



PUBLIC TRANSPORT



INTRODUCTION

Public transport is an important part of building a more sustainable future for football in Wales. Through the FAW Together Greener Programme, Clubs are encouraged to explore how buses, trains and coordinated travel can help reduce environmental impact, improve access to football and support more inclusive participation.

This resource provides practical actions that Clubs can take to actively encourage the use of public transport for training sessions, matches and club events. It focuses on communication, coordination and behaviour change, helping Clubs make sustainable travel the easy and preferred choice wherever possible.

Whether your Club is based in a city, town or rural community, small changes in how you promote and support public transport can make a meaningful difference.

This resource will support your Club to:

- Promote public transport options to members and supporters.
- Improve awareness of local bus and rail services.
- Encourage more sustainable travel choices for matches and training.
- Support group travel and coordinated journeys.
- Reduce reliance on single-occupancy car travel.
- Strengthen your Travel Action Plan and Green Goals.





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BENEFITS

Why Public Transport Matters

Transport is often one of the largest contributors to carbon emissions linked to football activity. Encouraging more people to use public transport helps Clubs reduce their environmental footprint while improving accessibility and inclusion.

Public transport can help Clubs to:

- Reduce travel-related carbon emissions.
- Ease parking pressure on matchdays and training nights.
- Improve access for young people and those without access to a car.
- Support more inclusive participation in football.
- Demonstrate environmental leadership within the community.
- Strengthen connections across communities in Wales.

Using public transport also supports wider national ambitions for more sustainable travel across Wales, including services delivered by Transport for Wales.



PROVIDE INFORMATION

Making Public Transport Easy to Use

One of the most effective ways Clubs can increase public transport use is by making information clear, visible and easy to understand.

Top Tips

- Share simple journey information for getting to your Club using bus and rail services.
- Include nearest stops, key routes and approximate journey times in communications.
- Display public transport information at your Club facility.
- Promote journey planning tools and apps in Club communications.
- Highlight options for both training nights and matchdays.
- Provide clear information for visiting teams and supporters.

When people feel confident about how to travel, they are more likely to choose public transport.

Useful websites for local transport information in Wales include:

- [Transport for Wales.](#)
- Local authority transport webpages.
- [Local bus operators.](#)
- [National Rail journey planners.](#)





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COMMUNICATE

Communicating Public Transport Options

Clear and consistent communication is essential to increasing public transport use across your Club community.

Top Tips

- Share travel information through Club social media channels and messaging groups.
- Include public transport details in matchday information and newsletters.
- Promote key bus and train routes in advance of fixtures and events.
- Encourage team managers and volunteers to share travel options with players and families.
- Use posters and digital graphics to highlight sustainable travel choices.
- Provide reminders before training sessions and home games.

Clubs can also work with local partners to ensure information is accurate and up to date.



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TRAVEL TOGETHER

Encouraging Group Travel

Group travel can make public transport more attractive, especially for younger players and families.

Top Tips

- Encourage teams to travel together using buses or trains where possible
- Coordinate meeting points for groups travelling to training or matches
- Promote the idea of travelling together as part of the Club culture
- Support parents and guardians to organise shared travel arrangements
- Explore opportunities for block booking or group tickets where available
- Encourage mentors and coaches to lead by example
- Group travel not only reduces emissions but also strengthens team connection and Club identity.

DID YOU KNOW:

If you purchase a family ticket with Transport For Wales children under 16 travel free!

Find out more [HERE](#).





AWAY FIXTURES

Away fixtures present a strong opportunity to promote sustainable travel choices.

Top Tips

- Encourage team coaches and managers to explore public transport options for selected away games.
- Identify fixtures that are well-connected by rail or bus services.
- Promote early planning to support group travel arrangements.
- Share travel options with parents, players, parents and supporters in advance.
- Combine public transport with walking for final connections where needed.
- Consider travel partnerships with other Clubs or local groups.

Even if public transport is not suitable for every fixture, using it occasionally can still make a positive impact.





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PARTNERSHIP WORK

Working With Partners and Local Authorities

Clubs do not need to act alone. Working with partners can help improve awareness and access to public transport options.

Top Tips

- Engage with local transport providers to understand available services.
- Work with local authorities to improve travel information for your area.
- Connect with schools and community groups to share travel messages.
- Collaborate with other Clubs to share best practice.
- Encourage feedback from members about travel challenges and opportunities.

Partnership working can help identify practical solutions that benefit the wider community.





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COMMUNICATE

Communicating Public Transport Options

The most effective initiatives are simple, consistent and easy for members to take part in.

Clubs may wish to consider:

- Matchday public transport information campaigns.
- Team travel challenges using buses and trains.
- Travel planning guides for parents and players.
- Incentives for sustainable travel participation.
- Highlighting public transport users in Club communications.
- Combined walk and public transport journeys.
- Sustainable travel-themed matchdays or events.



FURTHER SUPPORT

Encouraging the use of public transport is a practical and effective way for Clubs to reduce environmental impact and improve access to football across Wales. Small actions, such as sharing clear travel information or supporting group journeys, can make a meaningful difference over time.

You do not need to implement everything at once. Start by identifying a few realistic actions your Club can take to make public transport easier to understand and more visible.

Use what you have learned in this resource to:

- Inform one of your mandatory Green Goals.
- Support your Travel Action Plan.
- Improve communication around sustainable travel.
- Encourage more environmentally responsible travel choices.
- Engage your Club community in the Together Greener Programme.

By taking gradual steps, Clubs across Wales can help create a more sustainable, accessible and connected future for football.

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

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