



INFLUENCING FACILITY OWNERS



INTRODUCTION

Many football Clubs in Wales operate from facilities that they do not own or directly control. While this can limit decision-making in certain areas, Clubs still have an important role to play in influencing how waste is managed within their venue.

From waste segregation and recycling systems to reducing single-use plastics and improving overall waste practices, Clubs can work in partnership with facility owners to drive positive change. By building strong relationships and making practical suggestions, Clubs can help improve environmental performance while also enhancing the experience for members and visitors.

This resource will support your Club to:

- Understand how to influence waste management without direct control.
- Identify key areas where facility owners are responsible for waste.
- Engage and collaborate effectively with facility owners.
- Promote better waste practices across shared spaces.
- Support your Club's Waste Action Plan and Green Goals.





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YOUR ROLE

Understanding Your Role and Influence

Even if your Club does not control the facility, you still influence how it is used on a day-to-day basis.

Clubs can:

- Highlight issues and opportunities to facility owners.
- Share feedback from members and users.
- Lead by example through club activities and behaviour.
- Support the implementation of improved waste practices.

A collaborative approach is often the most effective way to create change.





YOUR INFLUENCE

Key Areas Where Clubs Can Influence

Waste Segregation and Recycling

Facility owners are typically responsible for providing waste infrastructure, including bins and collection services. Improving segregation at source is one of the most impactful actions a club can influence.

Clubs can:

- Encourage the introduction or improvement of recycling and food waste bins.
- Advocate for clearly labelled and consistent waste stations.
- Support the use of standardised signage to reduce confusion.
- Share feedback on how waste systems are working in practice.

Reducing Single-Use Plastics

Decisions around catering, vending and purchasing are often controlled by the facility owner or operators. Even small changes can significantly reduce waste over a season.

Clubs can:

- Encourage the reduction or removal of single-use plastics such as bottles, cups and packaging.
- Promote reusable alternatives such as refill stations and reusable cups.
- Support awareness campaigns to reduce plastic use among members.
- Work with facility operators to trial new approaches.





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Waste Collection and Services

Waste contracts and collection arrangements are usually managed by the facility owner.

Clubs can:

- Encourage regular and appropriate waste collections, including recycling and food waste.
- Discuss opportunities to improve recycling rates.
- Promote the use of contractors who prioritise recycling and recovery over landfill.
- Share data or observations from Club use to support improvements.

Events and Matchdays

Matchdays and events can generate large amounts of waste, often managed jointly between Clubs and facility operators. Collaboration in this area can lead to visible and immediate improvements.

Clubs can:

- Work with facility owners to plan for waste reduction at events.
- Encourage the use of reusable or recyclable materials.
- Support clear waste signage and volunteer engagement during events.
- Promote responsible behaviour among supporters and visitors.



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Circular Economy Initiatives

Facility owners may control procurement, maintenance and operational practices. These actions help move beyond waste management towards waste prevention.

Clubs can:

- Encourage the reuse of materials such as signage and equipment.
- Promote initiatives such as boot and equipment swap schemes.
- Support sustainable purchasing decisions.
- Share ideas aligned with circular economy principles.

Leading by Example

Clubs can strengthen their influence by demonstrating good practice. Visible action helps build credibility and encourages wider change.

Clubs should:

- Implement strong waste practices within their own activities.
- Promote recycling and waste reduction among members.
- Support awareness and education initiatives.
- Share successes and progress.





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COLLABORATION

Building a Collaborative Relationship

Effective engagement with facility owners is key to influencing change. Positioning your Club as a proactive partner will increase the likelihood of success.

Clubs should:

- Identify the appropriate contact or decision maker.
- Approach conversations positively and collaboratively.
- Present practical, realistic suggestions.
- Highlight shared benefits such as cost savings and improved user experience.
- Be willing to support implementation where possible.

Communicating the Benefits

When engaging with facility owners, it is helpful to clearly communicate the value of improving waste management. Focusing on shared outcomes can help build support.

Benefits may include:

- Reduced waste disposal costs.
- Improved environmental performance.
- Compliance with Welsh recycling expectations and regulations.
- Enhanced reputation and user experience.
- Contribution to wider sustainability goals.





FURTHER SUPPORT

Even if your Club does not own its facility, it can still play a key role in improving waste management through collaboration and influence. By working in partnership with facility owners, Clubs can help introduce better waste practices, reduce environmental impact and support a more sustainable approach to operations.

You do not need to influence everything at once. Start by identifying one or two priority areas, such as waste segregation or reducing single-use plastics, and build from there.

Use what you have learned in this resource to:

- Inform one of your two mandatory Green Goals.
- Engage with your facility owner on waste management improvements.
- Support your Club's Waste Action Plan.
- Promote better waste practices across your club community.

Even small changes, such as improving recycling or reducing single-use items, can make a meaningful difference when Clubs and facility owners work together.

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

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