



London drinking fountain fund

Application guide

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1. Introduction

#OneLess, the Mayor of London and MIW Water Cooler Experts are ramping up London's refill revolution! Together, we are installing a pilot network of up to 20 drinking fountains across the capital, making it really easy for Londoners to refill on the go.

The average Londoner gets through 175 bottles of water each year¹ – that's over a billion on a city level. These could potentially end up in the River Thames and from there may flow out to the ocean where they damage the environment, cause harm to marine wildlife and poison our food chain.

¹ One Poll - Brita Survey (2016)

By improving access to drinking water and making it really easy for Londoners to refill, #OneLess, the Mayor of London, and MIW Water Cooler Experts are leading the charge against unnecessary single-use plastic waste and plastic pollution.

This document explains how you can get involved in this initiative.

2. The London drinking fountain fund

2.1 Call for sites

We are already working with a number of land and site owners across the capital to install drinking fountains.

The first of these has already been installed in Kingly Court, Carnaby – one of London’s busiest shopping areas. And we are working with other land and site owners across the city to install more.

Now we are inviting land and site owners to bid to host the remaining fountains, starting with submitting a short ‘Expression of Interest’ form.

Successful bidders will be gifted a drinking fountain and will be part of the refill revolution sweeping the capital.

2.2 Fountain type

There are two different types of drinking fountain to choose from – one designed for indoor use, and one for outdoor use (please see the photos and links below for more information).

Option 1: [Indoor fountain](#)



Option 2: [Outdoor fountain](#). (Both wall-mounted and free standing versions are available).



2.3 Who is eligible?

Are you a land owner, a site owner, a business, a business improvement district, a council, or an education institute, with a publicly accessible space?

Can you secure all the necessary permissions required to install a drinking fountain?

If so, this is your opportunity to get involved in this exciting initiative.

We are looking for applications from landowners and/or other organisations that are in a position to secure all the necessary permissions, consents and licences to install a fountain.

2.4 Should you apply?

To apply for a fountain, you must meet the requirements below. Please note that 'Expression of Interest' submissions that do not meet these application requirements will not be considered.

- **You will be a landowner and/or in a position to secure all the necessary permissions** to install one of the #OneLess drinking fountain on your proposed site.
- **You will have identified a suitable site for a drinking fountain.** This must be in a high footfall area, easily accessible to the public, and must have an existing water supply and drainage. Members of the public do not have to pay to enter the site.
- **You will be willing and in a position to take full responsibility for the drinking fountain.** Successful applicants will agree to assume ownership of the fountain. You will agree to be liable for the fountain and to take responsibility for cleaning and maintaining it to adequate standards (see FAQs for more information).
- **You will be able to install the drinking fountain on your site by August 2018.** You will also be able and willing to fund, arrange, and project manage the installation process. (In some special cases funding might be available to help cover installation costs)
- **You will be willing to help the #OneLess team evaluate the success of this pilot network of drinking fountains.** Successful applicants will be committed to helping the #OneLess team understand how much the fountain is used by installing a water meter on the fountain, and sharing the data gathered (the water meter will be provided by #OneLess).
- **You will be willing to install signage near the fountain,** with #OneLess and Mayor of London logos.

2.5 Evaluation criteria

The following criteria will be used to assess bids, and will need to be demonstrated in your 'Expression of Interest'.

- **Footfall.** We will take into account the footfall of your site. We are looking for sites with lots of people gather or walk past, and where large numbers of people would use a drinking fountain.
- **Access and visibility.** We will assess how easy it is to access your site, and how visible the fountain will be. We will also assess how accessible the site is for those with disabilities.
- **Communication and promotion.** We will take into account your willingness and ability to promote the fountain and the wider #OneLess initiative to reduce single-use plastic bottle waste in London.

Your 'Expression of Interest' will be assessed and reviewed by a panel against these criteria. The panel will include members of the #OneLess team and the Mayor of London's team.

2.6 Funding for installation

The drinking fountain will be gifted by #OneLess to the landowner. We expect the landowner to fund and arrange installation. In some cases funding might be available to help cover installation costs. We will assess this during the formal application process.

2.7 How to apply

The application process will be split into two stages:

Stage 1

Expression of interest. If you fit the above criteria, we would love to hear from you. Please complete our short online '[Expression of Interest](#)' form by **5pm on Wednesday 24 April**. This should take less than 10 minutes. Successful applicants will receive an email from the #OneLess team within two weeks (**by Monday 7 May**), inviting them to participate in stage two of the competition.

Stage 2

Full application. Successful applicants will be invited to provide further information about their proposed fountain location by **28 May 2018**. Please note that stage two of the process may involve in-person and telephone meetings, a site visit, as well as question and answer sessions with someone from the #OneLess team. #OneLess reserves the right to prioritise high-impact sites.

2.8 Key dates

24 April 2018 – Deadline for 'Expression of Interest' submissions

7 May 2018 – Deadline for full application invitations to be sent to shortlisted parties

28 May 2018 – Deadline for full applications

Early June 2018 – Winners announced

August 2018 – Deadline for fountain installation

3. FAQs

FAQs are listed on the webpage: www.onelessbottle.org/fountainfund