

<b>Organisation</b>	Belfast City Council
<b>Project Name/Title</b>	Belfast City Council Cloth Nappy Scheme
<b>Project Contact</b>	George Lyttle: lyttleg@belfastcity.gov.uk
<b>Project Summary</b>	Belfast City Council wanted to find a way of dealing with the issue of disposable nappy waste. Disposable nappies are around 30% plastic. According to WRAP, by the time a child is potty trained they will have gone through 4-6000 disposable nappies. Belfast City Council has run a reusable nappy scheme in partnership with The Library Group since 2016. The scheme consists of two parts: a free two-week trial (provided by The Library Group) giving people the opportunity to 'try before they buy'. If they wish to purchase reusable nappies, they will receive a £30 refund on the cost of purchase (minimum spend of £50). Residents can participate in either or both parts of the scheme. Residents do not have to have taken part in the trial to apply for a refund.
<b>Aims/Objectives of Project</b>	To encourage the use of reusable, washable cloth nappies instead of disposable, single use nappies with ~30% plastic content.
<b>Funding</b>	Belfast City Council
<b>Cost</b>	£10,000 in disposal costs.
<b>Target Increases</b>	96 tonnes of waste diverted from landfill from 2016 - December 2021.
<b>Target Audience</b>	Parents of babies and expectant parents in Belfast City Council area.
<b>Successes</b>	A total of 434 applications have been received since launch, with a steady increase in applications from 54 in 2017/18 to 128 in 2020/21. Around a third of people who participate in a trial go on to apply for a refund and can be considered 'converts'. Belfast City Council also have a number of refund applications from people who have not participated in a trial. Due to high demand in recent years, Belfast City Council has funded the purchase of additional trial packs to reduce the waiting list.
<b>Areas for improvement</b>	It would be good to see an increase in the conversion rate but a third is still a good level of success.
<b>Communications</b>	Belfast City Council created a dedicated section on their council website for the Cloth Nappy Scheme. Council also promote the scheme in City Matters (the BCC magazine for residents), through social media and the Bin-Ovation app
<b>Other Observations</b>	The Ballot Bins are an excellent way to engage with the public outdoors. The bins use the nudging behaviour change approach and are a fun way to get people engaged in putting cigarette butts into a bin rather than just stubbing them out on the floor and not thinking about their actions. We are always looking for new, innovative ways to engage with our residents and visitors whilst addressing the important issue of litter and the ballot bins provided by Keep Northern Ireland Beautiful allow us to do this.

