



What our volunteers will say to shop keepers when trying to interest them in Refill – Maidenhead:

July 2018

Script

This is for guidance, so please make it your own:

“Hi, we’re introducing the Refill scheme to Maidenhead and you would be an obvious business to get involved. It’s a simple scheme where businesses agree to fill people’s reusable water bottles, in order to cut down on single-use plastic bottles. It’s a national scheme that is growing town by town across the UK and many local towns like Henley, Abingdon and Didcot are already up and running. The reason businesses get involved is that it drives footfall to them and enhances their reputation with locals.

I have a letter here that explains how we promote the scheme. There’s no cost to you. It’s all being done for the sake of the environment and we do have the support of the Council.

Are you the right person to give this to?”

If the answer is “Yes”

- 1. “That’s great. I think you will find the case for doing this is compelling. Certainly, the businesses of other local towns have already come to that conclusion and the take up rate is very high. You can see for yourself by installing the free app, the details are all in the letter. There are only 4 so far in Maidenhead (The Bear, Premier Inn, Costa & Starbucks), but that’s about to change and you can see the businesses in other towns. What you don’t want is all your competitors to be in on this and you not! If you want to go for it, all we need is put this sticker in your window and I can take a photo of your shop window and I can then get you listed on the free app. It really is that easy.”*
2. Pass the name of the business on to your Secret Shopper for testing. The Secret Shopper to visit and confirm all is well. You can then load the business on to the app and update our shared Google Drive spreadsheet. If the Secret Shopper was unsuccessful then we can do a phone call or another visit.

If the answer from the shop is “No, not the right person”:

“Then let me give you this letter for the owner/Manager of the business and I will call them in a few days to see what they think. What’s the name and telephone number of the person I should call?”

Once you have called back, then please revisit if they want to join with the sticker. Then please just update your Contact sheet.