

Preventing plastic pollution

Case study: Exeter Chiefs

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Exeter Chiefs are a premier league rugby club based in Exeter, Devon. Their home ground is Sandy Park which welcomes 13,500 spectators per game. At Sandy Park there is a merchandise shop and several food and drink outlets. There is also a business centre which hosts a variety of events and conferences which can be catered for onsite.

Key ways of minimising avoidable plastic

- A deposit return scheme for cups was introduced at the end of the 2018 rugby season. When purchasing a drink spectators must buy a cup for £1 which they can return at the end of the match and get their money back. This initiative has decreased the use of single-use cups by 334,000 each season and has saved money on rubbish disposal.
- All events that are catered for in the business centre are single-use plastic free; crockery, metal cutlery, china mugs and glasses are used.
- All single-use plastic has been removed from merchandise in the shop, including items coming onto site. From the start of the 2020 season all suppliers were told that anything wrapped in plastic packaging would not be accepted.
- Plastic lids and stirrers have been removed from the hot drink outlets and a discount is being offered to anyone bringing their own reusable cup. There is an ambition for all catering outlets to be single-use plastic free as soon as possible.

The club have also worked with local transport companies to reduce the amount of cars traveling to matches. Bus frequency and the number of buses running at a time have been increased at peak times. This will reduce the carbon footprint of match attendees.

This case study has been produced as part of the Interreg-funded Preventing Plastic Pollution Project. To find out more visit: preventingplasticpollution.com