

Real Nappies
Briefing Note for SWP Waste Reduction Group
08 July 2010

This project is approaching the issue of disposable nappy waste through the waste hierarchy concentrating on Reduce in phase one and the promotion of real nappies. This note provides a brief overview of the activity associated with real nappies. Any detailed questions can be forwarded to Elaine Tantram at SCC email elaine.tantram@surreycc.gov.uk
Telephone: 020 8541 9035

The real nappy element of this project is being delivered by GoReal, which is managed by ReZolve, a dynamic social enterprise based in Cornwall and provide access to parents who have had first hand experience of bringing up children in Real Nappies. Go Real is the progression of the government run Real Nappy Campaign and is operated on a not-for-profit basis through membership income.

Surrey County Council has joined GoReal on behalf of the Surrey Waste Partnership and as members all the District and Borough Councils can gain access to GoReal local authority resources, which includes a range of art work, text etc. Login details will be circulated by end of July. Any enquiry from parents regarding real nappies can be forwarded to GoReal, the telephone number and email address can be published on council websites and publications.

Freephone: 0800 328 8175
www.goreal.org.uk/surrey
email. info@goreal.org.uk

Trial Kit Scheme: Trial Kits gives parents the chance to test a range of types and styles of Real Nappies and make the best decision on which nappies are best for them and their baby. 26 kits are located throughout the county at Children's Centres or with nappy agents. There is a good spread throughout the county and residents can borrow a kit from any location. There are a couple of hosts who are not able to take kits when the scheme is launched for a variety of reasons so these kits have been allocated to other hosts for the start of the scheme. All Trial Kits hosts will have received training and ongoing support from GoReal. Parents can borrow the kit free of charge for a month at a time. Parents interested in using a Trial Kit contact GoReal, who will provide them with details of the nearest kit. All details of trial kits and location of hosts are available on the GoReal website
<http://www.goreal.org.uk/surrey/trial-kits>

Training of trial kit hosts is taking place in July with the scheme live by end of July.

Information Pack: Free DVD and nappy guide available direct from GoReal. District and Borough Councils can have copies if they would like to send out directly themselves.

Nappies for all: Goreal have a run a successful scheme in Cornwall where an interest free loan was available for parents to spread the cost of real nappies over 12 months. GoReal are gathering evidence on our behalf to assess the level of interest in such a scheme in Surrey.

Real Nappy hotline: 0800 328 8175 Can be used by parents to get advice and information on real nappies.

Information website: www.goreal.org.uk/surrey lots of real nappy information including forums, expert advice, product reviews and a local nappy finder.

Membership to GoReal for Nappy Agents: An element of the scheme is to provide free GoReal membership for 20 agents in Surrey to improve local information and activity associated with real nappies.

Monitoring: GoReal will provide data to monitor the scheme and to show sale trends of real nappies by the main nappy retail agents. Part of the project will be to assess the usefulness of this data.