

# BELFAST CITY COUNCIL

## TACKLING PLASTIC CASE STUDY

### PROJECT TITLE

Belfast City Council Cloth Nappy Scheme

### PROJECT CONTACT

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### FUNDED BY

Belfast City Council

### PROJECT SUMMARY

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.

### AIMS/ OBJECTIVES

To encourage the use of reusable, washable cloth nappies instead of disposable, single-use nappies with ~30% plastic content.

### COST SAVINGS

~ £10,000 in disposal costs.



### TARGET INCREASES

96 tonnes of waste diverted from landfill from 2016 - Decemeber 2021.

### TARGET AUDIENCE

Parents of babies and expectant parents in Belfast City Council area.

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### SUCCESSSES

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.

### AREAS FOR IMPROVEMENT

It would be good to see an increase in the conversion rate but a third is still a good level of success.

### IN-HOUSE COMMUNICATIONS

Belfast City Council created a dedicated section on their council website for the Cloth Nappy Scheme. Click [here](#) to view.

Council also promote the scheme in City Matters (the BCC magazine for residents), through social media and the Bin-Ovation app.

