

**Drinking Fountains for
London Application
Guidance**

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Project Background

Making London a zero-waste city

Plastic packaging blights our streets and finds its way into oceans, harming wildlife and taking centuries to break down whilst releasing toxic chemicals. Single-use plastic bottles are the most prevalent form of plastic packaging in our oceans and accelerated action is needed to phase out non-recyclable plastic packaging.

It is estimated that the UK produces around 2.2m tonnes of plastic packaging with only around half (or 900,000 tonnes) recycled¹, and each year, Londoners buy around 1.2 billion single-use plastic bottles². There is a significant opportunity to reduce London's waste bill and environmental impact if food waste and single-use packaging is cut.

To address this the Mayor of London, Sadiq Khan, has committed to significantly reduce waste, focusing on food waste and single-use packaging. His London Environment Strategy contains a proposal to support campaigns and initiatives to cut the use of single-use packaging including the provision of funding for the installation of more drinking water fountains, and behaviour change campaigns to drive a water refill culture.

Drinking Fountains for London

To deliver on the proposals set out in the London Environment Strategy, in October 2018 the Mayor announced a £5m partnership with Thames Water to install over 100 fountains across the capital, from spring 2019. The aim is to reduce the amount of single-use plastic bottles that Londoners use, by installing drinking water fountains in areas that have high numbers of people passing that are using single-use plastic bottles and would be likely to refill a bottle if a drinking water fountain were installed.

As part of the agreement Thames Water will own the drinking fountains, and maintain and clean them over the long-term.

This network will build on a pilot programme of 20 fountains that the Mayor has been installing over the course of 2018, in partnership with the Zoological Society of London / #OneLess campaign, and MIW Water Coolers. The Mayor and Thames Water have also supported the Refill London campaign (refill.org.uk/refill-london/) which makes it easier for people to reuse and refill their bottle with free tap water in participating businesses and organisations.

¹ http://www.wrap.org.uk/sites/files/wrap/Plastics_Market_Situation_Report.pdf

² London Environment Strategy, Chapter 7.

Water accounts for 37% of all drinks in plastic bottles, and most bottles are consumed out of the home and 'on the go', with research showing that an increase in refill points, and more accessible refill points, are key factors that would encourage people to use a reusable water bottle³. A new network of publicly accessible water fountains, alongside other refill points, could therefore help people break the habit of purchasing single-use plastic water bottles.

Further research has shown⁴ that on average reusable water bottle usage could cut weekly plastic water bottle consumption by more than half.

We have already seen a big demand for using drinking water fountains. As part of the pilot project two fountains were installed at Liverpool Street Station and from July to October 2018 they dispensed the equivalent of 30,000 half litre plastic bottles.

Making water more freely available 'on the go' may also help people switch away from drinks that are high in sugar – the fizzy drinks, juices and cordials that make up over 60% of drinks sold in plastic bottles⁵.

³ GLA report, Characteristics of water bottle consumers, August 2017

⁴ GLA Report, Water bottle usage, August 2018

⁵ UK soft drink consumption report 2014

Applications

Summary

To help us identify potential sites for over 100 new drinking water fountains across London, we are asking organisations to apply to us to host a drinking water fountain. This is the first round of applications and our aim is to start installing fountains under this round of applications from Spring 2019.

The fountain purchase and installation costs will be covered by the Mayor of London and Thames Water partnership. Thames Water will own the installed fountains and will be responsible for cleaning and maintaining them.

We are looking for locations that have high numbers of people passing that are using single-use plastic bottles and would be likely to refill a bottle if a drinking water fountain were installed. These sites might include busy shopping areas, tourist ‘hotspots’, business districts, commuter routes, transport hubs and popular green spaces.

Sites will need to be freely accessible for as long as possible during the day (but at least 8 hours per day), and not already served by existing fountains (unless pressure of demand warrants further provision).

Applications are welcome from boroughs, private landowners and other public landowners, or leaseholders / managing agents who can prove they have secured permission for the installation of a fountain.

The fountains will be a Thames Water asset, and they will maintain and clean the fountains over a minimum 25 year period. They will also manage, in conjunction with applicants, the installation process and any related permissions required (e.g. planning, highways). Applicants will need to be able to grant access for Thames Water to install, and then maintain and clean each fountain over the long-term, and work in a responsive and timely manner with both the GLA and Thames Water through the installation process.

Free-standing and wall-mounted fountains are available. All will have a bottle filler, and some may include a fountain from which you can drink directly.

How to apply

Please read the guidance notes below carefully. All applications should be submitted through the application form on the Greater London Authority website at: www.london.gov.uk/water-fountains

Applications are open until **5pm on Friday 7 December**. Successful applicants will be informed in stages, starting in early-mid December, according to how well they match the application criteria. It

is likely that applicants will be contacted to clarify aspects of their application before conditional offers are made.

For this application round we are looking for **a maximum of 5 locations** from each applicant. Please submit a separate application for each location. After assessing the number, quality and diversity of applications, we may open further application rounds in 2019 – but we expect there to be a high level of interest so encourage applicants to participate in this first round.

Application timeline

Applications open	Friday 16 November 2018
Applications close	5pm Friday 7 December 2018
First conditional offers made	Monday 17 to Friday 21 December
Final conditional offers made	By end February 2019 (anticipated)

If you have questions about the application process please contact Jamie Wallace, Project Manager, on jamie.wallace@london.gov.uk.

Expectations of drinking water fountain site hosts

If you are successful in your application you will be expected to work closely with both the GLA and Thames Water. This will include providing information, facilitating sites visits and responding to queries in an efficient and timely manner. You will also have to facilitate access for Thames Water to install the drinking water fountain and thereafter for cleaning and maintenance.

The type of information we require may include:

- Clarification of information provided in your application, potentially in relation to your suggested location and the flexibility to move it;
- Confirmation of internal approvals from your organisation;
- Confirmation of land ownership or leasehold agreement;
- Details to support the planning application process;
- Correspondence with the local authority; and
- Confirmation of site access and considerations for risk assessment.

We cannot cover the staff costs associated with your application, or the fountain installation, should you be successful.

Application form questions guidance

The guidance notes below refer to the sections in the online form.

A. Your details

London boroughs, other public landowners, private landowners, and leaseholders / managing agents who can prove they have secured necessary permissions, can apply for a fountain. Please note that Thames Water will require access to the fountain over the long-term to maintain it and keep it clean.

B. Location details

Can I apply for more than one location?

Yes. We are happy to accept up to five locations per applicant. However, to ensure there is a balanced spread across the city not all the suggested locations may be successful.

I have a potential location within a building. Is it eligible?

The location will need to be accessible for a minimum of 8 hours per day and not be behind a 'paywall' or have access restricted in other ways during that time. It should also be in a highly visible position.

However, we will not accept applications for locations within single commercial organisations.

Please note that if you are applying for a location which is only accessible for a limited number of hours per day we will expect that it has very high footfall during the hours of operation to ensure the fountain is well used.

Why do you need to know about location flexibility?

It is likely that applicants are more likely to succeed if they are able to be somewhat flexible in the location of a fountain, as this may make access to water supply or the drainage system easier, and improve the feasibility and cost-effectiveness of the installation.

What will the drinking water fountain look like?

The procurement of a drinking water fountain supplier is still ongoing and so we are not yet able to confirm the exact design of the fountains to be installed. However, the procurement exercise will

continue in tandem with the site application process and we will be able to provide indicative designs to successful applicants when they are informed about the outcome of their application.

Both wall-mounted and free-standing fountains will be available. All will have a bottle filler, and dependent on location and use cases, we may be able to provide models that also include a 'bubbler' from which users can drink directly.

A plaque, or similar, on the fountains will display the support the programme has received from the Mayor of London and Thames Water.

Type of fountain

If you are applying for a fountain that has functionality to both fill bottles and for people to drink directly from it, we'd like to provide evidence of the need for the latter. This might include examples of locations where people are less likely to have refillable bottles.

C. Location characteristics

Displacing single-use plastic water bottles

We are looking for locations that have high numbers of people passing that are using single-use plastic bottles and would be likely to refill a bottle if a drinking water fountain were installed. Although there is currently limited evidence of when people use single-use plastics bottles, Box 1 sets out high level research commissioned by the GLA of when Londoners may be likely to buy bottled water. We will use this evidence to assess whether your site is likely to be in an area which will meet our objective to reduce single-use plastic bottle use. You should therefore provide evidence of how your location is in an area with people undertaking the activities set out in Box 1⁶. If you have any alternative evidence, we would also like you to provide it in this section.

Box 1: When do Londoners buy bottled water:

- when out and about
- when commuting and at work
- when going to a restaurant, bar or pub
- when exercising
- when traveling long distances by bus, train or plane
- when at special events – theatre, cinema, sporting and music event

Examples of evidence might include proximity to buildings/outlets selling single-use plastic water bottles, or sales figures for such locations. It may also include proximity to places identified in Box 1 where people are using bottled water.

⁶ 'Keep Britain Tidy and Centre for Social Innovation 2017'

Footfall

We will assess your site according to its footfall rating. We are looking for sites with high footfall to ensure that the drinking water fountains are well used, and the benefits, including a reduction in single-use plastics, is maximised.

Evidence may be, for example, pedestrian counts, entrance/exit figures for stations or parks, or visitor numbers for attractions.

Accessibility and visibility

Our preference is for the fountains to be accessible by the general public 24 hours per day. But there may be busy locations in freely accessible locations – such as a museum entrance hall – where access may be restricted to as little as 8 hours per day. Such locations will still be open for consideration if there are very high visitor numbers and a suitable highly visible location can be found for the fountain. Please tell us how many hours you expect your proposed location to be accessible for.

In all cases please provide a description of where the fountain will be and how visible it will be. To maximise the number of people using the fountains we would like sites to be in highly visible locations.

Nearby fountains

Please let us know if you are aware of any existing fountains within 100 metres of your proposed location. If there are, we may still consider your application if you can provide us with evidence that current fountain provision is not keeping up with demand. This might include queues at periods of high demand or evidence of additional footfall.

Security

Thames Water will be taking on responsibility for all maintenance of the water fountains. However, to ensure that the water fountains are in operation as frequently as possible, we would like them to be in secure locations to protect against vandalism and possible anti-social behaviour. Measures may include CCTV, adequate lighting, locations with security staff or locations that are monitored in other ways when vandalism may be more frequent, such as at night.

Health benefits

Drinking water can provide a healthier alternative to high-sugar drinks, so please provide any information you can to demonstrate that a fountain in your proposed location may also help improve health outcomes.

Evidence might include proximity to shops selling high numbers of sugary drinks, routes where people are known to buy and drink sugary drinks, or broader local indicators such as a high prevalence of childhood tooth decay.

D. Installation

Permissions

In this section we would like you to give evidence that you have either obtained all necessary permission to install the fountains in the site you are proposing, or that you are able to, and in a timely fashion. We will prioritise the installation of fountains where permissions will be the easiest and quickest to secure.

The applying organisation must have, or must obtain, full permission to install a fountain at the proposed site and provide access to Thames Water to maintain and clean the fountain over the long term. Please provide as much information as possible to demonstrate that you have or will be able to obtain this permission. Please also let us know who will ultimately be able to authorise the installation of the fountain, following what process (e.g. committee approval) and over what anticipated time period.

How do I know what permissions will be required for a given location?

You may need a number of permissions to install a water fountain. Permissions that may be required include:

- Planning permission
- Landowner permission (if you are not the landowner yourself)
- Highways permission / street works licence (if works are required on a nearby road/footpath)
- Listed building / conservation area permission

We recommend you contact your local Planning Authority, or other statutory body (such as Transport for London or Historic England), to establish if planning, or other permissions, will be required. Planning applications take around eight weeks to be processed. For applications where you don't believe planning is required, please provide us with confirmation in writing from your Planning Authority. For guidance on planning requirements please refer to: www.gov.uk/guidance/when-is-permission-required.

If you are uncertain which permissions will be required please proceed with your application providing all information available and we may be in touch to ask for clarification.

Access to water / drainage

In these sections we would like to understand what works might be required to supply and drain water from your proposed site. This information will be used to assess the potential viability and cost of installing a water fountain at your proposed site. We will prioritise the installation of fountains where access to drainage and/or water supply can be achieved in a timely fashion and cost effectively, as assessed by Thames Water.

Do I have to identify water supply and drainage points?

No, we will assess the access to water supply and drainage/sewer from the location you identify in

your application. However, if you have information on the nearest water supply and drainage or sewer please include this in your application to help us assess the feasibility of your application. Where we make provisional offers to successful applicants, Thames Water will conduct site surveys to further assess the feasibility of the installation. Please note that your application may not be accepted where connection to the water supply or drainage system is deemed to be excessively complex or expensive.

Other considerations

Please let us know about any other issues that you think could have an impact on the speed and ease of the installation of the fountain. For example, this could relate to road lane closures, pavement closures, or sourcing conservation grade materials for reinstatement works.

Previous installations

Previous experience of installing a fountain is not required. However applicants who do have such experience, and who may be able to best assist with efficient and timely installation of fountains, may be prioritised for the first installations in the spring of 2019.

E. More information

Further comments

Please use this space for any relevant information that you were unable to provide us with in other parts of the form.

Other Frequently Asked Questions

Do I need to install, maintain and clean the fountain?

No, purchase and installation costs will be covered by the GLA and Thames Water partnership.

Thames Water will own the installed fountains and will be responsible for cleaning and maintaining them over the long-term.

What will my responsibilities be after installation?

Successful applicants will be expected to permit Thames Water access to the fountain and to facilitate their cleaning and maintenance work. Please note that cleaning of the fountains will take place daily and access will be required to allow this to take place.

Will re-instatement be part of installation?

Yes, Thames Water will undertake the installation process and will re-instate any site where they have to excavate to install water supply or drainage connection.

How will I be notified about the outcome of my application?

Once your application has been assessed against the criteria by the Selection Review Panel you will be notified of the outcome by e-mail using the contact details provided in your application.

If you have not heard from us by Friday 1 February your application has not been successful.

The GLA and Thames Water may run further application rounds for fountains in 2019 in order that the project delivers the maximum number of fountains across the capital.

If my application is successful when would my drinking water fountain be installed?

Installation of the first drinking water fountains resulting from this partnership will take place in April 2019, with further roll out of fountains planned over the following two years. If your application is successful we will discuss potential timeframes for installation of your fountain(s) when we contact you.

What is expected of my organisation if my application is successful?

We will require successful applicants to work with both the GLA and Thames Water in a timely and responsive manner to ensure that fountains can be installed quickly and efficiently by, for example, ensuring that your organisation appoints a key project contact, and permissions and access for site works are readily secured. Applicant staff time will not be funded.

Can I apply if my water provider is not Thames Water?

Yes. We want to increase access to drinking water all over London. The current partnership project is with Thames Water and the fountains in this programme will be in areas of London Thames Water supplies.

However where there is demand for fountains outside the Thames Water supply area which score highly and are prioritised these will be installed under a different delivery model and further information will be shared with relevant applicants.

Appendix – Drinking Fountains for London application assessment

The following sheet will be used to assess applications. Please do not complete. This does not form part of the application form.

Drinking Fountains for London Assessment Sheet	
Name of assessor/s:	
Organisation applying:	
Location:	
Borough:	
Type of drinking fountain applied for:	

Criteria	Description	Score* 1 to 5 or 1 to 3	Scorers notes (these can feed into the comments section below)
Fountain location characteristics			
Footfall		1 to 5	
Accessibility and visibility		1 to 5	
Proximity of existing fountains		1 to 5	
Displacement of single-use plastic water bottles		1 to 5	
Security		1 to 3	
Health benefits		1 to 3	
Fountain installation			
Permissions		1 to 5	
Access to water supply		1 to 5	
Access to drainage		1 to 5	
Ancillary considerations		1 to 3	
Applicant knowledge		1 to 3	
Total score			
Comments on application	Please provide comments on queries on applications in a form that they could be presented directly to applicants as feedback or clarifications.		
Decision			

*** Note: some criteria will be scored 1 to 5 and others 1 to 3 as indicated against each criterion in the table above. The difference in available score reflects the weighting attributed to that criterion. Where scores range from 1 to 5 (1 = Low, 5 = High) the following definition will be applied:**

1	<p>Location provided does not support the aspirations of the programme in this criterion, minimal or no evidence is provided and/or reasoning is not provided.</p> <p>Based on this criterion selection of this site would not help the programme reach its objectives.</p>
2	<p>Location provided does little to support the aspirations of the programme in this criterion, little evidence is provided and/or reasoning is weak.</p> <p>Based on this criterion selection of this site would do little to help the programme reach its objectives.</p>
3	<p>Location provided reaches the minimum expected level of support for the aspirations of the programme in this criterion, limited supporting evidence is provided and/or reasoning is sound though limited.</p> <p>Based on this criterion selection of this site would help the programme reach its objectives.</p>
4	<p>Location provided exceeds the minimum level of support for the aspirations of the programme in this criterion, clear supporting evidence is provided and/or reasoning is sound.</p> <p>Based on this criterion selection of this site would be beneficial in helping the programme reach its objectives.</p>
5	<p>Location provided strongly supports the aspirations of the programme in this criterion, comprehensive and robust evidence is provided and/or reasoning is sound and very compelling.</p> <p>Based on this criterion selection of this site would clearly deliver the programme objectives.</p>

Where scores range from 1 to 3 (1 = Low, 3 = High) the following definition will be applied:

1	<p>Location provided does not support the aspirations of the programme in this criterion, minimal or no evidence is provided and/or reasoning is not provided.</p> <p>Based on this criterion selection of this site would not help the programme reach its objectives.</p>
2	<p>Location provided reaches the minimum expected level of support for the aspirations of the programme in this criterion, limited supporting evidence is provided and/or reasoning is sound though limited.</p> <p>Based on this criterion selection of this site would help the programme reach its objectives.</p>
3	<p>Location provided strongly supports the aspirations of the programme in this criterion, comprehensive and robust evidence is provided and/or reasoning is sound and very compelling.</p> <p>Based on this criterion selection of this site would clearly deliver the programme objectives.</p>

Other formats and languages

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