



REPORT REFERENCE: **2.1**

LINCOLNSHIRE WASTE PARTNERSHIP

28 FEBRUARY 2013

SUBJECT:	MY WASTE MOBILE PHONE APP
REPORT BY:	WASTE OFFICER GROUP
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BACKGROUND INFORMATION

A report was presented to the meeting of the Lincolnshire Waste Partnership on 6th December 2012 outlining a proposal from a company specialising in the use of mobile phone technology to assist local Authorities to pass information to residents concerning waste and recycling services.

The County Council was prepared to fund the initial introduction of the scheme and a further one year trial, and after due debate the following was resolved:

That the use of this technology and its application in Lincolnshire be explored further with the company involved, and if it was a practical proposition then the scheme be introduced across all Authorities and run for a trial period of one year.

Officers from the County Council began the necessary implementation work by requesting each District to supply their logo and the materials necessary for residents to select their collection zone (map, street listing, address database, etc) and any necessary details not found on websites.

At this point it emerged that those Authorities who are currently replacing their fleet vehicles are being offered a similar app as a part of the 'Bartec' vehicle management system at no additional cost. This may also offer the possibility of residents accessing a wider range of service information than just that related to waste and recycling.

This leaves a situation where some Districts would be faced with having to promote two separate apps both containing broadly the same information. The view being expressed at the recent meeting of the Officer Working Group was that this was not

good from a publicity perspective and could lead to confusion amongst the general public.

However, the cessation of the County Scheme would leave the residents in some Districts without the option of accessing waste and other service details via an app.

The costs quoted in the previous report were based on a county-wide service across all the districts thereby ensuring consistency of access across the whole county.

OPTIONS

The options available to committee are:

1. That the application proposed by the County Council for Lincolnshire is withdrawn and individual Districts are left to pursue the implementation of a waste app within their area if so desired;
2. The original proposal for a centralised use of this technology and its application in Lincolnshire is confirmed and individual district schemes are withdrawn;
3. The option for a limited use of the county app in those districts where the free alternative is not available be explored and implemented if considered feasible.

RECOMMENDATIONS

The Lincolnshire waste Partnership is requested to agree a way forward on this proposal for the use of this technology, noting the possibility of either duplication or a lack of access in some districts.