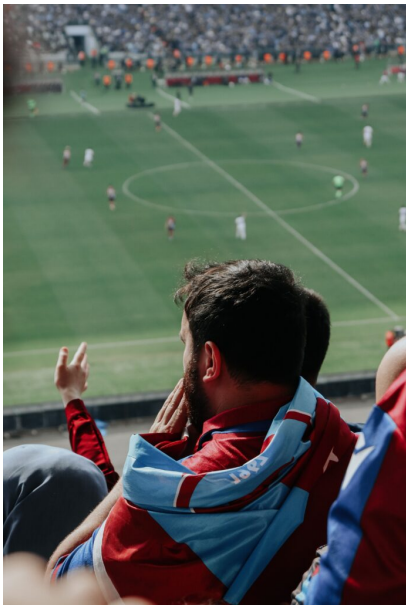


## Get Ready for Busy Nights and Increased Pressure on Washrooms, Initial Washroom Hygiene Warns Landlords, as World Cup Kick-off Looms

2 hours ago



With pubs across the [UK granted extended opening hours](#) for this month's FIFA World Cup, [Initial Washroom Hygiene](#) is urging pubs and bars to make sure their washroom game is up to scratch and able to handle an extra influx of punters staying late on traditionally quieter weeknights.

The expanded and extended 2026 edition of the global football showpiece runs from 11 June to 19 July, and the time zone lag between the UK and the three host nations – the USA, Canada and Mexico – means games will start late at night (or very early in the morning) in the UK.

England fans are likely to pack into pubs for the Three Lions' two midweek group games against Croatia and Ghana, which kick off at 21:00 BST, placing extra demands on beer taps and washrooms right up to when 'last orders' are called.

Should either of the two qualifying Home Nations – England and Scotland – reach the knockout stages, a special Home Office dispensation will allow pubs to stay open until 01:00 BST for England or Scotland matches in the knockout stages that kick off between 17:00 and 21:00 and until 02:00 for kick-offs between 21:00 and 22:00.

Initial Washroom Hygiene is advising bar managers, pub landlords and landladies to stock up on washroom essentials well in advance of the knockout stages. It is also key to ensure staff are prepped to carry out

regular checks of essential washroom supplies (toilet paper, soap, etc.), and that the washroom is fully operational and clean. If they don't, customers could quickly become frustrated with the venue and take their custom elsewhere, depriving venues of the golden opportunity to maximise revenue from the quadrennial football bonanza.

Jamie Woodhall, UK Technical & Innovations Manager at Initial Washroom Hygiene, comments:

“Surprisingly few Football World Cups are held in the UK’s ‘goldilocks timezone’ of post-work, but not unsociably late, so venues need to be as well-drilled as Thomas Tuchel and Steve Clarke’s squads. Should both teams make it to the knockout stages, the extended licensing hours mean bars and pubs will be able to take advantage of a windfall that could mean thousands of extra pounds in revenue. So they need to take care of their punters from the moment they buy their first drink, to the moment they leave – and that means making sure ALL their facilities are equipped to handle the increased footfall.

“Hospitality managers should be fixing maintenance and plumbing issues now while things are relatively quiet. They should also drill staff to pay close attention on match nights to hygiene signals such as unpleasant odours and overflowing bins. Make sure washrooms are checked regularly, bins are emptied, ventilation is working, and the washroom is providing a reliable, hygienic and dignified experience.”

Accessibility should also be a focus, according to Woodhall: “Older fans, those with accessibility concerns, and those with IBS and other invisible health conditions will stay away if they aren't confident there will be a toilet that is accessible, inclusive and safe to use without stress or stigma. Remember, our research\* found that 29% of men with incontinence issues have been forced to carry a used pad in their bag or coat due to a lack of sanitary waste disposal, so providing [dignified waste disposal options](#) in the toilet cubicle makes good business sense.

“Pubs and bars that provide reliable, accessible toilets and appropriate sanitary waste options will be playing a vital role in enabling as many supporters as possible to cheer on their team and celebrate the highs and lows with fellow fans .”

Initial Washroom Hygiene recommends:

- Regular inspection and cleaning of washroom facilities to uphold hygiene standards and preserve a positive impression for customers.
- Frequent restocking of essential toiletries, such as toilet tissue and hand soap, to ensure facilities remain fully operational and reinforce customer confidence in cleanliness and service quality.
- Clear signage to encourage customers and visitors to use washroom facilities freely, helping reduce confusion and improve the overall customer experience.