



SpotlessWater

PARTNER PROGRAMME FAQs

WHAT ARE THE SPECIFIC REQUIREMENTS FOR A SITE AND WHY ARE THEY IN PLACE?

There are a number of features that every site should have, but there are 4 key features that are non-negotiable, and must be present at every site:

24/7 access: This means that there are no gates, barriers, chains, or bars to entrances and exits.

- **Why?** One of our guarantees to our customers is that they will be able to fill up at any hour of the day, therefore we don't accept property suggestions with any barrier to the entry and exit points.
- If you are the business owner of the property and there is a barrier to entry, we would potentially consider the referral only if you can provide a method of getting around the barrier which allows 24/7 access. For example, if your property has a gate with a keycode, it would be considered if you would be willing to provide that code to our customers.

Large amount of space with a dedicated 11x8ft allotment

- **Why?** So that we have a dedicated spot for the station to fit (11x8ft – about the size of a standard parking space) and enough surrounding space for customers to fill up and queue.

Space for the station close to the building: Ideally, we need the space that the station will fill to be close to the building of the business.

- **Why?** This is to ensure that we can easily make connections to the water and power sources that we need to run the station.

Good accessibility & transport links: The station needs to be easy to reach on well-connected roads, for example near motorways and 'A' roads.

- **Why?** We want to ensure that the station is easy for our customers to get to so that they can fill up quickly and continue their workday more efficiently. A highly accessible location also increases the number of existing customers that will visit the site and may create new users if the process is made as easy as possible.

ARE THERE ANY OTHER REQUIREMENTS TO BEAR IN MIND BEFORE REFERRING A SITE AND WHY?

Our team will conduct all the necessary research to ensure a site is viable, however there are a few other secondary requirements that could also be considered before referring a site:

Remoteness of a location: Whether the location is close to a town/city centre or if it is more rural.

- **Why?** If the site is more rural, it impacts our 'accessibility' requirement, as rural locations by nature will be further from the majority of our customer base in a given area.

If the business is council-owned, tied to the council, or any government-affiliated sites: This includes local councils, NHS, emergency services, and any other institutions linked to governmental bodies.

- **Why?** Negotiating with a council can be a long, arduous process where it is very difficult to get in touch with the 'right' person that has the authority to grant permission for our station to be installed. Therefore, our focus is on independent sites and smaller businesses, as it is a smoother process to get in contact with the key decision makers.

If the business is a large national company (that we aren't currently partnered with):

- **Why?** When a business has large nationwide reach with branches across the country, it can be difficult to contact the necessary people that can grant us permission to install. Some common examples of a 'large national business' that are often referred to our team are: Tesco, Sainsbury's, B&Q, etc.
- However, we do have existing partnerships with large national companies, along with other exciting partnerships in the works, so this is never out of the realm of possibility. If you are a decision-maker within a large national company, or if you have the direct contact details of said person, then please feel free to get in touch with our team.

IF I HAVE A SITE IN MIND THAT MAY NOT FULFIL A SECONDARY REQUIREMENT, SHOULD I STILL SEND IN A REFERRAL?

Absolutely! As long as the key requirements are fulfilled, we are always happy to consider options that may fall short on some of the secondary features. However, as referred to above, the site may be less likely to be considered, but we take each referral on a case-by-case basis and dedicate time to thoroughly research the area.

ARE THERE ANY OTHER QUALITIES THAT IMMEDIATELY RULE OUT A LOCATION?

Aside from the key requirements, there are a few other features that will immediately rule out an opportunity:

Referral is a residence: We do not place our stations on residential properties for a number of reasons, but namely because there would not be enough space, it would cause disturbances to residents, and we need a business to invoice.

Referral is a school/educational institution: This includes: nurseries/pre-schools, infant schools, primary schools, secondary schools, sixth forms, and universities. There are a number of reasons for this decision, but namely due to safeguarding principles and how busy the areas get at peak times.

Referral is for a company that exclusively works via mobile units: What this means is that the company does not have a stationary unit or building that they work from, only 'mobile' units such as vans or cars. The reason for this is because one of our key requirements is connection to a building so that we have power and water for the station, which isn't a possibility with mobile units.

THE LOCATION I HAVE SUGGESTED HAS LOTS OF INTEREST AND SUPPORT WITHIN MY LOCAL COMMUNITY, SO WHY HAS IT BEEN TURNED DOWN?

When a location is referred to our team, we undergo testing on the area that determines whether a station would be viable to run at that site at that moment in time. The viability of a particular location is determined by a number of different factors, including (but not limited to): customer density in the area, affluency, population, etc. All of these metrics make up the viability of an area, and each component has to work together in order for an area to score highly enough that it is considered viable to place a station.

Therefore, if the site you have suggested fulfils our non-negotiable requirements, but our team has turned down the opportunity, it may be that your site is not currently considered viable. This may be frustrating when you refer a site that you know has support from colleagues and your local community, but this is just one element of determining viability. However, we will always research any suggestion that is sent our way, so please reach out any time that you have a referral!

I LIVE IN A LARGER CITY THAT I BELIEVE HAS THE CUSTOMER DEMAND FOR ANOTHER STATION, BUT MY SUGGESTION HAS BEEN TURNED DOWN. WHY?

With larger cities, there is often the need for more than one station, so we are always open to these kinds of referrals! However, where we place a secondary station has to be carefully calculated to avoid an effect called 'Cannibalisation.' When we place a secondary station in a city that does not actually have the demand for it, or if this site is too close to the existing station, this can cause issues in the long run. The new station would split the customer base between the two sites, which means that both stations begin to fall behind on crucial targets, and this can ultimately lead to closures and costly relocations. Therefore, we will always be happy to receive referrals for towns/cities that already have a station in place, but we must conduct research to ensure that 'Cannibalisation' won't occur, and that your site suggestion is compatible with the existing station. If your referral in this case has been rejected, it is because there is a chance of 'Cannibalisation' occurring.

IF MY REFERRAL HAS BEEN TURNED DOWN, WILL IT BE DELETED?

We appreciate every single referral that we receive, so we never disregard any suggestion unless it falls short on one of our key requirements. If we reject a referral, it is because the site is not viable at one moment in time, but this can be subject to change. The metrics that determine whether an area is viable can adapt with time due to changing demands, so areas that may not be right at one moment in time may become viable in the future.

Therefore, we keep a record of your details and your referral, that way if your suggestion becomes potentially viable, we can easily open the conversation up again in the future.

IF I HAVE ANY FURTHER QUESTIONS ABOUT SUBMITTING A REFERRAL, OR THE CONCESSIONS PROCESS AS A WHOLE, WHO DO I ASK?

Please email in any questions to **partnerships@spotlesswater.co.uk** and we will be happy to answer. If you would prefer to be contacted by telephone, then please provide your contact number within the email, and a member of our team will happily give you a call back to answer any questions you may have.