



**A
PLACE
TO PLAY
SPORT
FOREVER**



CONTENTS

- 02 CHAIRMAN AND CHIEF EXECUTIVE'S MESSAGE
- 04 WHAT WE DO
- 05 WHY WE DO IT
- 06 CELEBRATING A ROYAL MILESTONE
- 08 DOUGLAS EYRE GIRLS' FOOTBALL HUB
- 10 WHERE IT ALL BEGINS
- 12 OUR 2024 FUNDRAISING HIGHLIGHTS
- 13 THANK YOU TO ANDY SUTCH
- 14 LPFF IN 2024
- 16 INCOME AND EXPENDITURE
- 17 THANK YOU FUNDERS AND DONORS

CHAIRMAN AND CHIEF EXECUTIVE'S MESSAGE

Welcome to our 2024 Annual Review describing how we delivered our charitable objectives in a year when HRH The Duke of Gloucester celebrated his 50th anniversary as the Foundation's Patron.

It is a truly remarkable achievement. Much has changed since The Duke inherited the position from his father Prince Henry in 1974. The advent of the Sports Lottery and the Football Foundation has dramatically changed the landscape of grassroots sport and has been the catalyst for the modernisation of most of our facilities. We also became an acquirer rather than a disposer of sites under threat and have launched a plethora of sports-based inclusion projects aimed at addressing health, social and economic inequalities, all under His Royal Highness' beneficent patronage.

In line with one of the key themes of our Three Year Plan, we actively pursued our future proofing objective with the replacement of the 3G surface at Douglas Eyre Sports Centre, the retrofit of LED floodlights at Douglas Eyre and Peter May Sports Centres and the installation of a new boiler at LMPF Redbridge. At a time when energy prices are increasing alarmingly, we were particularly pleased to make modifications that should significantly reduce gas and electricity consumption.

Running parallel to the need to control operational expenditure, is the importance of maintaining our fundraising output so we are delighted to report that the 2024 LPFF Quiz at The Oval was the most successful ever in terms of funds raised. This was followed by our second Golf Day this time at the prestigious Woburn GC and our Gala Dinner at The Savoy.

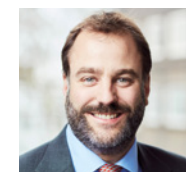
One of the best kept secrets of the year was the unveiling of the Harry Kane statue and mural at Peter May Sports Centre in November. Playing fields are where sport begins and, for the gifted few, like Harry Kane, they are where careers begin. Despite being England's all-time record goal scorer and captain, Harry has never forgotten his roots, and it was great to see him in person reflecting on and expressing his gratitude for those early influences back at the ground where it all began for him.

In keeping with our commitment to build on the Lionesses' Euros success in 2022, we launched the Girls' Football Hub in September. This bespoke project sets out to help girls new to football who might lack the confidence, technical ability and game experience to play on a regular basis.

It does this by providing a female friendly environment where the focus is on making new friends, fun through learning and playing without pressure or judgement. The project also seeks to increase the number of women taking up managing and coaching roles so that new players can be inspired by female role models. Initial numbers are very encouraging, and we look forward to seeing the project grow over the next two years.

In looking back at a year of outstanding achievements, it would be remiss of us not to thank our wonderful staff, Trustees and volunteers. We would like to use this occasion to publicly thank them for their outstanding expertise, dedication and commitment over the past year. Their contribution has been invaluable.

Thank you.



W. Cadogan

HON WILLIAM CADOGAN
Chairman



Alex Welsh

ALEX WELSH
Chief Executive



Alex Welsh and Harry Kane at unveiling of statue

WHAT WE DO

Our vision is to create a happier, healthier and more cohesive London by encouraging more people to play sport and be physically active on accessible, affordable and attractive playing fields. These fields are much more than just open space - they are places where lives can be transformed physically, mentally and socially.

OUR PLAYING FIELDS

Our seven grounds across five London boroughs serve over 210,000 individuals annually, supporting their fitness and sporting journeys. We provide high-quality, affordable sports pitches for schools, clubs and community groups. Underpinned by sports development principles, our goal is to create a sporting habit for life.

Modernising, managing and maintaining these playing fields is costly, with only 43p recouped from hiring charges for every pound invested in pitch upkeep. We rely on generous support from donors, grants, and fundraising income from a range of events to deliver our charitable objectives. Against a wider backdrop of increasing pressure on councils to build more homes and reduce their operational spending, we demonstrate the value of well-managed playing fields as a means of creating happier, healthier and safer communities.

OUR PROJECTS

We are committed to addressing inequalities in accessing physical activity and sporting opportunities by engaging with London’s disadvantaged and inactive groups via innovative projects like Coping Through Football and Green Hearts.



Football at Peter May Sports Centre

PLAYING FIELD PROTECTION

We are the first port of call from community groups worried about the loss of a local field. Guided by our mantra of “no net loss” of pitches, we oppose the loss of these vital spaces and via our Playing Fields Charter for London and Fields at Risk Register, we have saved over 20 sites from being lost for current and future generations.



Cricket at Peter May Sports Centre

WHY WE DO IT

We recognise that the benefits of sport extend well beyond the pitch to have a lasting impact on physical and mental health, community cohesion and the aspirations of young people.

By ensuring that our facilities are accessible and affordable we have been able to engage with socially and economically disadvantaged groups.

Recent research underscores the immense value of green spaces, contributing over £91 billion in asset value and £5 billion annually in services to Londoners.

Furthermore, active lifestyles significantly improve health outcomes and mental well-being, reducing the burden of chronic diseases and enhancing quality of life.

In London, access to sports facilities remains a challenge, with only 8% of the nation’s playing fields located within the confines of the M25 corridor.

As we have demonstrated on our own sites, their long-term viability depends on being optimally used so that they contribute to widening, increasing and sustaining participation in sport and physical activity across the capital.

CELEBRATING A ROYAL MILESTONE

50 Years of Patronage: HRH The Duke of Gloucester

On a glorious sunny afternoon on 18th September, London Playing Fields Foundation was honoured to celebrate a remarkable milestone – 50 years of patronage by HRH The Duke of Gloucester. Attended by our President Baroness Hoey, current Chairman William Cadogan, former Chairman Peter Nathan, an array of past and present Trustees including Michael Wates and Dennis Hone, the commemorative event took place at Douglas Eyre Sports Centre, a venue that over the years has graphically encapsulated our mission to provide a place to play sport forever and to create more active communities.

His Royal Highness became Patron of the charity in 1974, continuing a proud family legacy established by his father, Prince Henry, and his grandparents, King George V and Queen Mary. Over the last five decades, The Duke's patronage has given the charity the confidence and the courage to pursue our original objectives set by our visionary Victorian founders and to use our playing fields and the activities that take place on them to transform lives of local communities.

“ We are incredibly grateful for HRH The Duke of Gloucester’s unwavering support over the past 50 years. His patronage has not only provided invaluable visibility for the charity but also given us the confidence to deliver a range of innovative and award-winning projects aimed at tackling inequalities.

Alex Welsh LPFF CEO



LPFF Staff and Trustees



HRH The Duke of Gloucester at Douglas Eyre Sports Centre

OPENING A REFURBISHED PITCH FOR A NEW GENERATION

The occasion also marked the official opening of the newly refurbished 3G pitch at Douglas Eyre Sports Centre, which will continue to serve as a home for schools, various community clubs and projects such as Coping Through Football, our flagship mental health project. In a fitting tribute, local schoolgirls showcased their football skills on the new surface, demonstrating the inclusive spirit and transformational potential of accessible, affordable and attractive facilities.

The event brought together supporters, funders, club representatives and community members, all united in their admiration for The Duke's long-standing commitment to grassroots sport and his belief in the power of playing fields to bring people together.

The 50th Anniversary celebration was almost 35 years to the day since The Duke officially opened the new Douglas Eyre Sports Centre back in 1989. In the intervening years the venue has gone on to exemplify the Foundation's drive to improve lives through sport and physical activity.

In addition to implementing a usage policy underpinned by sports development principles, the centre has also hosted a number of groundbreaking initiatives aimed at addressing health, economic and social inequalities.

Fifty years on, we remain deeply thankful for His Royal Highness's support and look forward to the continued impact of our partnership. His belief in our mission strengthens our resolve to ensure that everyone, regardless of background, has the opportunity to play, grow, and thrive through sport.

DOUGLAS EYRE GIRLS' FOOTBALL HUB: CREATING A GAME- CHANGING FUTURE FOR GIRLS



In the wake of the Lionesses' stunning triumph in the UEFA Women's European Championships in 2022, the Foundation recognised a once-in-a-generation opportunity to turn inspiration into participation.

Yet, despite the wave of national pride and rising enthusiasm for women's football, the statistics paint a worrying picture: 49% of adolescent girls drop out of sport, mostly due to low self-esteem, fear of judgement and concerns about body image.

To tackle these barriers head-on, we launched the Girls' Football Hub, an initiative dedicated to making football more accessible, inclusive and welcoming for girls who might otherwise slip through the cracks. Delivered on the newly refurbished 3G pitch at Douglas Eyre Sports Centre, the Hub provides a female-friendly space that prioritises girls new to football, especially those who lack the confidence, experience or technical ability to join a team.



“IT'S CHALLENGING AT TIMES, BUT EVERYONE HERE'S JOYFUL AND THEY'RE FUN TO PLAY WITH

Participant

Girls Football Hub at Douglas Eyre Sports Centre

THE START OF THE FOOTBALL JOURNEY

Thanks to the tireless efforts of the Waltham Forest School Games Organisers, over 1,000 girls already participate in tournaments at Peter May and Douglas Eyre Sports Centres each year. But for many, that first taste of competitive play does not translate into regular participation. The gap between school games and club football remains too wide for those who feel unready or unsupported.

The Girls' Football Hub is our answer. By offering monthly mini-festivals, the Hub creates a gentle, pressure-free introduction to organised football. Here, girls can gain valuable match experience without the anxiety that often accompanies club trials or league games.

These sessions are designed to be fun, friendly and confidence-building with the ultimate goal of easing the transition into weekly grassroots club football.

Across the country, the health of youth football relies heavily on volunteers with up to 90% of team managers being parents (mainly fathers) of the players. To address this imbalance and increase female representation in coaching roles, the project also delivers bespoke coaching workshops for women. These sessions aim to demystify the coaching process and empower women with the skills and confidence to manage and support girls' teams.

Another area of need in the grassroots girls' game is goalkeeping. Competent goalkeepers are in short supply and opportunities to specialise in this vital position are few and far between.

The Douglas Eyre Girls' Football Hub runs monthly goalkeeping clinics specifically for girls, led by the Colchester United 1st Team Goalkeeping Coach. The aim is for parents to support him in the delivery of the sessions so that there is the dual benefit of improving their coaching skills and their daughters' goalkeeping technique.



OUR PHILOSOPHY: MORE THAN A GAME

The ethos of the Girls' Football Hub is grounded in the belief that football should be safe, fun and inclusive for every girl. That is why Sunday mornings on the 3G pitch at the venue are exclusively reserved for the Girls' Hub.

The underpinning principles are simple but powerful:

→ Maximal involvement and playing time

→ Learning through enjoyment

→ Building confidence and self-belief

→ Playing without pressure or judgement

→ Fostering friendships and teamwork

→ Promoting collaboration between clubs

→ Respect for all: teammates, opponents, and the game itself

LOOKING AHEAD

By creating a space where girls feel welcomed, encouraged and empowered, the Girls' Football Hub is setting a new standard for inclusion in community sport. The early signs are promising and with continued support, we believe this model can inspire similar initiatives across London.

Thanks to our partners, donors and volunteers we are ensuring that every girl who dreams of playing football has the chance to learn, grow and thrive in the game that she loves.

WHERE IT ALL BEGINS

HARRY KANE STATUE UNVEILED AT PETER MAY SPORTS CENTRE

On 18th November 2024, just one day after scoring his 69th goal for England in a match against Ireland at Wembley, Harry Kane returned to his roots for the unveiling of a statue in his honour at Peter May Sports Centre.

The statue, sculpted by Peter Moulton in 2020, had been in storage for four years while a suitable location was sought. The Foundation played a key role in bringing the statue to its final home, with CEO Alex Welsh reaching out to Waltham Forest Councillor Emma Best and the Kane family to propose the Peter May Sports Centre, a location that holds deep personal significance for Kane. It was here, as an eight-year-old playing for Ridgeway Rovers, that his football journey began.

The statue stands in front of a specially commissioned mural by Marc Silver of Murwalls, which illustrates Harry's journey from grassroots football to becoming England captain and all-time top goal scorer. The unveiling ceremony featured two current Ridgeway Rovers players, Myla Shaw and Jayden Alexander, symbolising the passing of inspiration to the next generation. Clearly moved by the tribute, Harry said *"It's quite humbling to see it here now, knowing there's going to be loads of kids walking past and hopefully being inspired."*

More than a celebration of an individual, the statue serves as a lasting reminder of the power of sport and the vital role that local playing fields play in nurturing talent, character and ambition.



Harry Kane autographing a mural by Marc Silver.

“Playing fields are where sport begins, and for the lucky few, like Harry Kane, they are where careers begin. We are delighted that this playing field was where Harry's journey started and are so grateful that he has never forgotten his roots. We want every player who passes this statue and mural to be inspired and to think, 'One day, this could be me.'”

Alex Welsh LPFF CEO



Harry Kane unveils a statue in his honour at Peter May Sports Centre.

OUR 2024 FUNDRAISING HIGHLIGHTS



Our Annual Gala Dinner at the Savoy.

Fundraising is an essential part of the Foundation’s work and in 2024 we were once again amazed by the generosity, enthusiasm and commitment of our supporters. From friendly competition on the golf course to glamour in the Lancaster Ballroom, our trio of annual events brought together communities of donors, partners and friends and raised vital funds to support our mission.

LPFF QUIZ AT THE KIA OVAL

On 14th May, more than 200 guests gathered at the iconic Kia Oval for our much-loved LPFF Quiz hosted by the peerless Martin Bayfield. The top-class quiz (superbly devised by James Taverner, Jules Blythe and Ian Chambers) combined good-natured rivalry with fantastic food, drink and laughter, all in support of our cause.

Thanks to the spirited participation of everyone who attended and generous bidding on the auctions, the evening raised **a record breaking £35,000**. This vital funding will go directly towards supporting our dual mission of providing a place to play sport forever and creating more active communities.

LPFF GOLF DAY AT WOBURN GOLF CLUB

Our annual Golf Day took place on 2nd October at the prestigious Woburn Golf Club, and it proved to be one of our best yet. In all 72 players across 18 Fourballs enjoyed a day of competitive but friendly golf at one of the UK’s top courses.

A special mention goes to SIS pitches, our generous event partner, who not only supported the day but also brought along a number of teams. The event raised **a fantastic £9,000** which augurs well for future events.

LPFF GALA DINNER AT THE SAVOY

On Thursday 21st November, the Lancaster Ballroom at The Savoy once again played host to our flagship event, the LPFF Gala Dinner. With 250 guests in attendance, the evening was a spectacular celebration of the power of sport to improve lives.

Vice President Martin Bayfield starred as our inimitable host, bringing warmth, humour and charm to the evening’s proceedings. Guests were moved and inspired by stories from Jo, Shona and Matt, who shared the stunning impact of our new Girls’ Football Hub programme at Douglas Eyre Sports Centre.

We were delighted to welcome broadcaster, author and maths champion Bobby Seagull as our after-dinner speaker. His reflections on the role of sport in his childhood added a personal and heartfelt touch. The ever-charismatic Charlie Ross led the Live Auction with flair, helping us raise **an impressive £140,000**, despite a challenging fundraising climate.

This year’s Gala Dinner reached a major fundraising milestone in passing the £2 million mark since the Foundation returned to The Savoy in 2011. This remarkable achievement simply would not be possible without the continued support of our generous donors and partners and our wonderful Organising Committee chaired by the dynamic Nigel Goodman.

As we reflect on another exceptional year of fundraising events, we are reminded once again of the passion and commitment that fuels our work. To everyone who attended, donated, supported, or helped organise we owe you a huge debt of gratitude. Your support is really making a difference in transforming lives through better access to sport and physical activity.

ANDY SUTCH LPFF TRUSTEE

1997-2024



Andy Sutch, LPFF Trustee

In March the Foundation said a fond farewell to longstanding Trustee Andy Sutch who stood down from the Council. After 27 years as a Trustee and at least another ten years of strategic support as Sport England Regional Director for London prior to that, his contribution to the LPFF cause cannot be overstated.

A massive champion for playing fields and the sports played on them, it was no accident that once the Sports Lottery was launched in 1994, the Foundation become one of the early beneficiaries of significant capital grants for Peter May Sports Centre and Fairlop Oak Playing Field.

Not satisfied with merely modernising the LPFF’s current stock of playing fields, Andy showed the instincts of a bloodhound in identifying vulnerable sports grounds and then mediating with Sport England and London Marathon Charitable Trust to ensure that LPFF stepped in to save the day on three separate sites in Greenwich, Redbridge and Greenford over the space of eight years.

Thanks to Andy’s vision, the Foundation moved from an organisation that disposed of playing fields to one that rescued them.

As Chair of the Funding and Communications Committee for twelve years, his passion, commitment and innovative thinking were such an inspiration for staff and fellow trustees alike. Even after retirement, his love and enthusiasm for the Foundation endures and he remains a committed member of the LPFF Quiz Organising Committee.



LPFF IN 2024

IN 2024 OUR GROUNDS WERE HOME TO:

- 775

Football teams
- 32

Cricket clubs
- 14

Softball teams
- 8

School sports days
- 1

Rugby club
- 1

Gaelic football team
- 1

Park Run



Peter May Sports Centre

Our grounds also provided space for:

441

Green Hearts members to walk safely around Douglas Eyre Sports Centre.

179

adults and 51 young people to attend **Coping Through Football** sessions in 2024

ACTIVITY ON OUR FIELDS:



Cricket at Peter May Sports Centre

734

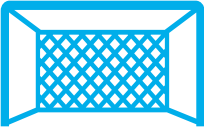
cricket matches were played on LPFF pitches, an average of **37 games** each weekend.



96

district games took place at Fairlop Oak Playing Field, Peter May and Douglas Eyre Sports Centres and **40 Essex County and Inner London County** fixtures were

hosted at LMPF Redbridge and Douglas Eyre Sports Centre as part of our drive to keep representative schools' football alive.



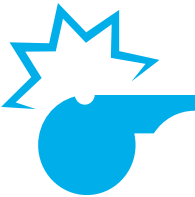
700

youth football teams played **1,700 small-sided matches** in the Selkent League at LMPF Greenwich during the football season.



65%

of all football played on **LPFF grounds** caters for schools, youth and junior development.



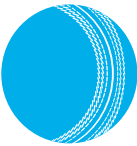
8

Waltham Forest Schools Girls' festivals and **4** separate leagues took place at Peter May Sports Centre and Douglas Eyre Sports Centre.

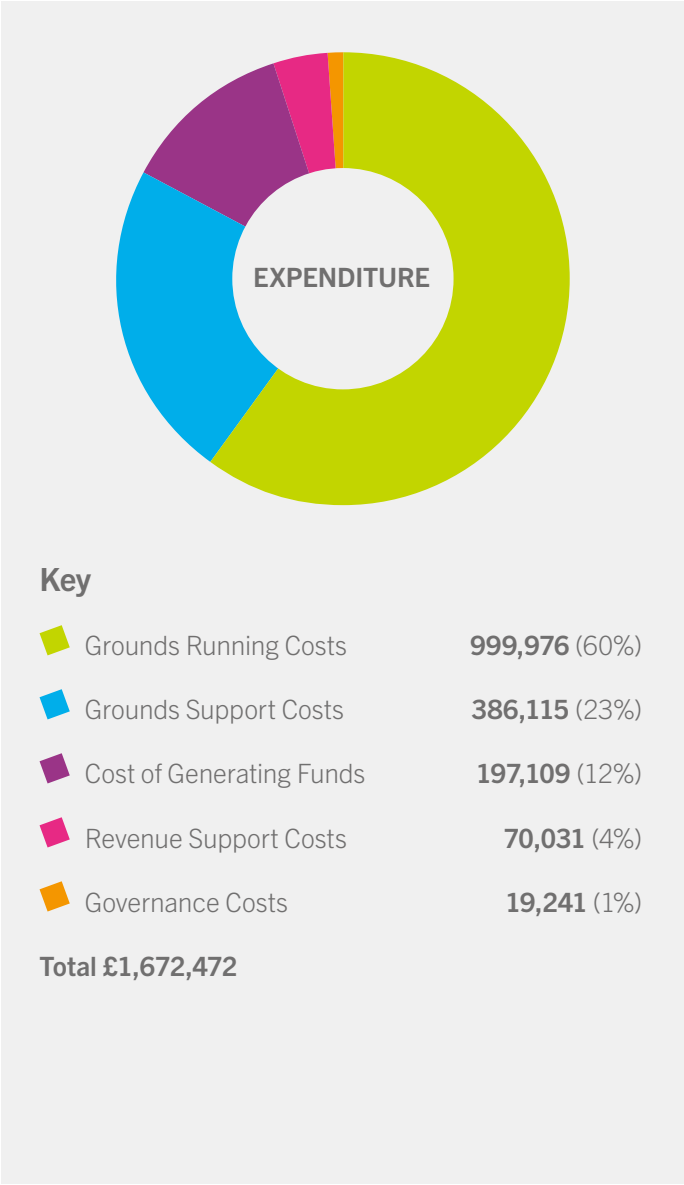
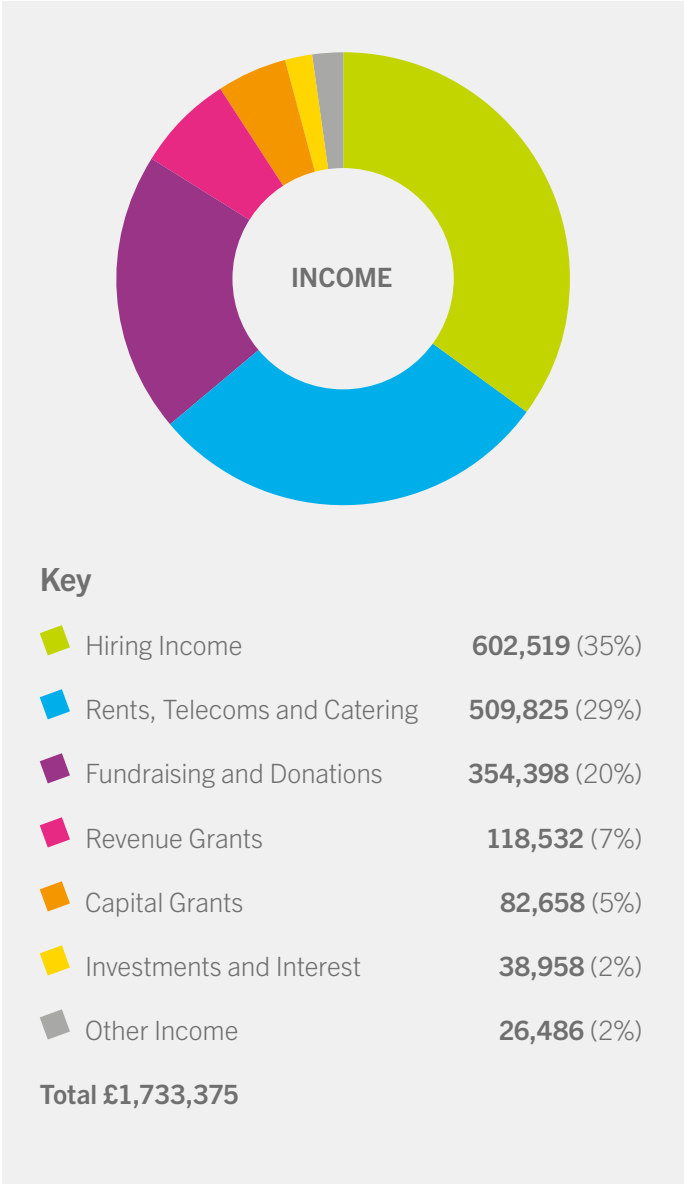


140

Metropolitan Essex youth cricket matches took place across our North East London grounds.



INCOME & EXPENDITURE 2024



THANK YOU FUNDERS AND DONORS

- DONORS**

 - Dr Mortimer and Theresa Sackler Foundation
 - The Cadogan Charity
 - The Langton Trust
 - LB Waltham Forest
 - The Football Foundation
 - London Marathon Foundation
 - Sport England

Thank you to all companies and individuals who donate to our Quiz and Gala Dinner events.
- VICE PRESIDENTS**

Maggie Alphonsi MBE
Martin Bayfield
The Lord Coe CH KBE
Emma Hayes OBE
Mike Gatting OBE
Peter Nathan OBE DL
Hope Powell CBE
Micky Stewart OBE
Bob Wilson OBE
- PROFESSIONAL ADVISORS**

SOLICITORS
Bircham Dyson Bell LLP

INVESTMENT ADVISORS
Cazenove

AUDITORS
MHA MacIntyre Hudson

BANKERS
Bank of Scotland plc
- PATRON**
HRH The Duke of Gloucester KG GCVO

HONORARY PATRON
The Rt Hon the Lord Mayor of the City of London

PRESIDENT
Baroness Hoey of Lylehill and Rathlin
- CHAIRMAN**
The Hon William Cadogan

HON TREASURER
Neil Greenwood

TRUSTEES
Colin Ainger
Jamie Dalrymple
Deepani De Silva
Sally Hopper
Henrietta Martin-Fisher
Lucy McCrickard
Anthony Ratcliffe
George Ryan
Andy Sutch
Andy Webb

CHIEF EXECUTIVE
Alex Welsh

For the period 1st October 2023 – 30th September 2024. These figures do not include depreciation or investment gains or losses. Capital grants were used to purchase fixed assets which are included on the balance sheet and not as expenditure in the SOFA. For a full set of Audited Accounts for 2024 please contact Head Office.

LONDON PLAYING FIELDS FOUNDATION

58 Bloomsbury Street, London WC1B 3QT

T 020 7323 0331

E enquiries@lpff.org.uk

WWW.LPFF.ORG.UK

Incorporated by Royal Charter in 1925. Charity No 302925