



LINCOLNSHIRE WASTE PARTNERSHIP

25 July 2013

<b>SUBJECT:</b>	<b>MOBILE PHONE APPS</b>
<b>REPORT BY:</b>	<b>WASTE OFFICER GROUP</b>
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## BACKGROUND INFORMATION

A report was presented to the meeting of the Lincolnshire Waste Partnership on 6<sup>th</sup> December 2012 outlining a proposal from Municipal Media, 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 information from district colleagues and progress was slowly being made behind the scenes.

However, it emerged that those authorities who are currently replacing their fleet vehicles were being offered a similar app as a part of the 'Bartec' vehicle management system at seemingly 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 left a situation where some districts could 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 Recycling Officers was that this was not good from a publicity perspective and could lead to confusion amongst the general public.

Therefore a further report was taken to this Committee on 28<sup>th</sup> February outlining this situation and requesting a steer from the partnership as to what action should be taken. This resulted in the following minute:

*That the Officer Working Group explore the option of using the Bartec waste app across all districts and bring a report back to the next meeting of the Lincolnshire Waste Partnership.*

After halting work with Municipal Media, discussions began with Bartec and it is now clear that the Bartec app does not come as a part of the vehicle management software but would have to be purchased separately.

Bartec do not have currently have an app the same as that on offer from Municipal Media but they have now offered to create an one with near identical functions.

The table below highlights the differences between what the two apps can offer. Both enable individual district sign up or can run on a County-wide scheme.

	<b>Bartec</b>	<b>Municipal Media</b>
<b>Functions:</b>		
A – Z	√	√
Collection Schedule	√	√
Link to maps	√	√
Report a problem	√	√
What goes in which bin	×	√
Links to in-cab tech	√	×
Seasonal Messages	×	√
<b>Contract length</b>	3 Year minimum	1 year minimum
<b>Cost:</b>		
Set up – Scheme 1	£10k	£2.1k
Annual	£6k	£3.5k
Set up – Scheme 2	£5k per district	
Annual	£6k	
<b>Points of interest:</b>	UK based Individual districts can sign up	Canadian based Set up in 6 weeks Promotional launch toolkit provided

Detailed discussions with Bartec have resulted in two options being offered:

1) County Wide Scheme

This comes with one licence and this will need to be universally branded regardless of which district the app was serving, and Bartec have suggested using LCC branding

The set up costs of this are £10,000 plus an annual fee of £6,000.

2) District by District scheme.

Each District has their own licence for the app and therefore branding can be adjusted accordingly.

The cost per district is £5,000 to set up and then £6,000 annually thereafter.

As many or as few Districts as are interested can join up.

From a county perspective it is clear that the Bartec option is considerably more expensive and any district preferring this system would be expected to make a significant contribution toward both the set up and annual costs.

### **OPTIONS**

The options available to committee are:

1. All seven WCAs agree to implement the Municipal Media app as presented to this committee in December;
2. Continue to work with Municipal Media for those WCAs that are interested, but allow for individual districts to work with Bartec, accepting the risk of confusion/bad publicity associated with having 2 near identical apps available in Lincolnshire, and noting the position of the County in respect of funding this option;
3. Enlist Bartec to create an app, either on a County-wide basis or for individual districts and do not use Municipal Media, noting the position of the County in respect of funding this option;
4. Do nothing and do not progress with mobile phone technology any further at this stage.

### **RECOMMENDATIONS**

Committee is requested to agree a way forward on this proposal for the possible use of this technology for the refuse and recycling service.

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