



INFLUENCING FACILITY OWNERS



Together Greener Programme

INTRODUCTION

Not all Clubs own or control their facilities, but every Club can still play a role in improving energy use and reducing environmental impact. Whether you use a local authority pitch, a school, or a privately owned venue, there are opportunities to influence how energy is managed and to work collaboratively towards more sustainable practices.

This guide supports Clubs to take practical, positive steps to engage facility owners, build relationships and identify shared benefits.

Within the Together Greener Programme, this approach reflects the importance of collaboration, communication and collective action.





YOUR INFLUENCE

Why Your Influence Matters

Even without ownership or direct control of the building, your Club is still a key stakeholder in how the facility operates. As a regular user, your insight into how spaces are used, when energy is consumed and where inefficiencies occur is valuable. Recognising your influence is the first step towards creating constructive dialogue and encouraging positive change.

Even without direct control, Clubs can:

- Encourage more efficient use of lighting, heating and equipment.
- Highlight opportunities for cost savings and improved facilities.
- Support venue owners in meeting their own sustainability goals.
- Strengthen partnerships and shared responsibility for the environment.

Your voice as a regular user of the facility is valuable and can help drive meaningful change.



WHERE TO START

Start With What You Can Control

Influencing others is most effective when your own practices are strong. By demonstrating responsible energy behaviours within your sessions and activities, your Club builds credibility and shows that sustainability is a shared responsibility rather than a request placed solely on the facility owner.

Before engaging others, focus on your own Club's behaviours:

- Turn off lights, heating and equipment when not in use.
- Avoid unnecessary use of floodlighting or heated spaces.
- Encourage players and members to adopt energy-conscious habits.
- Use facilities responsibly and report any issues.

Demonstrating good practice strengthens your position when engaging with facility owners.





RELATIONSHIP

Build a Positive Relationship

Constructive engagement begins with trust and mutual respect. Approaching facility owners with a collaborative mindset, rather than a critical one, helps position sustainability as a shared opportunity to improve the venue for everyone who uses it.

Approach conversations with collaboration in mind:

- Identify the key contact responsible for the facility.
- Arrange a meeting or informal discussion.
- Show appreciation for the facility and existing support.
- Position sustainability as a shared opportunity, not a criticism.

Framing the conversation positively increases the likelihood of engagement and action.





SHARED BENEFITS

Identify Shared Benefits

Facility owners are often balancing budgets, maintenance demands and operational pressures. Framing energy improvements around cost savings, improved comfort, reputation and long-term asset value makes conversations more relevant and solution-focused.

Facility owners are more likely to act when there are clear benefits:

- Reduced energy costs and operational savings.
- Improved quality and usability of facilities.
- Enhanced reputation as a sustainable venue.
- Alignment with local authority or organisational sustainability goals.

Link your suggestions to outcomes that matter to them.





PRACTICAL ACTIONS

Clear, realistic and prioritised suggestions are more effective than broad ambitions. By identifying manageable actions that align with the facility's capacity and resources, your Club can help make sustainability feel achievable rather than overwhelming.

Clubs can encourage facility owners to consider:

- Upgrading to LED lighting, including floodlights.
- Installing timers or sensors for lighting and heating.
- Improving insulation and reducing draughts.
- Reviewing heating schedules and temperature settings.
- Exploring renewable energy options such as solar PV.
- Monitoring energy use to identify inefficiencies.

Keep suggestions realistic and prioritised to make action more achievable.



USE CASE STUDIES

Use Evidence and Examples

Evidence strengthens your case and supports informed decision-making. Sharing examples from other Clubs, simple observations or relevant funding opportunities helps move discussions from general ideas to tangible next steps.

Support your discussions with:

- Examples from other Clubs or facilities.
- Simple observations, such as lights left on or inefficient systems.
- Data where available, such as usage patterns or timings.
- Links to funding opportunities or case studies.

This helps move conversations from ideas to practical solutions.





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COLLABORATE

Collaborate on Solutions

Sustainable change is more likely to succeed when responsibility is shared. Offering to support communication, awareness raising or small pilot initiatives demonstrates partnership and reduces the burden on the facility owner.

Where possible:

- Offer to support initiatives or awareness campaigns.
- Work together on small pilot actions.
- Share responsibility for communicating changes to users.
- Align actions with your Club's Green Goals.

Collaboration builds trust and increases the likelihood of sustained progress.





BE PERSISTENT

Energy improvements, particularly those requiring investment, may take time.

Maintaining a positive, consistent and solution-oriented approach helps keep sustainability on the agenda without damaging relationships.

Change may take time, particularly where budgets or approvals are required:

- Follow up conversations respectfully.
- Recognise progress, even small steps.
- Continue to build the relationship over time.

Consistent, positive engagement can lead to long-term improvements.

Keeping your members informed about agreed actions builds understanding and accountability. When everyone using the facility understands the shared goals, it reinforces consistent behaviour and strengthens the impact of any changes.

Keep your Club informed:

- Explain any changes or agreed actions.
- Encourage members to support energy-saving efforts.
- Highlight progress and positive outcomes.

This reinforces a shared commitment and strengthens your Club's culture.





FURTHER SUPPORT

Not owning your facility does not limit your ability to make a difference. By building strong relationships, focusing on shared benefits and taking a collaborative approach, your Club can help influence positive change in how energy is used and managed.

Every conversation, action and partnership contributes to a more sustainable future for your Club, your community and the wider game.

Even in shared facilities, your Club can contribute meaningfully to the Together Greener Programme. By influencing beyond your direct control, you demonstrate leadership, partnership and a commitment to wider environmental responsibility within the game.

Influencing energy use in shared facilities supports key elements of the Together Greener Programme:

- Working collaboratively with partners and stakeholders.
- Taking practical action within your Club's influence.
- Creating wider impact beyond your immediate control.
- Embedding sustainability into everyday behaviours.

Further information on energy can be found at www.faw.cymru/TogetherGreener-energy

If you require support, please contact sustainability@faw.cymru