
THE
LONDON
PLAYING
FIELDS
FOUNDATION

KEEPING
LONDON
ACTIVE



WHO WE ARE

The London Playing Fields Foundation was founded in 1890 by visionary Victorians who were concerned about the loss of London's green space and the impact this would have on the number of Londoners who could play sport and stay active. They recognised that in protecting playing fields they could improve lives and this is still very much our vision today.

MISSION

To be the first port of call for all things related to playing fields in London and to champion community sport.

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MESSAGE FROM THE CHAIRMAN

In reviewing this year, in which we celebrated our 120th Anniversary, it is reassuring to note that we have remained faithful to our original objects which are “to provide or assist in the provision of facilities for recreation or other leisure time activities in the interests of social welfare at places within or adjoining that area which formerly came within the administrative area of the Greater London Council including the provision of facilities for outdoor games and athletics for persons who by reasons of youth, age, infirmity or disablement, poverty or social and economic circumstances, may not otherwise have the opportunity to enjoy them.”

This philanthropic objective highlights:

- Our strategic role in protecting playing fields in Greater London
- The power of sport in improving lives
- The need to reach beyond mainstream provision and accommodate disadvantaged groups and individuals

We are indebted to our founding fathers who, back in 1890, foresaw the dangers of the rampant urbanisation of the capital and appreciated the need to protect its open spaces so that the growing population had somewhere to enjoy sport.



During the year the Foundation has continued maintaining its Fields at Risk Register and has also advised the Mayor’s Community Sports Board on where investment on a network of multi-sport sites across the capital could be made.

We have continued to provide schools and clubs with the type of facilities they need in order to increase and sustain participation in sport. Using a combination of innovation and partnership working we have devised and delivered a range of programmes targeted at under-represented and economically and socially deprived groups that have met with critical acclaim.



However, despite these successes the sources of revenue funding on which we have relied to undertake this sports based “social welfare” work are rapidly drying up and this is a cause of great concern since the grant income for our projects has, over the last five years, accounted for a third of the Foundation’s annual turnover. Our response has been to step up our traditional fund raising efforts and to this end we organised a very successful dinner at Middle Temple to celebrate our 120th Anniversary.



There is little doubt that in financial terms this last year has been a challenging one for the charity. Nevertheless the Foundation has, and will continue to punch above its weight and prove its unique value to London and Londoners. Finally I would like to thank my fellow Trustees and our staff for their continuing commitment to our cause.



Lord Cadogan

WHAT THE FOUNDATION DOES

Imagine a London covered in concrete. Imagine a London with no green spaces to run around on. Imagine a London with no local playing fields for children and adults to enjoy being active and healthy.

Once lost, a playing field is lost forever. Our playing fields should be sacrosanct.

One of the things that makes London such a wonderful city in which to live, work and visit, are its public open spaces but this is no accident. The main reason London is not more like New York is to the foresight of our visionary Victorian forefathers, who recognised the threat of rapid urbanisation and the need to provide and protect recreational space for its growing population. One of the greatest gifts these Victorian philanthropists left us was the London Playing Fields Society, founded in 1890 with a remit to protect playing fields so that the lives of ordinary Londoners could be improved through playing sport.



OUR SUCCESS IN 2010

The London Playing Fields Foundation has a moral responsibility to protect the capital's 1500 playing field sites. In 2010 we:

Helped save 15 threatened sites.

Acted on 320 telephone enquiries regarding threatened sites.

Provided sporting opportunities for 300,000 people across our facilities.

Provided pitches for 4,776 football matches on our own grounds.

Provided pitches for 66 cricket clubs.

Provided the facilities for the most productive football coach education centre in the country, qualifying 677 coaches.

Reached ten years of the All Nations Football Festival one of the longest running football based social inclusion projects in the country.

Achieved succession funding for Coping Through Football a programme that provides real hope for adults with enduring mental illness.

OUR 120TH ANNIVERSARY YEAR IN PICTURES



IMPROVING LIVES

Through innovative and full use of its playing fields the Foundation has a direct impact on improving the lives of local communities.

COPING THROUGH FOOTBALL

The groundbreaking Coping Through Football programme won Best Sport, Physical Activity and Health project at the prestigious Pro-Active London awards in 2010.

Barbara Armstrong, Lead Occupational Therapist for North East London NHS Foundation Trust said

“I am delighted that the Foundation has been recognised for the outstanding work it has done in the Borough, through the delivery of Coping Through Football. The project has provided a valued service for our clients and I look forward to it becoming part of mainstream services”.

FEMALE COACH DEVELOPMENT

Providing better and fairer access to sporting opportunities lies at the heart of the Foundation’s approach and this is clearly illustrated in Female Coach Development, a project aimed at increasing the number of women coaches.



MANISHA'S STORY

Manisha completed her Level 2 Certificate in Coaching Football in 2010 through the Female Coach Development programme. She is Deputy Head of a primary school and recently featured in the FA’s “Football Needs You” campaign.

What was your inspiration to get into football coaching?

I was inspired to get into coaching by Rachel Yankey of Arsenal Ladies. I had been involved with her through school—we had organised football for the children as well as education projects such as the “double club”. Rachel helped guide me to take my Level 1 certificate.

Did you have any football playing or coaching experience?

I have been playing since I was eight years old and am now thirty—so many years of experience! That’s how I started coaching at first, I began playing with the children and this led to creating a team.

What were the benefits of the Female Coach Development prep course?

The prep course was really good as it gave me a deeper insight into the technical aspects of the game. Tina and Leah were very good mentors with a wealth of experience which really helped me. I think it gave me a lot more confidence which is something I lacked at first.

How have you used your Level 2 qualification?

I have put it to good use! I have been able to better coach the school team, girls are now more keen and interested which is positive. As a result of my Level 2 I was involved in the FA’s “Football Needs You” campaign which was great. A lot more Asian girls have approached me regarding football. I have been on Asian TV talk shows, worked with other organisations and been approached to set up tournaments in my community.

What else would you like to achieve in girls football?

I would like to be a talent identification officer—specifically looking at under represented groups (Asians and females). I would like to work with the FA to produce a curriculum resource linked to football. I would like to focus on community cohesion. I would like to set up a community centre where we could provide sporting activities, including football to disadvantaged families.



TEN YEARS OF THE ALL NATIONS FOOTBALL PROGRAMME

The Foundation's first social inclusion project which clearly demonstrates how playing fields can improve lives celebrated its 10th Anniversary in 2010. The project uses the power of football to help refugee and marginalised groups to establish themselves within their local community setting and make a positive contribution to London life.

Over the last ten years:

- 200 teams from over 100 community groups played in the summer leagues and festivals
- 97 teams played in the London Communities League
- 94 gained coaching qualifications
- 54 qualified as referees

The programme has helped to establish and develop football clubs where



previously none existed. One such club Clapton Park Rangers, formed in 2006, initially did not have the resources to play in mainstream football. However the club used the opportunity provided by the All Nations Football Programme to create a second team and a youth section and has gone from strength to strength winning the London Junior Cup and the London Intermediate Cup.

Mark Whyte, manager of Clapton Park Rangers said "It was a brilliant introduction into organised football and the support was second to none. When we entered mainstream competitive football we were prepared as a consequence. The funding course really helped us get set up on a proper footing".



PROTECTING AND PROVIDING

PROTECTING

Over the last year, in response to requests from numerous community groups, we have helped save fifteen threatened sites. Our help has included:

- Providing advice
- Brokering meetings with key partners
- Writing letters of support
- Writing business plans



In recognition of this work the Foundation won a Special Partnership Award from the London Football Association in 2010.

INVESTMENT

London Marathon Playing Field Greenford, acquired by the Foundation in 2007, has received £800,000 from London Marathon Charitable Trust, Sport England and the Football Foundation to install a new drainage system and refurbish the eighty two year old pavilion.

WHY THE FOUNDATION IS IMPORTANT

- There are 1500 playing fields in London but the distribution is very uneven—Barnet has ninety seven playing fields, whereas The Royal Borough of Kensington and Chelsea has only four.
- Twenty years ago there were 26,000 playing fields across the country—now there are just 19,000.
- The number of planning applications for development on playing field sites between 2007 and 2010 has increased by 27%.
- Impending changes to playing fields legislation could render them more vulnerable to residential or commercial development.



- London has the most professional football clubs of any city in the world. However, in some London boroughs grassroots football participation is 50% less than the national average.
- According to latest surveys almost half of London's adult population is classified as inactive.
- One in five London children are obese, significantly higher than the national average.

- In 1990 there were 1,126 grass cricket wickets in London. By 2010 this had fallen by 40% to 681.

- In the Olympic borough of Tower Hamlets there are no grass cricket wickets for a population of 220,000.

- Historic sources of funding for grass roots facilities have dramatically reduced over the last five years at a time when London is hosting the 2012 Olympics.



THE YEAR AHEAD: A REPORT FROM THE CHIEF EXECUTIVE

One of the key objectives for a charity is to prove that it is indispensable. To do this it must be able to demonstrate that it can continue to meet the needs of its beneficiaries whilst adapting to changing times. The election of the coalition government in 2010 and the resulting social reform and public spending cuts has initiated a sea change in the way that the voluntary sector, or Civil Society as it is now known, is expected to work.

The Big Society approach aims to recast the relationship between Government and the sector, to shape and provide innovative, bottom-up services where expensive state provision has failed.

In essence this means:

- Empowering communities by giving local people more power in shaping their own area
- Opening up the running of public services to charities, social enterprises and cooperatives
- Promoting social action so that people are enabled to play a more active role in society in a variety of roles including volunteering and philanthropy.

In searching for a way of responding to the Big Society opportunities, I am reminded of the famous quote by Arthur Wilton Ward:

“A pessimist complains about the wind. An optimist expects it to change. A realist adjust the sails”

In this coming year we intend to update our Fields at Risk Register and strengthen and expand our key role, helping local communities to safeguard the long term future of their threatened playing fields.

The best form of protection is full use and the way to achieve this is to see our fields as more than just a parcel of open space. Playing fields are the green heart of local communities, providing places where lives can be improved through participation in sport and physical activity.

Over the years we have demonstrated how sport can be used as a means of:

- Improving physical and mental health
- Reducing social exclusion
- Creating safer neighbourhoods
- Bringing disparate communities together
- Creating employment and training

Having secured funding for the next three years of the ground breaking Coping Through Football programme, we will be approaching the Commissioners to have it included as part of Adult Social Care Day Services

within Waltham Forest. Indeed with grant income from organisations such as the Football Foundation becoming scarcer there is a growing need for charities like the London Playing Fields Foundation to take the lead and bid to deliver some public services.

Whilst our focus on London is understandable we are keen to support other County Playing Fields Associations across the country, by sharing our experience and expertise on issues such as strategic partnerships, funding, ground management and maintenance, planning and sports development. To this end we have been in dialogue with Sport England on the design of a training programme that will help strengthen the playing fields infrastructure around the country.

Increasing income generation is a key objective of our three year Business Plan and our intention is to build on the success of our 120th Anniversary



Dinner in 2010 with another fund raising event at The Savoy in November 2011. The intention is to create long term relationships with potential donors who over time become investors in our cause to create a happier, healthier more active London. Other initiatives include the introduction of a Weather Lottery that will help to produce a steady income and the extension of the Friends of LPFF network.

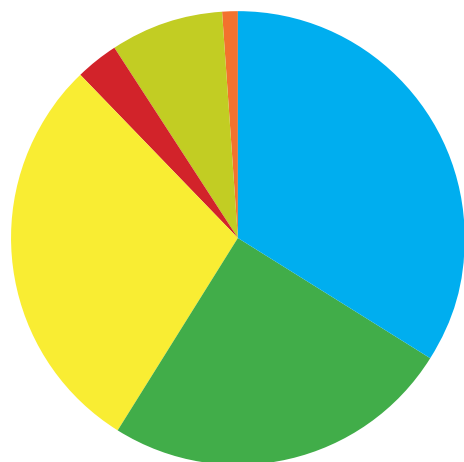
Finally I would like to pay tribute to all the Foundation's staff who work so hard to ensure that playing fields improve lives.

Alex Welsh



INCOME AND EXPENDITURE 2010

TOTAL INCOME £1,248,286



- Hiring and catering income £416,985 (34%)
- Rents £316,178 (25%)
- Grants £368,059 (29%)
- Investment and Interest income £42,807 (3%)
- Fundraising, Covenants and Donations £96,257 (8%)
- Consultancy income £8,000 (1%)

TOTAL EXPENDITURE £1,310,219



- Governance Costs £73,908 (6%)
- Cost of Generating Funds £55,156 (4%)
- Grounds Running Costs £446,598 (34%)
- Premises Costs £263,489 (20%)
- Ground Support Costs £196,187 (15%)
- Project Costs £79,289 (6%)
- Project Support Costs £195,592 (15%)

For a full set of Audited Accounts for 2010 please contact Head Office.

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 openings and special events.

LEAVE A LEGACY

Ensure future generations can enjoy playing fields for another 120 years by leaving a legacy in your Will to the Foundation. Contact us on 0845 026 2292 for further information.

PLAY THE WEATHER LOTTERY

Want the chance to win £25,000? Then play our lottery which also raises funds for us. Visit www.lpff.org.uk

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Thank you

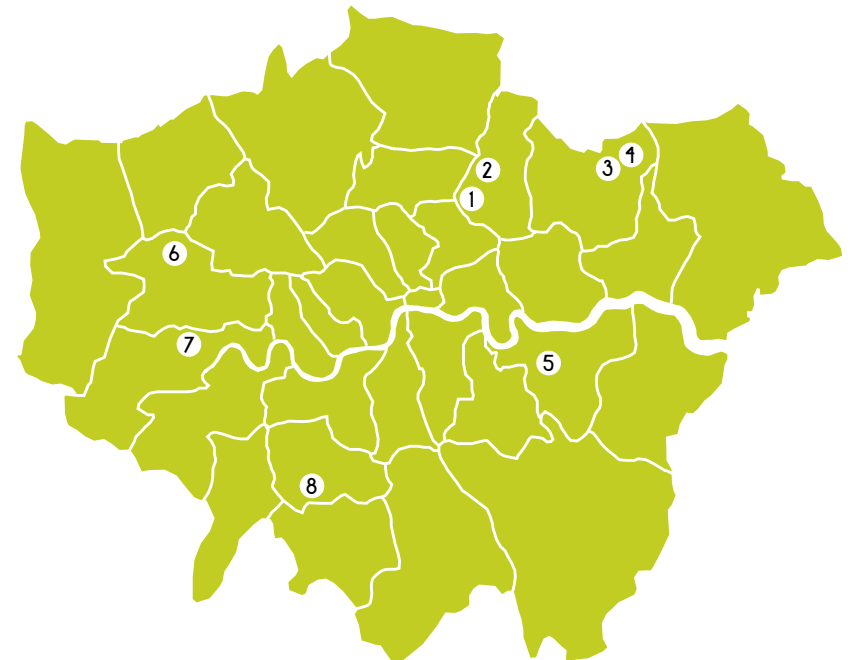
The Cadogan Charity, Garfield Weston Foundation, Man Group Charitable Trust, Henry Smith Charity, Nike, LMCT, Football Foundation, Sport England, City Bridge Trust, Arsenal Charitable Trust, Wates Foundation, LB Waltham Forest and all who donated or supported the dinner.

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OUR CURRENT GROUNDS

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



GOALKEEPER
SCRUM HALF
BOWLER
REFEREE
QUARTERBACK
FORWARD
BATSMAN
WICKET KEEPER

PROTECTING PLAYING FIELDS
IMPROVING LIVES
