



WALKING TO FOOTBALL



INTRODUCTION

Walking is one of the most accessible, affordable and sustainable ways for people to travel to football activities. Encouraging more players, volunteers, supporters and families to walk to training, matches and events can help Clubs reduce carbon emissions, ease congestion around facilities and improve health and well-being across the football community.

This resource provides practical actions that Clubs across Wales can take to encourage and support walking. Whether your Club is based in a rural village, town or city, even small improvements can make walking a safer and more attractive option for members.

Walking initiatives can also help Clubs strengthen community connections, create safer environments around facilities and support wider Active Travel ambitions across Wales.

This resource will support your Club to:

- Understand the benefits of promoting walking.
- Identify barriers preventing members from walking to training, matches and events.
- Improve pedestrian safety around Club facilities.
- Encourage active travel for training, matches and events.
- Promote walking for health and well-being.
- Support your Club's Travel Action Plan and Green Goals.





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BENEFITS

Why Promote Walking?

Many football journeys are short enough to be completed on foot, particularly for local training sessions, junior football and community events. Encouraging walking can deliver a range of environmental, social and financial benefits.

Walking can help Clubs to:

- Reduce transport-related carbon emissions.
- Reduce traffic congestion and parking pressures.
- Improve safety around Club entrances and local roads.
- Encourage healthier lifestyles and physical activity.
- Create opportunities for social connection and inclusion.
- Reduce travel costs for families and volunteers.

Walking also supports the Welsh Government's Active Travel ambitions and contributes to a more sustainable future for football in Wales.



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WALKABILITY AUDIT

Carry Out a Walkability Audit

Before promoting walking, Clubs should understand the current walking conditions around their facility.

A Walkability Audit helps Clubs to identify:

- Safety concerns.
- Accessibility barriers.
- Poor lighting or signage.
- Missing footpaths or crossings.
- Areas where improvements may encourage more walking.

Using a Walkability Audit can also help Clubs engage with local authorities, schools and community organisations to improve local infrastructure and active travel routes.

Top Tips

- Use the Together Greener [Walkability Audit](#) and Route Audit templates.
- Assess routes used by players, families and supporters.
- Review access during both daylight and evening conditions.
- Take photographs of key issues where possible.
- Share findings with your local authority or Active Travel team.





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ACCESS

Improve Access to Your Club

Safe and accessible entrances are essential if Clubs want to encourage walking.

Where possible, Clubs should consider creating clear and safe pedestrian access routes that separate walkers from vehicles entering and leaving the site.

Top Tips

- Ensure pedestrian entrances remain unlocked when facilities are open.
- Use signage, bollards or markings to separate pedestrians from vehicles.
- Keep entrances well-lit and free from overgrown vegetation.
- Ensure pathways are accessible for wheelchair users, prams and mobility aids.
- Include walking access improvements in future facility development plans.



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ENCOURAGE

Encourage Members to Walk to Football

Clubs can play an important role in making walking feel normal, safe and encouraged within the football environment.

Simple communication and community-led initiatives can significantly increase participation in active travel.

Top Tips

- Share estimated walking times from nearby communities and neighbourhoods.
- Promote walking routes through Club websites and social media.
- Encourage teams or parents to walk together to training.
- Include active travel messages in matchday communications.
- Recognise and celebrate teams or individuals who regularly walk.





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HEALTH & WELL-BEING

Promote Walking for Health and Well Being

Walking is not only a sustainable travel option, but it is also one of the simplest ways to improve physical and mental well-being.

Football Clubs are often trusted community hubs and can use walking initiatives to strengthen social connections and community participation.

Top Tips

- Organise Club walking groups or community walks.
- Create themed “walk and talk” events linked to football or well-being.
- Run step challenges between teams or age groups.
- Encourage walking meetings for staff or volunteers where appropriate.
- Promote walking as part of injury recovery or light activity sessions.

Clubs may also wish to connect with local health organisations, Active Travel partnerships or community wellbeing initiatives to support walking programmes.



SAFETY

Support Safe Walking

Safety is one of the biggest factors influencing whether people choose to walk.

Clubs can help improve confidence and visibility for members who regularly walk, particularly during winter months or evening training sessions.

Top Tips

- Encourage the use of high-visibility clothing during darker months.
- Provide reflective armbands or high-visibility vests for walking groups.
- Review lighting around entrances and pathways.
- Promote safe crossing points and walking routes.
- Encourage parents and guardians to accompany younger players.

Clubs may also be able to secure sponsorship or grant support for active travel equipment and safety materials.





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INITIATIVES

Ideas for Club Walking Initiatives

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

Clubs could consider:

- Walking buses for junior teams.
- Matchday walk together campaigns.
- Rewards for active travel participation.
- Walking route maps displayed at the Club.
- Community wellbeing walks.
- Step or mileage challenges.
- Partnerships with schools or local Active Travel groups.



FURTHER SUPPORT

Encouraging walking is one of the most achievable and impactful actions your Club can take to support sustainability and community wellbeing. Even small changes can help reduce emissions, improve safety and encourage healthier lifestyles across your football community.

You do not need to implement everything at once. Start by understanding how members currently travel to your Club and identify a few practical actions that could encourage more people to walk safely and confidently.

Use what you have learned in this resource to:

- Inform one of your two mandatory Green Goals.
- Develop actions within your Travel Action Plan.
- Improve pedestrian safety and accessibility.
- Promote healthier and more sustainable travel habits.
- Engage players, families and supporters in active travel initiatives.

Over time, creating a culture where walking is encouraged and supported can help build a healthier, more connected and more sustainable future for football in Wales.

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