

Record of operational decision

Decision title:	To introduce a financial incentive for people living in Herefordshire to switch to reusable nappies
Date of decision:	18 February 2022
Decision maker:	Director of Resources and Assurance, (Section 151 Officer)
Authority for delegated decision:	<p>The Cabinet decision report ‘To set out the councils new Integrated Waste Management Strategy and Waste Handling Pilots’ authorises the section 151 officer to take all operational decisions relating to the recommendations outlined in the report.</p> <p>The report can be viewed using the link below</p> <p>Decision - To set out the councils new Integrated Waste Management Strategy and Waste Handling Pilots - Herefordshire Council</p>
Ward:	Countywide
Consultation:	<p>Cabinet Member - Commissioning, Procurement and Assets Interim Delivery Director - Corporate Services, Finance, Legal and Democratic Services Head of Environment, Climate Emergency & Waste Waste Services Manager</p>
Decision made:	<p>To implement a reusable nappy financial incentive pilot project between 1 April 2022 to 31 March 2023 providing £200 worth of vouchers to parents or those providing care to children in nappies up to the age of 18months to spend in selected online retailers. To issue up to 75 awards (totalling £15,000) from the 1 April 2022 to 31st March 2023 with periodic progress reviews.</p> <p>To spend up to £7,500 on reusable nappy birth to potty kits to be provided to Hereford Nappy Library to expand their reusable nappy loan offering.</p> <p>To spend £500 on promotion of both schemes.</p>
Reasons for decision:	<p>This reusable nappy incentive pilot project is one of the short term priority waste reduction projects which supports delivery of Target 2 within our Integrated Waste Management Strategy – Reduce residual household waste arisings to less than 330kg /hhld/year by 2035 of Appendix A.</p> <p>Appendix A - Waste Strategy.pdf (herefordshire.gov.uk)</p> <p>This also supports the County Plan (2020-2024) which has a priority to minimise waste and increase reuse, repair and recycling and to invest in low carbon projects.</p> <p>Budget for this pilot project will be drawn from the waste reserve as outlined in the resource implications of the Cabinet report ‘To set out the councils new Integrated Waste Management Strategy and Waste Handling Pilots’ There is no conflict with any council policy, strategy or service plan.</p> <p>This decision does not amend existing policy nor raise new policy issues. An approved supplier list will be developed with support from the commercial services team in line with the council’s contract procedure rules for residents to spend their issued £200 vouchers with.</p> <p>Best value has been demonstrated with support from the commercial service team in the business case for the purchase of £7,500 worth of nappy</p>

	stock to increase the Hereford Nappy Library loan offering.
Highlight any associated risks/finance/legal/equality considerations:	<p>Demand is greater than expected. Additional administrative support can be sort to process the applications. Periodic review will be undertaken and if required consideration will be given to a cap on the number of grants issued or allocation of additional funds to the project.</p> <p>User who have received the financial incentive stop using reusable nappies after a short space of time. Residents who have claimed the financial incentive, and have subsequently stopped using the nappies will be asked to donate them to the Hereford Nappy Library subsequently boosting supply of nappies to be loan out as a trial.</p> <p>Fraudulent Claims - Parents will be required to provide evidence in the form of a mat b1 certificate or birth certificate for the child, and proof of residence in Herefordshire. Checks will be completed by the grants team and a Waste Transformation Officer in the event of any contentious applications. Partnered online retailers will also confirm purchase for approved products only.</p>
Details of any alternative options considered and rejected:	<p>Outsourcing the running of a nappy library from the open market. This has been dismissed as the cost is considerable to achieve limited results. Utilising our existing Herefordshire Nappy Library groups provides additional social value as we tap into local expertise and community links to provide the service, rather than outsourcing.</p> <p>Establishing our own reusable nappy library. This option was ruled out due to the logistical difficulties of running such a scheme including the distribution, return and washing of nappies packs. This This option offered less resilience in the event of covid 19 restriction preventing distribution of nappies, and less flexibility to parents.</p> <p>Introduction of cash back incentive with a higher award for parents in finical hardship. This would require upfront purchase by residents, this does not remove the initial barriers of the up-front purchase cost. This proposal has additional admin burdens which would require additional time and resource. Do nothing. This option has been dismissed. The introduction of 3 weekly residual collections from November 2023 may have a larger impact on families with increased levels of complaints and objection to the new service model as no lower waste incentives would have been offered. Not introducing a re-usable nappy scheme will adversely affect our ability to deliver on the ambitious new targets with the Integrated Waste Management Strategy. The level of reusable nappy usage may not increase.</p>
Details of any declarations of interest made:	If any officers or members involved or consulted in the decision-making have declared an interest you should include the declaration here.

Signed

Andrew Lovegrove
Director of Resources and Assurance

Date: 18 February 2022