



## Real Nappy Incentive Scheme



Herefordshire Council and Worcestershire County Council are offering incentives to promote the use of real nappies. This is to encourage parents/guardians to find practical and easy to use alternatives to disposable nappies and reduce waste.

The scheme gives parents the opportunity to **either** receive £30 cashback when they purchase £50 worth or more of real nappies (excluding accessories) **or** they can claim a free pack of '\*pre-fold' nappies worth approximately £15 from Green Nappies, a social enterprise working with adults from disadvantaged groups.

\*Refer to sizes of nappies on application form

A few nappy facts...

Real nappies are re-usable, washable, cloth nappies that come in many shapes, sizes and colours.

- Each child can use up to 6,000 disposable nappies in their lifetime and 8 million disposable nappies are thrown away every day in the UK.
- The average spend on disposables can be as much as £922.74 per child over 2 ½ yrs\*1 Real nappies can be used again and again and on your next child, saving more money.
- Over 90% of disposable nappies are disposed of in landfill and may take up to 500 years to decompose.
- You can use softer and more natural materials next to your baby's skin with real nappies. They are easy to use, easy to wash and dry and are often attractive.

\*1 Source: Women's Environmental Network

**To take part in the cashback scheme or to claim a free pack it is required that you...**

1. Are a resident of Herefordshire or Worcestershire.
2. Return a signed Real Nappy Incentive Scheme application form to Green Nappies.
3. Supply a **copy** (not original) of MATB 1 form **or** child's birth certificate.
4. Supply a copy of receipt(s) for £50 worth or more of real nappies/wraps/liners (excluding accessories). Receipts must be itemised. **Cashback scheme only.**
5. You agree to take part in a short follow-up telephone survey\*2 conducted by Worcestershire County Council or Green Nappies.
6. You have only taken advantage of one scheme per baby.
7. You have not already participated in a trial scheme run by the Council for the same child.

It is recommended that parents/guardians attend a free Nappaccino Morning to find out more information about real nappies. See reverse for more details.

\*2 It is useful that we gather data to help us identify the needs of real nappy users so we are able to continue to promote and support such schemes like the real nappy campaign in the future, and help towards reducing the use and disposal of disposable nappies.

### Important Note

Parents/guardians can only take advantage of **one** scheme per baby. They can **either** claim one cashback sum of £30 when they spend £50 on the real nappies of their choice, **or** claim one pack of '\*pre-fold' nappies worth approximately £15 per baby.



## For more information / application forms:

Call Mission Impossible on: 01905 766883  
Visit: [www.wastemissionimpossible.org.uk](http://www.wastemissionimpossible.org.uk)  
or for Green Nappies: [www.greennappies.org.uk](http://www.greennappies.org.uk)

## Nappaccino Mornings

If you want to know more about real nappies come along to one of our Nappaccino Mornings. Held across Herefordshire and Worcestershire, Nappaccino mornings allow parents/guardians the chance to see the benefits of real nappies whilst enjoying a free cup of coffee. There is a wide range of styles on display and a nappy consultant on hand to answer your questions and offer advice.

For more information on times and dates of your local Nappaccino:

Call Mission Impossible on: 01905 766883  
Or Visit: [www.wastemissionimpossible.org.uk](http://www.wastemissionimpossible.org.uk)

Or contact your local nappy agent:  
Nappy Agent name / contact:

## For more information on the free pack from Green Nappies contact:

**Green Nappies:**  
Tel: 01989 760919  
Fax: 01989 768430  
[greennappies@herefordshire.gov.uk](mailto:greennappies@herefordshire.gov.uk)

'If you need help understanding this document in your own language, please contact  
Ethnic Access Link. Tel: 01905 25121' (English)

'যদি এই দলিলটি আপনার নিজের ভাষায় বুঝতে আপনার সাহায্যের প্রয়োজন হয়, অনুগ্রহ করে Ethnic Access Link  
(এথনিক অ্যাক্সেস)-কে 01905 25121 টেলিফোন নম্বরে যোগাযোগ করুন' (Bengali)

如果你需要這個文件的中文信息，請聯絡 Ethnic Access Link，電話是01905 25121 (Cantonese)

'Jeśli potrzebujesz pomocy w zrozumieniu tego dokumentu we własnym języku, zadzwoń do Ethnic  
Access Link. Tel: 01905 25121' (Polish)

'Se necessitar de ajuda para perceber o conteúdo deste documento na sua língua, contacte a  
associação Ethnic Access Link pelo telefone: 01905 25121' (Portuguese)

'Si necesita ayuda para entender este documento en su idioma, puede ponerse  
en contacto con Ethnic Access Link en el teléfono 01905 25121' (Spanish)

Bu dokümanõ kendi dilinizde anlamak için yardım isterseniz Ethnic Access Link ile temasa geçiniz  
Tel: 01905 25121' (Turkish)

'اگر آپ کو اس دستاویز کو آپ کی اپنی زبان میں سمجھنے میں مدد کی ضرورت ہے، تو براہ کرم  
Ethnic Access Link (ایٹھنک ایکسس لنک) سے رابطہ کریں۔ ٹیلی فون: 01905 25121' (Urdu)

Information correct as of March 2007





# Real Nappy Incentive Scheme Application Form

(One application per baby)



To enable us to process your application to **either** receive a free nappy pack **or** cashback, please fill out and return this form, with all questions answered, to Green Nappies. Please enclose a **copy** of either your MATB 1 certificate or a **copy** of your child's birth certificate.

Please tick **one** box.

- I wish to claim £30 cashback, and I enclose a copy of my receipt(s) or proof of purchase of real nappies worth £50 or more (excluding accessories). Receipts must be itemised.
- I wish to receive a free pack of nappies, posted to my home address. Please circle **one** of the following pack sizes (each pack contains 6 pre-fold\* cotton nappies; 100 liners and 1 moisture resistant/breathable outer wrap):

\*Refer to sizes of nappies below

New born (6-10 lbs)  
(shaped nappies)

Small (9-14 lbs)  
(pre-fold)

Medium (13-25 lbs)  
(pre-fold)

Large (25-35 lbs)  
(pre-fold)

(PLEASE USE CAPITALS)

**Date of application**.....**Parent/Guardian's name**.....

**Address**.....**Postcode**.....

**District Council**.....**Daytime telephone number**.....

**Baby's name**.....**Baby's date of birth/due date**.....

(Please circle)

**1. Where did you purchase your nappies from?**      Nappaccino Morning      Internet  
 high street shop (please state).....      Green Nappies      Other(please state) .....

**2. Have you attended a Nappaccino Morning?**      **Yes**      **No**

**3. How did you hear about this Real Nappy Incentive Scheme?**      Nappaccino Morning

Event / show      Newspaper      Radio advert      Council publication

Word of mouth      Leaflet or poster      Midwife/ Health Visitor      Website

Other (please state).....

**4. What do you think would encourage more parents to use real nappies?**

Financial help      More information from the Council      Practical help (e.g. demonstrations)

More info from health professionals (e.g. midwife)

Other.....

**5. Have you told any of your friends about the incentive scheme?**

None      1-2      3-4      5+

**Check List**

**I have enclosed (please tick):**

- Completed and signed real nappy incentive scheme application form
- Copy (not original) of MATB 1 or child's birth certificate
- Copy of receipt(s) for £50 (or over) from my purchase of real nappies/wraps/liners (excluding accessories) Receipts must be itemised.
- Circled a free pack size (free Green Nappies pack only)

**By taking part in the Real Nappy Incentive Scheme, you agree to your personal data being used to administer the scheme by Worcestershire County Council and Green Nappies, who are helping to run the scheme on the Council's behalf. You also agree to take part in a short follow-up telephone survey. Your personal data will not be given to anyone else without your consent (unless necessary for legal reasons). The data controller of your personal data is Worcestershire County Council, County Hall, Spetchley Road, Worcester WR5 2NP.**

**Declaration**

I the undersigned declare that all the information given is correct and that I have purchased the real nappies for my own use. I have only taken advantage of one scheme once per baby.

**Signature.....**

**Please return to:  
Green Nappies  
The Ryefield Centre  
Grammar School Close  
Ross-on-Wye  
Herefordshire  
HR9 7QD**

**Terms and Conditions**

The Real Nappy Incentive Scheme is available to Herefordshire and Worcestershire residents only. Herefordshire Council and Worcestershire County Council do not supply real nappies and give no warranty / guarantee as to the availability, suitability or quality of real nappies from any particular supplier or quality of real nappies from any particular supplier at all. Proof of purchase and copy of MATB 1 or child birth certificate will be required. Offer applies to real nappies purchased on or after 12<sup>th</sup> March 2007. Cashback is limited to one per baby. Cashback or a free pack of nappies cannot be claimed if a parent/guardian has already claimed in a previous trial with the Council. Herefordshire Council and Worcestershire County Council reserve the right to withdraw or modify this offer at any time without prior notice. Annual funding limits apply and only a set quota of cashback / free packs from Green Nappies are available per annum.

