

## **EAST AYRSHIRE COUNCIL**

### **COMMUNITY SERVICES COMMITTEE – 2 FEBRUARY 2005**

#### **REAL NAPPY CAMPAIGN – WASTE MINIMISATION INITIATIVE**

##### **Report by Executive Director of Neighbourhood Services**

### **1. PURPOSE**

- 1.1 To advise the Community Services Committee of the success of a bid to the Waste and Resources Action Programme to establish a real nappy network.

### **2. BACKGROUND**

- 2.1 The successful implementation of the kerbside recycling service to over 30,000 households in East Ayrshire with a further 20,000 to come into the service in 2005 has seen East Ayrshire Council remain on target to achieve the 25% recycling rate for domestic waste by 2006 which has been set by the Scottish Executive.
- 2.2 It is also important that waste being generated within the authority is minimized wherever possible and it has been estimated that 8 million nappies enter landfill sites every day in the United Kingdom.
- 2.3 Real Nappy Campaigns allow parents to assess the options available to them. Real nappies are now available in a variety of forms and, if required, can be used in conjunction with disposable nappies for maximum convenience.

### **3. DISCUSSION**

- 3.1 The Waste and Resources Action Programme (WRAP) has a national budget of approximately £100,000 to encourage the establishment of Real Nappy Networks and Campaigns with the aim of reducing the number of parents using disposable nappies.
- 3.2 The Council has been successful in its application to the WRAP fund and has been awarded a total of £21,452 which represents over a fifth of the funding available at the current time.
- 3.3 East Ayrshire Council's Real Nappy Campaign aims to encourage parents to use real nappies instead of disposable nappies. This will reduce the significant quantity of nappy waste entering landfill sites, has financial benefits for parents and health benefits for infants.
- 3.4 It is proposed to create a new part-time temporary post (17.5 hours) of Outreach Advisor graded AP3 (£18,381 - £20,169) for a period of one year to assist in the promotion of real nappies with the aim of reducing the quantity of disposable nappies entering landfill sites.

#### **4. POLICY IMPLICATIONS**

- 4.1 The appointment of an Outreach Advisor will assist in the promotion of real nappies. This initiative has the purpose of ensuring the Council complies with the European Landfill Directive's requirement for waste to be diverted from landfill and is in accordance with the Community Plan: Improving Environment Aim 3: to increase the amount of waste which is recycled and re-used.

#### **5. LEGAL IMPLICATIONS**

- 5.1 Nil

#### **6. FINANCIAL IMPLICATIONS**

- 6.1 The maximum financial implications associated with the proposed new post including employers costs is £11 971 which can be met from funding from the Waste and Resources Action Programme.
- 6.2 The remaining funds allocated by WRAP will be used to supply campaign materials and to fund a pilot project.

#### **7. CONCLUSIONS**

- 7.1 The Real Nappy Campaign in East Ayrshire aims to reduce the quantity of disposable nappy waste entering landfill sites within the authority.
- 7.2 The use of real nappies minimises the negative effects on the environment, has financial benefits for parents and health benefits for infants.

#### **8. RECOMMENDATIONS**

- 8.1 The Community Services Committee is invited to:-
- (i) remit this report to the Corporate Governance Committee in respect of their interest; and
  - (ii) note the content of this report.

William Stafford  
**Executive Director of Neighbourhood Services**  
WS/JS  
21 January 2005

#### **LIST OF BACKGROUND PAPERS**

Nil

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