



July 2018

Dear Sir/Madam

The public mood has turned against single use plastic. The average person on the street has seen the pictures of sea life choking on waste and wants something to be done about it. You might reasonably ask: *“What on earth has that got to do with my business in Maidenhead?”*.

The answer is that we are a local community group (working with the Council) who have formed to tackle single-use plastic in this area. We are pleased to introduce you to a national scheme called **Refill (www.refill.org.uk)**. It's a simple idea. Local businesses put a sticker in their window to say they will refill people's reusable water bottles. There is a free app to tell anyone who wants to know where their nearest filling points are.

It's a popular scheme that is growing town by town across the UK, with successful schemes already in towns near us like Henley, Abingdon and Didcot (try it for yourself, the app is free in the Apple and Android app store, just search for Refill.) There are already 7 businesses signed up here in Maidenhead but that's about to increase and you can see the businesses in other towns. The businesses involved have seen:

1. Footfall that they may not otherwise have had.
2. Good will from customers. If you want to be seen as a nice brand, this is a simple way to achieve that.

There is no cost to you and we deal with all the marketing of making sure you are listed in the app and that lots of people have the app installed. All you have to do is put up the sticker and fill people's water bottles from your tap when they ask. If you're lucky they might even stop and browse for a while, they will certainly be more kindly disposed to your business, which will help with future sales and reputation growth. What you don't want is all your competitors to be in on this and not you!

Occasionally businesses say to us *“But we sell bottled water”*. That's not as much of a barrier as you might think. People using this app will simply go to businesses that will fill their bottle and you will have missed the opportunity to sell them something else. So jump in! There's nothing to lose, plenty to gain.

What next? We put the enclosed sticker in your window, we'll take a photo of the shop front and will get you listed on the app. It really is that simple.

You are, of course, very welcome to contact us if you have any questions.

With thanks

The Team at Refill – Maidenhead

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