

CARU CYMRU

Case Study

Reducing single use items in a small rural town in Powys

Organisation	Keep Wales Tidy
Date/s case study covers	June-July 2023
Project summary (including location)	Supporting a reusable cup scheme had been identified as a potential LEQ trial in Powys. Targeting annual events at Newtown was originally suggested. However, through engagement with The Hanging Gardens Waste Reduction project and Llanidloes Plastic Free Community group, an opportunity arose to support a group of businesses in a smaller town with more engagement. The Cobblers Tearooms in Llanidloes already only offers reusable cups for take-away use – selling reusable mugs for £2 with a drink, or £4 without. As this scheme was already in use, KWT decided to support this existing business and bring others in to expand the scheme and trial it across the town.
Partners involved (other core funded projects, community groups etc.)	<ul style="list-style-type: none"> ▪ The Cobblers Tearooms ▪ The Hanging Gardens ▪ The Wild Oak Café ▪ Llanidloes Plastic Free Community
Resources (funding, staffing, volunteer time etc.)	<p>Officer time: liaising with businesses, researching reusable cup schemes, promoting the scheme.</p> <p>Purchase of equipment: 500 reusable cups & 165 reusable lids</p>
Any barriers, risks and issues overcome	<p>It was identified early on that an existing business in the town was independently running a similar scheme – in only providing reusable cups for sale from their café. Therefore, careful consideration was required in order not to compete with this existing initiative, but instead ensure that it could be complimented and expanded. The café was happy to be involved and now offers both reusable cups: their existing travel mugs and the new Caru Cymru/Love Llani deposit scheme.</p> <p>As the business also sold ‘empty’ mugs for £4, it was agreed with the initial 3 businesses that they would also sell the Caru Cymru/Love Llani mugs for £4 if people wanted to purchase without a drink. It was agreed that the surplus made</p>

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	<p>from any sales would be put in a central pot to purchase more reusable mugs in the future, so that the money was kept in the scheme to benefit all participants.</p>
Feedback /quotes from participants / beneficiaries	<p>This case study has gathered data from just 4 weeks of activity as the initiative was launched in June 2023. However, the participating cafes will continue to use and promote the scheme so the benefits will be long lasting.</p> <p>In the first 4 weeks of the 'Love Llani' keep cup scheme being launched, 12 cups were issued by the 3 cafes. Another 12 reusable cups have been provided from one of the cafes.</p> <p><i>"We're really excited to be part of this initiative to reduce waste and encourage reuse."</i> Llanidloes business participant</p> <p><i>"It's a great idea. We're glad to be supporting the scheme."</i> Llanidloes business participant</p>

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Photographs, videos, social media etc.



Cobblers Tea Room Llanidloes

23 Jun · 🌐

So proud to be collaborating with other local businesses. [The Hanging Gardens. A Wilderness Trust Project](#)
[The Wild Oak Café](#)



https://www.countytimes.co.uk/news/23607933-llanidloes-powys-cafes-team-reusable-cup-scheme/?fbclid=IwAR3RIwwwF0g5icBqYD9QPX1IkNXXPZ0I1RSMGSRabPEntZin0Ym1I4kOqA_aem_AZOSs3cN323utw5FNfRMTqtc-sleR5W3uZ-oDzGhEX_OiREIQfP5rKgTdvN6qhmYEd4



countytimes.co.uk

Powys cafes team up to launch reusable cup scheme

👍❤️ 17

1 share



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	<p>https://m.facebook.com/story.php?story_fbid=pfbid0HKPnKc9BoXKq35he6X8EcN2s6oRG_SnbC8UA3E57h8y4qKgnEqyjnqeeZqEoKHQhXI&id=100070848742656</p> <p>https://www.countytimes.co.uk/news/23607933.llanidloes-powys-cafes-team-reusable-cup-scheme/?fbclid=IwAR2eSS5tNVNElJmNibV7ik9FaqD7EG8AqHfPKJ7crMuuy-6puTUgBeD1ad8</p>
Links to other Welsh Government Departments	Rural economy, Social Partnership, Tourism, Health & Wellbeing
Collective Impact: Outputs and outcomes and how they contribute to WFG Goals and Ways of Working	<p>A Prosperous Wales: supporting an innovative approach to resource use.</p> <p>A Resilient Wales: supporting social, economic & ecological resilience through reducing single-use items. The keep-cup product sourced has a lower carbon footprint after three uses than consuming three average paper cups.</p> <p>A Wales of Cohesive Communities: bringing people together around a shared vision. Encouraging community cohesion through the idea of sharing resources and collective responsibility.</p> <p>A Globally Responsible Wales: aiming to tackle the larger scale problem of a 'disposable society' through promoting re-use and highlighting the issue of single use waste & resource demands.</p>
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