



Introduction

- ✓ HoTT have set up a **community scheme promoting REUSABLE drinks containers or glasses at local Holmfirth wide street festivals/events**. The scheme is intended to reduce the need for single-use plastics (SUPs) drinks cups during Holmfirth street festivals, to the benefit of the environment, whilst maintaining both convenience for customers and utility for vendors, but at an affordable cost.
- ✓ With the support of the Folk Festival Chair, a scheme to use re-usable festival pint pots was introduced by HoTT over the Holmfirth Festival of Folk (HFF) weekend event in May 2019.
- ✓ These reusable pint cups, resplendent with a Holmfirth Festivals logo one side and a HoTT reuse/recycling logo on the other, were available from most of the pubs in Holmfirth during the festival weekend. Some 4,000 festival pint pots were bought and used over the weekend, reducing plastic waste in the town.
- ✓ This report is an evaluation and feedback report on the outcomes of the Festival pint cup scheme so far.



Basis of the Scheme

- ✓ Bulk ordering of suitable re-usable glasses [covers all suitable drinks containers e.g. pint glasses, wine glasses, coffee cups etc.] of standardised types and sizes – the economies of scale bring cost advantages.
- ✓ Some 9,100 re-usable pint glasses were purchased, by some 15 pubs, bars and cafes in Holmfirth centre. The Picturedrome were already were planning to buy StackCups pint glasses for their own events use and helped HoTT to bulk buy the same. These were re-usable pint glasses with a bespoke Holmfirth Festivals logo, made from flexible **polypropylene plastic (PP)** with a carrying handle. By combining orders to bulk buy, they have ended up costing less than £1 each
- ✓ The re-usable glass has a Holmfirth branded community logo – designed to be ‘timeless’ with universal Holmfirth branding for re-use at different Holmfirth events and to be interchangeable between all Holmfirth vendors. Logo designed by Owen Phillips (www.owenphillipsdesign.co.uk).
- ✓ Glasses were bought in advance of festivals, based on pre-orders by the drinks vendors. They ‘buy’ the glasses, sufficient for their needs. All vendors buy at the same unit price per glass for small or large orders. HoTT and Festival of Folk committee bought a small stockpile as spares, for top-ups and late comers.
- ✓ During street festivals, the glasses are provided to all the customers or festival go-ers by all [or the majority of] Holmfirth drinks vendors e.g. pubs, bars, cafes, stalls etc., in preference to using own glasses etc. Festival organisers to pressure all the vendors to participate in the scheme and not use single-use-plastics if possible.
- ✓ Glasses are ‘sold’ by the vendors to customers with their first drink for a cost of £1 – for subsequent drinks where the reusable glass is presented, no charge but a clean glass provided if required as an exchange. Note this is a ‘buy’ scheme, not a ‘deposit’ scheme, with no return of the £1 to customers after the event.
- ✓ Glasses can be kept by customers to take home after event – if not wanted, they can be left behind, for resale after washing. Glasses left on vendor premises will be reused and resold by the vendors themselves.





- ✓ Glasses left as ‘unwanted’ glasses on the streets, were planned to be recovered and reused rather than end up in the green or black bins. HoTT organised a community collection scheme for this. Some 10 No special collection points were signposted on the streets of Holmfirth. Kirklees Council provided free collection bins and liners. HoTT provided Festival cup collection signage for pubs and for the street collection points. Community volunteers were recruited to check the bins periodically over the weekend, recover and wash the pint pots, to be made available for re-use as needed. They are then available to be re-sold back to the vendors.

Feedback from Festival of Folk experience

- ✓ Some 15 pubs, bars and cafes in Holmfirth were involved in the community glass scheme over the Folk Festival weekend. They had bought a stock of nearly 9,000 festival pint pots.
- ✓ About 4,200 pint pots were sold over Folk Festival weekend. About 90% of the glasses sold were taken away by customers, with the remaining 10% left behind or discarded. A number of these were recovered for re-use, resulting in about 5,000, or nearly 55% of the original stock left over for the next festivals.
- ✓ The pubs near the centre with outdoor seating or standing areas tended to have the largest sales of festival pint pots.
- ✓ Most customers were aware that they had to buy the glass for a £1 per pint pot and were accepting of this. Vendors were provided with bar signs by HoTT to display this message to customers.
- ✓ A small number of customers objected – some want proper glass not plastic; some did not want to pay £1, and some thought it was a deposit scheme and wanted their £1 back. Questions were raised on social media whether the pint pots held a full pint [yes, when filled to the brim] and also on HS / hygiene when refilling used glasses [pubs will swap the used pint pot for a clean one if requested] However these people were a small minority, less than 5% of customers according to the vendors.
- ✓ Some pubs sold shorts, soft drinks and wine in the festival pint glasses, on a take it or leave it basis. Some did provide other glasses for smaller drinks, e.g. flimsy single-use-plastic cups.
- ✓ Many of the left behind or ‘unwanted’ glasses were recovered and reused by the vendors, with some pint pots put into the special collection bins. Overall about 400 were reported as recovered, about 10% of those sold.
- ✓ The 10 community collection points on the streets for ‘unwanted’ festival cups were little used. Festival cups deposited over the weekend in the special collection bins were about 100, or 2.5% of glasses sold. Some collection bins used for rubbish, despite signs saying festival cups only.
- ✓ Allowing for glasses left behind in vendors premises and outdoor seating areas and collected up by the vendors themselves, the overall number of ‘unwanted’ cups recovered was estimated to be between say 5% to 15% of glasses sold.
- ✓ Social Media feedback following the folk festival was generally very positive and supportive, with most people welcoming the scheme and appreciating its impact on reducing both single use plastics and waste during the Holmfirth Folk Festival weekend.





Lessons learned

- ✓ Whilst time consuming to set up, the Festival glass pre-ordering and payment did commit the pubs and bars to join the scheme and allowed largescale bulk ordering of the festival glasses at minimal risk, and with sufficient stock left over for future festivals e.g. Food and Drink in late September 2019. Reordering of more Festival pint pots will be dependent on orders from pubs and bars.
- ✓ For this first event, the scheme was not self-financing - HoTT did not cover its costs for running the community collection scheme, particularly for the signage and bin costs – this could be recouped via an admin charge on glass orders, grants or sponsorship as the scheme needs to become self-financing in future.
- ✓ The special collection bins provided were often used by the public as normal black bag waste bins, despite being signed as for Festival cups only. Also, a number of cups were reported as being discarded in the normal waste bins at the end of the festival. The collection system needs to be re-thought, perhaps with the collection points run by the pubs and bars, rather than community volunteers. The pubs and bars are perhaps in a better position to collect up discarded Festival cups for their purposes, for resale after washing. Also, more efforts needs to be made to minimise and recover discarded cups from the normal waste bins.
- ✓ Whilst most people accepted getting a smaller drink in pint pot sized glasses, there was a desire to have smaller half pint sized cups for shorts, soft drinks and wine. The supply of these is worth exploring as an extension to the pint pot scheme.
- ✓ After the folk festival, most vendors said they wanted to continue with the scheme for Holmfirth street festivals.



HoTT Recycling group

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