



Subject:	Update on Real Nappy Scheme
Date:	7 th February 2017
Reporting Officer:	Nigel Grimshaw, Director City & Neighbourhood Services Department
Contact Officer:	Tim Walker, Head of Waste Management

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	Members may recall that in 2015 approval was granted by the Committee to develop a “ <i>Real Nappy Scheme</i> ” within Belfast. The purpose of this report is to inform Members of the results from this scheme, which commenced in November 2015.
1.2	Despite the relative sample size of households which used Real Nappies, the conversion rate is good and would warrant further exploration on a regional basis. This scheme would also strongly support Government messages and intentions around Zero Waste and promoting reuse.
2.0	Recommendations
2.1	The committee is asked; <ul style="list-style-type: none">In light of the results from Belfast, to approve regularising the current scheme within the Service’s budget and to write to the DAERA Minister to make the case to make funding available to support the implementation and promotion of this, or a similar, scheme across Northern Ireland.
3.0	Main report
3.1	In August 2015, the People and Communities Committee agreed to trial a “ <i>Real Nappy Scheme</i> ” with the objective that, should the scheme be successful (i.e. identified a case for continuation of the scheme), a report would be prepared and presented to the Committee to consider if it should write to the Minister requesting that a regional real nappy scheme be

further developed and funded across Northern Ireland. Given the change in Government responsibilities, this will now be the Minister of Agriculture, Environment & Rural Affairs (DAERA).

3.2 In Belfast, uptake of the scheme was very positive with 94 applications. Out of the initial £3,000, a total of £2,462 has been allocated and the scheme is currently continuing until the money is used up, or the financial year-end. The conversion rate from families who trialled real nappies, and converted to using them longer-term, was 42%.

3.3 Real nappies can play a significant role in helping shape a family's attitude to waste generation and recycling.

3.4 The scheme promoted by Belfast had two component parts: (i) a grant to assist the initial purchase of reusable nappies taking part in the scheme with (ii) a refund for the family, if these proved successful, of the monies used to make the initial purchase. This could then be used to purchase additional real nappies.

3.5 Of the 94 applications received, four were from outside the Council boundary and, consequently, were excluded.

3.6 Of the remainder, there were 53 eligible applications of which 22 households converted to reusable nappies on a more "*permanent*" basis. This represents a 42% conversion rate which exceeded the expectations of the Service.

3.7 Of the original £3,000, £2,462 has been awarded and it is proposed to run the scheme until this funding has been exhausted, or until the end of the 2016/17 financial year.

3.8 In addition to the general success of the scheme, the Council has been able to use the scheme to push its message via social media and City Matters. When the page went live on Monday 19th October 2015, it proved an immediate draw – page views for the year are below.

- Page views - 2,224
- Unique page views - 1,970

3.9 Favourable media coverage was also received with the News Letter.

<http://www.newsletter.co.uk/news/environment/green-party-calls-on-council-to-help->

<p>3.10</p> <p>3.11</p> <p>3.12</p>	<p>families-ditch-disposable-nappies-1-6568471</p> <p>Promoting and adopting Real Nappies is a positive way that families can minimise waste, engage with reuse and contribute to moving waste management up the “3 Rs”, waste hierarchy. Such schemes showcase that the Council is serious about pioneering Zero Waste, that items can be reused more than once and that doing so can minimise the impact upon the environment. In this manner, this real nappy scheme, albeit small, helps demonstrate the Circular Economy and, as such, the Council should now write to the Minister to request that the scheme, or something similar, be extended across Northern Ireland.</p> <p>The scheme was low key in terms of funding, but the uptake and conversion to use of Real Nappies is encouraging. Given the success of the scheme, Members are requested to regularise the current scheme within the Service’s budget and to approach the Minister to promote its roll-out on an NI-wide basis with appropriately identified partners.</p> <p><u>Financial & Resource Implications</u></p> <p>The real nappy scheme cost £3,000 per annum which can be accommodated within the Service’s revenue estimates for 2017/18.</p>
<p>4.0</p>	<p>Appendices – Document Attached</p>
	<p>None</p>