

Committee(s)	Dated:
Port Health and Environmental Services Committee	4 July 2017
Subject: Square Mile Coffee Cup Challenge Update	Public
Report of: Director of the Built Environment	For Information
Report author: Jim Graham, Department of the Built Environment	

Summary

This report sets out to members of this committee the results of the Cleansing Services' successful campaign regarding the recycling of disposable coffee cups which took place during April 2017.

The City worked with Hubbub, an environmental charity, and Simply Cups, a specialist recycling company, to challenge businesses, workers, visitors and residents in the City of London to recycle half a million coffee cups during April 2017.

The campaign received considerable press and social media coverage which, along with other on street activities, resulted in the target being met. This report also sets out the next steps in the campaign and what the City is doing to take this important initiative further.

Recommendation(s)

Members are asked to:

- Note the report.

Main Report

Background

1. In April 2017 the Cleansing Services ran a joint campaign with Hubbub, an environmental charity, and Simply Cups, the UK's only recycler of disposable coffee cups, to raise awareness of issues surrounding coffee cup recycling. The aim was to make the public aware that most disposable coffee cups are not recyclable at the majority of Materials Recycling Facilities due to the plastic inner lining being difficult to separate from the paper composite that makes up outer cup. Not only does this mean they can't be recycled with other materials, they can contaminate the recycling waste stream when mistakenly placed in a mixed dry recycling bin.
2. The campaign also aimed to recruit as many businesses (targeting those with over 250 employees and who are already members of the Cheapside Business Alliance, Clean City Awards Scheme, Considerate Contractors Scheme and Clean Streets Partnership) as possible to sign up to the Simply Cups recycling

service. This service was subsidised for the duration of the campaign by donations from coffee retailers and disposable coffee cup manufacturers.

3. In order to engage with the press and public the campaign was shaped around a challenge to collect and recycle half a million coffee cups during the month of April. Full details of the campaign were provided to your committee in a report in January 2017.

Current Position

4. The campaign was successful in reaching the challenge target of half a million cups. The final figure, based on the weight of material processed by Simply Cups, was 509,091 cups. This equated to 5.6 tonnes of baled material (with the contamination removed) based on an average cup of 11 grams. This figure does not include the cups that were collected by the retailers (Pret-a-Manger, Starbucks and Costa) that were recycled through their own waste stream. When these figures are received from the coffee retailers the overall figure will be significantly increased.
5. The campaign received excellent press coverage. To date the campaign has had 224 pieces of media coverage with a reach of 3.07 million people, with social media reach of a further 3.15 million people. This coverage was overwhelming positive, with print and online pieces in the Daily Mail, The Times, The Guardian, The Sun, The Independent, BBC and Bloomberg all supportive of the campaign. There were two live segments on BBC Breakfast on launch day along with a piece on BBC London Radio. There was further extensive coverage in London media, including BBC London News, London Live, Evening Standard, Metro, Timeout, City am, Square Mile, Here Is The City, and City Matters.
6. For the duration of the campaign a model of the City's most iconic buildings made of out of coffee cups was displayed outside Royal Exchange and St Pauls Cathedral. On the first day of the campaign a choir sang coffee related songs at Liverpool Street Station. Both these on street events captured public interest in the campaign and, along with the oversized coffee cup on street bins, pictures of these were widely shared on social media. See Appendix A.
7. The campaign signed up 36 businesses and organisations over 49 sites to take part in the challenge. A full list of these sites is detailed in Appendix B. These businesses provided 87% of the total cups collected. The City of London collected 11,400 cups at the Guildhall and 24,900 through street cleansing operatives and the on street bins provided for the challenge. Apart from one, all of the businesses involved in the campaign, including the City's offices, will continue to provide a coffee cup recycling service for at least one year. The City's street cleansing operatives will also continue to collect and recycle cups littered through the City. The on street bins, which were only ever planned to be in place for the duration of the challenge, will not be replaced as they were found to be regularly contaminated with other materials, making the waste unrecyclable, and caused significant pavement staining due to drinks remnants leaching out.

Proposals

8. Having reached the half a million target in April, the campaign has a second target to achieve five million cups recycled by the end of the year. During the course of April the City, Simply Cups and Hubbub received over 70 enquiries from other businesses, organisations and other local authorities interested in either providing disposable cup recycling services, joining the campaign or replicating the campaign in their area. A further report will be brought to your committee in early 2018 to update on the progress of the second stage of the campaign.
9. Cleansing Officers have already spoken to and met with colleagues from other London Boroughs, (LB Kensington and Chelsea and Wandsworth) to discuss experiences with the campaign and possible ways of working together to maintain the momentum developed during April. Officers will also continue to actively promote the campaign to other Local Authorities through their attendance at regular meetings such as the Association of London Cleansing Officers, Chartered Institute of Waste Management and the Keep Britain Tidy Network.
10. In agreeing the support of main coffee retailers and manufacturers we were able to get Costa Coffee, Starbucks and Pret-a-Manger to agree to install recycling bins in their shops in the City of London, not just for the duration of the campaign but for foreseeable future too. This has continued, and these retailers are looking at the possibility of rolling this scheme to their other stores across London and further. Cleansing Officers will continue to work with partners to encourage this as much as possible, as the producers of disposable cups taking responsibility for recycling this waste is vital to finding a long term solution to this issue.

Corporate & Strategic Implications

11. The campaign supported the City's strategic aim to create high quality public realm that attracts and responds to new development, enhances the historic environment and is enjoyable to experience.
12. This campaign supported the Department of the Built Environment's Key Delivery Theme of delivering an attractive inclusive and safe public realm and make the City an even more sustainable place in the future.

Implications

13. The funding for the next stage of the campaign has been provided by three coffee retailers, Pret-a-Manger, Costa and Starbucks, along with two coffee cup manufacturers, Bunzl and Huhtamaki. Simply cups continue to offer a discounted service to customers who signed up for the campaign.
14. There continue to be no financial costs from Simply Cups to the City for the cups collected on street for recycling. There results in a small cost saving to the City via a reduction in our general tonnage from cups diverted from our general waste.

Conclusion

15. This campaign was highly successful and has provided the City with the start of an ongoing infrastructure to recycle coffee cups. Officers will build on the back of this campaign to ensure that more businesses are encouraged to sign up to these recycling services, that other organisations and local authorities are made aware of the campaign in order to promote this practice further, and that the coffee retailers in the City are encouraged to be part of the solution for this recycling issue.

Appendices

- Appendix A – On street events and installations
- Appendix B – Participating businesses

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Appendix A – On street events and installations



Appendix B – Participating businesses

Company Name	Week 1	Week 2	Week 3	Week 4	Total	
Businesses	84,600	94,800	112,200	154,800	446,400	87%
Retail	4,200	900	3,600	2,100	10,800	2%
Street Cleaning	3,000	4,800	7,200	9,900	24,900	5%
Network Rail	3,900	6,300	6,000	3,000	19,200	4%
London Coffee Festival	12,300	0	0	0	12,300	2%
Total	108,000	106,800	129,000	169,800	513,600	100%

London Coffee Festival
 The Broadgate Estate
 ING Bank
 Eversheds Sutherland
 City of London Corporation (Street Cleaning)
 Liverpool Street Station (Multiple)
 M&G
 Cannon Street Station (Multiple)
 Prudential
 Baker McKenzie
 M&S, One New Change, 3A New Change
 M&S, 21, 90 Bankside
 The Leadenhall Building (Broadgate Estates)
 City of London Corporation - Guildhall
 Deloitte

M&S, 2-9 Ludgate Circus
 Bank of Tokyo Mitsubishi
 VocaLink
 70 Mark Lane (Broadgate Estates)
 M&S, 70 Finsbury Pavement
 Dentons
 Lloyds
 Aspen Insurance
 CBRE
 GVA
 King's College London - Maughan Library
 London Metropolitan University
 70 Gracechurch Street (JLL)
 Freshfields Bruckhaus Deringer
 Charles Russell Speechlys
 Investec
 The St Botolph Building (CBRE)

Juxon House (JLL)
 110 Fetter Lane
 The Barbican Centre
 Guildhall School of Music and Drama
 Holman Fenwick Willan
 40 Holborn Viaduct (JLL)
 Moor House Management Services
 JLL
 AXA Investment Management
 99 Gresham Street (JLL)
 London Stock Exchange Group
 Regis House
 Nero
 M&S, 168 Fenchurch Street
 M&S, 11 Bishops Square
 Nespresso