

**REPORT TO: ENVIRONMENTAL SERVICES & SUSTAINABILITY COMMITTEE  
24 OCTOBER 2005**

**REPORT ON: DUNDEE REAL NAPPY NETWORK SET-UP & INCENTIVE SCHEME**

**REPORT BY: HEAD OF WASTE MANAGEMENT**

**REPORT NO: 630-2005**

## **1.0 PURPOSE OF REPORT**

- 1.1 To outline proposals for the introduction of the Dundee Real Nappy Network set-up and Incentive Scheme, which includes the establishment of a fixed-term Outreach Worker post for approximately a one-year period to deliver the project.

## **2.0 RECOMMENDATION**

- 2.1 It is recommended that the Committee support the "Dundee Real Nappy Network set-up and Incentive Scheme" project, including the creation of a fixed-term Outreach Worker post.

## **3.0 FINANCIAL IMPLICATIONS**

- 3.1 The project will be funded by a £30,834.52 grant from the WRAP (Waste and Resources Action Programme) Scotland Real Nappy Support Fund. Costs for the project are shown in Appendix 1.

## **4.0 LOCAL AGENDA 21 IMPLICATIONS**

- 4.1 The proposed project is related to the key theme "resources are used efficiently and waste is minimised".

## **5.0 EQUAL OPPORTUNITIES IMPLICATIONS**

- 5.1 None.

## **6.0 BACKGROUND**

- 6.1 There have been a number of organisations and individuals showing an interest in the promotion of real nappies in the Dundee area. Given the growing interest in real nappies locally, the potential real nappies have for waste minimisation and the regional significance of Dundee's Ninewells Hospital maternity unit, Dundee City Council's Waste Management department facilitated the formation of a Dundee Real Nappy Working Group. The group consists of individuals from different sectors/backgrounds including parents, retailers, healthcare professionals, Scottish Environmental Protection Agency and the local authority.
- 6.2 Based on the work of the group and consultation with relevant organisations such as NHS Tayside, a project was proposed to set-up a Dundee Real Nappy Network and incentive scheme. To fund the project an application was made to the WRAP Scotland Real Nappy Support Fund. Dundee City Council's Waste Management department received confirmation that the application for funding had been successful on 30th August 2005.
- 6.3 The overall objective of the project will be to develop a sustainable, long-term approach to promoting reusable nappies as an alternative to disposable nappies and

thus reduce the number of disposable nappies entering the waste stream in the Dundee City Council area. The main elements of the proposed project are outlined below.

- 6.4 **Dundee Real Nappy Network Formation:** A constituted Dundee Real Nappy Network is to be formed consisting initially of the members on the Dundee Real Nappy Working Group.
- 6.5 **Dundee Real Nappy Incentive Scheme:** To encourage parents in Dundee to try real nappies and as a result increase the number of families in Dundee using real nappies, it is proposed that a real nappy incentive scheme is introduced. This will involve the offer of subsidised trial packs to parents living in the Dundee City Council area.
- 6.6 **Creation of Outreach Worker post:** To achieve the objectives and aims of the project it is proposed that a fixed term (approximately 1 year) full-time Outreach Worker post be created. It is proposed that the Outreach Worker will be based from home with regular progress meetings being held with key staff from the Waste Management department. It is anticipated that the post's time will be split between organising and carrying out the activities of the network and administering and implementing the incentive scheme. The Outreach Worker's role will include working with key Ninewells Hospital maternity unit staff and provision of advice and presentations to relevant groups.

## 7.0 CONSULTATION

- 7.1 The Chief Executive  
Depute Chief Executive (Finance)  
Depute Chief Executive (Support Services)  
Assistant Chief Executive (Management)

## 8.0 BACKGROUND PAPERS

- 8.1 None.

Jim Laing, Head of Waste Management

4 October 2005

**APPENDIX 1 - COSTS FOR “DUNDEE REAL NAPPY NETWORK SET-UP AND INCENTIVE SCHEME” PROJECT**

<u>Costs</u>	TOTAL
Salaries, national insurance and pensions	£20,095
Recruitment	£500
Personal car use	£600
Mobile phone	£300
Training\Induction	£175
Other staff time	£750
Nappy Libraries	£500
Logo/artwork	£500
Web site development	£1,000
Leaflets/info packs	£965
Display stand	£500
IT equipment	£700
Nappy trial packs	£4,250
<b>TOTAL COSTS</b>	<b>£30,835</b>