

Cup Club Bude

Mid Pilot Action Plan - July 2026

Recommendations were based on cafes' suggestions, following the analysis of semi-structured interviews with 10 of the 12 participating Cup Club Bude cafes. Just past halfway of the 12 month town-wide returnable cup scheme, after careful consideration, The Circular Mindset CIC (TCM) has committed to the following action plan in response to maximise the impact of this initiative.

ACTIONS

1. A Simpler Pitch

TCM will adjust and distribute re-worked A5 prompt cards to all cafes to make them simpler:

- Front: Would you like to use a returnable cup? You get your £1 back when you return it
- Reverse: Key information including QR code to other participating cafes

2. A Fully Returnable Cafe

While TCM agrees this would be ideal, none of the participating cafes felt to be frontrunner at this stage. It is a matter of circular causality. While there would be potentially huge promotional impact for the business itself, the pilot and the town by becoming the first to be fully returnable, the current rate of borrowing and return are not high enough to ensure profitability and the system of borrowing is not sufficiently embedded. And yet a trailblazer cafe could reverse this. TCM remain open to supporting any cafe that feel able to reconsider their position.

3. A Map of Participating Cafes

To assist returns, TCM has updated the existing map of participating cafes on the website and related QR code that is already on all cups, posters and flyers. It is formatted clearly and is user-friendly for staff and customers. Printed copies are available on request.

4. A Loyalty Card with a Prize Draw

TCM will produce and distribute a bank-card sized loyalty card. The front will have 6 stamp/signature boxes, achievable within a week. The reverse will have space for contact details.

Two cafes have already offered prize draws and other cafes are invited to join. Once confirmed, the frequency of prize draws will be confirmed for the summer season, being either weekly, fortnightly or every 3 weeks. This initiative is available to all cafes who wish to participate.

5. A Monthly Update to all Participating Cafes

This action plan will be shared as the first monthly update at the close of July. Towards the close of August, a further update will include the uptake of the prize draw and any other success stories.

6. Increased Signage and POS materials

Existing undercounter A4 POS will be further simplified as per Action No. 1 and redistributed across all cafes. 2 cafes have requested outdoor swing signs. Budget has been allocated to include a further swing sign which will be given to another cafe on a first-come, first-served basis. Cafes are asked to identify any further POS and signage requests by 31st July.

7. Sub-Pilots

50 cups will be given to 2 cafes who have identified means of testing barriers to increase participation in one-off events and to gather further data on returns behaviour. All cups will be marked so that they cannot be returned for the deposit money at the expense of any cafe. It will also have the benefit of flooding Bude with Cup Club cups which was also a recommendation from various cafes. Interested cafes are invited to submit similar requests for consideration.

8. Increase Public Awareness

All actions will contribute to this effect and form the basis of social media content that will be scheduled at regular intervals. Cafes will be tagged and are encouraged to repost to networks.

9. Ambassadors

TCM will speak with existing ambassadors to further promote the pilot. Introductions of any direct contacts of cafes who would be appropriate and willing would be hugely welcomed by TCM.

10. Additional Training

Cafes that have not received training due to time of onboarding will be provided with this. Any cafe can submit a request for further staff training which will be allocated on a first-come, first-served basis in consideration with other budgetary priorities such as POS and subpilots.