



**A
PLACE
TO PLAY
SPORT
FOREVER**

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A MESSAGE FROM THE CHAIRMAN AND CHIEF EXECUTIVE



In a fast changing world no charity can afford to stand still if it is to continue to be indispensable. In a climate where there is substantially less statutory funding available, the challenge for us is to display the necessary leadership, vision and expertise to provide the best possible sporting experiences for the communities we serve whilst at the same time demonstrating how the full use of playing fields can help transform lives.

Unfortunately the anticipated catalytic impact of the London Olympic and Paralympic Games on grass roots sports participation failed to materialise and, according to the Active People Survey conducted at the end of 2013, the pitch sports of football, cricket, rugby union and hockey all suffered significant falls in player numbers. Our response to this downturn, caused mainly by poor quality facilities, high pitch prices and lack of appropriately qualified volunteers, has been swift and pragmatic.

In spite of the challenging funding climate, the Foundation still managed to raise £200,000 to refurbish the intensively used pavilion at Douglas Eyre Sports Centre which was great news for local schools and clubs and the hundreds of football coaches who qualify there every year. Next on our agenda is the artificial turf pitch at Peter May Sports Centre which is showing signs of wear and needs to be replaced. We want to retain the hockey focus of the pitch and we are working with the resident hockey club Crostyx HC to install a sand dressed carpet.

With 58% of football usage of our grounds being taken up by schools and youth teams, we decided to freeze prices for the 2013/14 season and work harder on club development. For instance, we have relocated the whole female section of LOASS Community Football Club in Waltham Forest to Peter May Sports Centre where they have a range of pitches to play their matches and the artificial turf pitch for practice. Another example is our externally funded London Communities League where entry for our teams is free in an attempt to get young men away from gang related activity and on to the football pitch.

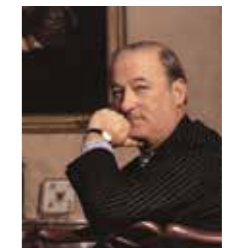
Volunteers are the unsung heroes of grass roots sport and, in an attempt to support their development we have worked with the London FA to help qualify 975 coaches over the year. We are also working collaboratively with the SELKENT League, the largest youth football league in south east England with over 10,000 young people playing every week, on a bespoke training package tailored to meet the needs of team managers.

Given that our mission to provide places to play sport forever will not be realised if we wait for things to happen, we pledge to continue our work to:

- modernise our facilities so that they remain accessible, affordable and attractive to all
- manage them in a way that makes, stimulates and sustains a lifelong love of sport
- maintain them to a level that provides our players and volunteers with the best playing experience possible

We hope that you enjoy reading this review which encapsulates our unique contribution to the sporting landscape in London.

Finally we are very fortunate to have a team of truly dedicated and energetic Trustees who, along with our groundsmen and Head Office staff, do so much to deliver our charitable objectives. We would like to use this opportunity to publicly thank them and our supporters for their continuing commitment to the playing fields cause and this great sporting city.



Cadogan

**THE RT HON
THE EARL CADOGAN
KBE DL
CHAIRMAN**



Alex Welsh

**ALEX WELSH
CHIEF EXECUTIVE**

OUR IMPACT IN 2013



WE BELIEVE THAT OUR PROTECTION, PROVISION AND PROMOTION OF PLAYING FIELDS LEADS TO MORE PEOPLE PLAYING SPORT, CREATING A HAPPIER, HEALTHIER, MORE ACTIVE LONDON

- 300,000 PEOPLE USED OUR GROUNDS
- 412 FOOTBALL TEAMS PLAYED ON OUR PITCHES
- 679 CRICKET MATCHES WERE PLAYED AT OUR GROUNDS
- WE PROVIDED THE FACILITIES FOR 39 FA COACH EDUCATION COURSES



WE PROVIDED PITCHES FOR A WIDE RANGE OF SPORTS FROM THE TRADITIONAL FOOTBALL, CRICKET, RUGBY, AND HOCKEY TO NEW AND GROWING SPORTS SUCH AS SOFTBALL, AMERICAN FOOTBALL AND ULTIMATE FRISBEE

DURING THE SUMMER WE ORGANISED A VETERANS 8-A-SIDE LEAGUE, A LADIES 7-A-SIDE LEAGUE AND A PRE-SEASON LEAGUE ON THE 3G PITCH AT DOUGLAS EYRE SPORTS CENTRE

80 BOYS AGED 16-19 KEPT ON PLAYING SPORT THROUGH OUR KOPS PROJECT

WE PROVIDED FOOTBALL AND CRICKET PITCHES FOR 70 SCHOOLS



160 YOUNG MEN WERE GIVEN THE CHANCE TO JOIN A TEAM NOT A GANG THROUGH THE LONDON COMMUNITIES LEAGUE WHICH IS FREE TO ALL THOSE TAKING PART

200 PEOPLE WITH SIGNIFICANT MENTAL HEALTH CONDITIONS TOOK PART IN COPING THROUGH FOOTBALL

WE SUPPORTED 10 COMMUNITY ORGANISATIONS TRYING TO PROTECT THEIR LOCAL PLAYING FIELDS

WHAT WE DO

In 2013, after 24 years of intensive use the pavilion at Douglas Eyre Sports Centre was showing signs of wear. With funds totalling £200,000 from the Football Foundation, Sport England and BIFFA, we refurbished the pavilion improving the changing rooms, showers, toilets, reception area and function room, adding a new lease of life to one of our busiest grounds. Following the installation of the new artificial pitch and the refurbished pavilion, Douglas Eyre Sports Centre continues to be one of the most productive Football Coach Education centres in the country with over 540 coaches qualifying there during 2013.

In 2013 we helped LB Barnet and Saracens acquire the funding needed to install new drainage at Copthall Playing Field which is adjacent to Allianz Park. The improved pitches will intensify use and drive up participation rates.

Our Fields at Risk Register, continues to provide an 'early warning system' for fields under imminent threat of sale or development. We provide the first port of call for community organisations concerned about the loss of a field and over the last four years we have helped save over twenty grounds.

WE PROTECT PLAYING FIELDS BY RESTORING THEM TO FULL USE, ENCOURAGING A LIFE LONG INVOLVEMENT WITH SPORT THAT ENRICHES LIVES

Jeff Neslen, LPFF Development Manager, works closely with community groups to safeguard and protect playing fields under threat. He tells us about one of the projects we were involved with, Springfield Park in Wandsworth.

"We were introduced to the Springfield Community Sports Partnership (SCSP) by London Marathon Charitable Trust. They asked us to provide technical, financial and sports development advice on the development of Springfield University Hospital site in Tooting.

A key requisite of the project, as outlined by the Planning Inspector, was to determine the precise sports and recreational needs of the local community. This required the Trust to submit a strategy to LB Wandsworth on the creation of a new park of approx 32 acres incorporating grassroots sports provision. SCSP was the community led group tasked with looking at how this could be done successfully. They wanted good quality rugby, football and cricket pitches which would provide new participation opportunities for clubs, schools and the local community, alongside informal recreation areas to encourage a healthy lifestyle.

We gave them advice on management, maintenance and operation of playing fields and also had discussions with councillors and officers at LB Wandsworth on their Playing Pitch Strategy and the strategic need and benefits of constructing new grass playing pitches and facilities. The ECB and FA were also consulted on junior development and club usage.

This project is another example of how the Foundation contributes to the long term protection of playing pitches in London for future generations."



July 2013 saw the culmination of a ten week series of matches in the East London Leisure Trust U13 Girls' league at Douglas Eyre Sports Centre. We used our extensive experience of running competitions to help the Trust to encourage more girls from the area to take up the sport. Players and parents were quick to praise the efficient running of the league which included a launch event, regular fixtures, updated league tables, affiliated referees, certificates and trophies.

In an attempt to support and improve the volunteer workforce we work with the London FA in organising courses for coaches throughout the year at our grounds. We also provide a central venue for the SELKENT League (the largest youth league in south east England) for the playing of small sided football matches at 5v5, 7v7 and 9v9.

Against the backdrop of a steady decline in the number of males aged 16 plus playing regular 11-a-side football, the SELKENT League created a nine team U21 division which proved very popular with local clubs. This initiative was praised by the FA London Regional Manager as a model of good practice to be shared with others across the country.

Sally Dolan, SELKENT League Secretary shares her thoughts on youth football.

"I formed this league with Bob Staggs in 2002 so that we could offer more youth football opportunities. It was a hobby initially and I loved every minute of it. We started with 59 teams and 12 years later we now have over 700 from London Bridge all the way to Gravesend. We cater for every age group from U7's all the way up to U21. We were the first league in London to achieve FA Charter Standard status.

The league grew quickly because we could offer London Marathon Playing Field, Greenwich as a venue for new teams that did not have a home ground. Also the way in which it has become a central venue for all cup and shield games has been brilliant. On some weekends we have over fifty games being played at LMPF Greenwich.

We work hard to ensure that all the children have the best possible football experience and that they play at a level appropriate to their ability. By taking this approach children are more likely to stay in the game for longer and the clubs will benefit as a result.

We recently started an U21 league. I could not have done this without the support of London Playing Fields Foundation. They helped secure a grant and brought the London FA on board. This league has been a success due to the partnership working and we have more teams signed up for next year."

WE WORK WITH A RANGE OF PARTNERS TO WIDEN, INCREASE AND SUSTAIN PARTICIPATION IN SPORT



WE PROVIDE SCHOOLS AND CLUBS WITH SOMEWHERE TO PLAY AND PRACTISE AND THROUGH OUR PROJECTS REACH AND TRANSFORM THE LIVES OF DISADVANTAGED GROUPS

We recognise that clubs need somewhere to play the game and somewhere to practise in order to flourish. The throughput of players is critical to a club's long term future, so we work hard on creating links between schools and clubs. 58% of all football played on LPFF grounds involves schools and youth participation.

After one of the wettest starts to the year our groundsmen worked hard to ensure all football teams were able to fulfil their fixtures with pitches staying up into May. We also continue to be a huge supporter of cricket and on our grass wickets we provided a home for

thirty five cricket teams, a midweek colts cricket league and thirteen schools who play in the Waltham Forest Schools cricket league. During the winter season clubs benefitted from the excellent indoor cricket facilities at Peter May Sports Centre.

In addition to supporting traditional pitch sports we also help clubs who are looking for facilities for new sports, such as Ultimate Frisbee.

Ollie from Clapham Ultimate tells us a bit more about this emerging sport

Ultimate is played by two teams with a frisbee on a field with end zones, similar to American Football or rugby. The object of the game is to score by catching a pass in the opponent's end zone. A player must stop running while in possession of the disc, but may pivot and pass to any of the other receivers on the field. Ultimate is governed by Spirit of the Game, a tradition of sportsmanship that places the responsibility for fair play on the players rather than referees.

What attracted you to the sport?

Initially, Ultimate's sportsmanship caught my interest. The teams are self-organised, as are the tournaments.

There is a unique camaraderie that I had not experienced in other sports. I also liked the concept of playing a sport without referees, where players decide whether there is an infringement or not.

How have you found the 3G pitch at Douglas Eyre Sports Centre?

The pitch at Douglas Eyre is great. Since training here we've had some of the highest quality training that I have experienced allowing us to fully focus, refine and learn new set plays through drills and situations. The 3G pitch is conducive to moving the disc quickly which is a key component to our offensive strategy. The training sessions have regularly seen 30 plus players travel from all over London, Cambridge, Reading and Colchester. Having a good quality pitch has played a big role in the club's development.

What are your plans for the future?

2014 is a big year for Clapham. We are competing in the World Club Ultimate Championships in Lecco,

Italy. In advance of Italy, we are travelling to Minneapolis to participate in a big warm up tournament called the US Open where 8 of the top US teams compete. This will be a great gauge for where we are at and will give us just enough time to make final changes before Worlds. Given that the club is almost entirely self-funded (with the exception of kit sponsors Five Ultimate) we are developing a funding drive to help younger players with travel costs.

If people are interested in getting involved in Ultimate Frisbee what should they do?

Check out the UK Ultimate Association website to find out which clubs are based in your area. UK Ultimate is running a comprehensive schools and sports outreach programme and is developing at a rapid pace with new teams popping up all over the country.

www.ukultimate.com
www.claphamultimate.com

"We have won the European championships two years in a row and established ourselves as the dominant force in the UK, properly competing against the best teams in America"



A PLACE TO PLAY SPORT FOREVER

Playing fields are where sport starts and our aim is to enrich lives by creating a lifelong association with sport. For disadvantaged and inactive groups who for a number of reasons cannot access mainstream sporting opportunities, we provide a range of innovative projects that address the main barriers to participation and are free of charge.

COPING THROUGH FOOTBALL

Coping Through Football is a multi-agency initiative that provides an alternative approach to helping people with mental health problems get their lives back on track. In 2013, thanks to grants from the Dr Mortimer and Theresa Sackler Foundation and Wembley National Stadium Trust, we secured the funds to continue the project for another three years and extend its delivery into three more London boroughs, Havering, Redbridge and Barking and Dagenham.

The project is also expanding its focus to include 13-18 year olds experiencing the onset of mental illness. Highlights in 2013 for Coping Through Football participants included receiving an invitation from the FA to take part in the Grassroots Football day at the UEFA Champions League Festival in Stratford and playing in a special tournament to celebrate World Mental Health day.



“LPFF gives me a reason to be off the estate where I live. Everything here is about a fight or drugs. It’s way too dangerous to live here. The thing I love most is football as it allows me to be myself. And the fact that I don’t have to pay for it makes it even better.”

KEEP ON PLAYING SPORT

Keep On Playing Sport (KOPS) continued to provide team sporting activities for boys aged 16-19 in Waltham Forest and Ealing who have not played for school or club teams. Encouraging historically inactive young people to play sport on a regular basis is a real challenge and KOPS achieves this by creating safe, affordable playing opportunities that raise the self-esteem and physical fitness of the participants.

THE LONDON COMMUNITIES LEAGUE

Over the season eight teams of young men drawn from some of the most deprived neighbourhoods in north east London competed in the London Communities Football League at Douglas Eyre Sports Centre. Underpinned by the theme of Friendship Through Football, the project provided a much needed focus for young people susceptible to anti-social and criminal influences and encouraged them to join teams rather than gangs.

“Working for the London Playing Fields Foundation really feels like a family unit. The London Communities League helps get young men off the streets and stops them from being drawn in to the underworld. Football gives me the chance to engage with them in real life situations and help raise their aspirations. It is truly transformational.”

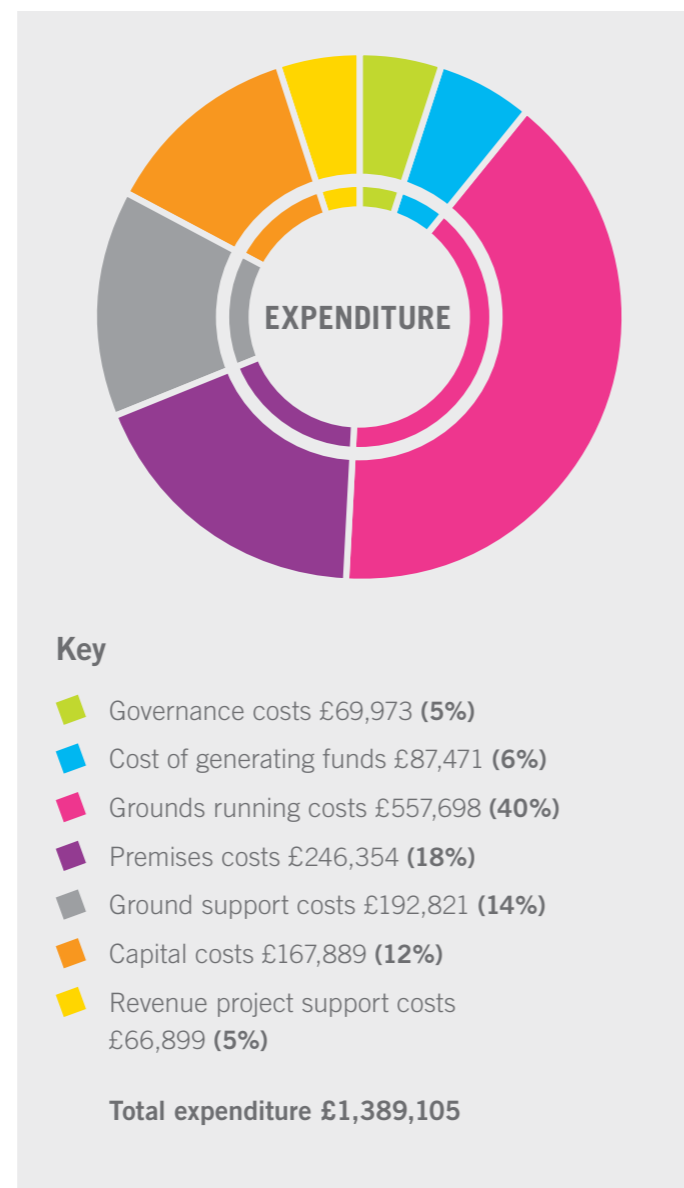
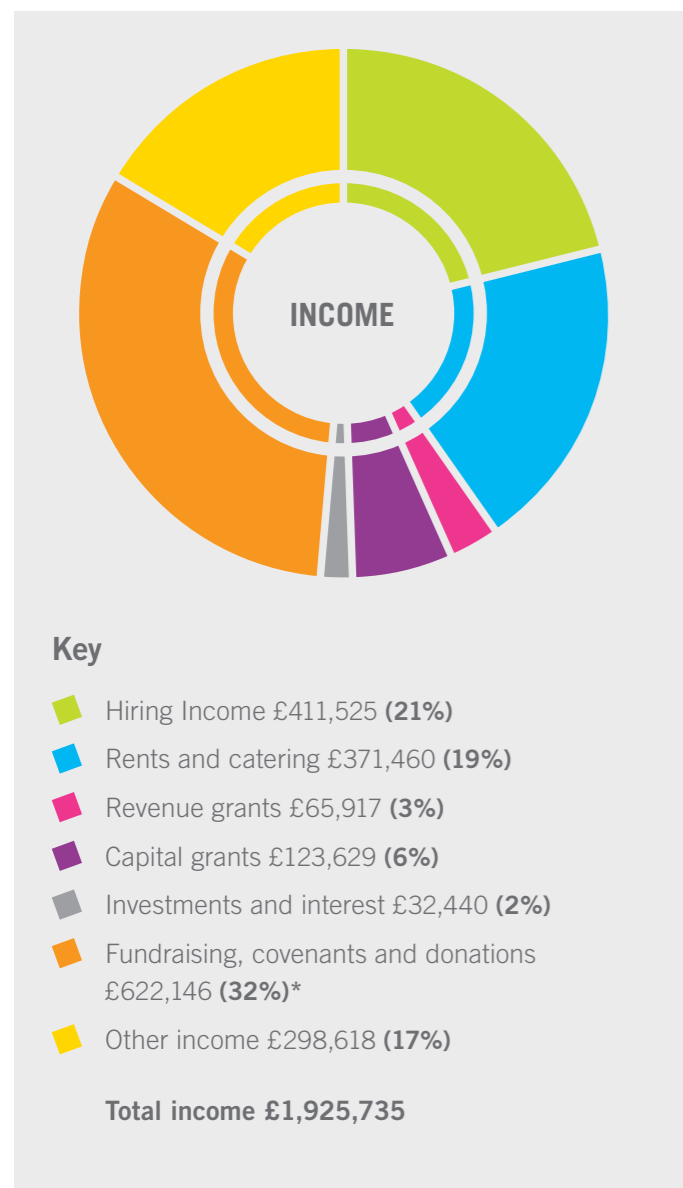
Chris, London Communities League Coordinator



“My self-esteem has improved since attending the project; I may have ended my life were it not for Coping Through Football”



INCOME & EXPENDITURE 2013



THANK YOU TO OUR FUNDERS & DONORS

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The Wates Foundation
Arsenal Foundation
Pro-Active London North
The Football Association
John Lyons Charity
Street Games UK Limited
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Gunnersbury School
Dr Mortimer and Theresa Sackler Foundation
Wembley National Stadium Trust
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And all individual donors and those who supported the dinner.

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