

Ashton Gate nets sustainability goals with Veolia

2 years ago



Ashton Gate, home of Bristol City Football and Bristol Bears, has appointed [Veolia](#) as the stadium's new recycling and waste contractor. The one-year contract will see Veolia manage all waste stream collections for Ashton Gate Stadium, Robins High Performance Centre and Bristol Bears High Performance Centre.

Using the expertise gained from serving a number of key sporting venues, Veolia will provide a proactive, reliable service seven days a week, with zero waste going to landfill treatment. Veolia's Bristol service centre is local to the stadium and both high performance centres, minimising the operation's carbon footprint, helping Ashton Gate and the Bristol Sport Group meet the sustainability goals set by Project Whitebeam.

Project Whitebeam is a joint effort across the sporting group to recognise, measure and mitigate the impact of sport on the environment. This aligns closely with Veolia's purpose of ecological transformation, which places sustainability at the forefront of the company's processes, solutions and mindset.

In addition to overseeing the general waste stream and the recycling of plastic, cardboard, food and glass, Veolia's online Customer Hub will also enable Ashton Gate to review, report and optimise the stadium's environmental performance with usage data per individual game.

Commenting on the partnership, Adam Wylie, Veolia's Managing Director for Commercial said: "By partnering with Ashton Gate we will be able to help them make a significant positive impact on their recycling rates, and further progress their sustainability.

"Bristol Sport and Ashton Gate have ambitious goals, which aligns with Veolia's purpose of ecological transformation and we are looking forward to implementing some of our initiatives and innovations in this

partnership.”

Ross Wormald, Operations Director for Ashton Gate said: “I’m hugely excited with Veolia’s global influence and expertise, it will positively benefit our recycling challenges, enhancing our total waste management strategy and sustainability credentials. Bristol Sport and Ashton Gate are proud to have Veolia as a key partner in helping us achieve our waste recycling goals.”

Supporters are encouraged to respect the community and use bins on matchdays. Ashton Gate’s proximity to the Avon Gorge, historic harbour and local parkland makes it a special and unique stadium. As children play near here supporters are actively encouraged to bring litter to the stadium and dispose of it upon arrival in the Fan Village and concourse. For more information visit www.veolia.co.uk