

Agenda Item No. 4(g)

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – HIGHWAYS, TRANSPORT AND
INFRASTRUCTURE**

21 June 2016

Report of the Strategic Director – Economy, Transport and Communities

**UPDATE AND APPROVAL FOR THE CONTINUATION OF THE REAL
NAPPY CAMPAIGN**

(1) **Purpose of Report** To advise the Cabinet Member of the progress of the Real Nappy Campaign and seek approval for the continuation of the real nappy incentive scheme.

(2) **Information and Analysis** On 11 October 2007, the Cabinet Member for Environmental Services approved the continuation of the Derbyshire Real Nappy Campaign which began in 2005 (Minute No. 175/07 refers). The campaign aimed to raise awareness of the alternatives to using throwaway disposable nappies by providing information on the range of modern washable nappies available and the benefits, including saving money for households through not having to purchase disposable nappies, along with reducing residual waste sent for disposal.

The campaign included real nappy information events (Nappucinos) which were held across Derbyshire, provision of lending kits for residents to borrow to allow them to try washable nappies before purchasing and a financial incentive of £25 to encourage people to purchase real nappies. The campaign has been promoted through leaflets at events, the Council's website and through local Nappy Advisors who sell real nappies.

A survey completed in 2011 looked at the composition of residual waste in Derbyshire and showed that 5% of the residual waste stream was nappies. In Derbyshire an estimated 9,500 tonnes of nappy waste is sent for disposal every year. Based on current waste disposal costs, the County Council spends over £1 million a year disposing of nappies within residual waste.

Since the start of the campaign in 2005, 2,121 claims for the £25 real nappy incentive have been received. Around 100 claims a year are now received for the £25 Real Nappy Incentive Scheme at a cost of £2,500. Based upon each child using real nappies until being potty trained, this saves the County

Council approximately £10,300 from disposal costs per year plus additional savings when nappies are used for other siblings.

Continuing the real nappy campaign will help Derbyshire households to make an informed choice about the type of nappies they wish to use.

(3) **Financial Considerations** The proposed costs can be contained within the Waste Management revenue budget.

(4) **Environmental and Health Considerations** The County Council is committed to increasing sustainable waste management solutions across the whole County.

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, property, social value and transport considerations.

(5) **Key Decision** No.

(6) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(7) **Background Papers** Held on file within the Economy, Transport and Communities Department. Officer contact details – Philippa Roine, extension 39796.

(8) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member approves the proposal to continue the Real Nappy Incentive Scheme for the next two years at an approximate cost of £5,000.

Mike Ashworth
Strategic Director – Economy, Transport and Communities