



SHOWER CHALLENGE



INTRODUCTION

Water and energy are closely linked. Every litre of hot water used in a clubhouse requires energy to heat it, increasing both utility costs and carbon emissions.

The Together Greener Shower Challenge is a simple and engaging way for football clubs across Wales to reduce water consumption, lower energy use, save money and encourage sustainable habits among players and volunteers.

This resource will help your Club to:

- Reduce water consumption in changing rooms and Club facilities.
- Lower energy use associated with heating water.
- Save money on utility bills.
- Engage players and teams in sustainability action.
- Raise awareness of water conservation through football.
- Support the Together Greener sustainability goals.
- Build positive environmental habits that extend beyond the Club.





BENEFITS

Why Focus on Showers?

For many football Clubs, showers are one of the largest users of water and energy. A typical shower can use between 8 and 15 litres of water per minute.

A player taking a 10-minute shower could use more than 100 litres of water. When multiplied across an entire team and a full season, the impact becomes significant.

Reducing shower times to five minutes can:

- Cut water consumption by up to 50%.
- Reduce gas or electricity used to heat water.
- Lower operating costs.
- Reduce the Club's environmental footprint.
- Demonstrate practical sustainability leadership.

The challenge is simple, measurable and easy for Clubs of all sizes to implement.



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GETTING STARTED

How to Run the Challenge

Step 1: Choose a Team or Group

Start with one team, squad or age group.

This could include:

- Men's team.
- Women's team.
- Academy squads.
- Junior teams.
- Walking football teams.
- Coaches and volunteers.

Beginning with a smaller group helps build momentum before expanding Club wide.





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Step 2: Explain the Challenge

Introduce the challenge before training or a match.

Explain:

- Why water conservation matters.
- The connection between water use and climate change.
- How reducing shower times saves money.
- How the challenge supports the Club's Together Greener Goals.

Keep the message positive and focused on collective action.



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Step 3: Appoint a Challenge Champion

Nominate a player, coach or volunteer to help lead the challenge.

The Champion can:

- Promote the challenge.
- Track participation.
- Share updates.
- Celebrate successes.
- Encourage teammates.

Having a visible leader helps maintain engagement.





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Step 4: Establish a Baseline

Before starting, measure typical shower lengths.

This allows the Club to estimate savings and demonstrate impact.

Record:

- Average shower duration.
- Number of players using showers.
- Number of training sessions and matches.

The more accurate your baseline, the easier it is to demonstrate success.



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Step 5: Commit to Five Minute Showers

Participants commit to limiting showers to five minutes or less.

Simple reminders can help:

- Posters in changing rooms.
- Timer displays.
- Phone alarms.
- Team announcements.
- Countdown reminders.

Five minutes is usually more than enough time for an effective post-match shower.





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Step 6: Make the Five-Minute Call

Ask a coach, captain or Challenge Champion to announce when five minutes have passed.

Options include:

- Mobile phone timer.
- Digital stopwatch.
- Wall-mounted timer.
- Club tannoy announcements.
- Smart timer devices.

Making the challenge visible and fun can improve participation.

00:05:00



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Step 7: Celebrate Results

At the end of the challenge period:

- Share water savings.
- Recognise participating teams.
- Highlight sustainability champions.
- Celebrate milestones.
- Communicate success through Club channels.

Positive reinforcement helps sustain behaviour change.





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SAVINGS

Calculating Water Savings

Use the following formulas.

Baseline Water Use

Flow Rate $\times$ Average Shower Time $\times$ Number of Participants $\times$ Number of Showers.

Challenge Water Use

Flow Rate $\times$ 5 Minutes $\times$ Number of Participants $\times$ Number of Showers.

Water Saved

Baseline Use – Challenge Use.

Example Calculation

Team size: 18 players

Showers per player: 16

Average shower time before challenge: 9 minutes

Flow rate: 8 litres per minute

Baseline Use

$8 \times 9 \times 18 \times 16 = 20,736$ litres

Challenge Use

$8 \times 5 \times 18 \times 16 = 11,520$ litres

Water Saved

$20,736 - 11,520 = 9,216$ litres

That is enough water to fill more than 60 standard bathtubs.





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FURTHER ACTIONS

Going Beyond Five Minutes

Once the challenge is established, Clubs can build on their success through additional actions.

Install Water-Efficient Shower Heads

Modern low-flow shower heads can reduce water use significantly while maintaining good performance.

Check for Leaks

A leaking shower or pipe can waste thousands of litres of water each year. Include showers in routine maintenance inspections.

Display Water Saving Messages

Simple signs in changing rooms can remind users to:

- Keep showers short.
- Turn taps and showers off properly.
- Report leaks.

Communicating both environmental and financial benefits can help secure support from players, volunteers and Club committees.





SHOWER CHALLENGE RECORD

Team:

Date/Period:

PARTICIPANT	SHOWER TIME	ESTIMATED WATER SAVING	COMMENTS

Number of participants:

Total estimated water saved:



FURTHER SUPPORT

The Shower Challenge is one of the easiest and most effective sustainability actions a football Club can take. It requires little investment, delivers immediate savings and helps players understand how small actions can make a big difference.

By reducing shower times, Clubs can save water, reduce energy use, lower costs and contribute to a more sustainable future for football in Wales.

Use what you have learned in this resource to:

- Launch a Shower Challenge at your Club.
- Measure shower flow rates and estimate savings.
- Reduce water and energy consumption.
- Encourage sustainable habits among players and volunteers.
- Promote Together Greener messages throughout your facilities.
- Share your success stories and inspire other Clubs across Wales.

Further information on Water can be found at www.faw.cymru/togethergreener-water

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