



**A  
PLACE  
TO PLAY  
SPORT  
FOREVER**

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# CHAIRMAN AND CHIEF EXECUTIVE'S MESSAGE



Welcome to the 2016 Annual Review which marks the 126<sup>th</sup> year since we were founded by a group of visionary Victorians who recognised that if we were to use sport to create a happier, healthier, more cohesive London we needed to preserve and improve those places where it is played.

On the theme of improvements one of the highlights of the year was the official opening of the 3G pitch at Peter May Sports Centre conducted by Virginia May (widow of Peter) and Tottenham Hotspur and England striker Harry Kane. The occasion brought to mind our adage that playing fields are where sport starts and for the gifted few they are where careers start. The centre, with the addition of this superb new pitch, remains a magnificent legacy to Peter May who, as a prodigiously gifted games player himself, understood the value of having somewhere to play and practise. For Harry it is the place where it all began for him and he has fond memories of the countless hours playing on those fields as a boy.

We were delighted later in the year when Harry agreed to be the inaugural winner of the Made in London Award at our Gala Dinner at The Savoy. The award recognises the role that playing fields in London play in fuelling the passion and developing the nascent talent of some of sport's most famous names. In his acceptance speech and in a later interview with Henry Winter in The Times, Harry expressed his gratitude to places like Peter May Sports Centre and pledged to support the work of the Foundation.

Of course the benefits of well managed playing fields and the activities that take place on them are not just restricted to elite performers. As we know from the Fields of Dreams Report in 2015, they can improve the lives of the whole community and have a

lasting impact on public health, social cohesion, educational aspirations and in reducing crime and anti-social behaviour. Highlighting these wider health and social outcomes is an effective means of articulating the value of playing fields and in formulating arguments against their loss.

Extending our reach to ensure that our fields have a relevance and a benefit beyond those team members who train and play on our pitches on a regular basis is one of our priorities and the best example of this in 2016 was the Coppermille project.

Organised in partnership with Coppermill Primary School and Fitmedia Fitness, the aim of this project was to reduce childhood obesity by arranging for pupils of all abilities to exercise for fifteen minutes three times a week on a specially marked track at Douglas Eyre Sports Centre. The significant improvements in their levels of physical fitness, self-esteem and classroom attentiveness were recorded in the Coppermille Pilot Report and will be used to inform and inspire other schools to follow suit.

Having a clear idea of what success looks like and how it will be measured is a pivotal element of any successful project and we were delighted to find out in 2016 that Coping Through Football had been successful in its application to the NHS National Health Research Institute (Public Health Practice Evaluation Scheme) to conduct a two year evaluation of the effectiveness and broader health

economic benefits of the project. Our goal has always been to be transformational and, in producing an evidenced led model that can be implemented across other London boroughs and beyond, we want to create a service with a difference that helps people with long term mental health conditions to get their lives back on track. In doing so, we will be following in the footsteps of our Victorian founders who were the first to understand the role that well managed playing fields could have in improving lives.

Aside from our exciting projects targeted at inactive and excluded groups, modernising, managing, marketing and maintaining playing fields without subsidy from the public purse remains a challenge for us and we would like to place on record our thanks to our dedicated and talented staff and Trustees who do such a wonderful job in running and promoting the charity.



*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 and be physically active on affordable, accessible and attractive playing fields. Since our formation we have recognised that the benefits of well managed playing fields extend well beyond sport and improve the lives of local communities in a number of ways.

## OUR CONTRIBUTION TO PUBLIC HEALTH

Physical inactivity will prematurely kill one in six of us and with childhood obesity at record levels where a third of London's children are overweight or obese, it is vitally important that we inspire more people to exercise on a regular basis. For the Foundation this means extending our reach beyond traditional team games to local non sporty people who would, with the right encouragement, jog and walk around our fields informally. In this way our fields will be more relevant to the local residents and become the green heart of the community they serve.

## OUR CONTRIBUTION TO REDUCING CRIME AND ANTI-SOCIAL BEHAVIOUR

Playing fields have the capacity to bring communities together by reducing crime, anti-social behaviour and social isolation, increasing feelings of self-worth and creating a sense of identity. With knife crime tragically taking so

many teenage lives, we want to get young people off the streets and into teams not gangs, using sport as a means of engendering responsible behaviour and raising aspirations. The messages from the 2015 report Fields of Dreams on Douglas Eyre Sports Centre highlight how regular access to positive sporting experiences can be such a force for good in the lives of these vulnerable young people.

## OUR CONTRIBUTION TO SOCIAL INCLUSION

Our Coping Through Football project illustrates how sport can provide an environment where people can feel a sense of belonging and identity. For participants the project provides a service with a difference where the emphasis is on improving physical health and well-being with the ultimate goal of helping them to get their lives back on track: and all this is achieved thanks to a playing field.

## OUR CONTRIBUTION TO THE PRESERVATION OF PLAYING FIELDS

Running parallel to our sports developmental role is the strategic contribution we make to playing field protection in the capital. We help to protect this valuable resource through our highly successful Fields at Risk Register which is an early warning system against potential loss from commercial or residential development. This is best illustrated by our support for the Save Oakfield Playing Field campaign in LB Redbridge where the local authority has sought to change the Green Belt designation to build hundreds of new homes on the entire site. Whilst we are aware of the enormous pressure to build 424,000 more homes in London by 2025, it cannot be at the cost of having fewer places to play sport or be physically active, so our mantra is no net loss of pitches.

“WELL MANAGED, FULLY USED PLAYING FIELDS AND THE ACTIVITY THEY GENERATE CAN ENSURE THAT THE CURRENT GENERATION OF YOUNG PEOPLE DOES NOT DIE BEFORE ITS TIME”



# HARRY KANE OPENS NEW 3G PITCH

Playing fields are where sport starts and for the gifted few they are where careers start. Most past and present elite sportsmen and women will look back with a debt of gratitude and real affection to that local field in their youth where they honed their skills and developed their love for their chosen sport. Tottenham Hotspur and England striker Harry Kane remembers with great fondness the countless hours spent playing at Peter May Sports Centre and the Foundation was delighted to welcome him back to open the Foundation's new 3G pitch. Harry played football at the ground as a pupil at Chingford Foundation School and with his club Ridgeway Rovers.

This is where his dreams of being a professional footballer began and as he says: *"Living so close, five minutes down the road, I spent a lot of time here playing football for Sunday leagues, playing for my school, district and even playing cricket."*

Harry was joined at the pitch opening by Virginia May, widow of the England and Surrey cricket captain Peter May after whom the facility is named. Peter was a Vice President of London Playing Fields Foundation and, after his untimely death, his wife Virginia kindly allowed the charity to launch an appeal for capital funds in Peter's name. We were delighted that Virginia, her daughters Tessa and Nicola and members of the extended family were able to attend the opening ceremony and see at first hand the fantastic legacy that had been created in Peter's name for the local community.

“

I don't think I would be where I am today without the Peter May Sports Centre. It gave me the opportunity to play football and realise that's what I wanted to do. Of course, there also has to be ability, hard work and a lot of determination which is probably why all my mates are not where I am now.

**Harry Kane**, Tottenham Hotspur and England striker

“ WE WANT TO ENSURE THAT THE WHOLE COMMUNITY HAS THE OPPORTUNITY TO BENEFIT FROM THIS FANTASTIC FACILITY

We are very grateful to the Football Foundation, through their Premier League & FA Facilities Fund, and London Marathon Charitable Trust for the generous grants which enabled us to upgrade the pitch. Their Chief Executives Paul Thorogood and Nick Bitel were present to see the result of their investment and to congratulate LPFF on its continued support of grassroots sport in London. Members from some of our user clubs including Ridgeway Rovers and Egbertians FC joined us alongside representatives from London FA and Essex FA with whom we have been working to develop a comprehensive football development plan for the facility.



Above: Players enjoying the new facilities

Above: Harry Kane opens new 3G pitch

Karina Barrow, LOASS FC's Secretary thinks that the new pitch is a real asset to her club: *"Having the option of 3G facilities at Peter May Sports Centre makes such a difference to our club, no more rained off games and kids missing football. It's an amazing relief."*

LPFF Chief Executive Alex Welsh remarked: *"Our vision for this new pitch is to provide a venue for local clubs, schools and colleges to play and train and for it also to be a focus for our social inclusion work. We want to ensure that the whole community has the opportunity to benefit from this fantastic facility."*

A Steering Group comprising representatives from partner clubs meets on a regular basis to review progress on the delivery of the football development plan to ensure that the pitch continues to meet the needs of the users.



Below: Harry Kane at the Peter May Sports Centre

# ACTIVE ANGELS TOO

Active Angels Too was launched at Peter May Sports Centre in 2015 following generous donations from guests at our 2014 Gala Dinner.

Inspired by the original project, which was delivered in Waltham Forest between 2004 and 2010 reaching 480 girls, this latest version recruited teenage girls with special needs and visual impairments from two special schools in the borough: Joseph Clarke School and Whitefields School. The aim was to create positive experiences of a community sports facility that help overcome typical barriers to participation. This was achieved by providing a fun based activity programme tailored to meet the needs of the girls. Through building their confidence and self-esteem, the priority is to stimulate a sporting habit for life.

We know from research into participation rates that not only are there fewer women than men regularly playing sport, but the number of disabled people taking part is less than half that of non-disabled people. Furthermore only 12% of people with a visual impairment take part in sport for 30 minutes once a week. So by working with these teenage girls we attempted to broaden their experience of sport and physical activities and support them in adopting healthy lifestyles.

Over the course of a school year the girls took part in one activity session a week including an hour-long group class followed by time in the gym. The girls had the opportunity to select their preferred activities which included dance, yoga, boxercise and spinning classes.



WE RECEIVED SOME VERY POSITIVE FEEDBACK FROM THE GIRLS:

“ AT SCHOOL THEY REPEAT THE SAME EXERCISE BUT AT ACTIVE ANGELS YOU HAVE THE CHANCE TO PICK THE EQUIPMENT TO GO ON

“ I NOTICED THAT I FELT FITTER AND HEALTHIER

“ WHEN I HEARD THAT I WAS ABLE TO CHOOSE THE PROGRAMME OF ACTIVITIES I WAS OVERWHELMED AND I LIKED IT

“ NOW I HAVE BEEN TO PETER MAY SPORTS CENTRE I WOULDN'T MIND GOING TO ANOTHER GYM

“ I LIKED THAT IT WAS JUST GIRLS AND WE HAD TIME TO SPEND TOGETHER

# COPPERMILE

Nicknamed “jography” by the pupils, Coppermile is an exciting new project that provides an antidote to childhood obesity and a way of improving well-being and increasing self-esteem.

Inspired by Elaine Wylie's Daily Mile at St Ninian's Primary School in Sterling, the Coppermile project involves pupils from Coppermill Primary School leaving their lessons three times a week to walk, jog or run for fifteen minutes around a 340 yard grass track marked out on the adjacent Douglas Eyre Sports Centre.

The 2016 pilot project measured the impact of the increased exercise on the physical fitness, mental well-being and classroom behaviour of seventy-six Year 5 and 6 pupils. The evaluation was led by Fitmedia Fitness who undertook testing before, during and after the summer term using the Cooper 12 minute run and a bespoke personal self-efficacy and well-being questionnaire. In addition, the Coppermill staff recorded the children's behaviour and classroom attentiveness.

Testing took place over a period of twelve weeks, with noticeable improvements in the following:

**Fitness** – the average distance run by pupils increased by 19%, with the average fitness percentile increasing from 37% to 64%.

**Self-esteem** – there were measurable gains in self esteem and the confidence to try other physical activities

**Classroom attentiveness** – teachers reported that children appeared more focused in class and more resilient when completing tasks and school tests.

The three-month pilot project demonstrated how a simple low cost physical activity initiative can significantly improve the physical health and well-being of primary school pupils. By having a shared vision and a clear idea of what success looks like and how it can be measured, the project also highlights the importance of partnership working.

Key factors behind its success were commitment from the Head Teacher, staff and pupils, easy access to a safe and clearly marked track and a simple measurement methodology.

The introduction of a daily period of exercise, where pupils can perform at their own level and with no special clothing or equipment requirements, shows how easy it is to overcome the traditional barriers to participation in physical activity. With encouragement from staff and peers, a significant number of children improved their fitness levels and the school reported improved behaviour and better than anticipated SATS results with reading up by 25%, writing by 17% and maths by 25% on their predicted scores. Whilst the Coppermile does make not make children any brighter, Head Teacher Figen Bektasoglu is convinced that it does make them more focussed, attentive and ready for work.

“

The reason it works is because the children are happy. I am convinced results like these will be replicated all over.

Elaine Wylie, Daily Mile creator



# 2016 HIGHLIGHTS

## MARTIN BAYFIELD NEW VICE PRESIDENT

We are delighted that former England rugby player Martin Bayfield agreed to become a Vice President of the charity.

Martin has been a superb Master of Ceremonies at our Gala Dinner for a number of years and as an ex-professional player he fully understands the importance of protecting the capital's playing fields for future generations.



As someone who owes so much to a local playing field where I grew up, I am very proud to be joining this fantastic charity which does so much to transform the lives of local communities through the power of sport.

**Martin Bayfield**, New Vice President

## REVIVING LINKS WITH THE LORD MAYOR OF LONDON

The Foundation is delighted to announce it has revived its links with The Lord Mayor of the City of London who will now be known as the Honorary Patron of LPFF.

It was at the Lord Mayor's residence at Mansion House that Lord Mayor Sir Henry Isaacs, Edward Chandos Leigh (first Chairman) and Edward North Buxton (first Treasurer) amongst others met in 1890 to set up the charity and plan the first pitches on City of London Corporation land at Chingford and Wanstead Flats. So it is fitting that the relationship has been rekindled.



Head Groundsmen: Paul Cox and Kevin Quirke

## HEAD GROUNDSMEN 10 YEAR ANNIVERSARY

Two of our Head Groundsman celebrated their 10th anniversary with the charity this year.

Paul Cox and Kevin Quirke's LPFF careers are remarkably similar with both learning the ropes under the guidance of Darren Rorie at Boston Manor Playing Field.

Kevin took on the role of acting Head Groundsman at Peter May Sports Centre before moving in 2009 to London Marathon Playing Field Greenford. Paul succeeded Kevin at Peter May Sports Centre before making the short move to Douglas Eyre Sports Centre in 2014.

Chief Executive Alex Welsh said:

*"Both are outstanding groundsman who take a real pride in their work. They also have a first class relationship with ground users providing a service and pitches of the highest quality. Over the years they have fully demonstrated their commitment to the Foundation and are superb team players. We are truly fortunate to have them and we look forward to the next ten years with great optimism."*

Lord Cadogan presented Paul and Kevin with a commemorative gift at the charity's AGM.



Marathon Runner: Trustee Henrietta Martin-Fisher

Girls' Football: Peter May Sports Centre

## GIRLS' FOOTBALL FESTIVAL AT PETER MAY SPORTS CENTRE

On 27th September Peter May Sports Centre's new 3G pitch was a hive of activity when it hosted a girls' football festival organised by the Football Association and delivered by Essex County Football Association. Eighteen teams from local primary schools and sixteen teams from secondary schools took part in skills and drills, games and mini-matches.

Caroline Hulme, National Women's Football Project Officer at The Football Association, commented: *"It is fantastic to see so many young girls enjoying playing football here today. For some it's their first experience of football and may even be the very first time they have kicked a ball."*

The festival also offered a range of innovative equipment, including an inflatable pitch, speed cage, target shoot, quick feet and batak boards. The Foundation is hoping that the new facility will help drive up girls' participation and stimulate the creation of more female teams.

Emma Byrne, Arsenal Ladies goalkeeper, made a very special surprise visit to the festival for a question and answer session with the girls in the afternoon. Tottenham Hotspur Ladies First Team Coach Karen Hills, Captain Jenna Schillaci and team mates also dropped in to inspire the youngsters.

## NEW RESEARCH INTO COPING THROUGH FOOTBALL

Since 2006 the Foundation has been delivering its mental health project Coping Through Football in partnership with NELFT and Leyton Orient Trust. It is an innovative initiative aimed at assisting the recovery of people experiencing significant mental health problems. By improving physical health, self-esteem and confidence, enhancing social skills and reducing the reliance on tobacco, alcohol and illegal drugs, the intention is to help participants to live more independent lives.

The project recently made a successful funding application under NHS National Institute for Research to the Public Health Practice Evaluation Scheme to evaluate its impact. Over a 24 month period it will evaluate positive health outcomes, social inclusion and broader health economic benefits of the project.

The evaluation will be led by Dr Oliver Mason who has overseen the project's evaluation since its inception. He will be assisted by Research Associate Dr Bettina Friedrich who has worked in the research areas of mental health and mental health stigma at several international academic research departments.

## MARATHON & 10K RUNNERS

Trustee Henrietta Martin-Fisher ran the London Marathon to raise funds for us this year. Henrietta, who joined the Trustee board in 2014, is an experienced marathon runner having completed six marathons. Following a productive training programme she managed to meet her target of completing the race in under four hours. Well done Henrietta!

The Foundation would also like to acknowledge the contribution of six volunteers from Saffery Champness, Dixon Wilson and Hoare & Co who kindly volunteered to take part in the Vitality British 10K London run in July to raise funds for the charity.

**WE ARE EXTREMELY GRATEFUL TO ALL THE RUNNERS FOR THEIR EFFORTS WHICH RAISED £5,270.**



## GALA DINNER

Thursday 17th November 2016 saw the LPFF's annual Gala Fundraising Dinner take place at The Savoy Hotel.

Three hundred guests attended the event which was hosted by Martin Bayfield. Former professional cricketer Geoff Miller provided some side-splitting entertainment regaling the audience with hilarious tales of his life in cricket. He informed guests that he had enjoyed three jobs in his career thanks to playing fields: playing cricket, talking about it and selecting the England side. Poignantly, he described how those childhood fields where he developed his talent and love for the game no longer exist.

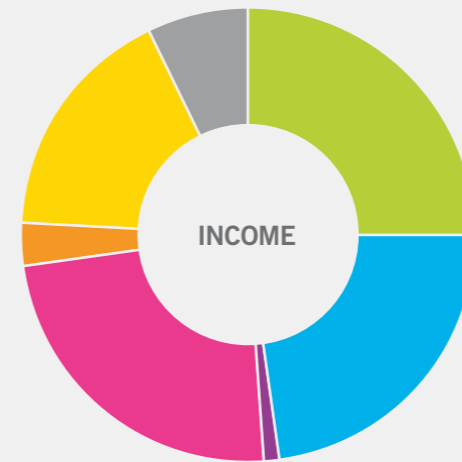
To celebrate the contribution that playing fields make to the lives of our sporting heroes the Foundation launched the inaugural Made in London Award with the first winner being Harry Kane. Thrilled at accepting the award, Harry said:

*"I don't think many people realise what's happening to our pitches and it is why today is so important to raise awareness. If they don't have anywhere to train; even somewhere local just to go and play football, cricket, or even just go running, young people won't find their true ability. The more we can keep these playing fields and keep people active, the more benefit there will be for our country."*

The Gala Dinner at The Savoy is the Foundation's main fundraising event and is where we celebrated our coming of age and centenary anniversaries in 1911 and 1990.

As well as providing a memorable event for all the guests, the evening presents an opportunity to raise much needed funds to support our charitable works, especially with disadvantaged groups.

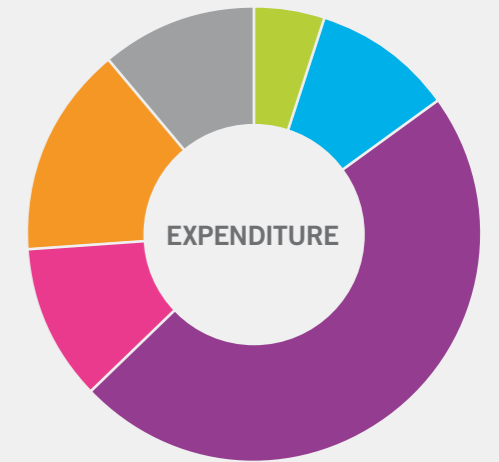
# INCOME & EXPENDITURE 2016



### Key

- Hiring income £426,876 (25%)
- Rents and catering £387,618 (23%)
- Revenue grants £12,900 (1%)
- Capital grants £406,133 (24%)
- Investments and interest £44,957 (3%)
- Fundraising, covenants and donations £287,229 (17%)
- Other income £117,627 (7%)

**Total £1,683,340**



### Key

- Governance costs £71,250 (5%)
- Cost of generating funds £129,021 (10%)
- Grounds running costs £625,221 (48%)
- Premises costs £143,829 (11%)
- Ground support costs £200,013 (15%)
- Capital costs £0 (0%)
- Revenue project support costs £146,283 (11%)

**Total £1,315,617**

For the period 1<sup>st</sup> October 2015 – 30<sup>th</sup> September 2016.

These figures do not include depreciation or investment gains or losses. For a full set of Audited Accounts for 2016 please contact Head Office. Capital grants are related to the artificial pitch at Peter May Sports Centre which has been capitalised and is being depreciated over fifteen years.



# THANK YOU TO OUR FUNDERS & DONORS

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- Cadogan Charity
- Dixon Wilson
- Football Foundation
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- NELFT
- The Dr Mortimer & Theresa Sackler Foundation
- Wembley National Stadium Trust
- Worshipful Company of Gold & Silver Wyre Drawers

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

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