



Business FAQs

Do businesses have to pay for the water themselves?

Yes, but with 30-40 Refills per toilet flush you are talking pennies or fractions of pennies.

Do Shops get a deduction on their water bills?

No. As before, the costs are minimal.

Are we (the business) responsible for the hygiene?

Yes. But café / restaurant staff are trained in hygiene and the business should have certificates for this. For non-catering businesses the key hygiene points are not touching bottles near the neck, asking customers to remove lids themselves, and maintaining a gap between bottle and water source so there is no contact.

What if the bottle is filthy?

You can refuse it on these grounds. General advice to all Refillers is regularly clean your bottle as you would a glass in your home.

Can we charge for Refills?

NO. The premise of Refill is free accessible drinking water. Some places may have charity pots nearby - in Bude one place has three for various local charities next to the refill decanter - no direct ask though please.

Are there figures that show increase in business?

A YouGov survey in 2018 highlighted that 64% of consumers would be more likely to return for future purchases if they could refill their water bottle. 62% said it would make them choose a business that offered free refills over a competitor and 73% would view a business more favourably if it gave free tap or filtered water on request.

Can we leave if it's not working for us?

Yes, at any time.

It's a legal requirement anyway so why do we need Refill?

We have found that people don't like to ask so the stickers welcome and beckon people in. It's also encouraging people to refill over buying plastic bottles and is based on a great deal of psychological research around group behaviour.

Will I lose lots of money in bottled water sales?

There's a huge opportunity to make more money and you can make a difference with Refill. Most drinks come in other packaging and water comes in glass bottles too. We have heard only positive things from participating businesses in other towns and cities. And we are not asking you to stop selling throw-away plastic bottles, we are just asking that if someone comes in asking for a Refill you'll fill up their bottle for free.