



# Refill London



\*Joined the #OneLess pioneer network in Nov 2018



## At a glance

The Refill campaign, set up by not-for-profit City to Sea, works by connecting people who are looking for water with thousands of local businesses, transport hubs and public spaces where they can refill for free via a location-based app

[Refill.org.uk](https://Refill.org.uk)

## The Refill App

City to Sea unveiled the Refill app in 2016 - which maps Refill Stations across the UK - making it quick and easy for people to find water on the go. Refill also provides Refill Stations with window stickers so users are assured they can go in and ask for a tap water refill. Almost **30,000** Refill Stations are listed on the app, which as of December 2019 has been downloaded over **270,000** times and is used an average of **30,000** times a month nationwide. The app can be downloaded for free from the App Store or Google Play.

## Refill London: staying hydrated in the capital

In February 2018, City to Sea launched Refill London, one of **350** Refill Schemes across the UK, working with individual London boroughs to be the agent for change by empowering their local communities to take action against single-use plastics. Refill London has grown to a network of over **3,600** water Refill Stations appearing over the past two years in shops, cafes, and pubs across the capital. This provides a free and easy solution for preventing plastic pollution from single-use bottles at source.

30,000 monthly users on the Refill app

30,000 USERS

3,600  
REFILL STATIONS

Over 3,600 refill stations across London since the launch of Refill London in February 2018

## Local Refill Schemes

In London, over 30 Refill Schemes have already signed up, from Islington to Brixton, Hackney to Lewisham. Schemes are an organised group of individuals who coordinate the refill mission in their local area; making tap water accessible by signing up shops and businesses to provide free refills, raising awareness of the Refill app, and encouraging a behaviour shift from single-use to reusables.

30 London Refill schemes active in the capital



“In London we’re seeing more and more people carrying a reusable bottle and using the Refill App. London’s use of Refill makes it a world leader in tackling single-use plastic bottles. And I know where London leads, other cities will follow.”

Natalie McClue, Refill London Coordinator

## Key challenges



Refill always looks to create campaigns to change behaviour with a focus on positive action. For example, the Refill app and window stickers are there to give people reassurance that they can ask for a free tap water refill when otherwise they may feel uncomfortable doing so.

## What's next

The Refill campaign is expanding to cover more than just drinking water. App users will be able find out where to refill not just their water bottle, but also their coffee cup, lunch-box, groceries and even cleaning products. In January 2020, a successful trial took place in Bristol and Oxford. Watch this space.

Join the #OneLess pioneer network  
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