



Annual Report 2010/11

It has been an exciting time over the past year for the Real Nappy industry overall with washable nappies now available in at least 5 large high street stores and supermarkets, and the profile of Real Nappies in the public eye continues to grow.

We would like to say a big thank you to all our members for your support and feedback over the past 12 months. This year we have particularly worked hard on improving communication and we feel that this aspect of our service has progressed enormously. Wherever possible we aim to address any concerns and suggestions to provide an even more expansive, effective and efficient support service for all our members.

Go Real continues to offer a wide knowledge base of practical Real Nappy experience, marketing support and resources, and during 2011/2012 we intend to improve and develop these even more.

Over the past 12 months Go Real has:

Grown our website and hotline support

- ✦ Achieved average monthly visits to our website of **6,700 per month**, 64.5% of which were unique visitors.
- ✦ Consistently achieved the **top listing in main search engines** for the terms: real nappies, reusable nappies and nappies.
- ✦ Provided **independent advice** over the phone and email to over 180 parents each month.
- ✦ **Increased membership** by 154%.
- ✦ Added **new web content** every month through themed ideas, competitions and help guides.
- ✦ Introduced a **monthly webinar**; giving parents direct support through themed workshops, and included members as co-hosts.
- ✦ Created **social media** groups and communications through Facebook, Twitter, YouTube and Blogs.
- ✦ Increased member exposure through the site, with links on many editorial pages.

Member Support

- ✦ Offered **support and assistance** for individual members based on their requirements.
- ✦ Provided valuable links and **website exposure** for retail and manufacturer members.
- ✦ Proactively improved **membership exposure** through rotating entries on supporters pages, showcasing a 'featured member' each month and improved communication has ensured members use all the facilities available through their membership.
- ✦ Introduced a regular and topical **monthly newsletter** covering member's news and new products, industry news, and policy.
- ✦ Following feedback **new services** have also been introduced:
 - **Discounts** for stockist and agents of manufacturer member brands.
 - Facility for members to upload **news and events** through their own account.



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- We have created **links** throughout featured web pages such as bulk discount buys, nappy types and trial kits.
- Introduction of the **discount page** for members to promote their offers to Go Real visitors.
- Our very popular **monthly competition** gives members an opportunity for a full web page feature for just the cost of the donated prize.

Advertising and PR

- ✦ **Secured advertising** and presence in many magazines including Mother & Baby, Baby Surrey, Hampshire and London, The ABC series, the Family series and regional breastfeeding guides.
- ✦ Carried out a number of **radio interviews**.
- ✦ **Negotiated advertising discounts** and opportunities for Go Real members.
- ✦ Built our **press coverage** readership up to over 6 million, this being the equivalent to over £59,000 in Advertising Value Equivalent.
- ✦ Visited all industry magazines and distributed **press packs** including images of member brands for general publication.

Marketing

- ✦ Developed **strong partnerships** with major mainstream retailers, supermarkets and environmental organizations.
- ✦ Showed a successful increase in marketing coverage through **social media** with over 1,000 Facebook followers, nearly 450 followers on Twitter, 2,935 views on our U Tube channel, and regular posts on our Blog.
- ✦ Improved the content and regularity of our **monthly newsletter** with inclusion of featured members, new products and member news. These are sent out to 3,300 recipients and growing.

Promotional Literature and resources

- ✦ Production and distribution of our new **Local Authority brochure**; this provides a comprehensive range of services from Go Real at affordable prices, allowing LAs to build their Real Nappy campaign and meet targets efficiently. These services include; information and sample pack distribution, training & support, and competitively priced marketing & promotional materials.
- ✦ **Provided promotional resources** including DVDs, display kits, information packs, posters, leaflets and trial kits for Local Authorities and voluntary organisations containing nappies from our member brands.
- ✦ Carried out three **photo shoots** including member brands and made the resulting images available to our members.



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Awards

- ✂ We were delighted to be a finalist in the Best Website category of the **Third Sector Excellence Award** along with major national organisations such as the World Wildlife Fund.

Policy

- ✂ Had conversations about Real Nappies with Gunnel Klingberg, Secretary General, Municipal Waste Europe and Diana Linskey, Deputy Director in charge of Waste Strategy, DEFRA at the Local Authority Waste and Recycling Advisory Committee.
- ✂ Publicised the **Waste review** and encouraged members of the public and the Real Nappy sector to get involved with public debate.
- ✂ Submitted a **Call to Evidence** to the Waste Review highlighting the issues around disposable nappy waste and suggesting some highly innovative promotional schemes and some more radical initiatives to address disposable nappy waste!
- ✂ Contacted all MPs to **raise awareness** of disposable nappy waste and the surrounding issues.
- ✂ Worked with Austin Mitchell MP on a Disposable Nappy Waste **Early Day Motion**.
- ✂ **Encouraged** members of the public and the Real Nappy sector to lobby MPs to sign the EDM.
- ✂ Maintained an **active relationship** with the Waste and Resources Action Programme.

Events

- ✂ **Attended shows** including: the Local Authority Recycling Advisory Committee conference and various baby shows including Baby Show for Trade where we had a successful networking presence with both current and potential new members, and press & marketing contacts.
- ✂ Delivered a lively and innovative **Real Nappy Week** which benefitted organisations around the country. Highlights included:
 - Live streamed event from The Eden Project with guest hosts Janey Lee-Grace and Dick Strawbridge.
 - Fresh website content added each day.
 - Daily webinars held, involving Go Real members.
 - There were 95,000 website hits during the two main months of RNW activity in 2010.
 - The event received excellent press coverage to 2,719,500 readers, equating to over £46,200 in Advertising Value Equivalent.

Overall feedback for Go Real and Real Nappy Week was positive and this has been reinforced by a high percentage of membership renewals:

“There seems to be a real buzz about RNW this year. Traffic through our website has more than doubled.”



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“Please pass on my congratulations to all the team that have been working on the Real Nappy Week... I have thoroughly enjoyed watching the TV clips, which I've found both entertaining and informative - a tremendous amount of hard work and creativity has gone into the event.”

“Thanks for all your help; I appreciate the good customer service you provide. I regret now not getting involved earlier!”

Finances:

Total income for this period was £72,097.83 but as you will see, expenditure outstripped that at £129,788. This means ReZolve as a Social Enterprise, considerably subsidises national nappy promotions.

To put this in context, the national Real Nappy campaign historically enjoyed generous support from Government via WRAP and other funds. Since we took over, this funding stopped, apart from a contribution through RE:ALLIANCE towards management costs. This has now finished. Other national networks still enjoy direct government support for the work they do, and despite our lobbying and impressive tonnage conversion, we have not won this argument yet.

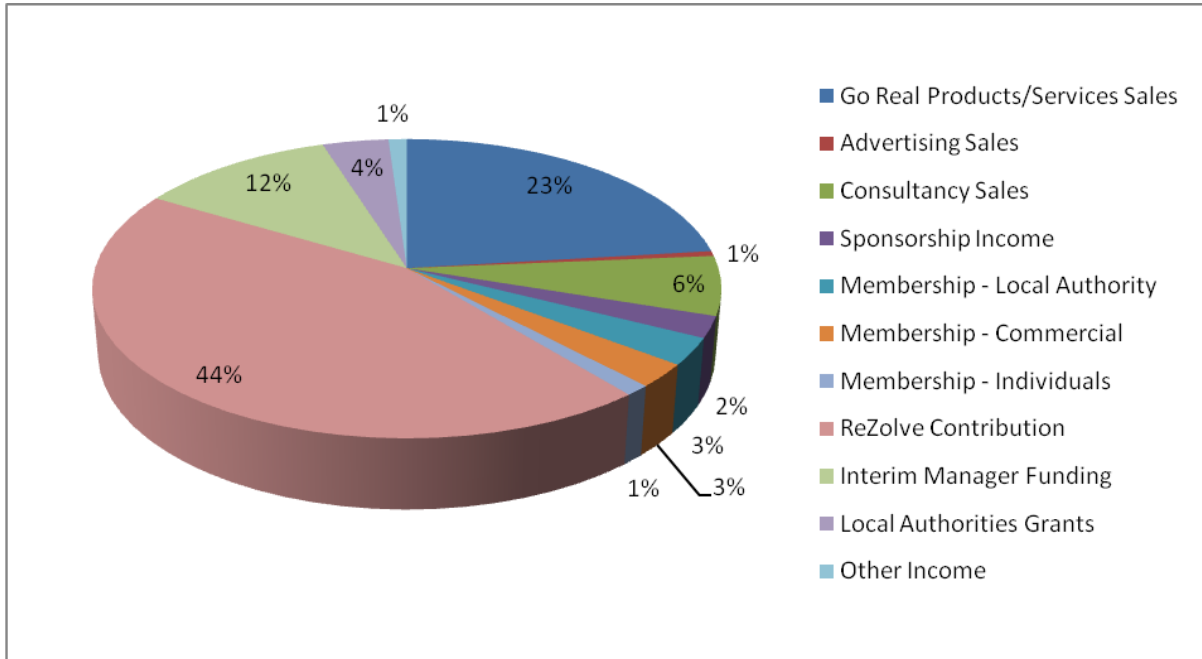
However, this has meant that we have developed a network that going forward can survive during tough times and ReZolve's contribution will reduce significantly to reflect the self-sufficiency that has been developed.

We should also celebrate what has been achieved, and you are part of that, Go Real is essentially a start up business, still in the early years of its development, and so with almost no start up capital, we think Go Real has achieved huge things, but it will need your support to continue that growth.

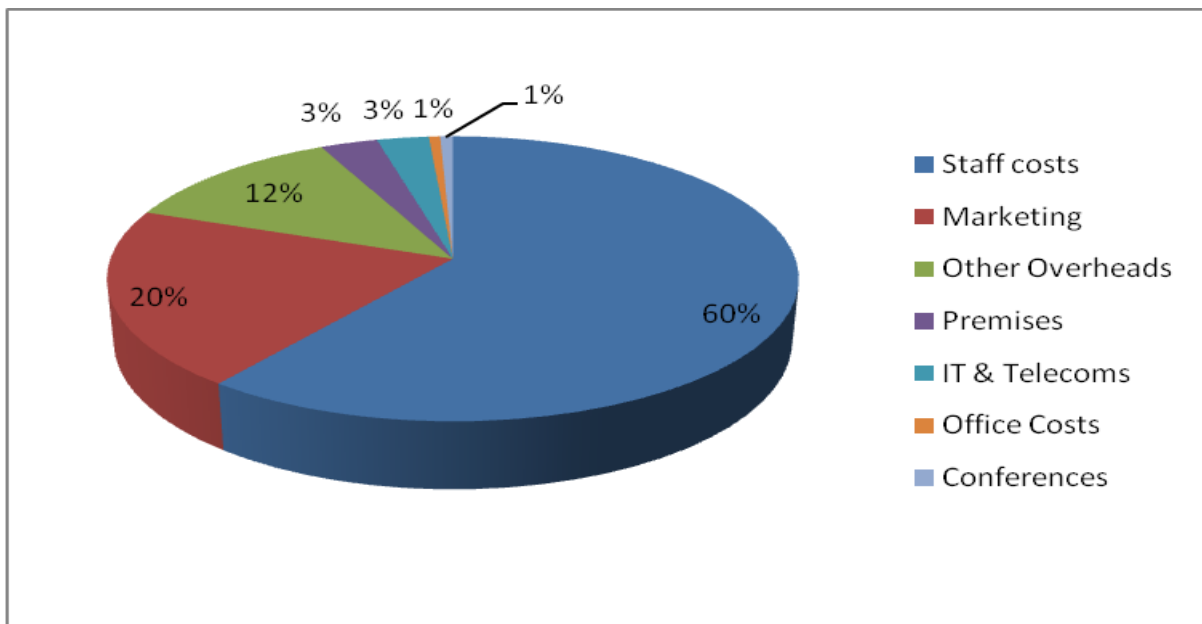


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Income 2010/11



Expenditure 2010/11





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2011/12 will again be a challenging year for Go Real. The Interim Management funding from RE:ALLIANCE has now come to an end, leaving a significant gap; and with additional pressures on the third sector, the project will have to make a dramatic move towards self sufficiency, meaning the support of our members is increasingly important.

We therefore urge you to continue to support Go Real to ensure all this good work can continue and that we can grow and develop the network.

Targets for 2011/12

We aim to build on the good foundations created during the past 12 months and continue to grow and raise Real Nappy awareness in all sectors.

Member Benefits

- ✦ We aim to increase membership numbers and therefore the services we can offer; giving our members effective support and profile raising - creating an even more varied and effective campaign.
- ✦ Create a member's Facebook page; geared solely to our members with updates on Go Real activity and relevant news.
- ✦ Improve resources available to members with new artwork templates and new image library.
- ✦ Introduce our new accounting system to reduce the amount of time spent administering membership renewals – this will make the renewal process more efficient and free-up time & resources to use in supporting our members.
- ✦ Our **member feedback survey** brought to light some requests of support and improvements in particular areas.

You asked for:

- Better and fairer coverage on the **supporters page** – we addressed this and now rotate the entries on a weekly basis.
- **More research** – we are finalising the update on the Real Nappy vs. Disposables cost comparisons data; this will be available soon on the member's website. We are also agreeing a publication process of attitudinal research carried out by Go Real on behalf of WRAP and are also working on a number of other research projects.
- **Advice on funding and grants** – this is a new field of information that has been included in our member newsletters but will also be added to the member's website.
- More **Event Attendance** – whilst we would love to have a physical presence at more events, budget constraints do limit our opportunities. However, we will still be able to negotiate discounts on behalf of members and are willing to support attending



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members in any way we can. We also seek sponsorship to allow us to attend events and will continue to do this over the next year.

- More action in your **local area** – again, funding constrains us but we are here to support members with local projects in any way that we can and are happy to take the burden of managing queries and relaying information through the freephone number and also focus our press releases in member areas.
- **Implementation** of national trial kit scheme – we are already managing schemes for various Local Authorities and would like to increase these services*
- **Parenting classes** – we would like to introduce these as part of a free sample opportunity; where parents attending a class are shown how to use the sample and given advice & support - a positive experience so they go on to use Real Nappies successfully long term*

*Whilst Go Real lacks funding to implement these two requests nationally we are always looking out for relevant funding, and the development of our Local Authority Brochure has enabled us to offer these services to LAs at affordable prices.

Policy

- ✂ We plan to continue to **assert pressure** on Government to recognize the impact of disposable nappy waste.
- ✂ We will continue our strong working relationship with **WRAP**.
- ✂ We will respond to the outcome to the **Waste Review** which is due in the spring.

Marketing

- ✂ Further **increase use of social media** marketing; this is a growing medium in everyday life and provides a direct appeal to the masses.
- ✂ Enhance our **press relations** to gain more print coverage at key intervals in the Real Nappy calendar.

Launch Real Nappy Week 2011!

Share the Secret! - A call to all parents to get together and share their Real Nappy knowledge and experience...

- ✂ Help parents spread the word to their local communities - we will **empower parents** to spread the word, whether through a talk at an antenatal, through approaching the local media or just by chatting to their friends.
- ✂ **Resources** such as posters, press release templates, event guides and presentations will provide parents with everything that they need to build a real grass roots approach.
- ✂ We will also be using **parent video & photo testimonials** to build fresh Real Nappy Week content for the Go Real Website and social media outlets.



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- ✦ Building Marketing lists; a series of friend referral schemes will be utilised to increase marketing lists, including **The Great Real Nappy Giveaway**, where friends will be able to nominate someone to receive a sample product.
- ✦ **New web content** will follow the theme of “Share the Secret” and will include webinars, blogs of Real Nappy trials, recorded Skype interviews, videos and photo galleries.
- ✦ Extensive **press coverage**

So...2011/12 is set to be another exciting, but challenging year in the Real Nappy industry and it'll be great to have you along for the ride – we wish you every success over the coming months.

We can't thank our members enough for their continued support without which there would be no **Go Real** campaign.