

# FAQ – Refilling Stations

## What is a refilling station?

A refilling station is a cafe, shop, pub etc who provides tap water for free. A member of the public can come in to any refilling station and get a re-useable bottle filled with tap water at no charge. If your business already has a drinking water facility on site all you need to do is provide free tap water – we'll do the rest.

## How does it benefit my business?

It's an innovative new way to promote your business for free, and generate increased footfall through your door. People will use our map to locate your business, read a personal description, and hopefully find something they like whilst refilling their water bottle. Show off your green credentials and give something back to your community at no cost to yourself.

## How will consumers find my business?

Consumers will be able to locating your business on our website, using our free iPhone app, and by looking out for our 'refill here' window stickers.

## It sounds like a Win-Win situation?

It is. You get free business listings on our map, increased footfall and you are helping your local environment - all for free!

## What do we have to do?

It's easy, just provide free tap water to customers and the public.

## How do I sign up?

Use the form on our website (<http://www.tapwater.org/contact>) to let us know you are interested or email us at [info@tapwater.org](mailto:info@tapwater.org). We're looking forward to hearing from you!

## Is there a cost?

No. None, zilch, nada!

## Do people have to have one of your lifebottles to fill up?

No, we are asking them to bring along a re-useable bottle or other similar container but it doesn't have to be one of ours. It can be any make, brand, colour or design they like.

### **How do I get a photo of my business on the map?**

Please email your photo to [info@tapwater.org](mailto:info@tapwater.org) and we will upload it for you. You can also include a sentence telling people what's great about your business (e.g. 'Visit us for a warming coffee and the best brownies in London'). The text should be max 142 characters in length (that includes spaces).

### **How do I get one of your cool window stickers?**

Let us know you would like one by emailing us at [info@tapwater.org](mailto:info@tapwater.org) and we will post one to you.

### **What if we are really busy? – I don't want to make paying customers wait**

Your paying customers should always come first. Tapwater.org users should understand that you are kindly providing a service for free and the provision of tap water to non-paying customers comes second to your customers at busy times. A suggestion from others on the scheme is to put out jugs of water so your staff don't need to refill the bottles personally, it will also save time for your customers too.

### **What if too many people ask for water?**

Contact us and we can discuss ways to support you or work on getting more stations in your area to ease the load. Remember more people means more potential customers (who have more money in their pockets since they didn't spend it on bottled water).

### **Do I have to commit for a certain length of time?**

There are no time commitments or contracts, we'd love you to stay forever but if you find that it isn't working for your business you are free to leave the tapwater.org scheme at any time. Email us at [info@tapwater.org](mailto:info@tapwater.org) and we will remove you from the map.

### **Do I have to stop selling bottled water?**

No, there are no requirements for you to stop selling bottled water.

### **Can I sell the lifebottles® too?**

Yes. We are looking for stockists for our high quality stainless steel lifebottles®. Please contact us at [sales@tapwater.org](mailto:sales@tapwater.org) if you are interested in stocking the bottles.

### **I don't have a tap in my shop, can I still be involved?**

Yes, we are providing mains fed water dispensers to businesses who want to join the scheme but who don't have an onsite drinking water facility. Please contact us at [info@tapwater.org](mailto:info@tapwater.org) to see if your business is eligible.

You could also get involved in different ways e.g your shop could become a stockist and sell our high quality stainless steel lifebottles® or you could sponsor a school. Contact us so we can talk about the options.