



ONE[®]
ONE PLANET. ONE CHANCE.
REUSABLE CUP SYSTEM



presented by



23rd - 26th June 2022

The Event

Goodwood Festival of Speed 2022

The Client

Compass Levy / Goodwood

Location

The Goodwood Estate is set in 12,000 acres in the heart of West Sussex, and is home to The Goodwood Festival of Speed & Goodwood Revival (both motor racing), the Qatar Goodwood Festival (horse racing) - also known as 'Glorious Goodwood' - and many other events throughout the year.



The Festival of Speed attracts around 210,000 visitors over the weekend.

FOUNDED IN 1993

Client's Objectives

Historically, this event had experienced the issues below around their event cups, so their objectives were to address these, whilst combining this with their environmental & sustainability journey.

- 1 - They previously used Goodwood-branded cups with a customer deposit scheme. This led to a high - and, therefore, expensive - loss rate.
- 2 - There was previously no on-site support for the distribution and management of cups, the burden of which lay with the catering team, who found it difficult to cope with the additional pressures this brought.
- 3 - In addition, there was the problem of reconciling lost or damaged cups with the incumbent cup supplier, which added additional administrative and financial burdens post-event.

Equipment / Service Provided



Cup rental (a total of 160,000+ ONE Planet ONE Chance pints, half pints & Champagne flutes)



Cup delivery & collection



Cup washing



On-site distribution to bars



Cup replenishment



Dedicated cup crew on site



Cup bins supply



Emptying & sorting cup bins



Cover loss charges on cups



Carbon offsetting

Planning & Execution

Once we understood the challenges faced by Goodwood, we designed an all-inclusive system that would remove the “problem” of reusable cups. We charged a transparent, simple, single-unit price per cup that allowed them to build the cost of our service into the price of a drink.

In terms of resource, over the 6 days we were on site, we had a total of 66 people on site, made up of event managers, event supervisors & cup crew. We increased resource at peak times, meaning that we were always in control of stock and site management.

In washing & transporting 138,048 cups, we generated 13.8 tonnes of Co2E, which will be offset by planting 83 trees in the UK. This is independently verified by SQSTR and The Woodland Trust, and post-event certification is provided to the Goodwood Festival of Speed.



Effectiveness

Research and experience shows us that branded reusable cups often incur a loss rate of around 40%. These souvenir / fan cups are attractive for visitors to take home with them, even when a deposit system is in place. This is exactly what the ONE Planet ONE Chance Reusable Cup System is designed to avoid. We want the cups back, to use over and over again!

In total, 160,034 cups were used. Cup loss rate across this whole event was 13.74%.

What We Learnt

This was Event Cup Solutions' first Goodwood Festival of Speed, and we learned a great deal about the site, and the overall operation. That said, as with any event we do, there is always room for improvement by both ourselves and our client.

MARKETING

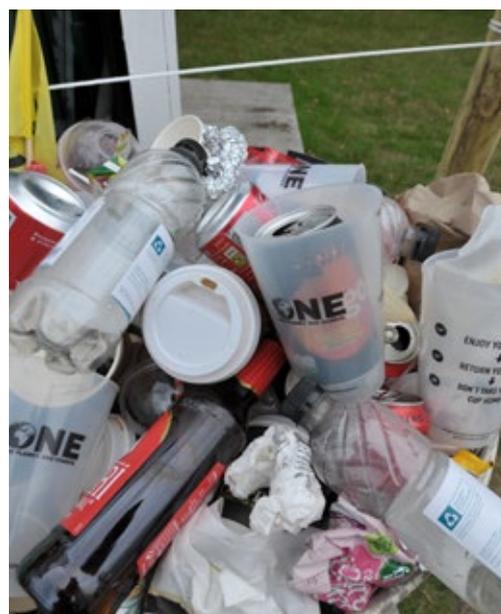
The 13.74% loss rate was significantly lower than the previous branded cups used at Goodwood. This was despite poor pre-event and at-event comms on the reusable cup system and how it works. We can reduce this loss rate, and easily achieve a sub 10% performance. To achieve this, our respective marketing teams need to work more closely together to communicate the system to visitors, both before and during the event. Improving this will help the customer understand what role they play in the reusable cup system, reduce loss rates and increase the number of trees planted. The Festival of Speed is a high profile event, covered by many media streams and outlets. There is a huge opportunity for them to utilise this media exposure, to highlight the work they are doing to reduce their environmental impact. Additionally, the opportunity to use the screens and other media outlets across the site to explain the system could have been used to great effect, further enhancing Goodwood's credibility in the environmental arena.

COLLECTION BINS

Goodwood provide their own 'oil drum' reusable cup bins, which are in keeping with the look and feel of the venue. These bins were generally positioned in 3's, together with a plastics / cans bin, and a food packaging bin. In general, we saw that visitors are aware of the need to place their waste in the correct bins, and when positioned together, waste management is effective. However, when the reusable cup bins were standalone, they also ended up with general waste in them, making the sorting process more time-consuming and complicated than it needed to be. On the right, you can see the difference in results between a reusable cup bin positioned on its own (top), and a reusable cup bin positioned alongside other bins (bottom).

Also, some bins had no lids, or lids which had no markings, which led to huge levels of contamination which had to be sorted by hand. An opportunity exists to co-ordinate the waste management with the cup system, so there are clear streams of waste, which will increase recycling rates and again improve the sustainability credentials of the event.

There was a large amount of contamination of the reusable cup bins from single-use coffee cups. Typically, in one session we would fill around 8 x large sacks, which would go to general waste. Our estimate is that this is around 50 x large sacks that could be redirected from general waste by switching to a reusable model. It is for this reason that we have introduced a new reusable coffee cup to the ONE Planet ONE Chance range.



Feedback

We received positive feedback from the vast majority of bar operators who see value in having a fully managed system on site. Similarly, consumer responses were very positive, many of them commenting on not having to pay deposits. Our on site cup crew had many conversations with visitors who were interested in what we were doing and wanted to know more about the system and the tree planting initiative.

