



FROM
PLAYING
FIELD

TO

PODIUM

A LEGACY FOR LONDON

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**PROTECTING
PLAYING FIELDS.
IMPROVING LIVES.**

WWW.LPFF.ORG.UK

MESSAGE FROM THE CHAIRMAN

On all of our grounds there is a sign that carries the words "From playing field to podium" so there could not be a better time than now for making the case for a playing fields legacy in London. At a time when the nation's attention will be focused on the world's greatest athletes, at what we hope will be the best Olympic and Paralympic Games ever, we must not overlook the fact that nearly every British competitor will at some point in their childhood have fuelled their enthusiasm for sport and developed their physical prowess on a local playing field.

Since 2005 our Vice President, Lord Coe, who has done such a brilliant job in campaigning for and organising the Games, has highlighted the importance of creating a sustainable grass roots legacy. Of course there can only be a grass roots legacy if we have decent local facilities on which to play. The London Playing Fields Foundation, one of the country's oldest sporting charities, has spent the last 121 years actively fighting the cause for playing fields and grass roots sport. Those whose lives have been enriched by sport will recognise the importance of having accessible, affordable and attractive facilities and the contribution they make in tackling two of the biggest threats to London life namely poor public health and, as we saw so graphically last August, disorder on the streets. The Foundation, itself a legacy of Victorian philanthropy, believes that playing fields should be the green hearts of local communities and has worked hard

to encourage more young people to join teams not gangs and to lead more active and more responsible lives.

Ironically with Wembley, Wimbledon, Lord's and Twickenham, London deservedly has a reputation as one of the world's greatest sporting cities but this is only at professional level. In the current harsh economic climate characterised by a dramatic drop in funding from statutory bodies and swingeing cuts to local authority budgets, it is more important than ever to make the case for investment into the modernisation, management and maintenance of playing fields.

In these difficult conditions I am particularly delighted to announce that the Foundation's track record of achieving



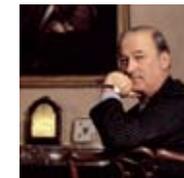
very high utilisation rates on our grounds has been recognised with the awarding of grants to modernise its most recently acquired ground London Marathon Playing Field Greenford.

In addition to improving our own grounds we have, via our Fields at Risk Register, been active over the last year in helping to safeguard the long term future of a number of endangered community playing fields. This has included supporting local people who, concerned that their neighbourhood playing field might be lost, needed informed opinion and guidance on how the site could be saved.

From a fund raising perspective I am pleased to report that our Gala Dinner staged at the Savoy Hotel, the same venue

at which we celebrated our coming of age and centenary birthdays, was such a success that we now intend to host it on an annual basis.

Finally none of the aforementioned successes would have been achieved without the hard work and dedication of our staff and my fellow Trustees and I would like to thank them for their continuing commitment to our cause.



Lord Cadogan



JANUARY

The LPFF appoints two FA Get Into Football Officers for LB Waltham Forest and LB Greenwich. Their roles are to address the drop in participation after the age of sixteen.

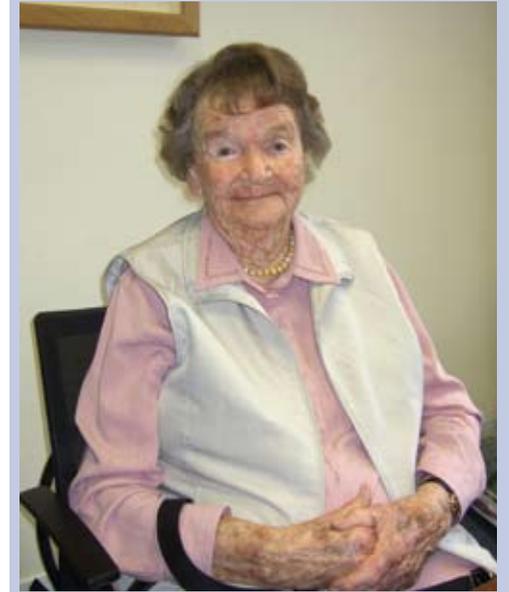
*DID YOU KNOW...?
409 football teams
regularly use our
facilities. 116 cricket
teams play on LPFF
wickets. Over 4,000
people use our grounds
each week*

FEBRUARY

In 1990 the Foundation published its Centenary History describing how the LPFF had evolved and dealt with major events since its inauguration. Over the last 21 years the charity has undergone a major transformation and it is appropriate that the history is refreshed.

Jack Miller, one of the Foundation's Trustees has taken up the challenge of updating the Foundation's history and, as part of his research, interviewed the LPFF's First Friend Rose Mary Braithwaite. Rose Mary has been a staunch supporter of the Foundation for many years. When asked about how long she had been involved she said "I've

been involved much longer than it's been the Foundation! I first learned about the London Playing Fields Society in the 1930's becoming involved through my father. He wasn't a very good driver so I used to drive him from our house in Hampstead to meetings at Limehouse Playing Field." In June 1939 Rose Mary bowled the first wood on the new greens at Limehouse and fifty eight years later became the Foundation's First Friend in 1997.



MARCH

The LPFF, in partnership with The Football Association, Arsenal Ladies, Tottenham Hotspur Ladies, Middlesex FA and the London FA organises a free Girls' Come and Play Football Festival in Regent's Park Sports Hub. The festival was organised in response to the steady decline in girls' football and aimed to stimulate participation amongst 7-11 year olds currently not playing on a regular basis.

Over 160 girls from across London took part in skill sessions and matches. The event was staged to commemorate the launch of the new FA Women's Super League and the girls had the opportunity to meet players from Arsenal Ladies FC as well as the Arsenal mascot Gunnersaurus!



APRIL

Fundraising steps up a gear with two supporters taking on the Virgin London Marathon and the Boston Marathon. Thanks to Matthew and Victoria the Foundation raises £10,000. The support of our fundraisers is vital because we receive no funding from central or local government.



DID YOU KNOW...?
Each year we...
Sow 10 tonnes of grass seed. Consume 8,000 litres of diesel. Use 2 million litres of water on our cricket pitches and in our showers for customers.

Spend £52,000 on heating and lighting. Invest £35,000 to keep machinery in good working order. For every £1 that is invested in pitch maintenance the Foundation only recovers 33p in hiring fees.

MAY

History comes alive for some lucky school children and LPFF staff following a flypast by a Second World War Aircraft.

Playing fields not only provide physical exercise they can also add to the rich cultural heritage of local communities. Children from a local school who play at Douglas Eyre Sports Centre were so interested in the story of an American pilot who in 1942 deliberately crashed his plane on the playing field to prevent civilian casualties, that they decided to undertake a project on it. As a reward for their hard work the local rotary club organised a Spitfire flypast for them, something which excited both the children and the LPFF staff.



The South East London and Kent League, which uses LMPF Greenwich as a central home for its matches, receives an award from Sir Geoff Hurst for becoming the first league to achieve the FA's Charter Standard.



Participants from the Coping Through Football project are invited by the FA to play in the UEFA Champions League Festival being held in Hyde Park to celebrate the final between Manchester Utd and Barcelona at Wembley.

JUNE

A summer of activity starts with:- Two StreetGames festivals in Greenwich organised by our Get Into Football Officer and an All Nations Football Festival at Douglas Eyre in partnership with StreetGames and the Refugee Council.

A series of 7-a-side women's tournaments were also held at the Peter May Sports Centre.



DID YOU KNOW...?
The LPFF achieves 83% grass pitch utilisation at weekends and 90% ATP utilisation at peak times. 50% of all football played on our grounds caters for schools, youth and junior development.

JULY

The LPFF gives a presentation at the Sports and Play Construction Association conference at Aston Villa FC, which later appears in Sports Management Magazine and Pitchcare magazine.

AUGUST

Work starts on the pavilion at London Marathon Playing Field Greenford. With a combined total of £844,000 from London Marathon Charitable Trust, Sport England and the Football Foundation a new drainage system will be installed and refurbishment works carried out to the 83 year old pavilion. With better playing surfaces and more accessible ancillary facilities we will widen and increase participation by providing clubs and schools with the type of environment they need to flourish.

OUR RELATIONSHIP WITH THE LONDON MARATHON CHARITABLE TRUST

The public perception of the London Marathon is one of a brilliantly organised event that combines elite performance with 36,500 fun runners raising money for good causes on an epic scale. Since the inaugural London Marathon in 1981 the London Marathon Charitable Trust has committed over £40million to improving the physical sporting landscape of the capital, making it one of grass roots sports biggest supporters. There are many local authorities, clubs and community organisations that are grateful for the Trust's generosity in helping them drain pitches, install artificial surfaces and cricket nets, build pavilions and sports halls and courts. In addition to appreciating the need to enhance facilities, the Trust recognised that it also



had a protection role for playing fields at risk and in 1998 it created a special "war chest" to rescue sports grounds that were vulnerable to built development.

Against a back cloth of a steady stream of playing fields being sold off, it has purchased six sites, three of which have been with the Foundation, namely, 1999 – Royal Naval College Sports Ground now LMPF Greenwich
2000 – Post Office Sports and Social Association Ground now LMPF Redbridge
2007 – Birkbeck College Sports Association Ground now LMPF Greenford

In each case the LMCT provides initial funding to acquire the ground and then additional capital to improve the infrastructure with the aim of restoring it to full use. The Foundation's Fields at Risk

Register has proved to be a useful early warning system for the Trust in its quest to add to its portfolio of saved sites. Given that the two organisations share the same passion for playing fields protection, it will not come as a surprise that the Trust and Foundation have a close relationship.

In the words of LPFF Chief Executive Alex Welsh

"The relationship between LMCT and LPFF is one of London's most productive grass roots sporting partnerships. Both charities recognise that accessible, affordable and attractive facilities lie at the heart of creating a sustainable grass roots sporting legacy".

SEPTEMBER

The Evening Standard and the LPFF team up to highlight playing field issues. Articles on the draft National Planning Policy Framework, the Fields at Risk Register and the decline of cricket pitches in the capital help get our message out to Londoners.

DID YOU KNOW...?
Since 1990 the number of grass cricket wickets in London has fallen from 1,126 to 681 a drop of 40%.

FIELDS AT RISK REGISTER

Via our Fields at Risk Register we have helped safeguard 20 threatened sites over the last two years. Our work with the Friends of Hervey Road Sports Field during 2011 in the Olympic borough of Greenwich is a typical example of how a feasibility study and business plan produced by the Foundation has provided a blueprint for hopefully bringing this once vibrant field back into community use.

A member of the Hervey Road Sports Field group, said: "Playing fields are really important, not just for people being active but also from a community point of view. We feel ours is a community landmark, but once it can be restored again it will be even stronger."



OCTOBER

Research published indicates that in addition to improving health and wellbeing, playing fields also have environmental benefits.

The Foundation receives planning permission for a Gateway to London structure at Boston Manor Playing Field. The intention is to attract a sponsor so that funds can be raised to modernise the pavilion.



DID YOU KNOW...?

From an environmental perspective, playing fields help prevent soil erosion, filter dust from the air and prevent flash floods by filtering water into the water table. In large conurbations like London they absorb noise and help regulate air temperature. Recent research published by the Société Française des Gazons indicates that one hectare of playing field will absorb more carbon dioxide from the atmosphere than a hectare of forest and provide enough oxygen for 150 people to breathe.

According to the first ever full assessment of the UK's natural environment by the Department for Environment Food and Rural Affairs (Defra) in June 2011, looking after the UK's green spaces better is worth at least £30 billion a year in health and welfare benefits. The health benefits of living with a view of a green space are worth up to £300 per person per year, in part by providing areas for people to exercise in but also because simply looking at nature lifts people's spirits. Inactivity costs the NHS £8 billion per year.

NOVEMBER

The LPFF Gala Dinner.



A pledge appeal held during the Dinner raised money for the replacement of the Artificial Turf Pitch at Douglas Eyre Sports Centre. To see how many lives that money will reach let's take a look at the ground's impact on the local community. Douglas Eyre Provides:-

- A home venue for 24 adult teams, 11 youth teams, 1 university team and 2 mini soccer teams.
- A training venue for 3 universities and 4 clubs and the Tottenham Kickz programme.
- A venue for 13 local secondary school 11-

a-side football teams and 15 girls' primary school teams playing inter school fixtures and 5-a-side competitions.

- A central venue for the London Communities Football League (13 teams) and the London Legal League (12 teams).
- The main venue for the London FA coaching courses.
- Home venue for 3 cricket clubs and 10 school cricket teams.
- Hosts school sports days for 5 local schools.
- Polling stations for the local ward.
- Meeting place for neighbourhood groups.

DECEMBER

The successful Female Coach Development programme concludes. Launched in 2008 against a backdrop of falling numbers of girls playing the game and a pitiful number of qualified Level 2 coaches, this innovative three year project set out to identify and overcome the barriers faced by women aspiring for a career in coaching. Supported by funding from Nike, Football Foundation, London Marathon Charitable Trust, Sportsmatch and Jack Petchey Foundation, Female Coach Development has provided a tried and tested model that should be implemented across the country. It played a key role in qualifying 85 Level 1 coaches and 33 Level 2 coaches (with a further 13 waiting assessment). The pass rate at Level 2 has gone up from 44% to 77% as a result of the system of structured support provided by the programme. 70% of those coming through the scheme are still playing an active role in the game.

Graduates from Female Coach Development are fulsome in their praise of the initiative:

Kelly said: "The impact for me has been good. I have had paid employment plus it is good to know that I have suitable qualifications for when my playing days are over (which will be soon) and I can coach a ladies team knowing that I have the right tools for the job."

Jo said: "Since achieving my Level 2 I now coach for Arsenal Girls' Centre of Excellence working with U10-U13 Goalkeepers. I also coach within my local council working lunchtimes and after school with 9-14 year olds four times a week.

I have also achieved my Level 2 Goalkeeping certificate with financial

support from FCD. I had previously failed the Level 2 course but continued to use the knowledge gained to carry out my coaching work. The FCD project offered the opportunity to be mentored through the course and the financial support was an amazing help."



CHIEF EXECUTIVE'S REPORT

The London Playing Fields Foundation's unique selling point is its continuing commitment to the protection, provision and promotion of playing fields in London. At a time of challenges in the charitable sector it is important that the arguments for doing so are widely understood and especially at a time when the pressure to build more new homes in London has never been greater.

Appreciation of the value of green space in an urban environment is not a modern phenomenon. Our Victorian founders realised back in 1890 that there were social and environmental benefits to ensuring that playing fields were not swallowed up by development. As well as recognising the contribution that community playing fields could make to the health and well being of local people through increased participation in sport and recreation, they were also aware that they were the green lungs of London.

In reviewing the Foundation's contribution to playing fields protection we are justifiably proud of how our Fields at Risk Register has in the last year led to the safeguarding of a number of threatened sites. However, the mere act of placing a covenant on them is not sufficient; for as long as a ground is under used it will remain under threat. Full use by the local community is the most effective form of protection.



The 200,000 participants who use the Foundation's grass football, cricket and rugby pitches every year are drawn from the following four key audiences:

- Schools
- Clubs
- Economically and socially disadvantaged groups
- The inactive

In order to reach these groups we have adopted, and continue to develop and





refine a flexible and strategic marketing approach along with partnerships in local and charitable arenas. The Foundation's grounds also provide a weekend venue for 409 football teams and 116 cricket teams. Furthermore, The London Communities League (a product of the All Nations Football Programme) is a weekly league for thirteen adult clubs where free entry helps to overcome the biggest barrier to participation, namely cost. Our fields are used for female coach education and projects to help those facing mental health challenges. Our contribution is varied and targets all of the goals mentioned in the Chairman's report. We hugely enjoy making these projects happen and the rewards they reap for the communities they work amongst. However, they are coming under threat as we have to fight harder and harder to keep our heads above water. Playing fields are essentially loss making at the point of delivery so the ability to draw in additional income is vital if a field is to have a sustainable future and is to continue to improve the lives of the communities it serves.

Unfortunately since 2008 the amounts of funding available for these worthy causes have decreased dramatically. In 2009 income from revenue grants accounted for a third of the Foundation's turnover but by 2011 this figure had dropped to roughly one fifth.

In response to this trend, the charity has taken a more proactive fund raising approach focused on the staging of an Annual Dinner at The Savoy. The 2011 event, featuring London Mayor Boris Johnson, was a great success and will be used to cover some of our operational costs and also to contribute to the funding of the artificial pitch replacement at Douglas Eyre Sports



Centre. The intention is to engage in a long term relationship with donors via a revitalised Friends of London Playing Fields Foundation. In doing so we hope to match the foresight of our Victorian forefathers and leave future generations with a sustainable playing fields legacy which in turn creates a more cohesive, happier, healthier London.

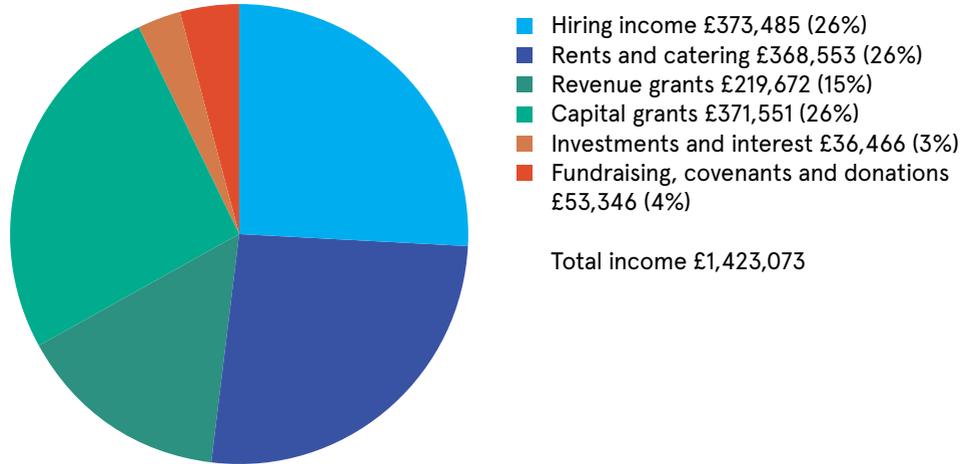
Finally I would like to pay tribute to all the Foundation's staff and Trustees who work so hard to ensure that playing fields improve lives.



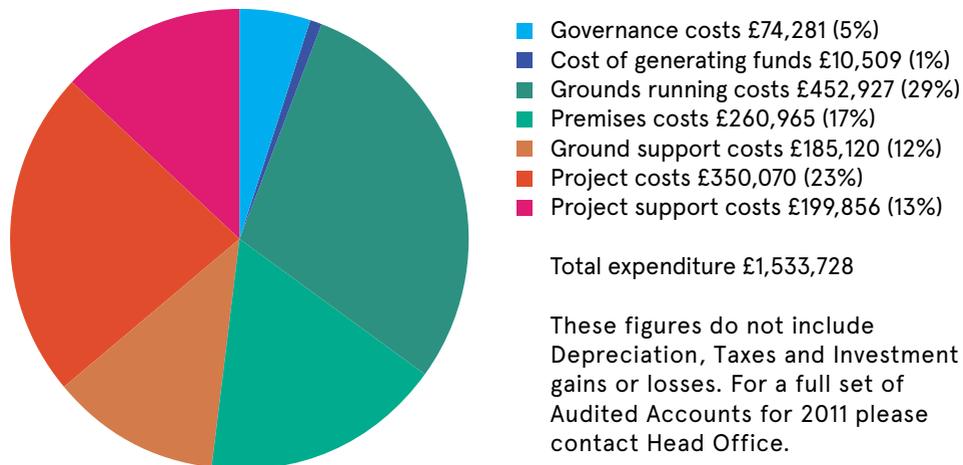
Alex Welsh

INCOME AND EXPENDITURE 2011

INCOME



EXPENDITURE



HOW YOU CAN SUPPORT US

DONATE ONLINE

Visit the Foundation's website www.lpff.org.uk
or donate via Virgin Money Giving
www.virginmoneygiving.com

BECOME A FRIEND OF THE LPFF

For just £50 a year you can show your support and become a Friend of the LPFF. You will receive updates, offers and invitations to opening and special events.

LEAVE A LEGACY

Passionate about playing fields? Ensure future generations can enjoy playing fields for another 122 years by leaving a legacy in your will to the Foundation. Contact us on 0845 026 2292 for further information.

STAFF, ADVISORS AND THANKS

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CHIEF EXECUTIVE

Alex Welsh

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Crowley Young

Bankers
Bank of Scotland plc

Incorporated by Royal Charter in 1925.
Charity No 302925

THANK YOU

The Cadogan Charity, Garfield Weston Foundation, Man Group Charitable Trust, Henry Smith Charity, Nike, LMCT, John Lyon's Charity, Football Foundation, Sport England, City Bridge Trust, Arsenal Charitable Trust, Wates Foundation, LB WF, The FA, StreetGames, London FA, Trust for London, Tottenham Hotspur Foundation and all who donated to or supported the dinner.

THE LONDON PLAYING FIELDS FOUNDATION

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OUR CURRENT GROUNDS

- | | |
|---|---|
| 1 Douglas Eyre Sports Centre
LB Waltham Forest
Acreage: 33 | 5 London Marathon Playing Field, Greenwich
LB Greenwich
Acreage: 9 |
| 2 Peter May Sports Centre
LB Waltham Forest
Acreage: 32 | 6 London Marathon Playing Field, Greenford
LB Ealing
Acreage: 22 |
| 3 London Marathon Playing Field, Redbridge
LB Redbridge
Acreage: 12 | 7 Boston Manor Playing field
LB Hounslow
Acreage: 22 |
| 4 Fairlop Oak Playing Field
LB Redbridge
Acreage: 30 | 8 Prince George's Playing Fields
LB Merton
Acreage: 57
(leased to David Lloyd Leisure Ltd) |



**MISSION:
TO BE THE FIRST
PORT OF CALL FOR
ALL THINGS RELATED
TO PLAYING FIELDS
IN LONDON AND TO
BE A CHAMPION FOR
COMMUNITY SPORT.**

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PLAYING FIELDS.
IMPROVING LIVES.**

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