
Report To: Safe, Sustainable Communities Committee

Date: 1/09/2009

**Report By: Corporate Director, Environment and
Community Protection**

**Report No:
ECP/ENV/AB09.19**

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Subject: Real Nappy Promotion

1.0 PURPOSE

- 1.1 The purpose of this report is to update Members on the short-life Real Nappy Promotion from the previous report dated 28th October 2008 and to seek approval for extending the scheme.

2.0 SUMMARY

- 2.1 In September 2008 Inverclyde Council launched their first Real Nappy campaign, endorsed by the Committee and approved a spend of £2,000 in respect of the campaign.
- 2.2 The short life trial was extremely successful and attracted more than 20 applications for funding towards the use of Real Nappies.
- 2.3 Nappies contribute to the amounts of waste being disposed of in landfill. Disposable nappies make up about 2.6% by weight of the average household rubbish in a year.
- 2.4 If approved for extension, funding of £80 per applicant will be granted to 25 parents/carers annually based on proof of purchase.
- 2.5 The campaign will be backed up by support and an awareness-raising campaign informing Inverclyde residents about the promotion and the benefits of using real nappies.

3.0 RECOMMENDATION

- 3.1 It is recommended that the Committee endorse the Real Nappy Promotion as an ongoing campaign.

Alan G Barnes
Head of Environmental Services

4.0 BACKGROUND

4.1 During 2008/09 Inverclyde Launched their first Real Nappy Campaign offering a grant of up to £80 as an incentive for households using Real Nappies.

4.2 The Committee endorsed the campaign and approved the spend of no more than £2000 during the financial year 2008/09. This promotion proved to be extremely popular with new mothers and parents already using Real Nappies.

4.3 The incentive generated a lot of interest and as a result the Waste Strategy Unit received 23 applications for funding totaling a total spend of £1,780. The table below shows the spread of where these applications were generated.

Approved Applications	Town
10	Greenock
1	Inverkip
4	Kilmacolm
4	Port Glasgow
2	Quarriers Village
2	Wemyss Bay

4.4 Details of the incentive scheme have been distributed throughout Inverclyde, initially through various media, including posters, press releases and the Councils website, and has been accepted by health care professionals. As result residents are still enquiring about funding for Real Nappies.

5.0 REAL NAPPY PROMOTION – PROPOSAL TO EXTEND

5.1 The Council are still receiving interest from households wishing to participate in the Real Nappy scheme. It is estimated that around 11,000 nappies are disposed of daily within Inverclyde equating to over 4,000,000 nappies per annum.

5.2 Inverclydes Real Nappy campaign has proven to be very popular amongst users and of the 23 households utilising the system the feedback has been very positive.

5.3 It is therefore proposed to continue to promote the Real Nappy Campaign using the existing communication strategy developed by Waste Aware Scotland as a template offered free to local authorities. Promotional materials include nationally branded posters, strategically displayed in health centres, doctor's surgeries, libraries and Inverclyde Royal Hospital (Rankin Unit), press releases and details of the incentive scheme will be displayed on the Council's website. By continuing to utilise these promotional materials Inverclyde Council will be able to keep their promotion and publicity budget to zero.

5.4 A one off grant of £80 per household would be offered to those households participating in the campaign.

6.0 FINANCIAL IMPLICATIONS

6.1 Financial implications – annually recurring costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
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Waste Strategy	Promotions / Publicity	2009/10	£1,170	n/a	Spend from existing budget.
Waste Strategy	Promotions / Publicity	2010/11	£2,000	n/a	Spend from existing budget.
Waste Strategy	Promotions / Publicity	2011/12	£2,000	n/a	Spend from existing budget.

7.0 CONSULTATION

- 7.1 Consultation for this report has been held with Finance Services.
- 7.2 Environmental services have also consulted with Inverclyde Hospitals Maternity Services and the Scottish Waste Awareness Group to assist in raising awareness and promoting the scheme.

8.0 EQUALITIES STATEMENT

- 8.1 The methodology used in identifying households for inclusion in the Trial Real Nappy Promotion and the impact of reducing such waste long term has a positive benefit in terms of the Councils Equalities agenda.

9.0 REFERENCES

- 9.1 www.goreal.org.uk
Community Health Index (CHI) Extract 5th July 2008
The Nappy Alliance