



COMMUNITY & PARTNERSHIPS AUDIT



INTRODUCTION

Strong partnerships can significantly strengthen a Club's sustainability work. Working with schools, local authorities, community groups, businesses, environmental organisations and volunteers can provide additional expertise, resources, funding opportunities and community support.

This audit has been developed to help Clubs assess how well they currently engage with external partners and identify opportunities to build stronger relationships that support environmental, social and community outcomes.

This resource will help your Club to:

- Understand your current level of community engagement.
- Identify existing and potential sustainability partnerships.
- Strengthen relationships with local stakeholders.
- Identify opportunities for joint projects and funding applications.
- Increase volunteer and community involvement.
- Support wider environmental and social impact through football.





WHY AUDIT?

Why Complete a Community Engagement & Partnerships Audit?

Many sustainability projects are more successful when delivered in partnership. Local organisations may be able to provide volunteers, specialist knowledge, equipment, funding or promotional support.

Examples include:

- Schools supporting biodiversity or litter projects.
- Local authorities advising on active travel or flood management.
- Wildlife organisations helping create habitats.
- Businesses sponsoring reusable bottles, bike racks or environmental initiatives.
- Community groups supporting tree planting, clean-ups or awareness events.

Completing this audit will help your Club identify where partnerships already exist and where new opportunities could be developed.



AUDIT COMPLETION

How to Complete the Audit

This audit should ideally be completed by your Club's Green Team, committee or a small group of volunteers with knowledge of how the Club operates.

Consider involving representatives from across the Club, such as:

- Committee members.
- Coaches.
- Volunteers.
- Grounds staff.
- Facility managers.
- Players.
- Parents or guardians.
- Youth representatives or your Youth Ambassador.

For each question, simply answer Yes or no. The aim is not to achieve a perfect score but to identify practical opportunities for improvement.

Repeat the audit annually to monitor progress and celebrate the actions your Club has taken.





COMMUNITY AUDIT

Club Name:

Date:

Schools & Education

QUESTION	YES/NO	COMMENTS
Does your Club work with local schools?	Yes ☐ No ☐	
Have schools been involved in sustainability activities?	Yes ☐ No ☐	
Have you explored joint environmental projects?	Yes ☐ No ☐	
Do young people have opportunities to contribute ideas?	Yes ☐ No ☐	



COMMUNITY AUDIT

Club Name:

Date:

Local Authority & Public Sector

QUESTION	YES/NO	COMMENTS
Have you contacted your local authority about sustainability initiatives?	Yes ☐ No ☐	
Are you aware of local funding opportunities?	Yes ☐ No ☐	
Have you discussed active travel or infrastructure improvements?	Yes ☐ No ☐	
Have you sought advice on flood risk, drainage or climate adaptation?	Yes ☐ No ☐	



COMMUNITY AUDIT

Club Name:

Date:

Community Groups

QUESTION	YES/NO	COMMENTS
Do you work with local community organisations?	Yes ☐ No ☐	
Have community groups supported environmental activities?	Yes ☐ No ☐	
Have you collaborated on litter picks, planting or awareness events?	Yes ☐ No ☐	
Do you regularly communicate with local community networks?	Yes ☐ No ☐	



COMMUNITY AUDIT

Club Name:

Date:

Wildlife & Environmental Organisations

QUESTION	YES/NO	COMMENTS
Have you engaged with wildlife or conservation organisations?	Yes ☐ No ☐	
Have you received biodiversity advice or support?	Yes ☐ No ☐	
Have you explored habitat creation opportunities?	Yes ☐ No ☐	
Have you participated in environmental campaigns or programmes?	Yes ☐ No ☐	



COMMUNITY AUDIT

Club Name:

Date:

Businesses & Sponsors

QUESTION	YES/NO	COMMENTS
Have you approached businesses about sustainability projects?	Yes ☐ No ☐	
Have sponsors supported environmental initiatives?	Yes ☐ No ☐	
Have you explored sponsorship for reusable equipment or infrastructure?	Yes ☐ No ☐	
Do you recognise sponsors who support sustainability work?	Yes ☐ No ☐	



COMMUNITY AUDIT

Club Name:

Date:

Communication & Engagement

QUESTION	YES/NO	COMMENTS
Do you regularly communicate sustainability activities?	Yes ☐ No ☐	
Are community partners acknowledged publicly?	Yes ☐ No ☐	
Do you use social media to promote environmental projects?	Yes ☐ No ☐	
Have you shared the impact of partnership activities?	Yes ☐ No ☐	



COMMUNITY AUDIT

Club Name:

Date:

Additional Observations

USE THIS SPACE TO CAPTURE ANY OTHER ISSUES OR OPPORTUNITIES IDENTIFIED DURING THE AUDIT.

Audit completed by:



AUDIT FINDINGS

Once you have completed the audit, review your answers and identify the areas where your Club has the greatest opportunity to improve.

Clubs should identify:

- **Existing strengths** - Partnerships and relationships that are already supporting sustainability activities.
- Gaps
- **Gaps in engagement / New partners** - Areas where collaboration could be improved or expanded.
- **Potential new partners** Organisations that could support future projects.
- **Priority opportunities** - Actions that could deliver the greatest benefit in the short term.
- **Projects that could be delivered collaboratively** – opportunities for collaborative work with local partners.

Signs of Strong Community Engagement

Clubs that are building strong partnerships often:

- Have regular communication with local stakeholders.
- Deliver joint environmental or community projects.
- Share resources, knowledge or volunteers.
- Access external funding through partnerships.
- Engage schools and young people in sustainability activities.
- Promote sustainability achievements within the wider community.





NEXT STEPS

After completing the audit, discuss the following:

- Which partnerships are currently strongest?
- Which organisations could help us achieve our sustainability goals?
- Where are we missing opportunities for collaboration?
- How can we involve more volunteers and young people?
- What projects could be delivered jointly with local partners?
- How can we better communicate the impact of our sustainability work?

Use your audit findings to develop an Action Plan to build new partnerships and engage with the local community.





FURTHER SUPPORT

The Together Greener Programme encourages Clubs to work collaboratively across their communities. Many successful sustainability projects in Welsh football have been delivered through partnerships between Clubs, schools, local authorities, businesses and environmental organisations.

Building relationships takes time, but even one new partnership can unlock significant opportunities for funding, expertise, volunteering and community impact.

Use what you have learned in this resource to:

- Map your Club's current partnerships and community connections.
- Identify gaps and opportunities for new collaboration.
- Strengthen engagement with schools, local authorities and community groups.
- Explore support from businesses, sponsors and environmental organisations.
- Increase volunteer involvement in sustainability initiatives.
- Develop partnership actions within your Together Greener Action Plan.
- Demonstrate how football can contribute positively to communities and the environment across Wales.

By completing this audit, your Club has taken an important step towards creating a sustainable Club and supporting the goals of the FAW Together Greener programme.

Further information on sustainable Club Management can be found at www.faw.cymru/togethergreener-management

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