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Auction website promotes second-hand baby goods

If your child has grown too old or too big for some of their once-favourite baby goods, rather than dumping them why not recycle them on a new website and make some money in the process?

The site, nappyvalley.co.uk, was launched last week providing an online eBay-style market-place for parents in Wandsworth considering getting rid of unused items and those looking for second-hand ones.

Products can now be sold on and reused by other families who won't need to travel long distances to pick up their goods, pumping harmful gases into the air in the process, as buyers can shop close to home by using the online distance calculator.

Joanna Pearce, managing director of Nappy Valley, said: "Being environmentally friendly came into the thinking process when we designed the site.

"I hate waste and I feel that if someone is going to throw something out, it is a shame if there is another family with young children who could use it.

"All the sellers have to put their

Adrian Kajumba

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postcodes on so buyers can make sure they don't have to travel too far to pick up the products."

Nappy Valley is an area where young couples with primary and pre-school aged children move to. In parenting circles, Clapham, Balham and Wandsworth Common are often referred to as Nappy Valley.

Mum-of-one Joanna said: "I had the idea for a website while wandering down Northcote Road in Battersea.

"If you know this area you will know that if you are not pushing a pram you are in the minority."

The site is free to browse and it costs £2 to place an advert.

New sellers are not charged for the first advert they place and posters of the first 250 adverts will each get a complimentary Baby on Board car sign.

● To take a look at this site visit nappyvalley.co.uk.



Playtime: Joanna Pearce with her son.