



# A PLACE TO PLAY SPORT FOREVER

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# CHAIRMAN'S MESSAGE



It gives me great pride as the new London Playing Fields Foundation Chairman to welcome you to the 2019 Annual Review which marks 129 years of working to improve the quality of life of Londoners through the protection, provision and promotion of playing fields. As someone whose life has been enhanced through sport in a variety of forms, it is an absolute honour to join a charity with such a rich and productive history.

It would of course be remiss of me not to thank and congratulate my predecessor for his magnificent contribution to the Foundation over the last eighteen years. Whilst his tenure is covered elsewhere in this review, as Lord Cadogan's son I know how much this charity meant to him and how he was totally committed to its vision and mission. He leaves huge boots to fill but I am ready for the challenge.

Given the familial link and the four years I spent on the LPFF Gala Dinner Committee between 2011 and 2015, I am no stranger to LPFF and its work. I think that it is an extraordinary charity that since 1890 has punched well above its weight to ensure that London remains one of the greenest and greatest sporting capital cities in the world. In the short time that I have been Chairman I have been immensely impressed by the people who make this charity so special from my fellow Trustees to Head Office and grounds staff. Their unwavering commitment to our mission of providing a place to play sport forever is truly inspirational.

My ambition as Chairman is to ensure that the Foundation has a sustainable future and, like all charities, we depend on three things for our survival. The first is to adapt and stay relevant by ensuring that we continue to meet the needs of our beneficiaries. In essence, we are facilitators of participation in sport and physical activity and we achieve this by providing accessible and affordable places where it can take place. Our playing fields have to provide the type of environment where schools, colleges, universities and clubs can flourish and develop the sport they love.

Secondly, charities also have to make a difference and we achieve this through our playing fields protection role and our ground-breaking projects. When community groups have been in despair because their local field is under threat from development, London Playing Fields Foundation has come to the rescue time after time and helped safeguard its long term future; and projects such as Coping Through Football and Green Hearts have demonstrated how innovative use of playing fields can provide an antidote to poor mental health and sedentary living.

Thirdly, charities need to be solvent and this is a real challenge when the operation of playing fields is inherently loss making. As a result of our commitment to providing affordable facilities for all, for every pound that we spend on the management and maintenance of a pitch we only recoup 39p in hiring income. This means that we have to rely on additional sources of income in order to make our pitches accessible to the communities we serve. Events such as our Gala Dinner at The Savoy and the LPFF Quiz at The Oval provide us with much needed income and we are greatly indebted to the Gala Dinner and LPFF Quiz Committees who year after year do such a marvellous job. It is my intention to help the Foundation to significantly increase its fundraising capacity and place it on a stable footing.

Of course, there is a strong correlation between fundraising and increasing profile especially with potential supporters who might not be familiar with our cause. Being in a position where you can see the almost

instantaneous health and social impact of sport and physical exercise is one of the main reasons why I joined the Foundation and I have become a passionate advocate of the value of well-managed playing fields. We know from our own reports about how they can help make communities safer and improve levels of physical and mental health, with recent research indicating that London's public green space provides services valued at £5 billion per year. It is estimated that Londoners save £950 million per year in health costs due to the impact of living and working close to public green space.

Armed with this evidence, I look forward to my tenure as Chairman of London Playing Fields Foundation with great optimism and believe that over the coming years we will consolidate our position as the leading body for the protection, provision and promotion of playing fields in London.

Finally, we would like to place on record our continuing thanks to all of our supporters and to our dedicated team of staff and Trustees who do such a wonderful job in running and promoting the charity.



**Hon William Cadogan**  
Chairman



# 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. More than just green spaces, playing fields are places where lives can be improved physically, mentally and socially.

## OUR PLAYING FIELDS

Our playing fields are used by over 210,000 people every year, at the seven grounds we own and manage across five London boroughs, to help them stay fit and healthy by playing and practising the sport they love. In order to widen, increase and sustain participation in sport and physical activity, we provide high quality, affordable sports pitches for schools, colleges, universities, clubs and community members. Our programmes of use are underpinned by sports development principles where the objective is to support young people on their sporting journeys from school to club based activities.

However, operating these playing fields is an expensive business and for every pound we invest in the maintenance and management of a sports pitch we only recoup 39p in hiring income.



Coping Through Football

We rely therefore on a combination of generosity of our supporters, grant aid and commercial partnerships to continue subsidising our playing fields so that they are accessible to all. In the current climate where local authorities are under enormous pressure to build new homes and cut council expenditure, playing fields have never been under greater threat. We believe it is vitally important that we continue to demonstrate how well-managed and maintained playing fields can help provide those teams and individuals who use them with a home where they can play and practise the sport they love.

## OUR PROJECTS

For some people, through no fault of their own, leading an active lifestyle is difficult physically, socially and economically. In line with our original charitable objectives, we are committed to providing opportunities for some of London's most disadvantaged groups to play sport and be physically active. Through a mix of innovation and partnership working, we have developed and delivered a number of transformational projects designed to address inequalities.



Peter May Sports Centre

Current examples of these life-changing projects include Coping Through Football and Green Hearts.

## OUR PITCH PROTECTION

Once a playing field is lost, it is lost forever so when it comes to protection our mantra is **no net loss of pitches**, if they are lost to development they should be replaced. We believe that the social value of playing fields to local communities is huge and that is why we are committed to opposing the current and future loss of playing fields in London. We are the first port of call for advice on protecting threatened playing fields and have produced a **Playing Fields Charter for London**.

This urges the Greater London Authority, local authorities and sporting bodies to adopt a long term view of the contribution that playing fields make to creating happier, healthier, more cohesive communities. We also maintain a Fields at Risk Register, an early warning system that lists sites in imminent danger of commercial or residential development and which, over the last ten years, has resulted in saving over 20 threatened sites for current and future generations of Londoners.

# WHY WE DO IT

Physical inactivity will prematurely kill one in six of us and with a third of London's children being overweight or obese, it is vitally important that we provide places to play sport and inspire more people to exercise on a regular basis.

This means extending our reach beyond traditional team games to those who are not involved in organised sport, but, with the right encouragement, will walk, jog or run around our fields on an informal basis. In this way our fields will be more relevant to local residents and become the green hearts of the communities they serve. Encouraging those who lead an inactive lifestyle to do more exercise is one of society's biggest challenges. Financially it makes sense as it is estimated that physical inactivity costs the economy £7.4billion in premature deaths, healthcare and sickness absence.

By providing opportunities for people to be more active we can be part of a solution that, in tackling preventable illnesses through early intervention, saves the NHS millions of pounds.

Playing fields and the activities played on them have the capacity to bring communities together and to reduce social isolation. They can also increase aspirations and feelings of self-worth and in doing so help to reduce crime and anti-social behaviour. With knife crime tragically taking so many teenage lives, we want to use sport to get young people off the streets and to provide an alternative lifestyle where they feel safer and more aspirational.

Research from the Fields of Dreams report on Douglas Eyre Sports Centre has already shown how access to regular positive sporting experiences can be a force for good in the lives of these young people who might otherwise be tempted by the allure of the gang.



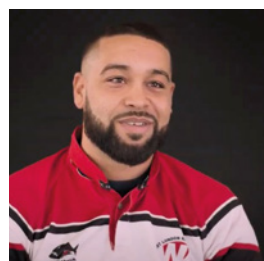
Green Hearts project



# AROUND OUR GROUNDS

Against the backcloth of rising childhood obesity and soaring knife crime, it is reassuring to reflect upon the volume and variety of activity that took place at our grounds during the year and to learn of the difference it is making to people's lives.

## RICHIE'S STORY



Richie has been playing rugby for West London RUFC at London Marathon Playing Field Greenford for half of his life.

*"The experience of playing rugby and being around the club taught me the value of discipline, respect and teamwork. In fact, it kept me out of jail and even out of an early grave."*

*"Sixteen years later I am now Club Captain, have a beautiful wife and two lovely children. I work as a Family Support Worker which is just one level below a social worker. I like to share my experience with young lads who like me at their age were lost and going nowhere."*

*"I think that rugby is an amazing sport and becoming a member of a team rather than a gang at 16 completely saved my life. That's why I'm 100% behind London Playing Fields Foundation and its work. Without a pitch to play on I would never have been introduced to rugby and my life would have been over."*



*"At nine years old my father died in my arms and I never recovered. In my early teens I was lost and became very angry and despite receiving lots of counselling and mentoring I got involved with a group of lads whose main activity was crime; mainly drugs use and distribution. I got into lots of fights and carrying knives and weapons was a way of life. I had many brushes with the law and my mum was very worried about me and my future."*

*"Then one day I met someone from West London RUFC who took me on as a labourer and persuaded me to go rugby training. At first I was very sceptical thinking I had little to learn. How wrong I was. It was a huge wake up call. I discovered there was much more to life than being in a gang."*



Cricket Player: Angeli



Cricket Player: Louisa

## THE SIGNIFICANCE OF FAIRLOP OAK PLAYING FIELD IN THE DEVELOPMENT OF JUNIOR CRICKET

*"When it comes to cricket pitches, Fairlop Oak's are second to none",* commented Len Enoch of Wanstead Cricket Club. The facility enabled the formation of the highly popular U11 Midweek League which Len has managed alongside numerous other junior cricket events. This has meant that since 1998 thousands of boys and girls have been introduced to a game that has shaped and improved their lives. In essence it is highly inclusive cricket for all standards. For the gifted few, the competitions, which run from May through to August, have provided a springboard for a successful professional career. Roughly half of the 2019 double winning Essex team played at Fairlop where they were introduced to junior league cricket as youngsters.

Len says that *"The importance of having a venue where five quality pitches are available at the same time was a significant factor in the decision to centre so much cricket at Fairlop Oak."*

*Before London Playing Fields Foundation started the Under 11 Midweek League youngsters had limited opportunity to play competitive hard ball cricket. The league and other competitions including fun festivals have motivated them to turn up week after week."*

In recent years we have witnessed a dramatic increase in the number of girls playing the game. At first some of the girls encountered scepticism but they soon won over their male counterparts with their enthusiasm, skill and commitment.

As Angeli said, *"I love the competitiveness of cricket and I'm obsessed with it. When I first played with the boys they had a problem with it, that is until I bowled to them. Then they said 'OK I get it', now I'm the captain of the school team."*

Given the opportunity to play cricket at Wanstead CC, many of whom were introduced to cricket at Fairlop Oak, has enabled girls' cricket to flourish. In turn this has encouraged other clubs to follow suit. Playing cricket has actually

empowered them as Louisa says, *"When I was younger I was really shy and we didn't do much sport at school but now playing cricket makes me feel really good. I've learned new skills that have put me ahead at school."*

For others like Ayesha the influence of the peer group was strong but she felt that sport was a good way of keeping active and getting fit, *"Lots of my friends at school don't do much sport and spend the whole time on their phones."*

Seventeen year old Ayesha told us how cricket has always been a big part of her life. *"I grew up in a cricket mad family with three brothers. I've been playing since I was nine years old, mainly with and against boys, as there weren't many girls playing at that time."*

*"Playing cricket has helped me in many ways, I am now a level one coach and volunteer to coach regularly. Cricket has also allowed me to gain a lot of life skills, it's boosted my confidence a lot. It's allowed me to manage a team by myself which is not something you would expect to be doing at this age."*



When I was younger I was really shy and we didn't do much sport at school but now playing cricket makes me feel really good. I've learned new skills that have put me ahead at school.

Louisa, Junior cricketer



# PROMOTING & FUNDRAISING

We receive no direct financial support from local or central government and are therefore dependent on the generosity of supporters and organisations to deliver our mission of providing a place to play sport forever.



That is why we are delighted to have established two major fundraising events – the **LPFF Quiz** at The Oval in May and the **Gala Dinner** at The Savoy in November. Both evenings provide the opportunity to promote the value of our work and to inform the gathered guests of how well-managed playing fields can improve and in some extreme cases save lives.

The 2018 Gala Dinner featuring Teddy Sheringham as the Made in London Award winner, was very successful, raising nearly £300,000. We owe a great debt of gratitude to the Gala Dinner and the Quiz Committees for their tireless efforts on our behalf in ensuring that the event is sold out and that guests have a mouth-watering array of prizes to bid for in the Live and Silent auctions.



# THE GALA DINNER BREAKS THE £1MILLION BARRIER



Gala Dinner Chairman: Nigel Goodman

In the year when our Gala Dinner reached the magical milestone of one million pounds raised since it began in 2011, we thought it would be appropriate to turn the spotlight on the driving force behind this success, our dynamic **Gala Dinner Chairman Nigel Goodman**.

## WHAT IS YOUR DAY JOB?

I am the owner and Managing Director of a city financial adviser business.

## WHAT DREW YOU TO YOUR ROLE OF CHAIRMAN OF THE LPFF GALA DINNER COMMITTEE?

I had no intention of being involved with the charity until my wife ended up on a different charity event, a horse ride in Kenya and rode alongside LPFF Trustee Anthony Ratcliffe. He heard that I had just given up my role with the NSPCC City Committee and wondered whether I might be willing to help the Foundation. My immediate reaction was no! A charity that I had never even heard of before being a guest at its 120th Anniversary celebration event which turned out to be the worst fundraising dinner I had ever attended.

However, I was persuaded to sit down with Alex Welsh, the Foundation's CEO, and at least listen to what the charity did and how it raised its funds at that time. I was then able to provide some constructive advice in the form of some brutal home truths on how to organise a successful fundraising event. Surprisingly Alex came back and he must have liked what he had heard because he asked me to present a new blueprint to the existing Gala Dinner Committee. At the end of the meeting

no one stepped forward to accept the position of Chairman, so I took it on for one year and here I am nine years later, still in the role.

## HOW DID YOUR PREVIOUS EXPERIENCE WITH NSPCC HELP?

Having worked on the City Committee of the NSPCC it had given me an insight into how to ask for donations and commitments from senior business people and to raise the bar in expectations of how much to make on the night. Our targets at LPFF have nearly always been achieved and the organisation within the committee is excellent, co-ordinated by Alex and his outstanding staff. Setting individual tasks and overall responsibilities has also helped.

## WHAT WERE THE MAIN CHALLENGES OF GETTING THE COMMITTEE UP AND RUNNING?

The biggest challenge to making the Committee a success was getting the team to think big and to give the members the confidence that supporters would pay a much higher price to be involved with the event. We had to move the whole thing up-market. We did agree on certain rules and targets at the inaugural meeting, the first and overriding thing being that low targets and low

fundraising were not on the agenda. We had to aim high, which we have done ever since.

## DESCRIBE YOUR EMOTIONS WHEN PASSING THE £1MILLION MILESTONE

When we passed the £1m mark I was absolutely delighted as it was a great achievement and a testimony to the hard work the team have put in to get there. When we set up the new committee the first real challenge was to ensure we raised substantially more than the net £30k that the previous dinner had made. We are now on our way to £1.5m and regularly surpass £150k at each dinner.

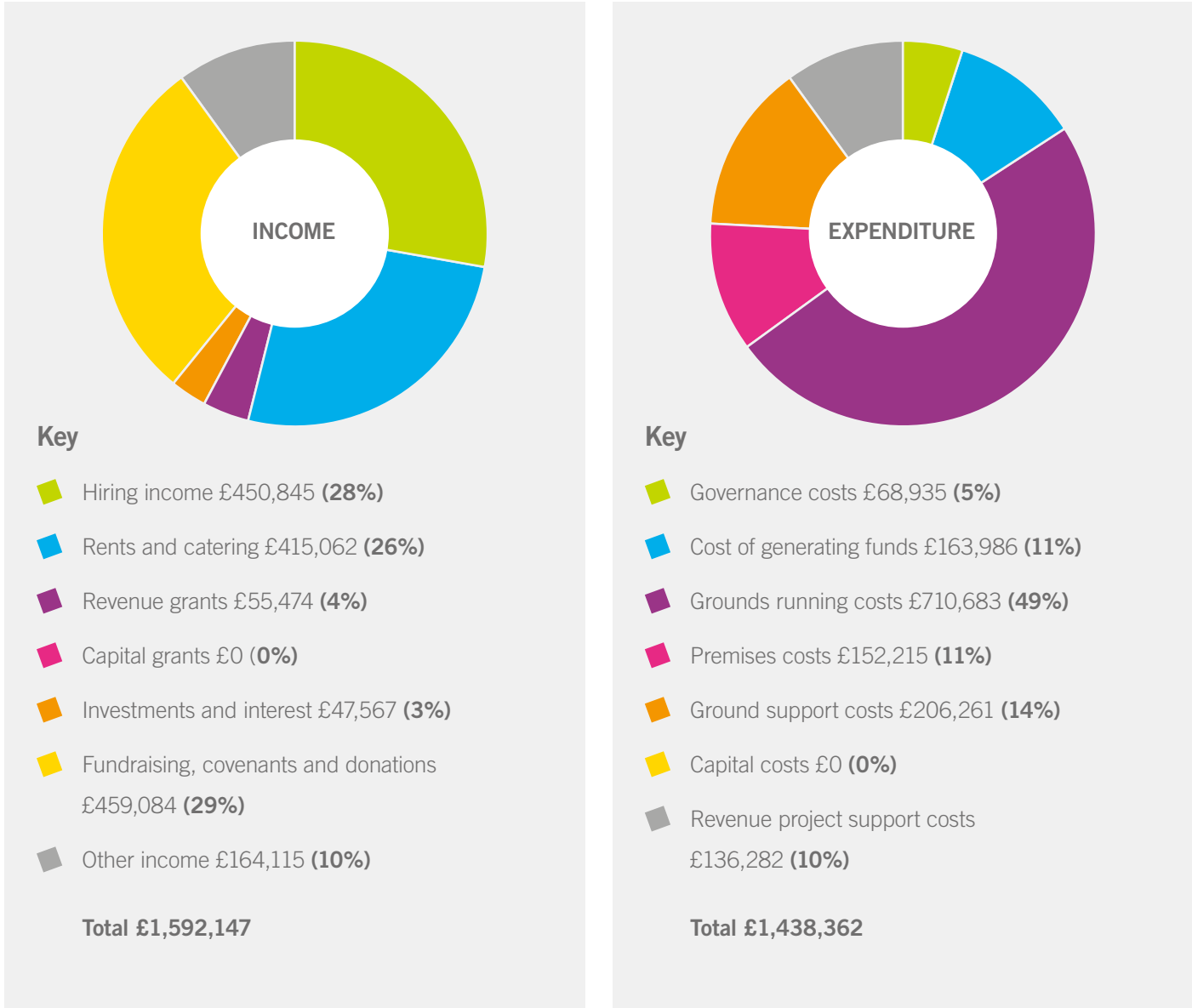
## HOW WOULD YOU SELL LPFF TO A POTENTIAL DONOR?

Now that I know the charity much better, I think the key message that playing fields and the activities played on them can enrich and transform lives is one that everyone should support. To achieve this level of commitment, it is vital that the Foundation builds a large donor base and spreads the word among its supporters and wider community about its incredible contribution to London life. The wider the message, the easier it will become to raise funds and to continue the excellent work of LPFF.

# LPFF BY NUMBERS 2019



# INCOME & EXPENDITURE 2019



For the period 1<sup>st</sup> October 2018 – 30<sup>th</sup> September 2019.  
These figures do not include depreciation or investment gains or losses. For a full set of Audited Accounts for 2019 please contact Head Office.



# LORD CADOGAN

## LPFF CHAIRMAN 2001-2019

Lord Cadogan joined the Foundation in 2001 and within a few months he conducted the turf cutting ceremony at London Marathon Playing Field Greenwich with one of our Vice Presidents Bob Wilson. The aim of the modernisation was to safeguard the long-term future of this vulnerable ground and to transform it into the country's first dedicated mini-soccer centre. Given that his first love was football, having been a distinguished centre back in his younger days, at one time even partnering a young Sgt Lawrie McMenemy, it was appropriate that this was one of his first official duties. In fact, Lord Cadogan was an accomplished all-round sportsman also excelling in golf, cricket and racquets.

He was also no stranger to sport in East London having been Honorary Treasurer of the London Federation of Boys' Clubs and a volunteer manager to Eton Manor Boys Club in Hackney, on land which is now the Olympic Park Hockey Centre. He was later Chairman of Docklands Settlements.



Cutting the turf at LMPF Greenwich

More well known, was his dedicated service to Chelsea Football Club between 1963-1982, initially as a Director and subsequently as Chairman.

Since 2001 through his exemplary leadership, the Foundation has enjoyed the most successful and least turbulent period in its entire 129-year history and the charity has greatly benefitted from his vast business, property and sporting expertise and experience. Having his steady and wise hand at the helm has made all the difference. From those openings of the new pavilions at Fairlop Oak Playing Field and London Marathon Playing Field Greenwich in the early 2000's to the acquisition of London Marathon Playing Field Greenford in 2007 and the installation of the new 3G pitches at Douglas Eyre Sports Centre and Peter May Sports Centre in the following decade, his tenure has presided over a period of significant modernisation of facilities.

Ground-breaking projects such as the All Nations Football Programme, Active Angels, Female Coach Development and Coping Through Football have demonstrated the huge social and health benefits of sport and have helped to cement the Foundation's reputation as a forward thinking, innovative and compassionate organisation.



Gala Dinner: Lord Cadogan and Harry Kane

The dozens of threatened playing fields that have been saved through our Fields at Risk Register have also added to our strategic value.

Since the drastic decline in the amount of available statutory funding at the end of the 2000's, The Foundation's fundraising output has increased enormously. It is with thanks to Lord Cadogan's' inspiration, generosity and patronage of our Gala Dinners, we have reached a financial position that would have been unthinkable a few years ago.

Lord Cadogan possesses many personal qualities that endeared him so much to his fellow Trustees and executive staff especially his kindness, modesty and humility. His passion for sport and his understanding of how it can be a force for good in so many people's lives combined with his tremendous business acumen and big picture vision made him the perfect Chairman.

Everyone connected with the charity is profoundly grateful for Lord Cadogan's contribution over the last two decades, and as he now becomes an Honorary Life President of London Playing Fields Foundation, we wish him the very best in his retirement.





# THANK YOU TO OUR FUNDERS & DONORS

## DONORS

- Dr Mortimer and Theresa Sackler Foundation
- The Cadogan Charity
- Golden Bottle Trust
- Greater London Authority
- LB Waltham Forest
- The Baer Charitable Trust
- The Khayami Foundation

And thank you to all those who gave generously to events through the year including the Quiz and Gala Dinner.

## PATRON

HRH The Duke of Gloucester KG GCVO

## HONORARY PATRON

The Rt Hon the Lord Mayor  
of the City of London

## PRESIDENT

Kate Hoey MP

## HONORARY LIFE PRESIDENT

The Rt Hon The Earl Cadogan KBE DL

## VICE PRESIDENTS

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

## CHAIRMAN

The Rt Hon The Earl Cadogan KBE DL  
(retired September 2019)

Hon William Cadogan  
(appointed December 2019)

## 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  
Andy Sutch  
Andy Webb (appointed June 2019)

## CHIEF EXECUTIVE

Alex Welsh

## PROFESSIONAL ADVISORS SOLICITORS

Bircham Dyson Bell LLP

## PROPERTY CONSULTANTS

Savills plc

## INVESTMENT ADVISORS

Cazenove

## AUDITORS

MHA MacIntyre Hudson

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