



**A  
PLACE  
TO PLAY  
SPORT  
FOREVER**

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# A MESSAGE FROM THE CHAIRMAN AND CHIEF EXECUTIVE



One of the strongest arguments in favour of the protection and full use of playing fields is the impact they can have in improving public health. Playing fields cannot promise a cure for cancer or heart disease but the activities that they generate can help to prevent them.

When you consider that inactivity will kill one in six of us and currently costs the NHS £162 per second, we must do more to ensure that people have accessible, affordable and attractive places in which to play sport and be physically active. However, this is easier said than done. Firstly we have to convince local authorities, who provide 85% of the country's playing fields stock, that investment will have long term benefits in the quality of life of local communities.

Our work in coordinating opposition to the possible loss of the 24 hectare Oakfield Playing Field in the London Borough of Redbridge, is an excellent example of how the sporting community can come together to make a compelling case against the local authority's proposal to sell the entire site for housing. This intensively used ground, which comprises four cricket squares and eleven football pitches, makes an enormous contribution to the health and well being of the 1000 people who play sport there every week.

As an organisation with 124 years operational management experience, we are well aware of the financial challenges faced by playing field providers in light of enormous pressure to build more homes. However, once a playing field is lost it is lost forever and there is much truth in the old adage "use it or lose it". Without doubt the best form of protection is full use and as our aim is to engender a sporting habit for life, we work proactively and

collaboratively with local schools and clubs so that a love for sport can be initiated in the early years and then nurtured through to adulthood. By providing our clubs with somewhere to play the game and somewhere to practise, we are essentially giving them a home where they can grow and develop their membership. In order to sustain this relationship we have to ensure that our pavilions are attractive and accessible to all and that our pitches are well maintained so that our users have the best possible playing experience.

For economically disadvantaged and traditionally inactive groups we design and deliver a range of innovative projects that are free of charge to the beneficiaries. Our award winning Coping Through Football project uses sport initially as a tool for engagement and then as a means of recovery for people with serious mental health problems. Despite being the largest disability group and contributing 23% to the national disease burden, mental health services only receive 13% of the NHS budget. It also fares far worse in charitable giving. Whereas the public donates £2.75 for every pound invested by the government in tackling cancer, the comparable figure for mental health is 3p. That is why we were so delighted when the Dr Mortimer and Theresa Sackler Foundation and the Wembley National Stadium Trust decided to fund the expansion of the project for the next three years.

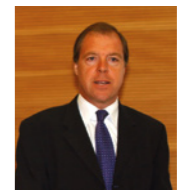
The Coping Through Football programme provides us with a glimpse of the future where sporting organisations and the NHS routinely work together to achieve wider health and social outcomes. It also gives us an opportunity to demonstrate how playing fields are much more than expanses of open space, they are places where lives can be improved and transformed.

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

# WHAT WE DO

Our vision is to create a happier, healthier, more cohesive London by encouraging more people to play sport on affordable, accessible and attractive playing fields. We believe that playing fields are more than expanses of open space, they are places where lives can be improved. We do this in a number of ways; the first is our contribution to health.

We know from experience that sport and the fields on which it is played can encourage local communities to live more active lives and reduce the chances of dying early from preventable illnesses. Society is becoming increasingly sedentary and with a third of London children being overweight or obese, this problem requires urgent preventative action. Fully used playing fields and the activity they generate can help to ensure that the current generation of young people does not die before their parents.

In addition to the health benefit, playing fields can bring communities together by reducing social isolation, increasing feelings of self worth and creating a sense of identity. We want to get young people off the streets and into teams not gangs, using sport as a means to engender responsible behaviour and raise aspirations.

Running parallel to our sports developmental role is the strategic contribution we make to playing field protection in the capital. Through our highly successful Fields at Risk Register we have helped safeguard the long term future of over 20 sites under threat from commercial or residential development. We are the “go to” organisation that community groups contact when local sports pitches are in danger of being lost to development.

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”



# PLAYING FIELDS: THE FACTS

LONDON HAS 14% OF THE COUNTRY'S POPULATION BUT ONLY 8% OF ITS PLAYING FIELDS

THERE ARE 1,500 PLAYING FIELDS IN LONDON BUT THE DISTRIBUTION IS VERY UNEVEN. THE LONDON BOROUGH OF BARNET HAS 97 PLAYING FIELDS WHEREAS THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA HAS 4

LONDON HAS MORE PROFESSIONAL FOOTBALL CLUBS THAN ANY CITY IN THE WORLD YET IN SOME BOROUGH'S GRASSROOTS FOOTBALL PARTICIPATION IS 50% LESS THAN THE NATIONAL AVERAGE

ONE HECTARE OF PLAYING FIELD ABSORBS MORE CARBON DIOXIDE THAN A HECTARE OF FOREST

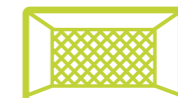
IN 1990 THERE WERE 1,128 GRASS CRICKET WICKETS IN LONDON BUT 25 YEARS LATER THIS FIGURE HAD FALLEN BY 41%. OVER THE SAME PERIOD THE NUMBER OF GRASS FOOTBALL PITCHES HAD SUFFERED A 20% LOSS



# 2014 IN NUMBERS



Over **300,000** Londoners use our pitches every year



**1200** people per week use our artificial turf pitches during the football season



We provided grass football pitches for **95** adult and **352** youth football teams



**2150** people attended FA coaching courses on our grounds during the year



**61%** of all football played on LPFF pitches caters for schools and youth teams



We saw a **7%** increase in activity on our grounds in 2014



**58** adult cricket teams and **13** youth teams used our wickets during the year



For every **£1** of investment in maintaining and managing pitches we only get **42p** back from hiring income.

# HIGHLIGHTS OF 2014



## NEW VICE PRESIDENT

We were delighted to announce that Hope Powell CBE became a Vice President of the Foundation in 2014. Hope has been a long time supporter of the LPFF and helped launch the Female Coach Development project in Greenwich in 2008. She is best known for being the first ever full time national coach of the England women's football team and for transforming the landscape of the female game in this country. We spoke to Hope about her early sporting memories.

### Where did you spend most of your time playing your sport as a child?

"I used to train at Ladywell Park and Avery Hill Park and played at Brissett Road School. Other than that I remember playing on Clapham Common and Hackney Marshes. On the Common and Marshes I just remember there were pitches everywhere with hundreds of boys and girls playing football!"

### What are your fondest memories of it?

"Just being able to play every week and being with my friends in an environment I really enjoyed."

## What contribution did it make towards your love of sport and your future involvement?

"I wouldn't be where I am today without the fields and space to play and thrive, both socially and as a player. It allowed me to dream of being a professional footballer...I got the next best thing as a manager!!"

## OFFICIAL OPENING OF DOUGLAS EYRE SPORTS CENTRE

The Chairman of the Foundation, Lord Cadogan officially opened the refurbished pavilion at Douglas Eyre Sports Centre. With funding from the Football Foundation, Sport England and BIFFA this heavily used pavilion which was built in 1989 has benefitted from repairs to the roof, improved changing rooms, showers and toilet facilities. Douglas Eyre Sports Centre is extensively used by local schools, clubs and the London FA. This investment will ensure the ground remains attractive and accessible and continues to play a key role in driving up participation in sport.

## COPING THROUGH FOOTBALL WINS UEFA AWARD

Chelsea legend and LPFF Vice President John Hollins presented the Foundation with a UEFA award for the Coping Through Football project.

The ground breaking project which helps people with significant mental health problems to get their lives back on track was recognised by UEFA as part of its Grassroots Awards as a shining example of how football can be used to improve the lives of one of society's most disadvantaged and marginalized groups.

The event also celebrated the launch of Phase 3 of the project which, as a result of additional funding from the Dr Mortimer and Theresa Sackler Foundation and Wembley National Stadium Trust, is now expanding into the London boroughs of Redbridge, Havering and Barking and Dagenham and is also targeting teenagers experiencing mental health problems.

"We are delighted with this UEFA award which recognises two things. Firstly the role that community playing fields can play in transforming the lives of the most disadvantaged groups and secondly the importance of innovative partnership working to deliver sports projects that have huge additional health and social benefits."

**Alex Welsh**



## FOOTBALL SEASON KICKS OFF AT LMPF GREENWICH

Fourteen hundred young footballers descended on London Marathon Playing Field Greenwich for the traditional season launch tournaments. Spread over two days 120 teams took part in small sided games.

The event was organised in association with the SELKent League, the largest youth league in the south east which provides football for over 11,000 young players every week. The league, which uses the ground as a central venue for small sided football, appreciates the value of having access to pitches adapted to suit those just starting out in the game.

Sally Dolan, Secretary of the SELKent League said "The LPFF tournament weekend is always a highlight and a great way to launch our season. For some of the youngest players it is their first experience of organised football and to see the excitement on their young faces is deeply rewarding. Having ignited their love for the game our job is to sustain it and create a sporting habit for life".

## COPING THROUGH FOOTBALL CELEBRATE WORLD MENTAL HEALTH DAY

Forty Coping Through Football service users took part in a 6-a-side tournament held to celebrate World Mental Health Day.

Mathieu Baudry, Leyton Orient's French centre back also dropped in on the tournament to meet the participants and present the trophies. He said "They played some good football and you could see that they all enjoyed themselves. They worked really well together and it was good to be able to give them their awards. It's an amazing project."

### John's story:

I suffered from Schizophrenia and for many years my social life was non-existent as I would not go outside during daylight due to my low self-esteem and drug and alcohol abuse.

I was nervous about attending Coping Through Football as I find it difficult to talk to others. Through the group sessions I eventually started talking to other members, my confidence levels started to increase and I really enjoyed playing football. The sessions helped me cut down the drink and drugs and I felt better about myself. I have noticed an improvement in my fitness levels and I am now taking part in other activities such as badminton, as well as attending the gym.

Since attending the sessions I have secured a voluntary role at a printing company and a charity, which gives me great responsibility and makes me feel important. Performing voluntary work has motivated me to look for employment. I am currently completing an IT course and am in the process of gaining my Level Two qualification. This will help me in my pursuit of getting a job, and I feel more confident because I have gained new skills.

I feel my life has improved by attending the Coping Through Football sessions which give me lots of enjoyment. I have noticed a great change in my confidence levels and now I am able to engage in a conversation with others, which at one point seemed impossible.

## CLARE BALDING SPEAKS AT GALA DINNER

Three hundred and sixty guests squeezed into the ballroom at the Savoy Hotel for the Foundation's annual fundraising Gala Dinner compered by Martin Bayfield. Clare Balding was the key note speaker and spoke passionately about getting more girls and women playing sport. The evening was a great success and helped raise £150,000 for the Foundation's work.

# LOOKING FORWARD 125<sup>TH</sup> ANNIVERSARY

2015 is a special year for us as it will mark 125 years since we were founded in 1890 by a group of visionary Victorians who took positive steps to protect green space in London. We are indebted to them for having the foresight to realise that playing fields and the sport which is played on them could make a positive contribution to the lives of Londoners.

Our mission has changed very little since our early days. With a rising population and an increasing demand for new homes, the pressure on green space has never been greater.

Indeed the main lesson we have learnt from the last 125 years is that we must stay vigilant to ensure that London remains one of the greenest capital cities in the world.

We are organising a series of events throughout the year to celebrate this important milestone starting with a reception at City Hall. As sport lovers we hope you will also be supporters of the LPFF and during our special 125th Anniversary year we invite you to join in our mission to provide a place to play sport forever. The charity receives no direct funding from central or local government and we need to raise £40,000 every month to continue our work in realising our vision of creating a happier, healthier, more cohesive London.

### YOU CAN SUPPORT US TODAY BY:-

#### Text donation:

To donate £5 just text the code "LPFF25 £5" to 70070.

#### Online donation:

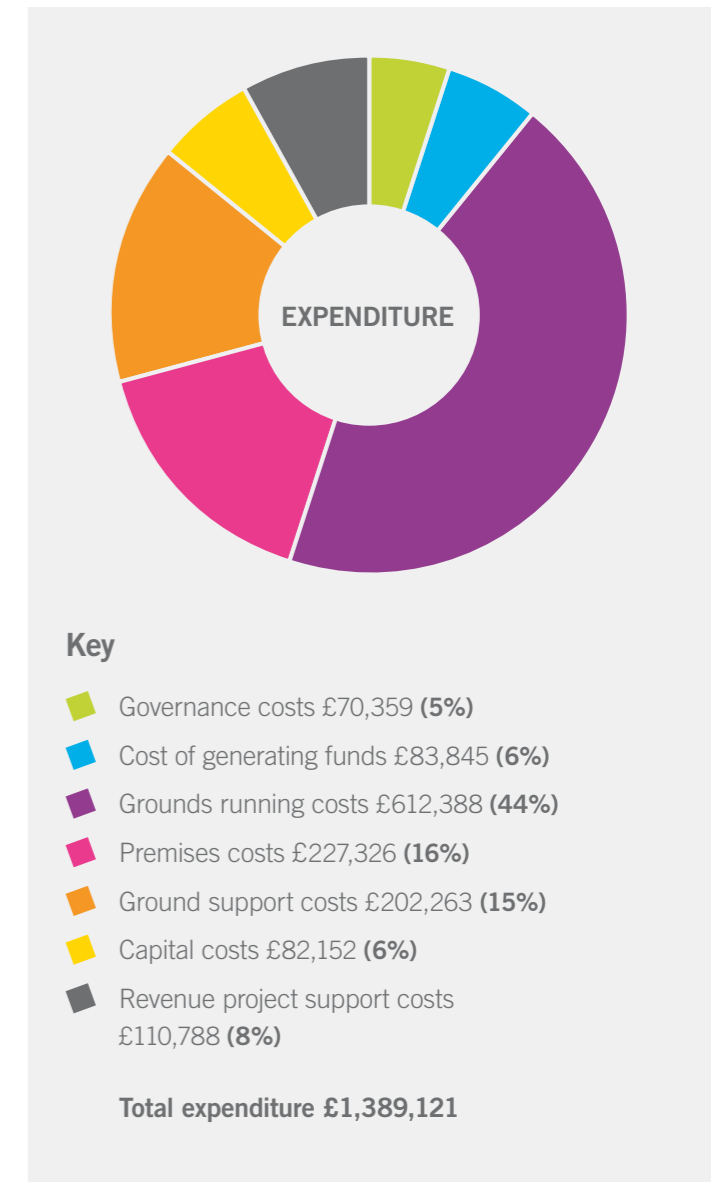
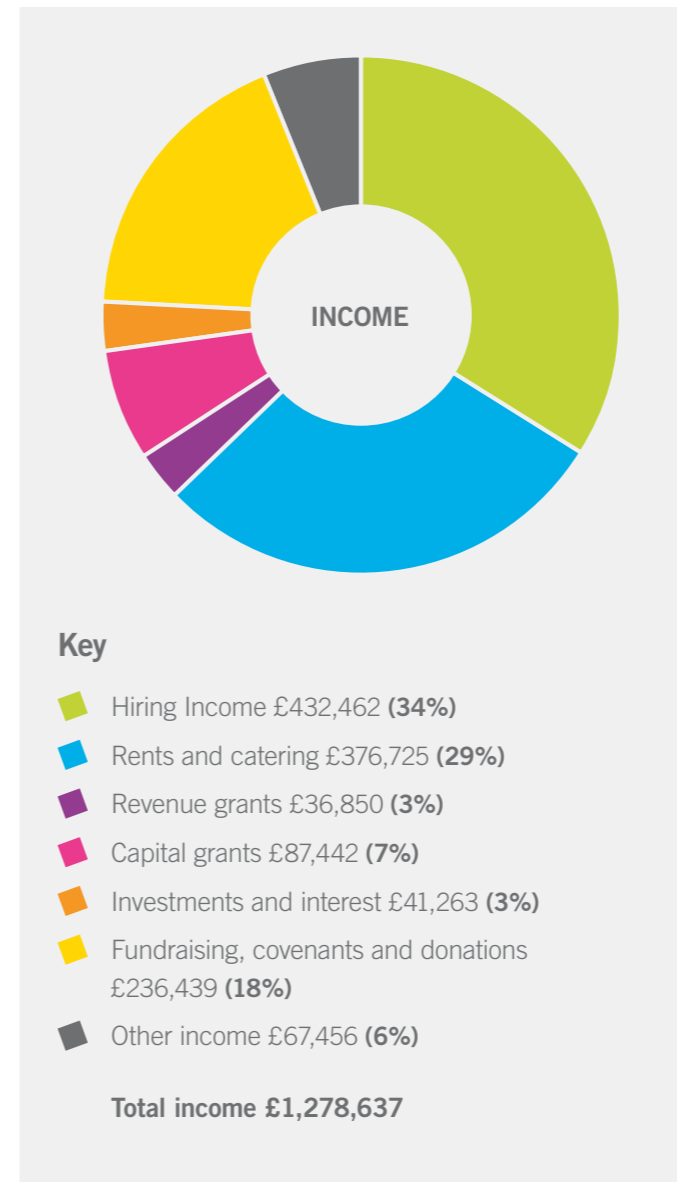
Donate online at [www.lpff.org.uk](http://www.lpff.org.uk)

#### Become a Friend:

Visit our website [www.lpff.org.uk](http://www.lpff.org.uk)



# INCOME & EXPENDITURE 2014



These figures do not include depreciation or investment gains or losses. For a full set of Audited Accounts for 2014 please contact Head Office.

# LPFF TIMELINE

1890

First formal meeting of the London Playing Fields Society (now Foundation). The first Chairman was the Hon Edward Chandos Leigh QC

1898

The Society purchases its first ground – the 25 acre Prince George’s ground in Raynes Park

1909

Douglas Eyre Playing Field is acquired



Douglas Eyre Playing Field (photographed in 1950)

1925

The Society is granted a Royal Charter by HM King George V

1954

A Society survey found that 4,000 cricketers, 1,500 footballers and hockey players and 1,000 tennis players used the facilities at weekends

1989

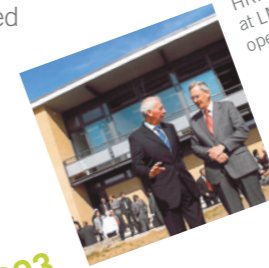
Following a public appeal the new Gloucester pavilion and artificial pitch at Douglas Eyre Sports Centre is opened

1999

The former Royal Naval College Sports Ground in Greenwich is purchased with the support of the London Marathon Charitable Trust and is now the London Marathon Playing Field Greenwich

2000

The first of the Society’s social inclusion projects the All Nations Football Programme is launched



HRH & Bob Wilson at LMPF Greenwich opening

2003

The new pavilion at London Marathon Playing Field Greenwich is opened

2007

With a grant from London Marathon Charitable Trust the Foundation purchases Birkbeck College Sports Ground now known as London Marathon Playing Field Greenford



Middlesex Girls Centre of Excellence at LMPF Greenford opening

2014

Coping Through Football wins UEFA Grassroots Award

1891

HRH The Duke of York (later HM King George V) becomes the first President

1906

Fairlop Oak Playing Field is acquired by the Society. The money for the purchase is raised via a public appeal

1910

HM King George V & HM Queen Mary become the first Patrons

1929



Boston Manor Playing Field (photographed in 1950)

1974

HRH The Duke of Gloucester KG GCVO becomes the current Patron

Boston Manor Playing Field is purchased

1991



HRH and Kate Hoey open the Peter May Sports Centre

2000

With assistance from London Marathon Charitable Trust the Society purchases the London Postal Sports Association Ground which becomes known as London Marathon Playing Field Redbridge

2001



Fairlop Oak Playing Field

A new pavilion is built at Fairlop Oak Playing Field

2008

Female Coach Development is launched to qualify more female football coaches

2005

The Society rebrands and becomes the London Playing Fields Foundation



# THANK YOU TO OUR FUNDERS & DONORS

- The Football Foundation
- London Marathon Charitable Trust
- Sport England
- The Wates Foundation
- BIFFA
- Gunnersbury School
- Dr Mortimer and Theresa Sackler Foundation
- Wembley National Stadium Trust
- North East London Foundation Trust
- The Cadogan Charity
- Boden
- J G Charitable Trust

And all individual donors who wish to remain anonymous and all who supported the Gala Dinner.

## PATRON

HRH The Duke of Gloucester KG GCVO

## PRESIDENT

Kate Hoey MP

## VICE PRESIDENTS

The Lord Coe KBE  
Mike Gatting OBE  
John Hollins MBE  
Peter Nathan OBE DL  
Hope Powell CBE  
Micky Stewart OBE  
Bob Wilson OBE

## CHAIRMAN

The Rt Hon The Earl Cadogan KBE DL

## HON TREASURER

Dennis Hone CBE

## TRUSTEES

Colin Ainger  
Jamie Dalrymple  
Christine Double  
Sally Hopper  
Henrietta Martin-Fisher  
Lucy McCrickard  
Jack Miller  
Anthony Ratcliffe  
Cara Turtington  
Evan Stone QC  
Andy Sutch

## CHIEF EXECUTIVE

Alex Welsh

## PROFESSIONAL ADVISORS SOLICITORS

Bircham Dyson Bell LLP

## PROPERTY CONSULTANTS

Savills plc

## INVESTMENT ADVISORS

Hoare & Co

## AUDITORS

MHA MacIntyre Hudson

## BANKERS

Bank of Scotland plc

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