

DEVELOPMENT OF BUCKINGHAMSHIRE REAL NAPPY INITIATIVE
Entrust Reg. No: 760828.302

**Final Report Prepared for GrantScape
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Executive Summary

Background to the Project

The Waste Strategy for Buckinghamshire (WSB) was formally adopted by the Bucks local authorities in July 2002. The Strategy set out a series of initiatives each authority was required to implement in order to meet their statutory recycling and composting targets.

Based on the recognition that waste minimisation is at the top of the waste hierarchy, waste minimisation lies at the heart of the WSB. Accordingly the WSB set out a number of short and medium-term waste minimisation initiatives.

Amongst these, the development, delivery and promotion of an effective countywide Real Nappy Initiative was seen as a key waste reduction project, helping to reduce the amount of disposable nappy waste being thrown out in household rubbish.

Before rolling-out the Real Nappy Initiative (and as part of this Project) in order to determine its future direction and promotion, it was agreed that the first priority should be to find out the views of Buckinghamshire parents about current nappy practice, whether real nappies were being used and whether further support/advice was required. This survey was undertaken on the Council's behalf by NEMS Market Research.

Project Funding

To support the financing of the Project, an application was made by the Council to GrantScape in 2002 for a grant under Object CC of the Landfill Tax Credit Scheme (now the Landfill Communities Fund). A two-year grant of £52,544.00 was subsequently awarded by GrantScape in September 2004 to assist delivery of the Project.

Outcomes of the Project

The main Project Outcomes were as follows:

- Appointment of a Real Nappy Development Officer
- Completion of survey of 500 Buckinghamshire parents
- Production and distribution of 85 Real Nappy Toolkits to Buckinghamshire GP's
- Implementation of £30 Cash Back Incentive Scheme
- Purchase of 5000 Real Nappy Guides

Conclusions

This Project has enabled the development of the Bucks Real Nappy Initiative to the extent that:

- Current real nappy usage trends can be charted over the coming years
- An established real nappy network within Bucks exists, providing information, support, advice, opportunities to try nappies before buying, laundry services, and the ability to purchase real nappies and accessories locally. This network is aiming for partnership working over the coming years.
- Over the last 2 years, all enquiries about real nappies have been directed and received by the Initiative. All enquirers have received a free information pack detailing all local information available, how and why to switch to real nappies along with a £30 Cash Back claim form. Additional fact files with specific real nappy advice have also been developed and dedicated web pages make information as accessible as possible.

- A total of **434** successful claims for £30 Cash Back had been received within 18 months of the launch (June 2005-December 2006)
- A total of 50 Health Professional Real Nappy Toolkits have been developed, disseminated to health professionals who work directly with antenatal or postnatal parents
- **An estimated 293 tonnes per annum of disposable nappy waste has been potentially diverted by the parents of the 434 real nappy children in the county (those who had claimed Cash Back between June 2005-December 2006). With a potential saving of: £29,699.**
- Additional benefits have been the development of Childminder Real Nappy Library Kits; the establishment of Bucks Real Nappy Exchange (for parents to pass or sell on 2nd hand nappies); and national recognition following Real Nappy Week 2005 and 2006, with the award of Runner-up for Large Campaign for 2 years running.

Proposed Next Steps

In terms of the future for this Project, the Joint Waste Committee for Buckinghamshire has agreed to fund the post of Real Nappy Development Officer on a permanent basis which is excellent news and ensures project continuity. Furthermore, based upon the outcomes of this Project, they have also agreed continued funding of the £30 Cash Back incentive scheme for 2007.

Dissemination of the 50 Health Professional Real Nappy Toolkits will continue, with tailored training on handover to: health visitors, midwives, antenatal/postnatal teachers, real nappy advisers.

Extra funding has been secured to extend the provision of Real Nappy Library Kits across the county so parents have easy access to borrow them. Joint working with SureStart Children's Centres will ensure training for staff, distribution of Real Nappy Toolkits for display purposes and Real Nappy Library kits for parents on low-income to borrow locally.

So funding of £10,000 has been secured for this provision via Bucks County Council for the financial year 2007/2008 to provide the following:

Development of 10 parent real nappy library kits - to be placed with current and new real nappy advisers around the county. Provide funding to local real nappy support group, BARNs, to update their 8 existing real nappy library kits. Also the development of parent real nappy library kits to be placed at the new SureStart 'Childrens Centres' that are being established around Bucks. Research and develop a Low-income Real Nappy Grant for low-income parents to help provide a real nappy start-up kit. *Note: Children's Centres are part of the national SureStart programme. Centres are being build in areas across Bucks where families on low-income live, to provide support, guidance and information to young families.*

Additional milestones will be set to research the following areas:

- Development of Childminders and Nurseries Real Nappy Policies in Bucks - to remove the barrier that prevents the continuation of real nappy usage on real nappy children whilst they are with a childcare provider, and remove childminder 'business' disposable nappy waste from their household waste stream.
- Research current NHS disposable nappy clinical waste costs for local hospitals, and PCT trusts and Bucks CC based nurseries. Research Social Services disposable nappy provision for children with special needs.

It can therefore be concluded that the foundations laid down under this Project will continue to be built upon for the foreseeable future.

Project Approach

The Project was developed as one of the waste reduction initiatives identified as part of the Waste Strategy for Buckinghamshire. The Waste Strategy for Buckinghamshire has been developed by all local authorities in Buckinghamshire, namely Buckinghamshire County Council, Aylesbury Vale District Council, Chiltern District Council, South Bucks District Council and Wycombe District Council.

The grant funding application to GrantScape was supported by all the local authorities in Buckinghamshire. The agreed funding 'milestones' that needed to be achieved over the Project's 2 year duration are listed below.

Project Outputs:

Milestone 1:

Employment of Real Nappy Development Officer – Part Time (20 hrs)

Development Officer: Janice O'Flynn-Mundin

Start Date: 1st December 2004

Project End Date: 31st January 2007

Original Funding Allocation: £29,544

1.1 Objectives of Post: to develop the Initiative further in accordance with the milestones stipulated.

- Run drop-in seminars
- Set up Cash Back Incentive scheme
- Distribution of GP and Midwife toolkits
- Talks to antenatal and postnatal groups
- Development of monitoring and evaluation of real nappy scheme

Milestone 2:

Conduct a survey amongst 500 new and expectant parents to establish:

- **Extent of use of real nappies**
- **What would encourage parents to start using real nappies**
- **If they 'buy their own' or use a laundry service**
- **The need for further support**

Original Funding Allocation: £5,000

2.1 Summary of Survey Results:

The Development Officer sought the services of Richard Cooper - NEMS Market Research – and, together, developed 3 questionnaires targeting new, expectant and existing real nappy parents. The research collated the views of 439 parents in total and established Current Real Nappy Usage in Bucks base-line data of just 66 'real nappy' parents who were identified at the time (May-July 2005). A copy of the survey and full results are attached. [Appendix A](#)

An encouraging finding illustrated that over a third of expectant parents (35%) **had considered using** real nappies after the birth of their baby, although interestingly very few (3%) **planned to use** real nappies, while around half of them (16%) planned to use a mix of both real nappies and disposable ones. Of the parents this percentage increased: 44% **had considered using** real nappies after the birth of their baby, although only one (<1%) **planned to always use** real nappies, while slightly more (7%) planned to use a mix of both real nappies and disposable ones. Almost all (92%) were using disposable nappies at the time of the research. These results were an encouraging surprise as we didn't expect to see such a high number (approx. 40%) 'considering' to use real nappies. These statistics also indicate that something was missing (perhaps opportunity or education), because even though there were a large proportion of parents considering real nappy usage the actual 'uptake' of usage was the bare minimum.

Through the research, the parents continued to identify areas that would have encouraged them to explore using real nappies: information, education to dispel myths, support, opportunities to see them locally before baby was born, and try before they buy. These are all areas that any nappy initiative could concentrate on to make it easier for parents who are **considering** real nappy usage to make it a viable possibility. Parents do not have time to hunt down information, support and retail outlets once baby is born.

The last 4 weeks of the antenatal period is a critical time for expectant parents to make their final decisions/plans, where time is available before baby arrives. Physically seeing and handling the nappies at this point could potentially increase the chances of an expectant parent choosing to use them. Interestingly only 17% wanted information about Cash Back incentives.

2.2 Summary of Survey Conclusions:

A report detailing the findings was produced: Bucks Nappy Usage Research 2005 and has been disseminated as widely as possible and has been made available on www.recycleforbuckinghamshire.co.uk and through www.grantscape.co.uk websites.

It is strongly advised that if any other local authority wishes to establish a real nappy initiative that they also undertake their own local survey/research prior to deciding on which issues to tackle first, as the result may greatly differ from expectations or indeed give credibility to planned areas!

These particular findings showed us that the battle was not in *convincing* parents to *consider* using real nappies but in removing the barriers which prevented them from making an informed choice in the first place.

2.3 Survey Approach:

Following initial contact with local groups and the initial development of the Real Nappy Information packs, the next crucial area to look at was to conduct the Bucks Nappy Usage Survey 2005. No other survey had been conducted within Buckinghamshire, so this was an opportunity to raise the issue of current nappy usage in the county, receive feedback from Bucks residents (new and expectant parents), establish current trends of nappy usage, establish 'Baseline' data, and clarify whether our plans for Real Nappy development was in agreement with the findings or whether we had to readjust our approach.

Richard Cooper of CM Research & NEMS Market Research was contacted to help develop this milestone. After initial discussions it was decided to develop a 2 stranded approach and employ fieldworkers to allow us to cover the whole of the county over a period of 4 weeks. A total of 3 questionnaires were developed by the Real Nappy Development Officer, Janice O'Flynn-Mundin and refined by Richard Cooper. The questionnaires were broken into 2 strands:

1st STRAND: the 1st Strand was divided into expectant parents and current parents. These questionnaires were used in specifically targeted areas to 'catch' as many of these parents as possible. Standing in a town centre hoping to catch these parents would have been a very 'hit and miss' approach, so we targeted the 2 antenatal clinics held in the 2 hospitals in Bucks: Stoke Mandeville Hospital and Wycombe General Hospital. This meant we had a high turnover of the target group. We also wanted to catch parents who were postnatal (after baby was born up to 1 year of age) so Health Visitor Postnatal clinics were selected across the county along with 1 NCT Postnatal group. Face-to-face interviews allow for a higher quality of response. This approach saves a lot of research time. We had a target of 500 parents to speak to which equates to 10% of the 5,000 babies that are born in Bucks each year. We managed out of all the questionnaires to speak to approximately 439 during the selected 4 week period. The 2 questionnaire templates that were used in the 1st Strand are attached:

[Appendix B](#)
[Appendix C](#)

1st STRAND SURVEY RESULTS: A total of 358 face-to-face interviews were conducted during June 2005, amongst expectant parents in Stoke Mandeville Hospital and High Wycombe Hospital and amongst new parents in clinics across the county. The results highlighted some of the following:

- Those planning to use disposable nappies said they had **specifically chosen to do so because** 'they are convenient / easy', which was mentioned by the majority (70%); with a further 38% saying it was because 'I don't have to wash them.' A further 15% mentioned 'time constraints' and 13% said it was because 'I can throw them away.'
- An encouraging finding illustrated that over a third of expectant parents (35%) **had considered using** real nappies after the birth of their baby, although interestingly very few (3%) **planned to use** real nappies, while around half of them (16%) planned to use a mix of both real nappies and disposable ones. Of the parents this percentage increased: 44% **had considered using** real nappies after the birth of their baby, although only one (<1%) **planned to always use** real nappies, while slightly more (7%) planned to use a mix of both real nappies and disposable ones. Almost all (92%) were using disposable nappies at the time of the research. These results were an encouraging surprise as we didn't expect to see such a majority 'considering' to use real nappies. These statistics also indicate that something was missing (perhaps opportunity or education) because even though there were a large proportion of parents considering real nappy usage the actual 'uptake' of usage was the bare minimum.
- Through the research, the parents continued to identify areas that would have encouraged them to explore using real nappies: information, education to dispel myths, support, opportunities to see them locally before baby was born, and try before they buy. These are all areas that any nappy initiative could concentrate on to make it easier for parents who are **considering** real nappy usage to make it a viable possibility. Parents do not have time to hunt down information, support and retail outlets once baby is born. The last 4 weeks of the antenatal period is a critical time for expectant parents to make their final decisions/plans, where time is available before baby arrives. Physically seeing and handling the nappies at

this point could potentially increase the chances of an expectant parent choosing to use them. Interestingly only 17% wanted information about Cash Back incentives.

- Those using disposable nappies would **expect to find information about real nappies** in a variety of places, with 40% saying from 'midwives'; 37% from 'a healthcare professional'; 36% from 'the maternity hospital' and 32% mentioned their 'pregnancy information pack.' 30% said their 'GP's surgery' and another 19% said 'from retailers.'

Interestingly, only 11% expected to obtain real nappy information from their local authority. Real nappies are seen as an issue the health professionals should be advising on, yet in reality no time is dedicated to providing this information. Midwives and Health Visitors are not given any training on real nappies other than how to put on a disposable nappy; preventing nappy rash issues and toilet training (Health Visitors).

These particular findings showed us that the battle was not in *convincing* parents to *consider* using real nappies but in removing the barriers which prevented them from making an informed choice in the first place.

2nd STRAND: The 2nd Strand was trying to 'catch' existing real nappy parents that were in the county as there was no existing data of how many parents were actually using real nappies on their children and what their current nappy trend patterns were. These results form our baseline data. Real nappy parents (at the time of the research: May-July 2005) were very hard to track down as many were using real nappies in isolation and generally didn't know one another or even mention their usage. To tap into these parents we had to establish all the known real nappy outlets in our area and nationally. Contact was made with local and surrounding nappy laundry services, real nappy advisers (generally real nappy mothers who have set up their own real nappy business/advisory service) and real nappy internet providers. The WRAP and WEN website databases were a very good source and starting point to obtain this information.

Prior to the survey being conducted, the Development Officer had already approached all the local outlets initially, laying foundations of future partnership working. This meant that it was easier to ask for help with the research. Encouraging a shared ownership and input into the research was a very good way of establishing the first example of partnership working and forged excellent relationships that were built on over the next 18 months.

As the 2nd Strand questionnaire relied on the parent receiving the questionnaire 2nd or even 3rd hand via a number of routes, **and** the motivation of the parent to complete the questionnaire and return it promptly, we decided to offer an incentive. Every completed questionnaire received was entered into a £50 Free Prize Draw to win a Real Nappy Voucher from their favourite real nappy retailer. The incentive encouraged real nappy parents to complete the questionnaires although the quality of response wasn't as good as we would have liked: we were relying on their interpretation of the questions and how detailed they were in responding.

Face-to-face interviewers can encourage recipients to expand on any answers etc. It was impossible to arrange face-to-face interviews in the 2nd Strand approach, as we were relying on our contacts to raise awareness of the research amongst their clients and to disseminate the questionnaires as widely as possible. Data protection issues meant that questionnaires had to be disseminated by the contacts. The 2 questionnaire templates that were used in the 1st Strand are attached.

Appendix D

2nd STRAND SURVEY RESULTS: A total of 300 questionnaires were disseminated via the known outlets. 81 completed questionnaires were received amounting to just under a 27% return rate. Some parents who completed the self-completion questionnaires were discounted as their children weren't using real nappies at the time of the questionnaire. Some had recently stopped using or had finished using them within the past year. However, after discounting these parents and combined with the face-to-face interviews, it was established that **66 Bucks parents were using real nappies at that time** of the research (April – May 2005).

However, having pulled together all the data from all the parents who claimed Cash Back to date, (which included parents who had provided evidence that showed they were using real nappies at the time the research was conducted but who didn't complete a questionnaire), more real nappy parents were found. So the actual baseline figure for the number of real nappy parents/households in May 2005 was: **92. This demonstrates, on hindsight, just how effective the dissemination of questionnaires was and how accurate the final research data was.**

The following was established:

- Those who use real nappies were asked to rank a **range of reasons for using real nappies**. The top 3 reasons were:
 1. The impact of disposables on the environment
 2. The health of their child (concerns about chemicals in disposables, control over material)
 3. Financial implications (savings compared with buying disposables)
- 58% of those using real nappies **washed their own nappies**. Of those washing their own 48% used a nappy supplier and 11% bought or were given a second hand set.
- Only 2 respondents said they used a real nappy laundry service. Very few parents are opting to use nappy laundry services even though laundries 'take away' the inconvenience of washing the nappies from the parents. New and expectant parents claimed that the reason for using disposables were because they didn't have to wash them. Yet in reality real nappy parents are opting to wash their own. Whilst laundry services are comparable in cost and even offer a saving against purchasing disposables, it could be that the 'pre-fold' nappy system that laundry services offer could be putting a lot of parents off using the laundry in the first place. The pre-fold system is considered quite dated now, compared with the new designs of nappies coming onto the market and parents mentioned that they did not like the fact that they 'share' the nappies with other families i.e. they don't have their own nappies laundered and returned.

The parents who claimed Cash Back also echoed this trend with only 10 parents using a local laundry service between July 2005 to date.

2.4 Survey Conclusions:

A Bucks Nappy Usage 2005 Conference was held in October 2005 to feedback all the findings to any interested parties, including all those who had taken part along with all the partner real nappy organisations. WEN, WRAP and local NHS Hospital Trusts and PCT members were invited.

Response from Bucks NHS Hospital Trust and PCT: The impact that this survey has had on Bucks NHS Hospital Trusts and PCT has been non-existent. Disappointingly, following the Conference and an invitation to the NHS Trusts for partnership working in light of the research findings no response was received. This echoes other countrywide nappy initiative's

experiences that the NHS doesn't seem to want to deliver real nappy education. Bucks patients have highlighted, via this research, that they expect real nappy information to come from the health professional NHS sector and not a local authority. Bucks Real Nappy Initiative does, however, recognise that, along with the rest of the country, Bucks NHS Hospital Trust is in the middle of major restructuring and the 4 PCTs in Bucks are just about to shift back to a unitary Bucks PCT as opposed to a split structure.

The Initiative has continued to develop the Health Professional Real Nappy Toolkits, which will be distributed to health professionals who express an interest in developing real nappy education. Training will be given prior to toolkits being handed over so the research results will be referred to again (along with any other updated data), highlighting the need for health professionals to deliver real nappy education during the antenatal and postnatal periods.

**Impact and conclusions of the Environment Agency's (EA)
Life Cycle Assessment (LCA) of Disposables and Reusable Nappies In the UK MAY 2005
Research conducted by Environmental Resources Management Ltd (ERM)
Authors: Simon Aumônier and Michael Collins**

Coincidentally, the EA's LCA was released on 19th May 2005, just days before Bucks fieldworkers were due to go into hospitals, health clinics and postnatal groups across the county to commence Bucks Nappy Usage Survey. The Initiative was concerned at the time that the press coverage of the EA's report would prejudice the views of parents that we were about to interview. The EA's report was only concerned with the environmental impact that nappies had, so no consideration was given to the other reasons why parents choose to use real nappies.

Whether the release of the EA's report affected the responses, we shall never know. However the top 3 reasons parents stated included environmental reasons, along with health and financial reasons amongst other considerations. The 'environmental reasons' stated by parents in the Bucks Nappy Usage Survey were the need to reduce the impact that disposables had on the landfill environment and the length of time it took for disposables to degrade: an argument and concern that was not even considered in the EA's LCA.

The Top 3 Reasons Bucks Parents gave for considering the use of real nappies:

Environment: in particular the landfill issue and the length of time disposable nappies take to degrade down (guestimates suggest 200-400 years but nobody really knows as no studies have been undertaken to find this out – the EA's LCA could have put this argument to rest!)

Health: with particular concerns about the superabsorbent gels, chemicals and plastics used in disposables and the unknown impact of these on the short and long-term health of the baby, limited research has been conducted, with no definitive answers. With no financial motivation/public pressure to conduct research, the long term impact of disposables on children's health will remain limited. Real nappies allow parents to be in control of what is put next to their babies' skin. Disposable nappy manufacturers are still not legally obliged to list the ingredients of their nappies/sanitary products on the wrappers, so parents do not know what chemicals/ingredients are used. Real nappies offer the option to avoid contact with unknown chemicals altogether, especially where allergies, eczema and chemical sensitivities are of concern within the family.

Financial: Real nappies offer a potential saving of between £500-£700 during the 2.5 years of nappy usage for the 1st child, with even more savings for subsequent children. Disposable nappy parents are expected to spend approx. £1,500 over the same period for 1 child only and use/dispose of approx 5,500 disposable nappies during that time.

Following attendance at the conference held by the Resource Recovery Forum in London to learn more about the background to the EA's report, Bucks Real Nappy Initiative established that the report did not present balanced evidence of current real nappy usage. Only 55 real nappy experiences were considered, 33 of these were old-fashioned terry nappy users and 22 used the 'pre-fold' system given to them by their laundry company. The EA LCA report authors decided not to access real nappy user data via nationally recognised real nappy organisations, suppliers and nappy advisers. They were concerned that sources could be biased which could result in the data being overbalanced. They chose to approach the research by using blanket market research: catching whoever they came across (eg via telephone market research, door-to-door and on-street surveys) as opposed to targeted market research. As a result they came across only 117 real nappy parents in total, compared with 2,000 disposable nappy parents. Had the EA LCA authors chosen to engage with all known real nappy contacts, the quantity and quality of their sample data would have been more credible.

Though the Bucks Nappy Usage Survey interviewed only 439 parents over a 2 month period, having engaged all known real nappy contacts at the time, we came across more real nappy parents in just 1 county (66 parents), than the EA managed over a 4 year period covering the whole country (117). Also, these parents were currently using modern real nappies, reflecting current real nappy behaviour. Something that the EA's £200,000, 4 year research failed to do.

GrantScape's funding of £5,000 reflects that initiatives do not need a vast budget to produce qualitative data. Real nappy surveys are very valuable tools, even if they don't produce an immediate change in nappy behaviour. It is strongly advised that if any other local authority wishes to establish a real nappy initiative, they also undertake their own local survey/research prior to deciding on which issues to tackle first, as the result may greatly differ from expectations, national information available and, indeed, give credibility to planned objectives! Also update any research/surveys regularly to chart real nappy behaviour trends and to see if your initiative is achieving what it set out to do.

2.5 Future Follow-up of Real Nappy Research

Following the research in May 2005 we launched the £30 Cash Back for real nappy parents. As a result of this we now have over 471 children using real nappies in Bucks (end of January 2007) and this has enabled us to encourage new uptake, encourage sustainable usage in previous real nappy parents when parents have a 2nd/3rd child AND to chart spread of uptake. Contact details of Cash Back parents have been kept in accordance with the Data Protection Act and Freedom of Information Act and, as a result, another more in-depth questionnaire was sent out to all Cash Back parents in December 2006.

This questionnaire will update the 2005 survey and will help the initiative to understand current real nappy usage, experiences/trends AND will tease out any problems that parents have currently. Further support and information will then be offered to encourage sustainable usage right up to night time toilet training. This new questionnaire is attached. The results are currently being collated and will be made available as soon as possible.

Appendix E

Milestone 3:

The production and distribution of 85 GP and Midwives' Toolkits

Distribution of real nappy toolkits consisting of real nappies, wraps and information to all GP surgeries (85) and community midwives at Stoke Mandeville Hospital, Wycombe General Hospital and Wexham Park Hospital.

Funding Allocation: £4,000.00

3.1 Summary of Conclusions

Following the findings of the Bucks Nappy Usage Research, it was decided that the real nappy toolkits should be placed with health professionals whose responsibility is the care of antenatal (pre-birth) and postnatal (post-birth) women. The majority of questionnaire respondents stated that they expected nappy information to come from Midwives, Health Visitors and antenatal teachers. GP's generally only play a supporting role in the provision of antenatal/postnatal care and do not take the lead in classes, presentations or parental skills development. It was also decided that local Real Nappy Advisers would also benefit from receiving a Health Professional Toolkit as they were very proactive in giving presentations/ setting-up displays in local PCT clinics, toddler groups etc.

As there are less community midwife/health visitor teams than there are GP surgeries and due to the rapid increase of different types of real nappies currently available, it was also decided to reduce the amount of toolkits from 85 to 50. The toolkits have a wider selection of real nappies along with examples of the disposable nappies (including the new breed of supposedly 'eco-friendly' disposables nappies); presentation cards to ensure consistent delivery of real nappy information/positive messages and Real Nappy Guides to hand out at the end of the session.

All the nappies and duffel bags have been purchased and the 50 kits have been put together. The presentation cards are currently being developed and Bucks real nappy babies/toddlers and children (up to the age of 6) will model the nappies that feature throughout the presentation cards.

Training will be provided to all health professionals prior to receiving the toolkits. The toolkits will be provided on long-term loan but will remain the property of Bucks Real Nappy Initiative. Monitoring performance will be conducted on a regular basis to monitor the effectiveness of the training sessions delivered to parents, along with a yearly audit.

3.2 Health Professional Real Nappy Toolkit Approach

It was decided, after the results from the Bucks Nappy Usage Survey, that GP surgeries were not best placed to hold real nappy toolkits. The main reasons being that midwives and health visitors take the lead in giving antenatal and postnatal care/information to women and not GP's. Midwives organise and run 'Antenatal' classes whilst Health Visitors organise 'Postnatal' sessions/groups that are attended by new and established parents. Private Antenatal classes are also organised by local NCT (National Childbirth Trust) Antenatal teachers and are held in high regard. NCT Antenatal teachers are generally very proactive in real nappy promotion but none have received specific real nappy training or information. Bucks Real Nappy Advisers were very proactive in attending postnatal groups and events, most using their own real nappies for demonstration purposes.

It was also established that the BARNS group had already given Real Nappy Demonstration kits to Stoke Mandeville Community-based midwives in 2002/3. However BARNS could not establish who was using them or whether they were currently being used. Contact with Stoke Mandeville Hospital was minimal (even with the help of Bucks Real Nappy Initiative) and concerns were raised that the nappy demonstration kits were not being used effectively. Parents who had made contact with the initiative and BARNS *and* who had had a baby over the past 2 years, fed-back their experience of the hospital display kits. None were ever shown the nappies during the antenatal period and midwives still did not know how to put real nappies on newborn babies in their care. This recent experience raised the concern that the new Health Professional Real Nappy Toolkits could also fall into the same state of 'non-use' and be equally ineffective.

It was decided to reduce the amount of kits from 85 to 50 but enhance the types of nappies/wraps available in each kit and develop a set of presentation cards so that everyone delivering real nappy information was consistent with the messages/information given. The Health Professional Real Nappy Toolkits would be given on free loan to any health professional or real nappy provider in Bucks on the condition of receiving training and signing a contract. Individuals who received the training became solely responsible for the kits whilst in their care: they would be responsible for maintaining the inventory and delivering the real nappy training sessions to parents in their area.

It was also decided to include examples of disposable nappies in the toolkits, to show parents all types of nappies currently available to them. Examples include supposedly 'eco-friendly' disposables as a large number of enquiries were received from parents relating to these products and whether they could be put into home compost bins and green waste collections to be taken to Bucks High Heavens composting plant. Education is needed in this area as parents are misinterpreting the messages 'eco-friendly' disposables are generating.

A monitoring system (still to be developed) will ensure that the toolkits are being used and that this use is effective. A yearly audit will also need to take place to ensure that nappy toolkits are complete and updated yearly. On leaving the organisation or on stopping delivery of real nappy sessions, the toolkits are to be handed back to the Initiative so that the toolkit/training can be given to the next allocated person either still within their organisation or failing this, to another individual/organisation.

Canvas drawstring bags were purchased to contain all the nappies, presentation cards and nappy information packs (packs will be coded and given out to participants at the end of a real nappy training session). The Initiative's logo and email address is printed on the bags along with the logo of the national Real Nappy Campaign - kindly provided for free from WRAP during Real Nappy Week 2006. An inventory list of the Health Professional Real Nappy toolkits is contained in:

[Appendix F](#)

3.3 Future Development of Health Professional Real Nappy Toolkits

All 50 Health Professional Toolkits have been purchased and put together but have not been disseminated to date. The presentation cards are still being developed so training and handover has been delayed. It was originally hoped and anticipated that the Initiative would save time and money by purchasing the artwork of presentation cards developed by WEN (Women Environmental Network) for their own Health Professional Nappy Display kits, and update them with Bucks Real Nappy Initiative's logo and local information.

Unfortunately, WEN changed their policy and would only sell the artwork with a minimum of 10 real nappy toolkits to organisations. This was disappointing and the Initiative decided that it

wasn't cost effective to pursue this approach further. The reason for this was because the Initiative was going to develop a toolkit with more nappies than WEN had proposed. The toolkits would also contain examples of nappies available for purchase locally along with nappies that were available to borrow in the form of library kits. Disposable nappies were also going to be included to show the full range of all nappies available, to allow parents to make an informed choice. The Initiative was also able to negotiate discounts with suppliers because of the bulk buying element – WEN's kits would have been too expensive once the extra nappies were added.

As a result, the Initiative is currently writing and producing all the presentation cards. However, this has turned into an opportunity for Bucks real nappy children to become involved in the development of the cards. Bucks real nappy children will feature throughout the presentation cards modelling the real nappies contained in the toolkits. Emphasis will be on siblings, demonstrating the versatility of the nappies and that families with more than 1 child also use real nappies successfully.

The photographs will also be incorporated into future editions of the nappy information pack and provide a new, fresh updated look.

The Health Professional Real Nappy Toolkit Training will commence in May 2007 and training sessions will be rolled out over the next 6 months.

Milestone 4:

FINANCIAL INCENTIVE PACKAGE: The implementation of a £30 Cash Back Incentive Scheme with Monitoring Tools

Original Funding: £10,000

4.1 Summary of Cash Back Incentive Scheme Conclusions

The £30 Cash Back scheme was launched during Real Nappy Week June 2005. Wide dissemination of cash back claim form flyers (2,808) resulted in 443 claims between July 2005 – December 2006, a 16% response rate. Additional funding for continued cash back claims has been met by the Waste Partnership for Bucks and will continue for the foreseeable future.

To enable the data collected from the Cash Back Incentive Scheme to be converted into potential waste tonnage diverted by cash back parents, Bucks Real Nappy Initiative contacted other local authorities and WRAP (Waste Resources Action Programme funded by DEFRA, www.wrap.org.uk) to seek guidance on how best to calculate this. It was established that no national disposable nappy waste diversion formula existed. The initiative persistently encouraged WRAP to devise a formula that would be based on researched data from established sources (so would hold up to scrutiny) and would become nationally recognised and accepted by all local authorities.

WRAP released their disposable nappy diversion tonnage tool in August 2006 and it is based on data derived from:

- *WRAP (2006) Improving the Performance of Waste Diversion Schemes: A Good Practice Guide to Monitoring and Evaluation*
- *Environment Agency (2004) Time To Change? An Environment Agency Study of Parental Habits in the use of Disposable and Reusable Nappies*

Background data relates to age of the child (broken down from newborn up to 30 months); average weight per nappy and average amount of nappy changes conducted per day. This data takes into account that the age of the child determines the amount of nappy changes needed per day and reflects the size and weight of potential disposable nappy waste generated per day.

Using collected data from the Bucks Cash Back Incentive Scheme we knew the ages of each child on claiming the cash back. This data was entered into the fields of WRAP's diversion tool. This automatically calculated the weight of waste potentially diverted and current landfill & collection costs plus landfill tax costs could also be added to calculate the 'annual avoided cost & tax' that has potentially being saved.

From data gathered from the Bucks Real Nappy £30 Cash Back incentive, the 434 Cash Back claims from 1st July 2005 until 31st December 2006, have potentially diverted 294 Tonnes (per annum) of disposable nappy waste from Bucks landfill, with a potential saving of £29,752 based on 2005/2006 costs. [Appendix G](#)

If all 5,000 Bucks new-born babies used real nappies instead of disposables, they could divert a potential of 2,621 tonnes per annum away from Bucks landfill at a potential avoidance cost of £273,415 per annum (based on 2006/2007 costs). [Appendix H](#)

4.2 Cash Back Approach

Before setting up a Cash Back scheme in Bucks, other nappy initiatives which also operated cash back schemes were contacted to see how they operated their scheme. A variety of approaches were adopted, from more money given out (up to £80 per claim in some instances), to cash backs only given to new parents with newborns only. None seemed to have a way of monitoring sustainability, most had no contact with the family after the cash back was given. At the time, there was no nationally recognised 'waste diversion' model or formula to enable initiatives to utilise the data gathered from cash back schemes. Some schemes had made their own up 'waste diverted' formulae, from data whose origin was lost in time and lacked credible evidence or research background.

The Bucks Cash Back scheme differed from many schemes across the country as it was decided that Cash Back would only be given to parents who could demonstrate that they were committed to real nappy use and were currently using real nappies on their child. Cash Back was not given to disposable nappy parents who had just bought a £30 trial kit of real nappies to try them out at home and then reclaim the money back (as currently happens in a number of schemes). The emphasis of the cash back was not to 'convince' disposable nappy parents to try out real nappies but the absolute opposite: the emphasis was to 'reward' those parents who had already chosen to use real nappies and were currently using them on their child OR children. A real nappy parent could claim £30 for **each** child they had in real nappies including older children who were still using real nappies for night time use only.

The rationale for this approach was:

1. To reward and endorse the family for choosing to use real nappies – this 'praise' will hopefully encourage a positive reaction from the family to set them as an example amongst other parents around them. We wanted to reward parents who had actively made the choice and who demonstrated that they were currently using real nappies on 1 or all of their children for the majority of the time. These families were actively contributing to the removal of disposable nappy waste **now**, so were effectively reducing the overall cost of

waste collection, transportation and landfill costs. The cash back was a small token to reflect the cash savings generated from their responsible waste management at home.

2. To encourage them to continue to use the real nappies on subsequent children OR switch any of their other children who may still be in disposable nappies back into real nappies – further support and information was offered at this point to enable them to make the switch easily. By opening-up the cash back to every real nappy child, the Initiative encouraged families with more than 1 child in nappies at the same time to switch all of them to using real.

It was recognised that even parents of babies and toddlers who had exclusively used real nappies up to the point of toilet training, stopped and switched to using disposable nappies. This was because they thought that real nappies were only manufactured for younger children when, in fact, real nappies are available for older children and can cater for night time use in children up to the age of 7-8. The approach therefore also encouraged disposable nappy parents with toddlers to switch to using real nappies at this stage when:

- there is less washing to do
- also encourage the toilet training stage
- and/or help familiarise parents with real nappies before their next baby was born.

In the latter case, they would then be able to claim Cash Back for the new baby in their own right. Thus, the approach encouraged continued and sustainable use for all subsequent children.

3. To publicly endorse real nappy families' responsible waste management decision to use real nappies, so generating a positive 'feel good' factor and encouraging real nappy parents to mention their nappy usage and cash back claim to other 'peer' families. Over the years, real nappy usage has created a negative stereotypical image of the families who use them, and the knock-on effect of this has meant that some families have refrained from mentioning their real nappy choice. Disposable nappy parents will see that real nappy parents are being treated differently and reflected positively throughout the county, creating positive peer pressure and helping to change behaviour over time.

For those disposable nappy parents who needed to trial real nappies or needed convincing, Real Nappy Library Kits were available around the county for them to borrow for free. These kits were not provided by the Initiative but by a growing number of individuals, support groups and local nappy suppliers who financed the kits themselves. Anecdotal evidence suggested that 99% of parents who tried the kits ultimately switched to using real nappies.

Parents claiming Cash Back had to complete a quick and simple form (name, address, child's date of birth, where nappies purchased/laundered) and submit this along with a photocopy of the child's birth certificate and original real nappy receipts. The claim form went some way to provide evidence to establish whether the claimant was a Buck's resident, the child was of nappy age, that real nappies had been purchased/were laundered, the type and quantities of nappies used and when they started to use real nappies. Where this couldn't be established from the information submitted, an informal telephone conversation with the parent by the Development Officer established the extent of the real nappy usage. This information also highlighted whether further information or support was needed/could be offered. On verification of the claim, a £30 cheque was sent direct to the parent along with a letter inviting the parent to stay in contact during their child's nappy years. If issues had been highlighted during verification, fact files or additional information were also sent to provide extra information/back-up to parents during the nappy years.

A monitoring system was designed to chart how many Cash Backs had been issued, details of claim (with an ability to check and cross-reference multiple claims); breakdown of postcodes to chart real nappy usage across the county; cross-reference where the claimant had picked-up the claim form; breakdown of children's ages; where nappies have been purchased/laundered; approximate amount that claimants spent, and ultimately how much disposable nappy waste the parents of real nappy children have diverted.

4.3 Cash Back Monitoring

Monitoring tools were developed first to ensure that an effective system was in place prior to launching the Cash Back to the public. Monitoring tools would:

- On receipt of claim, ensure that all the particular evidence needed was present to allow the claim to be processed.
- Prompt a 'Confirmation of Receipt' letter, to provide reassurance to the claimant that their claim had been received and the approximate amount of time that it would take to process it, OR to request additional information if it was missing or incomplete.
- Raise a 'Cash Back Sustainability Form' tailored to the individual's claim and collate the information that their claim form and evidence generated. This form was used to chart real nappy sustainability: when real nappies were started, when they stopped using them, and what extra support or information was needed or given over the real nappy years (if claimants stayed in touch). It would also need to highlight subsequent claims by the same claimant (if they went on to have another child who also used real nappies), and also to highlight any possible fraudulent claims/duplicate claims for the same child.
- Provide a summary of the claim on the Excel database workbook 'Cash Back Quantity Monitoring'. This monitored how many claims had been received, along with a summary of each claim; breakdown of ages of children at point of claim; breakdown of postcodes to chart county spread of real nappy usage; notes made during the verification process; where the claim was successful or not and details of cheque details raised and issued/posted to claimant.
- Enable data to be extrapolated from the 'Cash Back Quantity Monitoring' database to feed into the Waste Diversion Formula (kindly provided by WRAP) to calculate how much disposable nappy waste Cash Back claimant's children had diverted from Buckinghamshire's waste stream, and converted into monetary terms.
- Chart sustainability: for how long and how successfully did the Cash Back claimant's family use real nappies; did they manage to use real nappies right up until and including night-time toilet training; was extra information or support needed to help achieve a positive outcome, did this extra information or support prevent a return to using disposable nappies at any point; did extra information or support increase the amount of real nappies used throughout the day/night/weeks etc and reduce the reliance/dependence on disposables for certain situations e.g. using disposables instead of real nappies during the night or when out of the home.
- Ensure claimant confidentiality and in accordance with the Data Protection Act 1998 and Freedom of Information Act 2000 – each claimant was issued with identifiable Cash Back and Claimant codes.
- Link the original claimant to cheque payment for traceability at all stages: link to Imprest Internal Accounting system.

Examples of the forms used are listed below:

Confirmation of Receipt letter (Word document)

Cash Back Sustainability Monitoring form (Word document)

Cash Back Quantity Monitoring form (Excel Database Workbook)

Cash Back Cheque letter sent to successful claimants (Word document)

Cash Back letter sent to unsuccessful claimants

[Appendix I](#)

[Appendix J](#)

[Appendix K](#)

[Appendix L](#)

[Appendix M](#)

4.4 Issuing Cash Back Payments to Claimants

Another issue to resolve was 'how' to pay a claimant easily, effectively and without the need to ask for sensitive bank details from the claimant direct. During research of other local authority schemes it was established that a number of them were sending Cash Back payments via the authority's central accounting systems. Payments were sent direct into the claimant's bank account via BACs or similar systems. This meant that each individual claimant had to give the initiative their sensitive bank account details, so that an 'account' was set up via the central accounting system for payment to be issued.

As claimants were also submitting sensitive birth certificate and receipt details, it was felt that sensitive information should be kept to a minimum. The Initiative also wanted more control over monitoring the cash-flow and keeping claimants' identities confidential via the use of a coding system, which couldn't be used if a central account needed to be created.

It was decided to use a computerised 'Imprest' system, a computerised version of the standard paper version of a 'Petty Cash' system which charts cash-flow: expenditure and cash receipts, but allows claimants to be linked via codes. A bank account was opened in the name of the Initiative so allowing cheques to be issued directly from this account. Separate signatories were set up so that administrative staff didn't sign cheques, also ensuring a triplicate check prior to the issue of a cheque. Everything could therefore be kept within the Initiative's administrative systems, ensuring claimant confidentiality.

4.5 Cash Back Verification Process

Claimants had to complete a simple form detailing their name, address, contact details, child's date of birth, and where real nappies were purchased or laundered. Attached to this was a photocopy of their child's birth certificate along with receipts/invoices detailing real nappies purchased or laundered.

On receiving a completed claim, the Cash Back Administrator sent a 'Confirmation of Receipt' letter to the claimant. The relevant forms were raised and data completed. A cheque was raised at this point as a number of signatories were needed. Once all the completed paperwork for the claim was completed, it was passed to the Development Officer for the final stage of verification.

This stage was to establish whether real nappies were currently being used from the 'receipt' information that was submitted. Receipts are quite a good way of establishing whether a parent is actively using real nappies or not. They give information about:

- When the nappies were purchased/laundered - does this reflect when the child was born on birth certificate, or has the parent just started to use real nappies on an older child?
- The types and quantities of nappies used - does the size adequately reflect the age of the child and do the quantities demonstrate full or partial usage? Is there any indication that an older child is also using real nappies but hasn't claimed?
- Types and designs of real nappies used – does this highlight need for further information or support, i.e. Terry nappies, pins and plastic pants used on a toddler?
- Where the nappies have been purchased or laundered – does this supplier exist (highlights potential fraudulent claims); establishes where parents are buying/laundering their nappies so develops data of outlets.

Where the claimants submitted evidence that didn't establish/satisfy current real nappy usage or where parents hadn't been able to submit receipt evidence, the claimant was contacted via phone to talk through (informally) their current usage and establish types and quantities of real

nappies used. Some parents who were using real nappies prior to the launch of the Cash Back scheme had discarded receipts as there was no need to keep them at the time. Some parents had also reused nappies from older siblings, whilst others had been given the nappies 2nd hand or purchased them via Ebay or nappy exchange.

If the development officer or initiative's project officer is familiar with real nappy usage, it is very easy to clarify current real nappy usage with a claimant because of the language used or experience of similar issues etc. Genuine real nappy parents are more than happy to talk through their usage and the couple of parents that Bucks Real Nappy Initiative experienced who weren't happy to talk this through, turned out to be not actively using real nappies currently or ever! Encouragement and support was offered in these instances, along with the loan of a real nappy library kit.

A case by case approach was adopted, but basic requirements were expected to be met prior to Cash Back being issued. Holes in the system could be quickly identified and potentially exploited by parents, resulting in cash back been given to the wrong people along with losing money that funders had kindly provided. Credibility of the Initiative might also have been affected along with the reasons behind the scheme.

4.6 Launch and Achievements of £30 Cash Back Incentive in Bucks

The £30 Cash Back incentive was launched during Real Nappy Week 2005. 300 £30 Cash Back flyers were initially distributed during the launch via RNW events contained within the information packs. A further 55 flyers sent to existing real nappy parents on a waiting list prior to the launch and a further 202 flyers with information packs were sent out to all new enquirers/organisations/Bucks County Show since the launch until end of August 2005. A total of 557 cash back flyers was distributed.

Following this launch, parents were very keen to claim the Cash Back and by 19th September 2005, 90 cash back claims had been received, processed and paid. The contact with real nappy parents during and immediately after the research had enabled the Cash Back launch to be received very successfully, beyond the initial expectations.

By 21st August 2006, 330 Cash Backs had been allocated and given to successful claimants, just 14 months after launching the scheme. By the 30th December 2006, 18 months after the launch, 437 claims for Cash Back had been received, with 414 having been successful and fully processed. 3 claims in total had been refused as parents weren't currently using real nappies at the time of claiming; they had just tried them out and were seeking reimbursement for real nappy trial packs that they had bought. Cash Back claims were received most days of the week and a dedicated administrator worked alongside the Development Officer to process all the claims. The Waste Partnership for Buckinghamshire agreed to continue to fund future claims for £30 Cash Back for 2007/2008.

Outcomes: The 'outcomes', as at 31st December 2006, were as follows:

- 3,732 information packs containing Cash Back claim forms were distributed between June 2005 – 30th December 2006. 1,922 A5 Cash Back flyers were distributed over the same period to local GP surgeries, clinics etc. [Appendices N+O](#)
- 434 Cash Backs issued by 31st December 2006
- Additional, continued Cash Back funding secured via the Waste Partnership for Buckinghamshire until year-end March 2008.
- Analysis of claimants' postcodes showing that every postcode area in Bucks contains real nappy parents, so the spread of real nappy usage is countywide with no obvious areas neglected. This also demonstrates that information about the initiative has spread effectively across the whole county. [Appendix P](#)

- The postcode breakdown also shows real nappy uptake in the major towns in Bucks: Buckingham, Aylesbury Town (85), Chesham, Amersham, Princes Risborough, Stokenchurch, High Wycombe, Beaconsfield, Chalfont St Peter, Gerrards Cross, Marlow, Burnham, along with all the major villages and even isolated hamlets e.g. Westbury, Charndon, Dagnall, Fingest, and Iver Heath.
- Of the initial 330 claims (after the 1st year of the launch – August 2006), the ages of children at time of claim were as follows:

0-6 Months = 186	25-36 Months (3 yrs old) = 27	
7-12 Months = 50	3 yrs 1 Month-4 yrs = 4	
13-18 Months = 27	4 yrs 1 Month-5yrs = 1	
19-24 Months = 33	5 yrs 1 Month-6 yrs = 1	6 yrs 1 Month-8yrs = 1

- For the remainder of claims received between 22nd August – 31st December 2006 the age breakdown was as follows:

0-6 Months = 66	25-36 Months (3 yrs old) = 7	
7-12 Months = 15	3 yrs 1 Month-4 yrs = 3	
13-18 Months = 5	4 yrs 1 Month -5yrs = 1	
19-24 Months = 5	5 yrs 1 Month-6 yrs = 1	6 yrs 1 Month-8yrs = 0

Even with opening up the Cash Back to all real nappy children, the majority of claims were for newborns. The older children were from families who have younger children who have switched to using real nappies or who had always used real nappies up until the point of night time toilet training but then switched to using disposables (the reason being they didn't know that larger sized real nappies were available for older children).

4.7 Real Nappy Supplier Outlets

The Cash Back scheme has established that parents are sourcing real nappies from an incredible range of real nappy outlets. 78 real nappy suppliers in total: far exceeding the Initiative's original knowledge of suppliers. This includes laundries, internet nappy suppliers, individual real nappy advisers, and larger retailers who specialise in children or toys. The majority have internet websites and offer the option to purchase online.

Appendix Q

The Top 5 Real Nappy suppliers in Bucks were:

1 st	Team Lollipop www.teamlollipop.co.uk	Parents have access to a team of 'Lollipop Children's Products' Real Nappy Advisers who are based in and around Bucks. Parents had also accessed Lollipop independently via their on-line store.
2 nd	Nappymania www.nappymania.co.uk	Aylesbury-based Real Nappy Adviser which also runs a successful online real nappy shop -web-based nappy supplier
3 rd	The Nappy Lady www.thenappylady.co.uk	National web-based Nappy supplier - Bucks local support group 'BARNS' use this nappy supplier if their parents wish to purchase nappies through the group – however, a large proportion of cash back claimants have purchased nappies independently of BARNS.
4 th	Ebay www.Ebay.co.uk	Parents purchasing/bidding for 2 nd hand or discounted real nappies on line.

5 th	Mothercare www.mothercare.co.uk	Mothercare, up until very recently, only stocked Terry nappies, pins and plastic pants, Kooshies and some stores also stock Tots Bots Bamboozels. They have just started to stock One Life Birth-2-Potty nappies (a very good 'all round' nappy) but these are only available from their on-line shop and not in-store.
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4.8 Disposable Nappy Waste Diverted by Parents of Cash Back Children in Bucks

A Cash Back incentive can give valuable data in terms of how much disposable nappy waste is potentially diverted from local landfill sites IF data is collected at the time of claim. WRAP has now developed an independently-researched Waste Diversion Formula for calculating the amount of waste diverted by real nappy children. This formula is a critical starting point to enable local authorities who operate real nappy cash back schemes to calculate potential waste diversion and provide evidence that real nappy usage is effective in reducing waste and savings to local tax payers.

From data gathered from Bucks Real Nappy £30 Cash Back incentive we have calculated that the 434 Cash Back claims from 1st July 2005 until 31st December 2006, have potentially diverted 293 Tonnes (per annum), of disposable nappy waste from Bucks landfill, with a potential saving of £29,699 in 2005/2006.

If all 5,000 Bucks new-born babies used real nappies instead of disposables, their parents would potentially divert: 2,621 tonnes per annum away from Bucks landfill with the potential avoid a cost of £265,551 per annum.

4.9 Cash Back Conclusions

We mention ***potential to divert/save*** because the formula assumes that every real nappy child is wearing nappies ***all of the time*** with a minimum of 6 changes per day. The reality of current real nappy usage is that whilst parents strive to use real nappies all of the time, the vast majority resort to using disposables at night, when out and about or when on holiday (in which case they are putting them in other local authority/country's waste streams).

However, disposable nappies were originally designed to complement real nappy use and be used at times when it was more difficult to use terry nappies. Bucks Real Nappy Initiative recognises this and doesn't make real nappy parents feel guilty about using disposables some of the time. The Initiative tries to give information and support to encourage real nappy parents to use real nappies at night in particular. Most parents welcome the information as they genuinely didn't know it was possible to use real nappies at night. Certain types of real nappies are just no good for using at night, parents are not given information on how to use them at night and some try to use them in a similar way to disposables – in which case most find that they leak so return to using disposables at night. Fact files have been developed to harness together lost information from grandparents on how to use real nappies successfully at night in conjunction with information about current real nappy products that are excellent to use at night.

Fact files have also been developed to provide information about 'Alternative Disposable Nappies' – information relating to supposedly 'Eco-friendly' disposables. Whilst we do not endorse the use of disposable nappies, we recognise that products masquerading as environmentally-friendly disposable products are becoming widely available. From a landfill point of view, these disposable nappies might offer a slight benefit over the 2 leading brands of disposable nappies in that they are filled with 50% less superabsorbent gels so will

absorb/weight 50% less than the leading brands overall. However, no known research has looked at this scenario. These fact files also highlight that 'eco-friendly/compostable' disposable nappies cannot be put into home compost bins or our 'Green Waste' collection bins to be transported to Bucks High Heavens Compost facility. The initiative has received enquiries asking if this could be done.

On receiving the Cash Back claim, we could establish quickly how confident the parent was at using real nappies and whether further information was needed. If a first-time parent with a newborn claimed, a fact file on 'How to Use Real Nappies at Night' was sent, as it is now known that they won't receive information from Health Visitors/Midwives on how to use them at night and the majority of established real nappy parents generally don't know how to use them successfully at night either. Offering up-to-date information to encourage full-time real nappy use to include night-time usage, along with information about other 'alternative' disposable nappies, will allow parents to make an informed choice to benefit their families, financial considerations, local communities and the landfill environment.

Cash Back Administration: The initiative's administrator is crucial to enable the prompt processing of cash back claims, as the part-time position of the development officer would not be able to cope with the level of demand and the quality of response and monitoring. The amount of time the administrator and development officer needs to process all the claims to conclusion is approximately: 12-15 hours per week. So this needs to be factored in when planning a Cash Back incentive scheme.

The Cash Back incentive has been a very worthwhile milestone, generating an excellent response from residents with the ability to capture up-to-date data and convert it into potential waste diversion quantities and financial savings.

Milestone 5:

PURCHASE OF REAL NAPPY GUIDE: Purchase of 5,000 Real Nappy Guides written and produced by Eva Fernandes of BORN.

Original Funding: £4,000

5.1 Summary of Purchase, Distribution and Future Development of Real Nappy Information Packs

In total 2500 Real Nappy Guides were purchased prior to the end of the 2 year term + purchase of the generic artwork from the writer Eva Fernandes, to enable the guide to be customised to the local initiative. The £30 Cash Back claim form was incorporated into the back of the guide and local contacts (real nappy advisers and laundry companies) and national contacts were listed in a fold out page at the front. The guide, along with a covering letter, made up the free Real Nappy Information pack that was advertised prominently and sent to subsequent enquirers and disseminated at real nappy talks/events/displays.

We decided not to bulk buy 5000 copies as it was recognised that information contained would change rapidly. As the initiative was still under development, the guides could become dated within a year. So to keep the information 'fresh', the guide was updated before each print run of 1000. Due to changes to postage rates and an understanding of how parents were using the guides, in the near future, the guide will be designed in a A5 format and contain only information relevant to introduction information i.e. how to explore getting started, real nappy

library kit availability, local/national real nappy advisers contact details and the £30 Cash Back claim form. This will enable the guide to be displayed in reception areas, within pregnancy packs (it was too big in its A4 format and the A5 £30 Cash Back flyer had only limited information), and reduce postal cost on disseminating. The guide is now downloadable from our website www.recycleforbuckinghamshire.co.uk.

In addition to the guide, 6 specific Fact Files were also written for specific subjects to answer some of the common questions that were received over the past 2 years. For example: Using Real Nappies at Night, Toilet Training etc. These fact files were sent to parents if an issue was highlighted during discussion/enquiry. All the fact files were available for free download on the website. In the future, fact files will be incorporated into a Real Nappy Handbook for parents alongside detailed real nappy information available in the current version of the Real Nappy Guide (with permission). In the future, when claiming cash back, the parent will also receive the handbook at the same time. It is hoped that the familiar issues covered will demonstrate that many parents experience similar problems but lots of tips are on hand to encourage continued real nappy usage right up until night-time toilet training.

In the future, Health Professionals who deliver a real nappy session using the Health Professional Toolkits, will hand out free information packs to all participants at the end of the session.

5.2 Real Nappy Information Development

Having agreed to work in partnership with all the real nappy groups in Bucks and having gathered information about what was available locally and nationally in terms of access to Real Nappy Advisers, Suppliers and Laundry Services, a Real Nappy Information Pack was initially developed. This pack incorporated a covering letter to outline the initiative and what was available; the Real Nappy Guide (produced by BORN Tel: 0117 955 881), A4 Handouts detailing local/web information on Where to See, Try before You Buy, Purchase or Launder Real Nappies; the reasons why we need to switch to using real nappies: Environment, Health and Financial Costs; how to get started; what equipment you need to home launder; local laundry services; top tips to make real nappy use easier. Once the £30 Cash Back incentive was developed, a A5 £30 Cash Back flyer with a claim form was also included.

The information pack constantly changed as new information came to light. It was decided to approach Eva Fernandes at BORN to seek permission to use the Real Nappy Guide as a template which allowed us to incorporate local information. BORN kindly agreed and the initiative purchased the artwork and rights to incorporate local information and identity.

As the guide was in an A4 format it was too big to go on most display stands so the A5 £30 Cash Back flyer was sent to organisations to display. Subsequent enquirers generated by this method of advertising, were then sent the complete A4 Real Nappy Information pack. With increased postal charges relating to the size and weight of post this method is becoming costly. The other disadvantage of the larger A4 format is that too much information is given in one go, to parents who are at different stages of interest. This can result in a lot of the information not being read at all or not read at the right times of need!

Future development will be to down-size to an A5 booklet format which will only include information relating to the background as to why to use real nappies, where to see, try before you buy or launder information, the basics to get started and the £30 Cash Back claim form. This A5 guide can then be disseminated more widely and is easier to incorporate on display shelves, in maternity/pregnancy packs or given out at the end of a real nappy presentation etc. The scale down in information will be easier to digest quickly and less daunting. This will hopefully encourage parents to go to the next stage of actually seeing what the nappies look like (if they haven't already attended a real nappy presentation/event/adviser) or trying out a Real Nappy Library Kit.

On trying a library kit of nappies or meeting with a nappy adviser, it is hoped that the rest of the information that relates to actual real nappy usage is given at this stage. If the parent subsequently purchases real nappies to use and claims £30 Cash Back, they will also be given a Real Nappy Handbook for Parents, which incorporates the rest of the Real Nappy Guide relating to how to use/laundry real nappies alongside more detailed advice to the common queries/problems that might arise. This approach will raise awareness of common problems and stop them arising in the first place, so encouraging enjoyable, sustained use.

This sort of handbook is not available anywhere else (to our knowledge) other than the current Real Nappy Guide which mainly concentrates on getting parents started. Fact Files that have been produced over the past 2 years are listed below and are available free on the website: www.recycleforbuckinghamshire.co.uk. Copyright of these fact files are exclusive to Bucks Real Nappy Initiative and will form the basis of the Real Nappy Handbook for Parents.

Appendix R

- Fact File 1 Nappies and Newborns**
- Fact File 2 Using Real Nappies at Night Successfully**
- Fact File 2a Suggested Real Nappies to Use for Nighttime or Toilet Training**
- Fact File 3 Real Nappy Holidays**
- Fact File 4 Nappy Change Routines and Treating Nappy Rash Routines**
- Fact File 5 Alternative Disposable Nappies**
- Fact File 6 Toilet Training**
- Fact File 7 Caring for Your Nappies**

5.3 Monitoring of Distribution of Real Nappy Information Packs

Monitoring the distribution of the packs generates information that can help steer the initiative. Initially, basic monitoring of packs should note down:

1. How many packs issued per month following requests from telephone/email enquirers?
2. Breakdown per council district (if initiative covers more than 1 district area) – record the postcode to easily identify which areas enquirers live.
3. Is information reaching all areas of the county/district or are there gaps?
4. How many packs have been distributed Out of County?
5. Highlight if any major real nappy events/press releases have happened during that month to influence increased requests for packs

Information packs that are handed out and which haven't been requested directly from an enquirer (via phone, email or written), also need to be monitored. More detailed analysis of the impact of whether the information packs have helped influence real nappy usage, requires slightly more work. Coding the information pack with a specific number that relates to a specific distribution outlet can help determine which distribution outlets proved more successful when a Cash Back Claim form is returned.

For example: The initiative attended a locally organised event on 10th July 2006 and put up a real nappy display and disseminated 10 information packs to interested parents. Each pack was given the code number: 121. Over the following weeks/months, 4 £30 Cash Back claim forms were received originating from that event coded 121. Did the information pack, display and a chance to speak to a knowledgeable person influence/help inform their decision to use real nappies? Are different types of events more successful at influencing real nappy take up i.e. an informal display of real nappies or a specific 'closed' nappy presentation to a postnatal group?

5.4 Real Nappy Information Pack Output

Below is the breakdown of how many information packs were distributed by Bucks Real Nappy Initiative over the past 2 years and the variety of outlets established, along with their perceived effectiveness at encouraging uptake of real nappies.

Total Information Packs Distributed from January 2005-December 2006:

Enquiries To Initiative Distribution: From January 2005 – December 2006, 278 Information Packs had been distributed to parents (both expectant and existing parents) who had specifically requested the information from the initiative via telephone or email. **117 £30 Cash Back Claims** were received from those parents who had made the first contact with the initiative requesting information. A 42% return rate of parents who were actively using real nappies at point of claim.

Real Nappy Events Distribution: Compare this to the amount of information packs 1,173 (Total: 464 between January - December 2005 and 709 between January – November 2006) distributed to parents who had attended over 38 real nappy events, where the nappies were also on show, information packs handed out plus an adviser: A total of 1,173 information packs were handed out at events (from January 2005 to November 2006) but only **15 Cash Backs** were received from the 709 Information Packs that were sent out between January - November 2006 (coding of information packs only started at this point). A 2% return rate of parents who were actively using real nappies at point of claim but following receipt of an information pack.

Real Nappy Advisers Distribution: Compare also the amount of information packs distributed via Real Nappy Advisers (250 - from February 2005 - November 2002). A total of 189 Cash Back claims were received. A 75% return rate of parents who were actively using real nappies at point of claim.

NCT Teachers Distribution following a Real Nappy Demonstration: A total of 7 NCT Antenatal teachers were loaned a Real Nappy Demonstration kit over the past 2 years prior to the development of the Health Professional Toolkits being made available. They were also given Real Nappy Guides to distribute to their clients after delivering a real nappy demonstration delivered by an NCT teacher who was interested in promoting real nappies but who hadn't received real nappy specific training. They distributed a total of 214 guides (but not a full information pack) between them – only 5 Cash Back claim forms were received to date. A 2.3% return rate of parents who were actively using real nappies at point of claim.

5.5 Distribution Output Conclusions

Free Real Nappy Information Packs for Enquirers: Information packs sent to motivated enquirers who had original aspirations to use real nappies (prior to any contact with the initiative) who didn't know where to start but approached the initiative for information, produced a very high uptake rate. It could be concluded that this friendly, non-confrontational approach for motivated parents to explore real nappies at their leisure, pointing them in the right direction, saving them time could have encouraged informed choice and control.

Interestingly, this rate might also reflect the research results which highlighted that between 35-44% of parents had **considered** using real nappies but didn't go on to using them because of lack of information; not knowing where to start or where to go to see and buy nappies locally. An accessible information pack that allows parents to turn their 'Initial' interest to use real nappies into 'Actual' real nappy usage has to be seen as a priority, requiring a proactive approach to fill in this information gap for parents.

This information pack approach also fills the void that parents highlighted in the research: more information at appropriate times. Also these parents approached the initiative first, so where had they received the initiative's telephone/email details? This is something that we haven't

monitored mainly because the Real Nappy Development Officer post is part-time so relies on an answerphone or email - so no verbal prompt to ask where contact details were picked up.

Administrator Role in Distribution Success: A dedicated administrator worked alongside the Development Officer, to receive enquiries and send out information packs to them. Their role was essential as enquiries and requests were mainly received either by phone or email and a prompt turnaround from receiving a request to sending out the information within 48 hours raises the profile and credibility of the Initiative. It also gave confidence to the parent that future enquiries would be dealt with promptly. If the Development Officer role is part-time, consider complementing with a part-time administrator to ensure the prompt and professional delivery of effective dissemination of information packs and processing of cash back claim forms. Without this, a Development Officer will find their time is mainly used in administrating the initiative instead of in the continued development of it!

Real Nappy Displays and Talks Distribution Outlet: While displays and presentation talks may be seen as the best way to promote real nappy usage, this monitoring demonstrates that events do not produce an immediate surge in real nappy uptake. It will, however, educate those who attend as to what real nappies look like and dispel images of terrys and pins. Parents who had attended a talk/display previously have reported back after some months and even the following year that they would try real nappies for their next child as they just didn't get round to it the first time after they attended the event. Some even expressed guilt that they hadn't given it a try but it had made them more determined to do so next time. Nappuchino or Nappuccino (spelling still debatable!) events appear somewhat of a waste of time and money, and success is very limited. The reason for this is because they expect parents with limited time or transport to travel to the event. They only ever attract parents who already use real nappies or who are determined to use them – they are not frequented (and are possibly avoided) by disposable nappy parents. They take time to find a suitable venue that doesn't cost too much, a cost that is extra to the initiative, time to set up and a waste of time when parents don't arrive.

Conclusion: Do not expect real nappy displays and talks to be the ultimate catalyst to encourage a dramatic behaviour change, more as a way to plant the seed of an idea to allow germination to take place!

Real nappy displays and talks should be held where parents already are – you go to them, don't expect them to come to you! This will save real nappy initiatives valuable time/money and will provide the success of talking to a greater number of disposable nappy parents and new/expectant parents. Visit antenatal/postnatal groups both run by NHS and NCT; library sessions aimed at babies/toddlers; parent & toddler groups; Children Centres; SureStart sessions, the list is endless. Visit on a bi-monthly basis to avoid pressure and see the next turnover of parents. There is no cost to the initiative as the costs of sessions are borne by others, venues are established and sited where parents visit most – all you have to do is turn up!

Real Nappy Advisers Distribution Outlet: Monitoring the information packs has established that Real Nappy Advisers are engaging as many contacts through their own networks, just as much as the Initiative is when parents make the first approach. This demonstrates the effectiveness of the unique role that Advisers play within their community or the retail business approach that they have developed. This effectiveness cannot be ignored and real nappy initiatives must work in partnership with them. At the end of the day, if the large retailers do not respond to real nappy demand and once all funding for real nappy initiatives has come to an end, these small businesses are the ones who will be left to supply the demand. Equally, if large retailers do respond to real nappy demand, where are they going to source their nappies and expertise from? Larger retailers will never be able to offer a one-to-one advice service for

their customers, so future increased uptake of real nappies, may well provide the opportunities to forge business links between the large retailers and small enterprises to provide a unique customer service to parents.

NCT Antenatal Teachers Distribution Outlet: The National Childbirth Trust (NCT) Antenatal Teachers were all interested in real nappies and the NCT approach seems to encourage parents to use real nappies. Some of the teachers had also used real nappies in the past but were not familiar with the latest designs. Only 1 hour of one-to-one 'training' was given to some of the teachers prior to them borrowing the demonstration kits. Monitoring the return of Cash Backs from these areas has demonstrated that, again, this is not an effective way to encourage real nappy usage. Antenatal teachers may have a training background that can have an influence over a wide range of 'birthing' issues but currently real nappy delivery is not as effective as one would think. Real Nappy Training must be delivered to antenatal teachers prior to their receiving Real Nappy Toolkits which are supplied with presentation cards laying out all the key information points that need to be conveyed consistently. Interestingly, the return of the only 5 Cash Back claims came from 1 antenatal teacher who was currently using modern real nappies on her children at the same time as delivering the sessions and had only just started as an NCT teacher.

6. Other Activities in Addition to Set Milestones

6.1 Develop and Establish Local Real Nappy Network

6.2 Real Nappy Events, Presentations, Talks

6.3 Childminder and Parent Real Nappy Library Kits and Monitoring Tools

6.4 Website Development

6.1 Development of Local Real Nappy Network

Whilst not listed as a Milestone to achieve, it was recognised quickly, that establishing whether real nappy networks/organisations in Bucks existed or not was a priority before any work could be started. Immediate contact with all individuals, groups and organisations that were involved in real nappies in whatever capacity had to be established. This was essential to establish a credible initiative to underpin, support, endorse and continue to develop a sound foundation for a real nappy network throughout the county. Some established real nappy advocates/groups were aware that other local, likeminded, individuals/organisations existed and in some cases others were working in isolation without an awareness that other groups existed or were nearby. For other initiatives (whether just starting or established) this is a Milestone to be marked as a priority.

The newly recruited Development Officer provided an opportunity for these groups to give a 'sound bite' on their experiences of the past few years and feedback how they would like to see real nappies develop in Bucks. All had differing or similar ideas, depending on what their individual perspective was, but everyone had a common motivation: to encourage more parents to choose real nappies for their children.

The development of this essential element was sensitive. Whilst some established partnerships were strong amongst these 'real nappy advocates', some past partnerships/communication links were shaky. Underpinning this was the national concern that public services such as councils, Primary Care Trusts (PCT) and Hospital Trusts, should not be associated with real nappy advisers/agents or laundry services etc as they could not be seen to endorse or advertise their 'products' or 'services' to their clients/residents. This was a source of frustration to these informal 'stakeholders' as their overriding motivation was to

encourage more parents to use real nappies and provide information, ongoing support, and access to real nappies locally.

Most real nappy advocates were parents themselves who were using real nappies but who recognised that no single public organisation was taking ultimate responsibility for real nappy education in their locality. A number of individual parents (working totally independently in most instances) purchased their own demonstration nappies and offered to go into antenatal/postnatal groups to give talks instead. One small local parent group (Bucks Area Reusable Nappy Support - BARNS) did this voluntarily with the help of National Lottery Funding but this was unsustainable as some parents had to return to paid employment as well as raising a family. Other individual parents became 'real nappy agents' by default or design as other parents around them wanted to have access to the real nappies which weren't available from local high street retailers, so approached these parents for information, support and to purchase nappies direct.

These women had identified a need and a hole in the market, and some generated a business opportunity to enable them to partially fund the time they were putting in to promoting real nappy usage. However, even though these nappy advisers were offering their time and resources for free, most were refused entry to antenatal and postnatal groups or access to display/advertising opportunities.

The Development Officer's role was to understand this history and bring the issue to a satisfactory conclusion for all. It was felt that this issue was producing a 'Stalemate' situation and would hinder further real nappy development if it wasn't resolved. On investigating further, it was found that this situation wasn't exclusive to just Buckinghamshire but was common across the country. Other nappy initiatives, real nappy retailers and laundry services were also reporting/ experiencing the same phenomenon.

Currently large retailers who specialise in baby equipment do not offer a comprehensive range of real nappies, advice or information so are not best placed to offer a real nappy service and advice to parents as yet. Real Nappy Advisers are all mothers who have working experience of real nappies, of parental pressures and current trends. They are based in their local communities; can offer regular attendance at their local groups; can provide verbal information, guidance and tailor-made informal demonstrations to their peer group. On top of this, they can go a step further by offering the loan of a library kit of nappies for parents to try out, and by giving advice and support during the loan period, along with maintaining the kits to a high standard making them attractive for parents to borrow.

If parents then opt to switch to real nappies in their family, advisers take away the time consuming hassle of sourcing and buying the nappies, which can and does put off parents starting real nappies in the first place. New parents with young children have great demands on their time as they adapt to their new role. Parents approached in the Bucks Nappy Usage Research stated that limited or no opportunities to seeing the nappies locally or even, trying before buying were available to them currently.

Conclusions: For the Bucks Real Nappy Initiative, it was therefore concluded that if there was concerted effort, encouragement and endorsement of real nappy usage by the Buckinghamshire Waste Partnership which resulted in parents choosing to use real nappies then there had to be access to them locally. Real Nappy Advisers (whether as individuals or as part of a larger real nappy supplier) were welcomed: as they offered the opportunity to provide local access, information, support and purchase/laundry of real nappies in their locality.

It was decided to wholeheartedly endorse their role/business and work alongside them, providing free advertising and introduction to their services, attending real nappy events

together so strengthening bonds, endorsing partnership working and establishing a stronger foundation of a real nappy network. No one adviser/organisation or service was favoured over another, focus was primarily on the parent and which service would best suit their needs.

Buckinghamshire as a whole, recognises and supports individuals and small businesses with entrepreneurial skills. Buckinghamshire also encourages women in particular into running their own business, generating a sustainable local economy. The real nappy industry is growing and opportunities exist for mothers who would like to work or even setup their own business to complement family life – this should be recognised and also encouraged.

A word of caution: Competition amongst real nappy retailers should be healthily encouraged but integrity as to their customer needs must be foremost in a supplier's strategy. If a parent has made the decision to use real nappies only to be given bad advice or service from a real nappy supplier, this could lead to their returning to using disposables.

Unfortunately, it was found in a number of instances, that competition amongst nappy suppliers for so little of the real nappy market share was so intense, that customer integrity/focus was sometimes neglected. It has also been the experience that real nappy suppliers were creating Real Nappy Introductory Packs which cost exactly £30, encouraging naïve parents that they could get their money back from their council (if a £30 cash back scheme existed in their area) should they buy them – *even if they chose not to continue with real nappies in the future*. The fact that some of these 'introductory' packs did not meet the needs of their parent customer seemed lost amongst the need to secure a sale. Little or no follow-up support was provided – did the parent continue to use real nappies? Did they experience problems that could be resolved with support or advice?

This is an area that the Initiative would like to develop further in the near future, ultimately to establish best practice and a code of conduct amongst real nappy suppliers (locally and nationally) to ensure that future parents/their potential future customers are given the best possible retail service to suit their needs and not just the supplier's pocket! Ultimately, an affiliation between nappy suppliers and Bucks Real Nappy Initiative would be the best way forward. Where real nappy groups, suppliers and advisers become 'affiliated' to the Initiative they will be agreeing to a 'code of best practice'. In return, the Initiative will provide partnership working, free advertisement of their services, access to information, resources, invitation to organised events and endorsement of the services they provide.

6.2 Real Nappy Events: Displays, Presentations and Talks

A total of 53 Real Nappy Events, presentations and talks were held between February 2005 – December 2006 and attended by the Real Nappy Development Officer and/or Real Nappy Advisers. Real Nappy Week (RNW) was fully supported in 2005 and 2006 and the Initiative and its partners were awarded by Women's Environmental Network, 'Runners-Up' in the large campaigns category for 2 years running. Women's Environmental Network (WEN) highlighted that the initiative's RNW events were innovative and far-reaching.

Events increased at an incredible rate once individuals/organisations heard about the Initiative. Offers to hold a display/demo happened on a weekly basis. As the Development Officer role is part-time, it has just about reached its capacity to cover events on a regular basis. Bucks Real Nappy Advisers were invaluable in their offer to attend additional events in their chosen areas on a regular basis and this encouraged a regular attendance at established venues. This allowed real nappies to be seen locally regularly with a constant 'drip, drip' approach which was non-threatening, so encouraging long-term behaviour change.

There is a concern that the rapid increase in calls to hold/attend events may also affect Real Nappy Advisers' generosity and ability to keep up with demand. This issue will have to be reviewed again, once the uptake of the Health Professional Toolkits has become established. Real Nappy Advisers are potentially best placed to also offer ongoing support to Health Professionals who have received the kits. Currently, their time is free and no travel expenses are reimbursed. The time and effort that they are currently putting in is hopefully rewarded by the genuine interest to pass on real nappy knowledge and/or when parents decide to purchase real nappies from them and/or become regular customers.

However, following the analysis breaking-down of Real Nappy suppliers, whilst Bucks Real Nappy Advisers are in the Top 5 of 'where' Bucks parents choose to purchase their nappies, it must be remembered that the numbers/quantities are still only in double figures. Advisers are generally paid a small amount of commission after products have been sold and this would barely cover expenses to and from events. All Advisers are women with young children, who do not have any other form of employment.

Childminders/Nursery Events: Awareness raising events have also been targeting Childminders/Nurseries in particular, with a view to future areas of work. As Bucks County Council has overall responsibility for Early Years Development (child development and placements locally), the Initiative contacted this department to link in with childminders and nurseries in the county. The department holds regular 'Market Place' events around the county and the Initiative gave update talks directly to childminders and nurseries. Issues raised in particular were the 'disposable nappy business waste' generated by a childminding business. Nurseries had business waste collections in place, however childminders did not so disposable nappy waste generated by their business is being disposed of in 'household' waste bins. The presentations highlighted this issue and offered Childminder Real Nappy Library Kits, along with information packs to provide a solution to this problem. Childminders could borrow a childminder library kit for free for up to 4 weeks which works in a similar way to the parent library kits. The childminder kit has nappies that were selected with the childminding environment in mind. Childminders can use the kits to help select real nappies to use for their business or as a way to educate themselves on how real nappies work, should their parents specify real nappy usage. Real nappy parents regularly highlight that childminders refuse to continue to use real nappies on their children whilst in a childminders care. With over 1000 childminders in Bucks and a possible block for continued real nappy usage, this is an area to continue to develop in the future.

In December 2006, a presentation was given to Year 11 Child Development students. The initiative was contacted and asked to deliver a real nappy session to 40 pupils. A 'Quiz' format and fun practical demonstration was developed initially. It was very successful and positive feedback was received from the overseeing teachers. For the full feedback see: [Appendix S](#)

Conclusions: With the ever-increasing need to establish the Initiative and take advantage of current raised interest, we may need to consider a way to meet the demand for nappy events with a sustainable service in the future and at least offer Real Nappy Advisers travel expenses to events primarily organised via or on behalf of Bucks Real Nappy Initiative.

Real Nappy Education for schools and colleges is planned to deliver real nappy education to the next generation of parents and childcare providers. This is being developed by linking in with Bucks Waste Education Officers. The Waste Education Officers could utilise the real nappy 'Quiz' format along with a Health Professional Toolkit, to offer another waste minimisation session primarily aimed at secondary schools and colleges – currently the main focus and interest for their work is with the primary school sector. [Appendix T](#)

6.3 Childminder and Parent Real Nappy Library Kits

This was not a Milestone and so no funding was allocated for this. BARNs (local real nappy support group in Bucks) secured funding via the National Lottery 5 years ago. They developed Real Nappy Library Kits that they loaned out to Bucks parents for free. BARNs reports a 99% uptake of real nappies after a library kit has been borrowed. Equally, Real Nappy Advisers who also sell nappies have pulled together their own library kits to lend out to parents. The loan is free but they do charge approximately £10 per week to the parent to pay for all the 'consumables' that will be used during the loan. The advisers funded the kits themselves and have received no financial help from either the nappy companies they represent or from the initiative.

The advantage of having access to real nappy library kits cannot be underestimated. They encourage parents who needed further convincing that real nappies actually work. All the advisers managed the library kits: keeping them neat and clean; booked them in and out to parents; selected nappies ideal for each family situation and gave advice on how to use them; provided ongoing support during the loan and if the parents decided to switch to real nappies they could buy nappies direct from the advisers. The disadvantage advisers found, was that after all the work of providing and loaning out the kits, some parents shopped around and bought the nappies elsewhere instead – so they didn't recoup any costs of the time they spent or the 'wear and tear' running costs of the kits.

Bucks County Council provided £800 and the National Childminders Association (Bucks Branch) provided £200 to purchase 6 Childminder Real Nappy Library kits. The kits contained nappies that were best suited to the childminding environment. The kits were launched during Real Nappy Week 2006 and have initially been placed with the NCMA co-ordinators to manage. Uptake of the libraries has been excellent; however only 3 childminders have opted to switch to using real nappies as a result of using the kits.

Conclusions: Whilst Real Nappy Library Kits are essential to aid parental choice, they have to be easily accessible to be successful. Parents are expected to travel to Real Nappy Advisers to collect the kits, which at present are located at a number of points across the county but are not necessarily in the best locations. Assumptions and expectations are that parents have access to transport, to enable them to collect the kits, whilst reducing the expectation/time/burden/risk on Real Nappy Advisers to deliver the kits. However, the reality is that not everyone has a car, and that public transport is not available on demand or to some of the remote areas that the kits are located in. To make library kits accessible, it would be desirable to have them in all towns and major villages in Bucks so that parents do not have to travel far to get hold of one. More kits are needed so that waiting lists are kept to a minimum.

Efforts are currently being made to link with SureStart Co-ordinators in Bucks and funding has been secured via Bucks County Council to purchase more Parent Real Nappy Library kits for exclusive use in areas covered by Children's Centres – approx 20 centres are planned to be built in Buckinghamshire over the coming years.

Further work needs to establish whether the Childminder Real Nappy Library kits would be better placed with a local Real Nappy Adviser as opposed to a National Childminders Association co-ordinator, whose role is very broad. A complete monitoring system needs to be developed to co-ordinate and monitor the effectiveness of all library kits throughout the county. Yearly reviews and/or research needs to monitor the spread of behaviour change and whether district council/county council input is ongoing or reduced or brought to an end.

6.4 Website Development of www.recycleforbuckinghamshire.co.uk

Again, this was not a Milestone, but an essential vehicle to deliver accessible information. The internet provides a wealth of real nappy information and access real nappies themselves: where to try before they buy, real nappy retail outlets, laundry services and real nappy internet providers. The Initiative has established that there are approximately 78 real nappy outlets, with the majority hosting websites offering the opportunity for parents to receive advice, buy trial kits and purchase real nappies online.

Bucks Real Nappy Initiative recognised that parents' first port of call for real nappy information was the internet. Women's Environmental Network (WEN) and WRAP (Waste Resources Action Programme) offer balanced information on their websites, along with a vast mix of real nappy websites offering advice services, trial packs, online nappy purchasing and discussion.

The Initiative wanted to provide local information about real nappies in Bucks so developed real nappy web pages alongside the countywide/nationwide initiative Recycle For Buckinghamshire. All the information that is available in the Real Nappy Information Pack is now available online, along with the £30 Cash Back claim form, fact files and Bucks Real Nappy Exchange information.

The Initiative's web pages are presented with all the other information pages regarding waste minimisation campaigns that are operated in Bucks: Composting, Recycling, Household Recycling Centre information etc so that real nappies can be seen in the context of the countywide messages to Reduce, Reuse and Recycle.

6.5 Bucks Real Nappy Exchange

Following requests from real nappy parents who had come to the end of their nappy years and who wanted to pass on their 2nd hand nappies to other parents in the county, the nappy exchange was set up. It is a very informal approach and it encourages the continued use of previously purchased real nappies on the next generation of children. [Appendix U](#)

7. Future Plans for the Project – Milestones 6 - 12

The development of the Real Nappy Initiative in Buckinghamshire is proposed to continue in its present form, with Milestones outlining specific target areas to develop over the next 2 years.

7.1 Milestone 6 – Cash Back Parent Survey

Completion of Cash Back Parent Survey to establish:

- current use of real nappies
- highlight areas of difficulty
- highlight areas of further information or support
- feedback

400 parents who have claimed £30 Cash Back between July 2005 – December 2006 were sent a questionnaire to complete. Planned actions are as follows:

1. Develop a spreadsheet to collate all the answers returned, highlight areas of further information or support needed
2. Send out appropriate information or contact parent as required.
3. Sustainability Monitoring: update Cash Back Monitoring form for each claimant who has responded.
4. Feedback current usage trends that have been highlighted to national organisations WRAP, WEN, GrantScape and other interested parties.

The outcome of the Survey will be used to shape the future development of the Initiative.

7.2 Milestone 7 – Ongoing development of Health Professional Real Nappy Toolkits

Ongoing development of presentation cards for toolkits and distribution of 50 real nappy toolkits to midwives, antenatal teachers and Health Visitors in Bucks. Planned actions are as follows:

1. Develop and produce presentation cards
2. Establish how many health professionals require HP Toolkit.
3. Ongoing contact with recipients of toolkits via newsletter and/or meetings, to provide regular updates on effective use of toolkits and practical 'real nappy usage' tips to be passed onto client group.
4. Develop a 'feedback' form for recipients to complete, initially on receiving kits and review again in 6 months time.
5. Plot locality setting to ensure an even distribution of real nappy information events throughout the county: north, mid and south Bucks.
6. Measure attendance numbers at each event.
7. Measure the number of information packs distributed.

Feedback will be collated via a simple form or from verbal discussion from participants, to identify any shift in behaviour/ opinion/ views, as well as trends on their use of real nappies currently or in the future.

7.3 Milestone 8 - £30 Cash Back Incentive

Ongoing management of the cash back incentive scheme for parents purchasing cotton nappies or using a laundry service. Planned actions are as follows:

1. A further 330 cash back vouchers (£30 per family) to be claimed by parents using real nappies, copies of birth certificates and receipts of real nappies purchased or invoice from laundry companies, to be attached to claim form.
2. New real nappy parents who have made a claim to be contacted if there is a highlighted need, to discuss any problems they have had using them. Provide support and guidance on usage, and monitor sustainability within the family via a monitoring form.
3. Further Cash Back questionnaire in November 2007.

Ongoing development of monitoring and evaluation of the Initiative:

4. Collation of all feedback and monitoring forms as outlined above with yearly evaluation of the Initiative from data gathered. To be disseminated to local authority partners: Aylesbury Vale District Council, Bucks County Council, Chiltern District Council, South Bucks District Council and Wycombe District Council.

7.4 Milestone 9 - Update of Real Nappy Information packs reducing to A5

Planned actions are as follows:

1. 2,000 real nappy packs distributed to new parents via antenatal classes/midwives/Health Visitors/telephone enquirers/real nappy events.
2. Access to information packs to be made available on the website: www.recycleforbuckinghamshire.co.uk Monitor visits to pages on a monthly basis.

7.5 Milestone 10 - Real Nappy Events

Planned actions are as follows:

1. Attend 50 real nappy events throughout the year to include Bounce'n'Rhyme sessions, Surestart and Childminder events.

Support Recycle Now Week June 2007, June 2008:

2. Establish Recycle Now Week Planning group.
3. Plot locality setting to ensure an even distribution of real nappy information events throughout the county: north, mid and south Bucks.
4. Ensure media coverage of events to encourage high participation.
5. Measure attendance numbers at each event.
6. Measure amount of information packs distributed.
7. Collate feedback via simple form or from verbal discussion from participants, to identify a shift in behaviour/ opinion/ views and trends on their use of real nappies currently or in the future.
8. Evaluate

7.6 Milestone 11 - Development of Childminders & Nurseries Real Nappy Policies in Bucks

To remove the barrier that prevents the continuation of real nappy usage on real nappy children whilst they are with a childcare provider. Planned actions are as follows:

1. Liaise with Early Years Development teams, OFSTED and policy planners to develop real nappy policies with Childminder and Nursery provisions.
2. Establish the clinical waste costs for childminders and nurseries; establish if the landfill tax increases will also have an effect on private nursery businesses who arrange business waste collection direct.

7.7 Milestone 12 – Outline Research: NHS, PCT, Social Services

Planned actions are as follows:

1. Research current NHS disposable nappy clinical waste costs for local hospitals, and PCT trusts and Bucks CC based nurseries.
2. Research Social Services disposable nappy provision for children with special needs.
3. Also explore the possible link with Bucks County Council's 'Home Care Laundry Services' who have offered to provide full laundry services to parents who would like their own nappies professionally laundered. This service might also be an option for parents who currently receive disposable nappies via Social Services (for free) but who would like to switch to using real nappies instead.

7.8 Milestone 13 - Develop expansion of Real Nappy Library Kits throughout Bucks

Planned actions are as follows:

1. Development of 10 parent real nappy library kits to be placed with current and new real nappy advisers around the county.
2. Update BARNs 8 library kits.
3. Also develop parent real nappy library kits to be placed at the new Surestart Children's Centres that are being established around Bucks.
4. Research and develop Low-income Real Nappy Grant for low-income parents to help provide a real nappy start-up kit.

Note: Children's Centres are part of the national SureStart programme. Centres are being build in areas across Bucks where families on low-income live, to provide support, guidance and information to young families.

Funding of £10,000 has been secured for this provision via Bucks County Council for the financial year 2007/2008.

APPENDICES

[if you would like a copy of any of the appendices please email your request to: realnappy@buckscc.gov.uk]

APPENDIX A	Real Nappy Usage Survey 2005
APPENDIX B	Example of Real Nappy Survey (Expectant Parents) Questions
APPENDIX C	Example of Real Nappy Survey (Parents) Questions
APPENDIX D	Example of Real Nappy Survey (Real Nappy Parent) Questions
APPENDIX E	Example of Cash Back Parents Questionnaire Survey
APPENDIX F	Inventory List for Health Professional Real Nappy Toolkit
APPENDIX G	WRAP's Nappy Tonnage Conversion Tool: applied to 434 Cash Back parents (actual)
APPENDIX H	WRAP's Nappy Tonnage Conversion Tool: applied to 5000 new born babies in Bucks (hypothetical)
APPENDIX I	Example of letter sent as a 'Confirmation of Receipt of Cash Back Claim'
APPENDIX J	Example of Cash Back Sustainability Monitoring Form
APPENDIX K	Example of EXCEL Cash Back Quantity Monitoring Form
APPENDIX L	Example of letter sent with £30 Cash Back cheque to claimant
APPENDIX M	Example of letter sent to unsuccessful Cash Back claimant
APPENDIX N	Copy of the current Real Nappy Information Pack which includes localised version of The Real Nappy Guide and Bucks Real Nappy Exchange items and a covering letter
APPENDIX O	Copy of £30 Cash Back A5 Flyer
APPENDIX P	Summary of Postcode Breakdown of Cash Back Claims
APPENDIX Q	Summary of Real Nappy Supplier List
APPENDIX R	Examples of supporting information: Fact Files 1 – 7
APPENDIX S	Feedback from local Secondary Upper School Jan 07
APPENDIX T	'Bottoms UP' Quiz and Facilitators Notes for Schools along with an evaluation by South East Waste Education Officers April 2007
APPENDIX U	Examples of Bucks Real Nappy Exchange Pack and Items list