



## Hemsby Community Cup Pilot

### What is it?

The Hemsby Cup is a reusable cup designed to put a stop to single use disposable takeaway cups and get closer to becoming zero waste by adopting a circular deposit return system. The FACET project is funding the purchase of the reusable cups and lids, so the scheme is free for businesses to participate.

### How does it work?

- You will offer the Hemsby Cup to customers who are ordering takeaways. They will give you a £2 deposit.
- You should put this £2 aside to create a 'cup float'.
- When a customer returns a Hemsby Cup, refund them £2 using your 'cup float'.
- Thoroughly wash and reuse cups that are returned, ready to be used again.

### How do I join?

- Contact [benjamin.gulliver@great-yarmouth.gov.uk](mailto:benjamin.gulliver@great-yarmouth.gov.uk) to express your interest.
- We will ask some basic questions about the number of disposable cups you currently buy, in order to monitor the success of the trial.
- We will send you a 'starter pack' which includes: 100 cups, 25 reusable lids and x2 posters to display.
- We are asking participating businesses to place one poster by the door visible to customers and one by your till or coffee machine.

### Lids

The lids are not part of the deposit scheme due to cost and hygiene considerations. You will have reusable silicone lids available for customers to purchase for £2 which are theirs to keep, this is perfect for the regular Hemsby Cup user. You can also offer 12oz recyclable takeaway lids, these can be placed into your recycle bin when they drop the cup back.

### Why?

Many businesses are making a concerted effort to improve their environmental credentials by spending more money on paper or biodegradable cups. However, they are still single use and biodegradable cups need to be sent to special facilities to get composted which are not available in Norfolk. Therefore, the best way to become sustainable and put a stop to single use plastic is to use reusable cups. This is where the Hemsby Cup comes in - a deposit scheme that costs customers nothing to make positive changes for the environment.

- 7 million single use paper cups used and thrown away every day in UK.
- Less than 1% of cups are successfully recycled.
- 500,000 of these end up as litter which fill up our bins and pollute our rivers and seas.



### How to get customers on board

We will provide you with posters to display which promote and explain the scheme and the rest is up to you!

- If a customer asks for a takeaway cup, perhaps ask if they would like it in a Hemsby cup, and briefly explain the scheme.
- If someone who usually uses a travel mug has forgotten it, they can simply borrow one for £2.
- Regulars – A quick explanation to them would convert them to using a Hemsby cup.

### How to clean

These cups have a lifespan of over 1000 uses and are dishwasher safe. You will simply wash this the same way you would other dishware, either thoroughly in hot soapy water or in the dishwasher.

### If you need more cups or lids

Contact [benjamin.gulliver@great-yarmouth.gov.uk](mailto:benjamin.gulliver@great-yarmouth.gov.uk) to request further cups and lids.

### Damaged/broken cups

You can accept damaged cups but if they are broken/unusable then customers cannot get their refund. Broken cups can be washed and recycled with your plastics.

### How to put it through your system?

We recommend the following:

- When a customer uses a Hemsby Cup, place their £2 in a separate 'pot' away from your till as this will make refunding easier.
- Empty your cup float every day and **keep note of how many deposits and refunds you do in a day. This is an essential part of the scheme as this will evidence the success of the pilot.**
- If someone is paying by card, refund £2 on your till, take this out straightaway and put in your float.
- If you have an Epos system, you can add a button for a Hemsby Cup deposit and refund.
- This will then show on your Z report at the end of day, you can then refund this amount and put it in your float. Payment for lids can go through your till as normal.

### How to set up in your cafe

- A great way to promote the cup is by displaying some of them. Perhaps stack them by your coffee machine, like some cafes do with disposables, or if you have a display area, create a little display - it all helps.
- We will promote the scheme & participating cafes on GYBC social media pages.



## Customer F.A.Q

### **What is the cup made of?**

The cup is made from 100% polypropylene, but it is designed to be used hundreds of times. At the end of its life, the cup is fully recyclable.

### **What's wrong with biodegradable or compostable cups?**

Compostable cups are single use, they get used for an average of 15 minutes before they are thrown away. They often need to be sent to a specialised in-vessel composting facility which Norfolk doesn't have. The reality is that cups thrown away in the town bins, will end up at the energy from waste facility (incinerator).

### **Will it keep my coffee hot?**

The cup is insulated so your hands are safe, but it is not a thermos cup. However, it keeps your drink hot in the same way that a single use cup does.

### **Where does the cup come from?**

It is manufactured in Belgium.

### **What happens when it breaks?**

The cup is robust but, if it breaks, it can go in your plastics recycling at home.

### **How does the deposit system work?**

You pay a £2 deposit when you choose a Hemsby Cup for your takeout drink and you can get your £2 back when you return your cup to any participating cafe.

### **Which cup system is the most environmentally friendly?**

When you compare the carbon footprint of the Hemsby Cup with that of single-use paper cups – the results speak for themselves. If you choose a reusable cup 7 times instead of 7 paper cups, you will use 41% less carbon. If you use a reusable cup every day for 6 months instead of 182 single-use cups, then you save 95% of the carbon.

### **What happens at the end of the life of these cups? Creating new plastic products cannot be better than using something biodegradable.**

Plastic lasts for a very long time, this product is using plastic in the right way as it is designed to be used over 1000 times. The cup is made from polypropylene and if it's damaged, it is fully recyclable. There is no route for customers to recycle their paper cup in Norfolk. Dirty paper cups cannot be recycled with your cardboard, they will be rejected and you are at risk of contaminating that stream, making it more likely that the whole batch is rejected. Paper cups therefore are incinerated along with other general waste.



**Unbranded example of the reusable cup**

