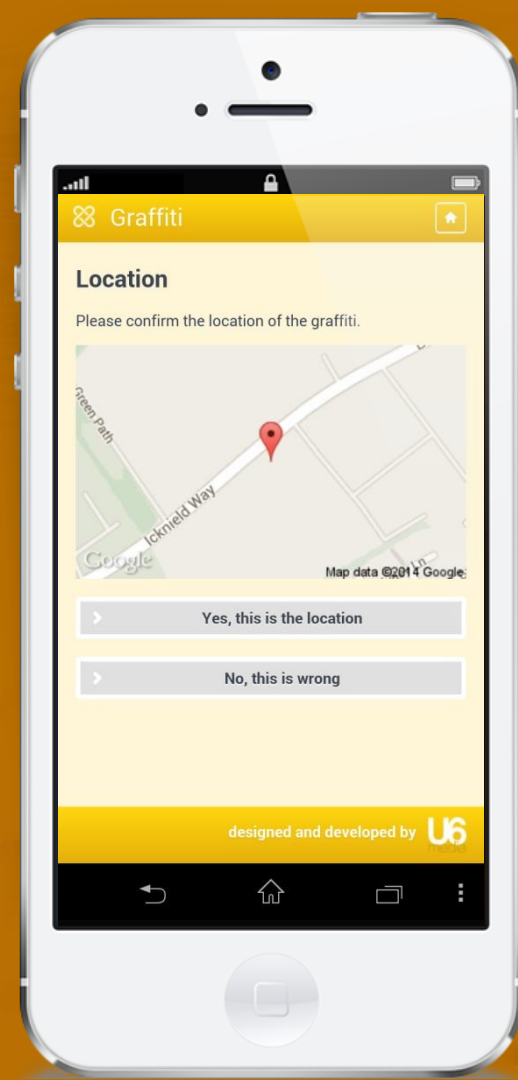


Confirm this is
the Graffiti



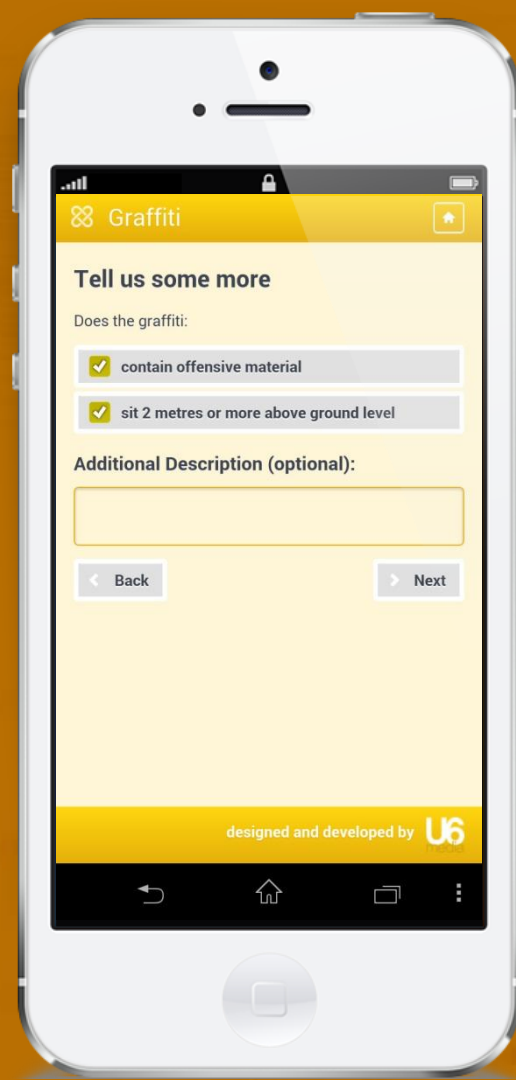
Transitioning

The App will tell you the location and Geo Tag the photo

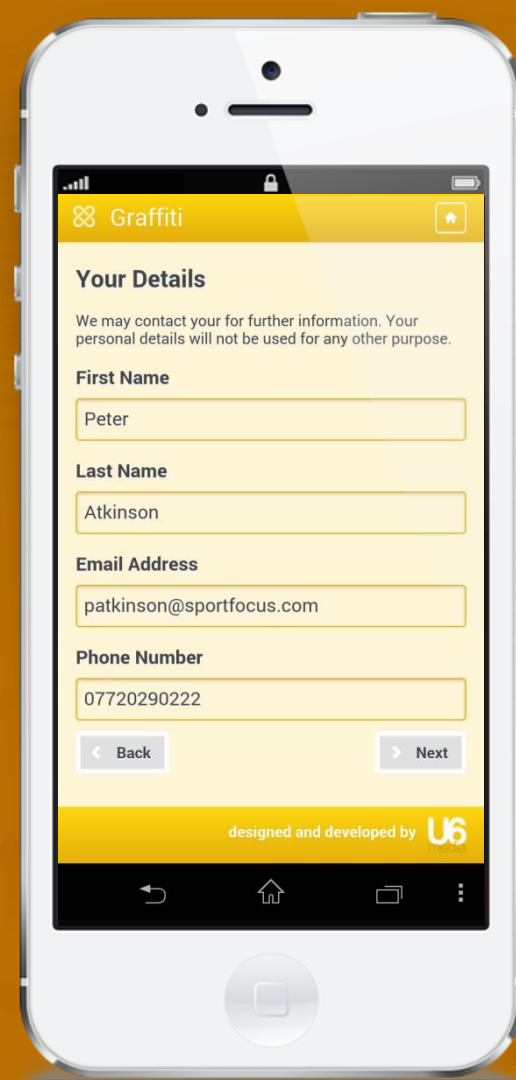


Transitioning

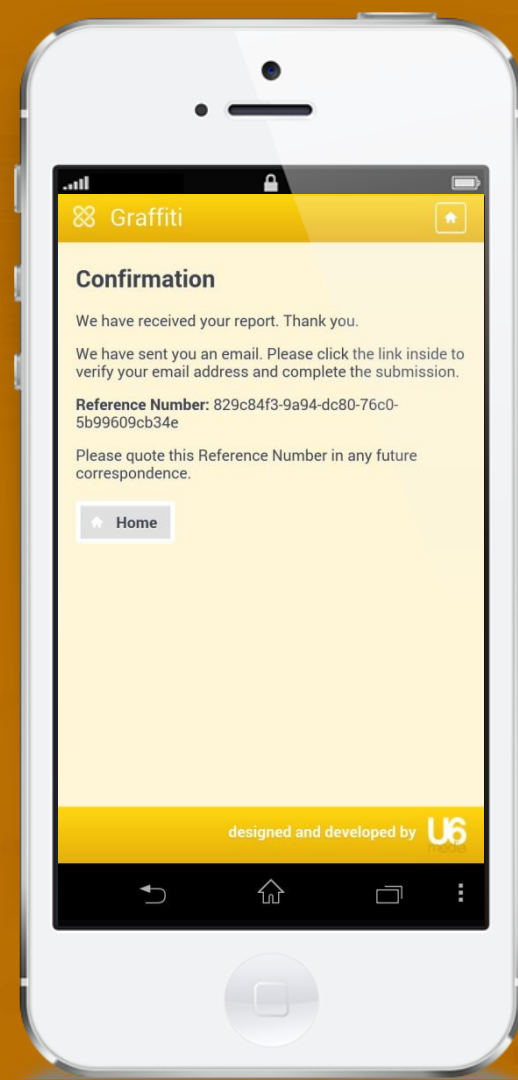
Any series of questions can be asked. Use of tick boxes easier than trying to type



Option to add details or not

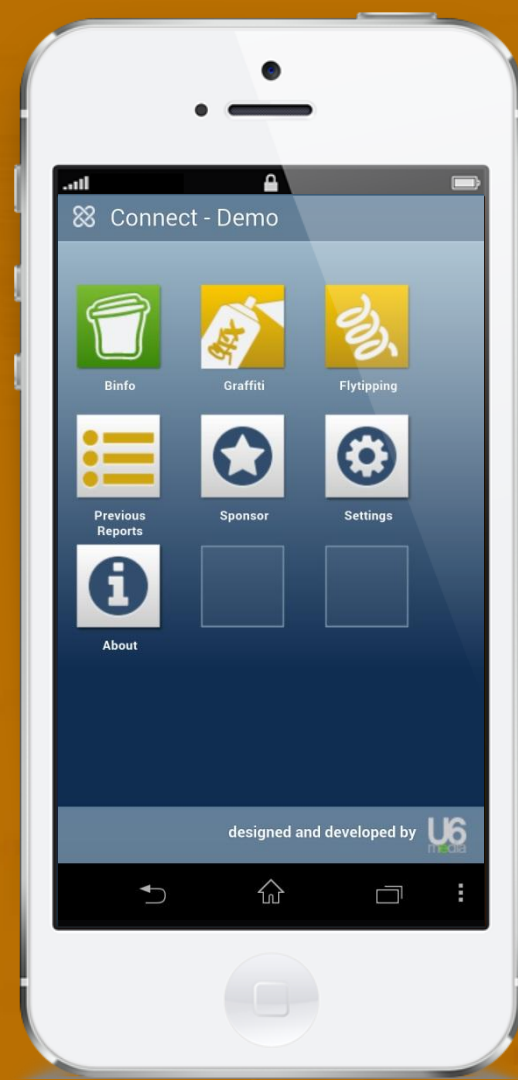


Report sent to Administration system and user will have a report on their phone



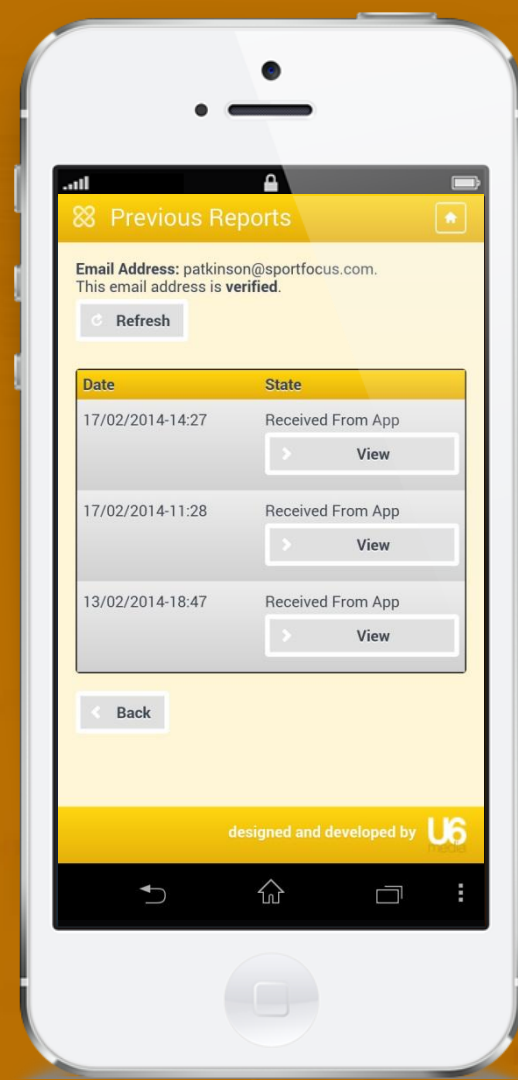
Transitioning

Looking at the
Reports Module



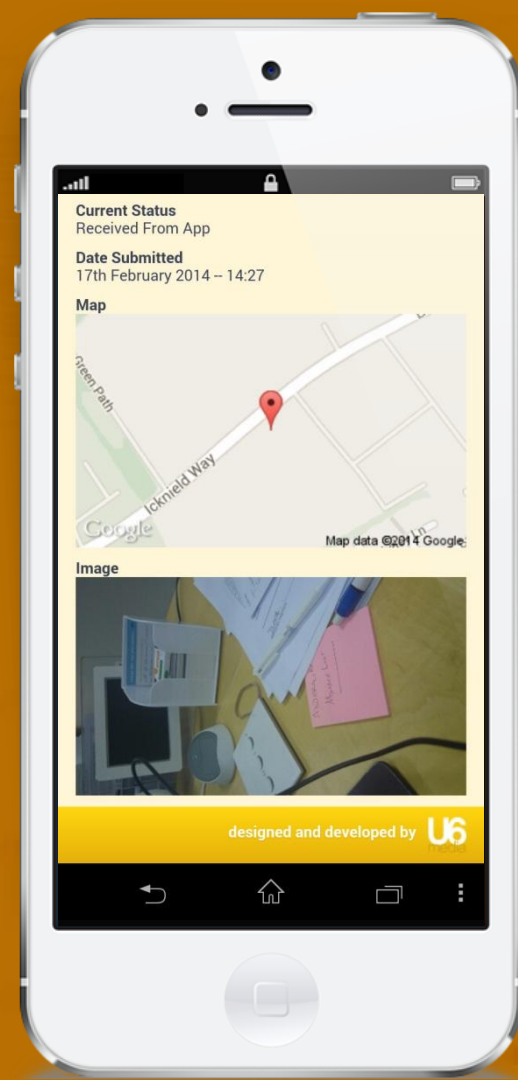
Transitioning

Example of reports



Transitioning

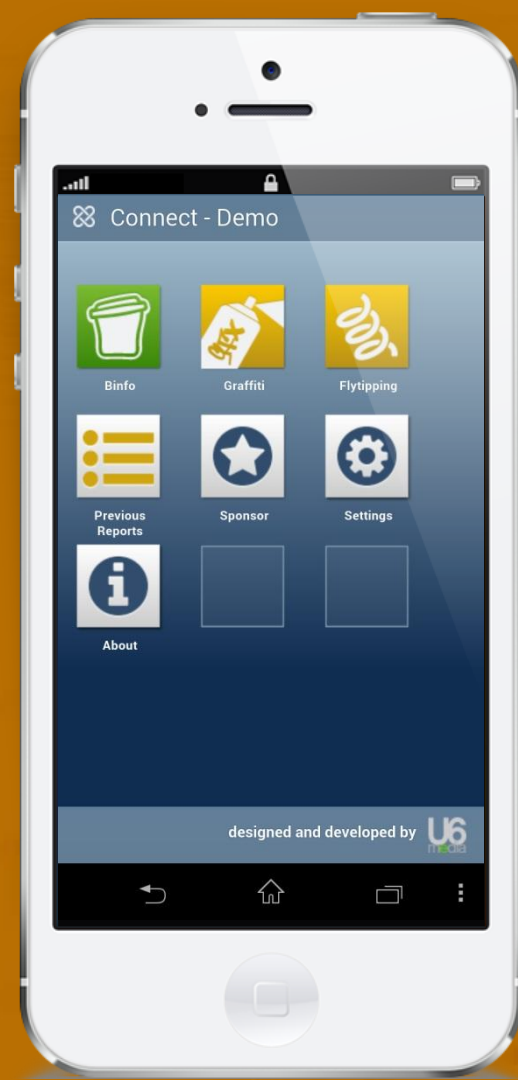
Shows photo
of graffiti
reported and
location map



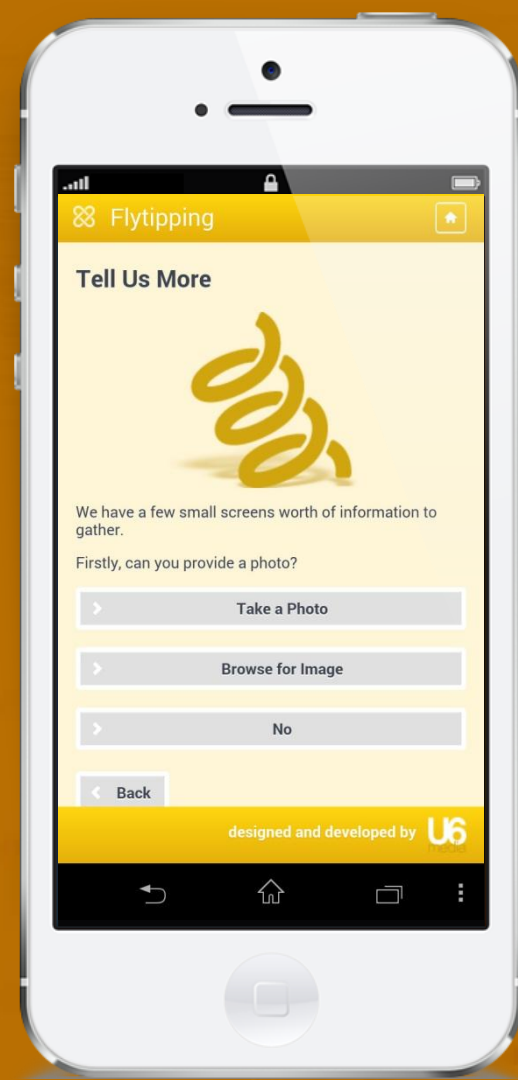
Transitioning

Reporting Fly
Tipping

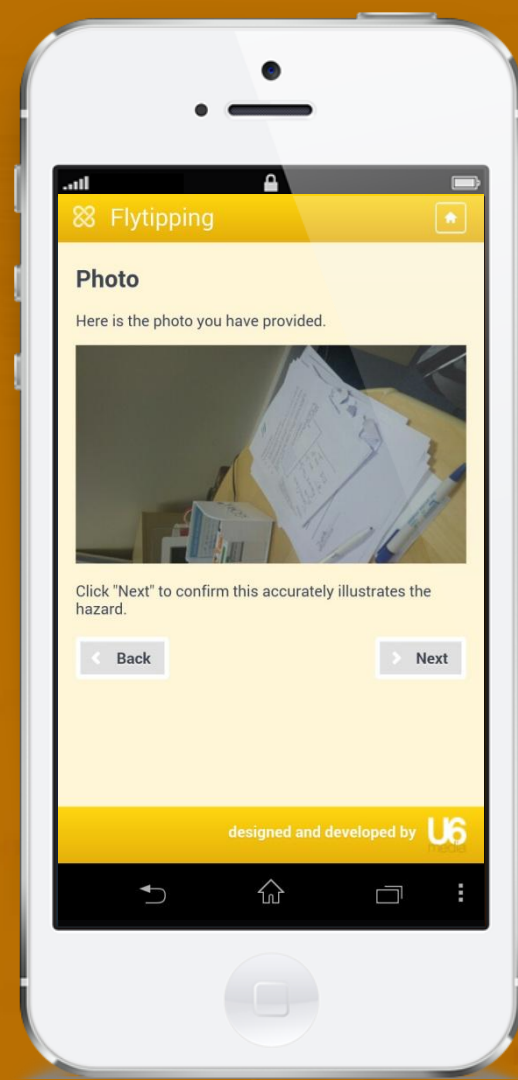
Takes 20 secs



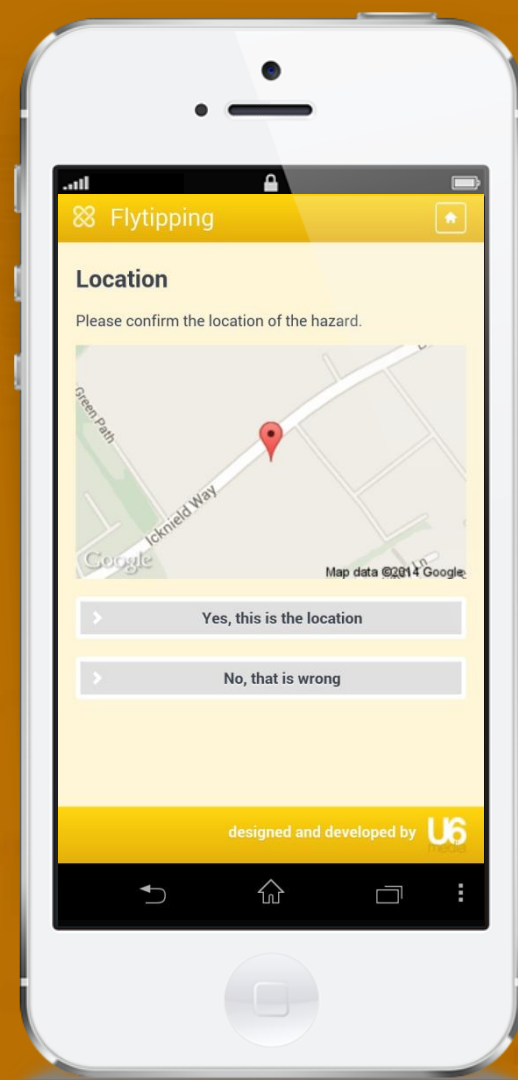
Take a Photo



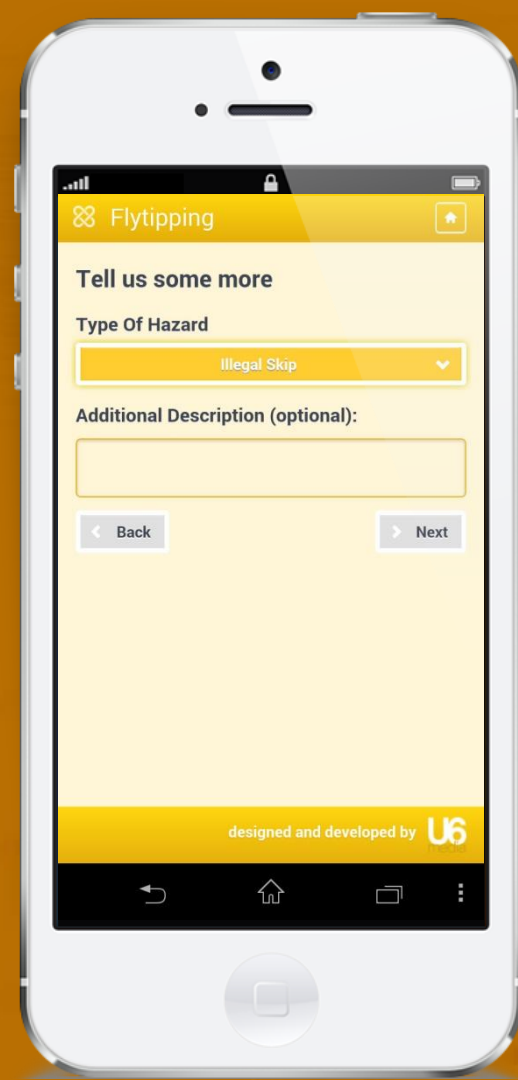
Confirm Fly Tipping Photo



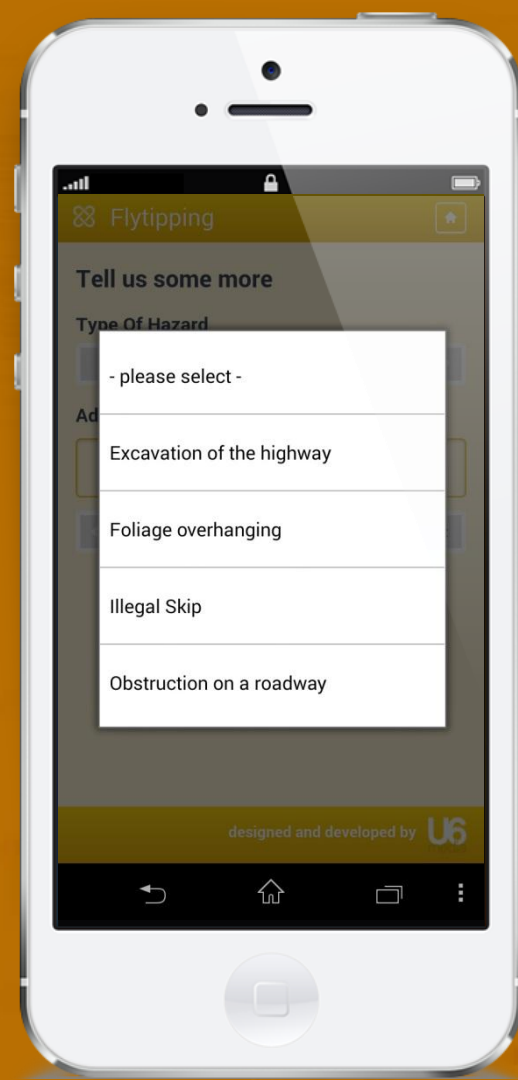
Confirm Location



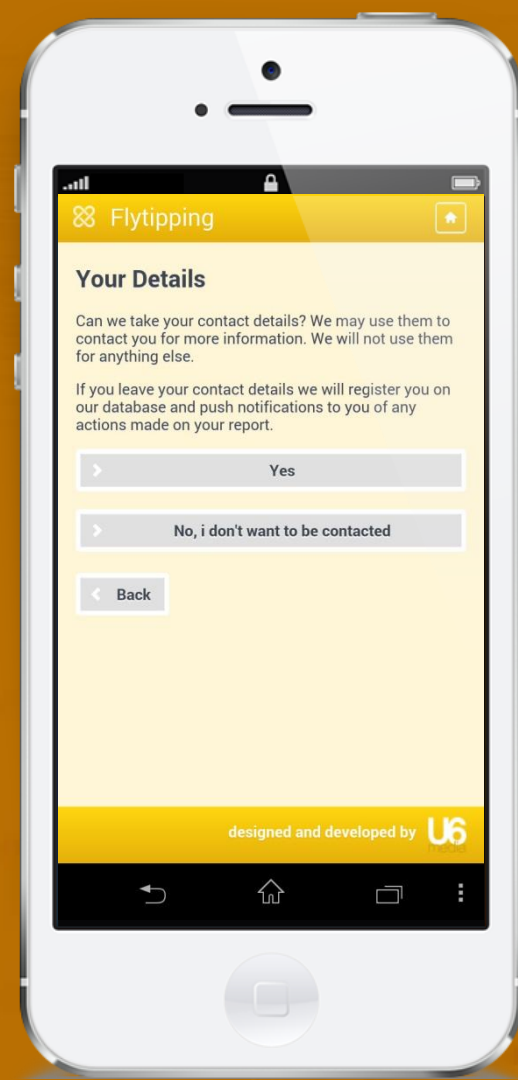
Use drop
down for type
of Fly Tipping



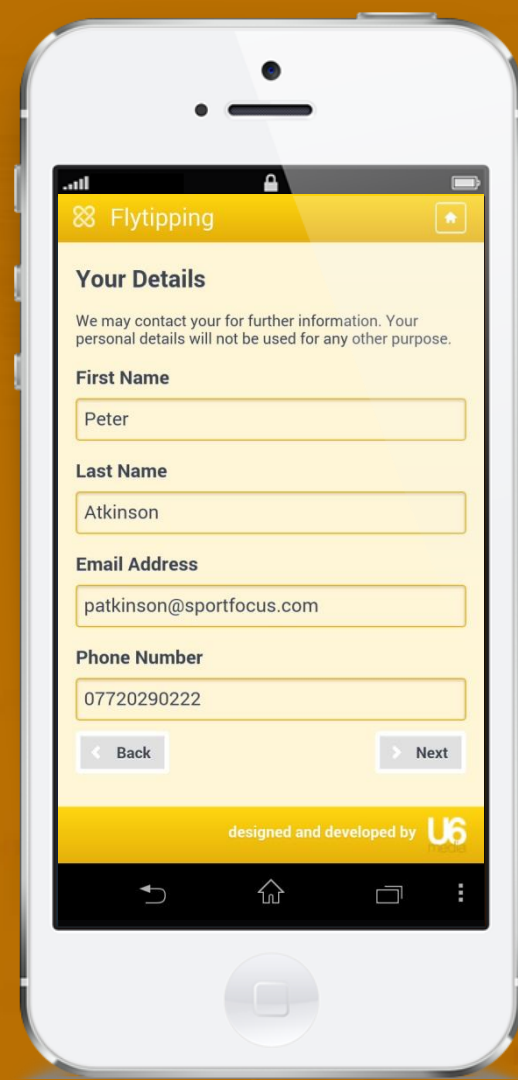
Questions can
be tailored



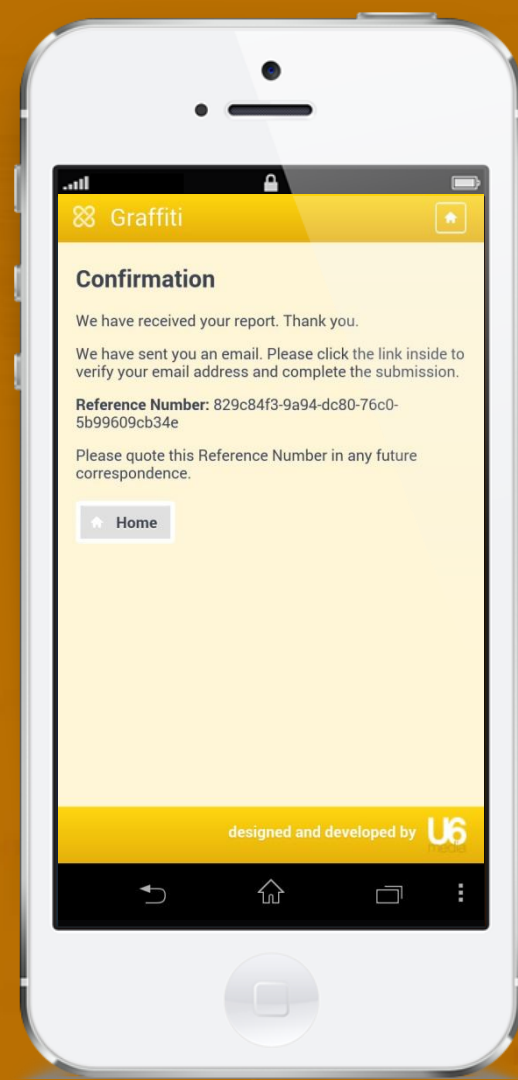
Option to Add Personal details



Transitioning



Report sent to Administration system and user will have a report on their phone



Thank You