

From: Tarvin Village Champions champions@tarvin-village.co.uk 
Subject: Costa litter is 25% of all rubbish collected
Date: 5 March 2023 at 15:37
To: pressoffice@costacoffee.com



Dear Costa,

I have been almost single-handedly tidying my village since COVID struck.

I go every week at least once, sometimes twice or three times, walking the streets of my village and the surrounding countryside collecting backload after backload of litter to keep my village clean for everyone. Most people don't know I exist or that I do it, I don't get paid to do it but I cannot bare seeing the rubbish.

Yesterday, in a stretch no more than maybe 0.25miles, I collected 6 full sacks (see image) of rubbish, of which approximately 25% is of your making. Every week, I collect at least 14 Costa cups off of the roundabout in my village, from the hedgerows I collect more, grass verges and lay-bys.

Whilst I know you are not going out there and throwing these cups away yourself, I see nothing from you to acknowledge your responsibility in this matter. I noticed you have cleverly worded the print on your cups to state they are made from plant based materials, however this is cleverly disguising that they are not biodegradable and as you know, they do not get recycled.

I know that you can recycle cups but people largely do not. I also own two businesses, one of which is a coffee shop. I am very careful to check that when I am running, walking, driving ro cycling anywhere around our shop that our customers have disposed of our cups correctly and I am pleased to say that in the six years we have had our village, I have collected only one discarded cup from my coffee shop.

This would suggest that the customers who use your Costa Express machines in particular but also your stores (we are a rural area without any stores nearby but at least 5 Express machines) care less about the environment than my customers do.

I am physically exhausted from lugging these sacks everywhere. I have only just after 5 years of raising money managed to get a trolley to help me.

You can clearly see your cups in my rubbish collection from yesterday.

I would like to know what you are doing to dissuade customers from disposing of these cups irresponsibly. Are you encouraging a return and refund policy? Are you ever going to make them fully officially biodegrade quickly? Are you working with anyone to fund litter initiatives?

I certainly would love to get some engagement from you and find out how you can help me curb this issue.





Thank you,

Ross Brunton
Tarvin Village [Champions]

