

Real Nappy Campaign

Report of the Real Nappy Working Group

Recommendation; It is recommended that Members note the report and continue to support the Real Nappy Campaign.

1. Summary

This report outlines current activities of the Real Nappy Working Group. It provides an update to the Devon Real Nappy Project and Real Nappy Week 2006.

2. Current Activity

The Real Nappy Group membership has undergone a recent change following Carol Arthur's departure from the group. The group would like to thank Carol for her work on the campaign. Membership now consists of the following members:

Nicky McInnes – Devon County Council
Paul Marten – Plymouth City Council
Iain Stevens - Teignbridge District Council
Ruth Edwards – South Hams District Council

Devon Real Nappy Project

Since its official launch in January, 3 people have signed up to the interest free loan offer from SureStart Children's Centre in Bideford. The project steering group is to hold its first meeting on 25 May to discuss developments so far and how the project can progress from here.

The project is about to expand into the West Devon and South Hams area due to interest from the Devon Lanes Credit Union. The Real Nappy Group was approached by the Credit Union after hearing about the project and asked if it could include residents within their remit. Funding will be made available from Vos Amis (a dept redemption charity) on a first come first served basis and is not restricted to SureStart members only. Therefore, any parent in receipt of benefits (not including family tax credits) living within the boundaries of the credit union can benefit from interest free loans. These areas include:

West Devon

Bere Ferrers	Lewtrenchard	Walkhampton
Bradstone	Lifton	Whitchurch
Brentor	Lydford	
Buckland Monachorum	Marytavy	
Coryton	Marystow	
Dartmoor Forest	Meavy	
Dunterton	Milton Abbott	
Gulworthy	Peter Tavy	
Horrabridge	Samford Spiney	
Kelly	Tavistock	
Lamerton	Thrushelton	

South Hams

Ashprington	Aveton Gifford	Berry Pomeroy	Bickleigh	Bickleigh
Blackawton	Brixton	Buckland Tout Saints	Charleton	Chivelstone
Churchstow	Cornwood	Cornworthy	Dartington	Dartmouth
Dean Prior	Diptford	Dittisham	East Allington	Ermington
East		Frogmore & Sherford	Halwell and	
Portlemouth			Moreleigh	
Harberton	Harford	Holbeton	Holne	Ivybridge
Kingsbridge	Kingston	Kingswear	Littlehempston	
Loddiswell	Marlborough	Marldon	Modbury	
Newton & Moss	North Huish	Rattery	Ringmore	Salcombe
Shaugh Prior	Slapton	South Brent	South Huish	
South Milton	South Pool	Sparkwell	Staverton	
Stoke Flemming		Stoke Gabriel	Stokenham	Strete
Thurlestone	Totnes	Ugborough	Wembury	
West Alvington		West Buckfastleigh	Woodleigh	Yealmpton

Teignbridge

Buckfastleigh

The project is also expected to expand into SureStarts in Plymouth later this year.

Royal College of Midwives Conference 9 - 12 May

Carol Arthur and Nicky McInnes were invited to assist WRAP at a real nappy exhibit during the RCM conference in Torquay. Midwives from Torbay, Plymouth and North Devon were amongst those who visited the exhibit, which displayed examples of modern real nappies and aimed to promote the benefits of real nappies to the healthcare profession.

Real Nappy Week 24th – 30th April

The group held a series of successful roadshows at the following locations:

- Torridge – 24 April.
- Plymouth - 25 April - The stand attracted an estimated 200 visitors throughout the day despite the weather many of whom took leaflets away and expressed an interest in using cloth nappies on their children. What was particularly noticeable and encouraging was the number of young parents who were interested.
- West Devon – 27 April.
- Torbay – 28 April.
- Teignbridge – 2 May - The opportunity was invaluable for improving links with existing local nappy reps. The nappy mountain attracted sufficient distaste and info generally was well received by visitors to the trailer. Experience has shown that supermarket entrances offer a far greater impact / value than town centre locations.

Local nappy advisors were invited to attend each event to provide expert advice and strengthen links with district officers. A nappy mountain was also on display at each location (except Torridge) which demonstrated the amount of disposable nappies a baby uses in one year.

Exeter City Council held an 'All Things Green and Parenting' event which was held at the St Sidwell's Centre, which was well attended by prospective and existing mums. A nappy mountain was organized outside the civic centre which received an excellent response with a lot of interest and general enquiries.

The week received coverage from Radio Devon, Gemini FM, The Citizen (ECC newsletter) and The Evening Herald.

3. Nappuccinos

A series of nappuccinos have been arranged by a local nappy agent, Jeanette Mullins. They are to be held on the following dates:

- **Ivybridge**-South Dartmoor Leisure Centre-Leonards Road, Ivybridge PL21 0SL-01752 896999-Starting 3rd May 10-12 am then first Wednesday of every month.
- **Kingsbridge**-Quayside Leisure Centre-Ropewalk, Kingsbridge Devon TQ7 1HH-01548 857100-Starting 9th May 10-12 am then second Tuesday of each Month.
- **Totnes**- Totnes Pavilion-Borough Park Totnes TQ9 5JG-01803 862992-Starting 11th May 10-12am then June 15th.

Jeanette has also contacted local officers at West Devon Borough Council to arrange further nappuccinos at council premises.

4. Cost of Disposal

Councillor Giles requested the disposal cost of one baby's nappies to be calculated. This has been calculated as follows:

A baby uses an average of 5 nappies per day.

A baby requires nappies for 2.5 years = $5 \times (365 \times 2.5)$

Each soiled nappy weighs on average 182.23gms

Therefore total weight of nappies produced in babies life = $(5 \times (365 \times 2.5) \times 182.23) = 831,424.4 \text{ gms} = 831.42 \text{ kgs}$ or 0.831 tonnes

Average estimated disposal cost per tonne = £45 landfill gate fee + landfill tax) + LATS credit cost @£20 pt = £65 PT

Therefore cost of disposal = $65 \times 0.831 = £54$

5. Other Types of Incentive Schemes

Cllr Carson requested the Group to investigate the success of various countrywide incentive schemes. The group advises DAWRRC members to await evaluation results from the WRAP funded incentive schemes which are due to be reported in August.

6. Incentives for All

Councillor Carson also requested that all groups are considered when offering incentives, not just groups on low income. This was discussed before the current scheme was agreed, however the funding of the loans was only available from SureStart on the condition it would be used to benefit SureStart members. The funding for the expansion into the Devon Lanes

Credit Union area is funded by Vos Amis who specified that, as a charity aimed at helping people out of dept, the loans should only be given to families on low income.

7. Conclusion

The promotion of real nappies in Devon is continuing to grow and it was apparent during recent roadshows that more people are aware of the alternatives to disposable nappies.

The real nappy working group is working closely with local nappy advisors who are keen to visit local groups, clinics etc to advise parents about the benefits of real nappies. The working group aim to support the advisors as much as possible by providing promotional literature eg posters and leaflets to hand out at talks and assist with the organisation of nappuccino mornings wherever possible.

The Devon Real Nappy Project continues to allow parents on low incomes to buy real nappies and the expansion will increase awareness in these areas.

Real Nappy Working Group

Electoral Divisions: All

Local Government Act 1972

List of Background Papers

Contact for enquiries: Nicky McInnes

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Background Papers	Date	File Ref.
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None

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sc/real nappy campaign
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