

Impact Report 2013



fit
fields in trust



A warm welcome from our new chairman

“



Tim Phillips CBE

Tim Phillips
Chairman

”

2013 was a year of major change for Fields in Trust. We concluded the extremely successful Queen Elizabeth II Fields Challenge which secured protection for a further 1,500 fields. Also, we radically changed our team with the retirement of those holding the three top appointments in our charity.

Most particularly, HRH The Duke of Edinburgh retired as our President after an extraordinary and effective 64 years service and it is wonderful that his grandson HRH The Duke of Cambridge has very kindly consented to take over. The Lord Howard of Rising stood down as our Chairman and Alison Moore-Gwyn retired as Chief Executive. We are extremely grateful to all of them for their sterling work on behalf of Fields in Trust.

It has never been more important to secure and improve outdoor spaces for sport and play for the benefit of future generations. Helen Griffiths, our new, energetic Chief Executive and her team have exciting fresh plans to this end.

However, this report is primarily intended to tell you about our activities and achievements in 2013. It also gives us the opportunity to thank all our supporters, partners, and friends who have helped us and we very much hope you will continue to support us as we redouble our efforts to protect and improve many more playing fields in 2014 and beyond.



fit
fields in trust

Introduction	
Chief Executive	5
Duke of Edinburgh	6
Duke of Cambridge	8
Summary Report	10
<hr/>	
Scotland	12
Have a Field Day	14
Wales	16
Ambassadors	18
SITA Trust Partnership	20
London Legacy Fund	22
Awards	24
Membership	26
Thank you	28
Finances	30
Take Action!	31

Follow along our 2013 success stories ▶

Introduction

“



Helen Griffiths

Helen Griffiths

Chief Executive

”

Welcome to the Fields in Trust 2013 Impact Report. I hope that you will enjoy reading some of the highlights from the past year as we reflect on the many outdoor recreational spaces that have been secured and improved as a direct result of our work.

The Queen Elizabeth II Fields Challenge has been the most successful protection initiative in the organisation's history and in 2013 – apart from in Scotland where the programme seeks to mark the Glasgow Commonwealth Games in 2014 – we saw the final nominations to the programme.

Raising the profile of the importance of securing and improving outdoor recreational spaces has led to the organisation receiving dozens of queries every single week from individuals and organisations interested in protecting and maintaining their recreational spaces.

Through the range of improvement funds available to protected sites, 2013 saw over £1.18 million awarded to more than 100 sites enabling projects ranging from a running path in Cumbria to a basketball court in Dorset and new playground equipment in London.

Partnership working has been the cornerstone of Fields in Trust's recent success and during the past year we have strengthened our relationships with local authorities, the sports councils, national governing bodies for sport and play organisations as well as forging new links with Green Flag Awards and becoming a founder member of The Wild Network.

On behalf of everyone at Fields in Trust, and all the communities who benefit from our work, I'd like to thank you for your generous support over the past year and hope you will continue to support us to ensure that future generations have access to outdoor spaces for sport and play.



Royal Reception



Opening King George V Field in Stepney



Hitting a boundary: Fundraising cricket match against the Duke of Norfolk



Visiting King George V Field, Stepney



Royal Lunch celebrating the 80th Anniversary of the NPFA

See more pictures of the Duke in action for Fields in Trust 
www.fieldsintrust.org/DofE

HRH The Duke of Edinburgh retires

After an incredible 64 years of dedicated service as our President, His Royal Highness retired. He made an invaluable contribution to the charity and we are hugely grateful for his support and encouragement over more than half a century.

From charity premieres with film stars Frank Sinatra and Ava Gardner to fundraising cricket matches, the Duke was committed to raising both the profile of the organisation and its income.

Back in the 1950s he would often come to spend the day working in his office at the NPFA headquarters and, until very recently, he invited outstanding volunteers from across the UK to receive President's Certificates at Buckingham Palace each year.



The Duke and Duchess visit Witton Park, Darwen



The Duke and Helen Griffiths at a fundraising polo match



Attending a Have a Field Day in Nottingham



Children show their outdoor workbooks to The Duchess in Newcastle

New President

We are delighted that HRH The Duke of Cambridge agreed to succeed his grandfather as President of Fields in Trust in 2013.

The Duke has been actively involved with Fields in Trust since 2010 when he agreed to be Patron of The Queen Elizabeth II Fields Challenge as a tribute to his grandmother to mark Her Majesty's Diamond Jubilee.

Both he and The Duchess of Cambridge were very supportive of the programme and spent time visiting fields that had been protected around the UK.

The Duke is a great supporter of the organisation and we are sure that under his Presidency the organisation will go from strength to strength.



Watch The Duke of Cambridge speaking about Fields in Trust...

www.youtube.com/user/FieldsinTrust1



“

HRH The Duke of Cambridge, President



”

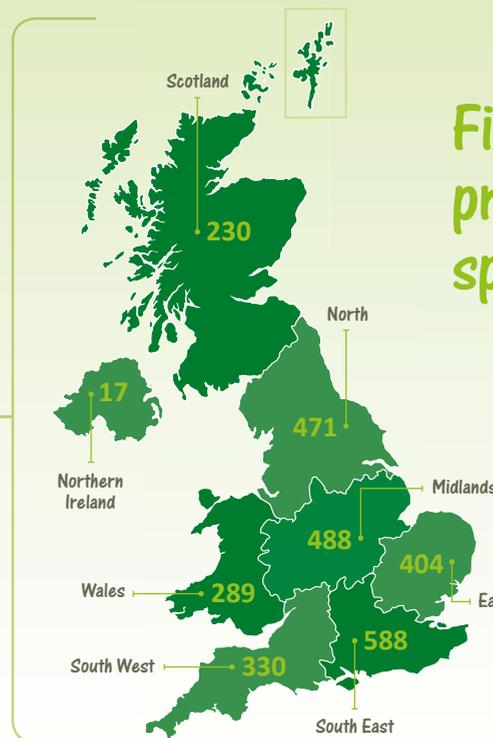
I am delighted to be President of Fields in Trust after three years as Patron of the Queen Elizabeth II Fields Challenge. As you may know, The Queen has been Patron of the charity for over 60 years and The Duke of Edinburgh was President for 64 years. Fields in Trust really is a cause that is very close to my family's heart.





We have protected a land area equivalent to:
x 28,000 football pitches

Total number of sites protected
2,817



Fields in Trust has been protecting recreational spaces since 1925

Securing and improving outdoor recreational space for sport and play for future generations across the UK is our primary mission.

2013 was an opportunity to reflect on recent successes and refocus our work for the future.



Find your local field

Enter your postcode into our website to discover which of your local spaces and sports pitches are protected by us.

www.fieldsintrust.org



1925

Fields in Trust starts life as the National Playing Fields Association, protecting outdoor spaces.



2014 and beyond...

Securing and improving outdoor recreational space for sport and play for future generations.



King George V Fields

Network of fields protected in tribute to our founder King George V.



Owain Glyndwr Fields

Fields protected in commemoration of the 600th anniversary of the Prince of Wales.



Queen Elizabeth II Fields

Fields protected in celebration of the 2012 Diamond Jubilee.

Keep up-to-date with future programmes



www.fieldsintrust.org/signup

Scotland

230 sites
on track for protection



3,704
acres in total

That's the equivalent land mass to ten Arthur's Seats in Edinburgh



We're building a grassroots legacy across Scotland from the 2014 Glasgow Commonwealth Games – protecting places for people to play sport and have fun.

Fields in Trust Scotland paid tribute to Peter Cabrelli who retired after 10 years as Chairman of the Committee. Peter's passionate commitment to preserving outdoor recreational spaces made him the ideal leader and he used his tenure to influence a series of Scottish Government Ministers on the importance of greater protection for recreational space. We would like to thank Peter for his dedication and contribution, and welcome Brian Samson on board as the new Chair.

Fields in Trust Scotland has been greatly strengthened by the support of Pat Nevin as an Ambassador.

Pat played for Clyde, Chelsea and Everton among others as well as having a distinguished 10 year international football career notching up 28 caps for Scotland.

A local space to enjoy sport is vital for all youngsters and indeed oldsters. From those aiming to be fit to represent their country to those who just want to be fit for life, a place to play should be a right not just a desire. The work Fields in Trust does to protect and improve outdoor recreational space is vital to ensuring the future of the beautiful game.

“
Pat Nevin, Ambassador



”

SUCCESS STORY

Aberdeenshire Council has been a trailblazing council, protecting a wide range of sites with Fields in Trust Scotland.



Read more on why they got involved...

www.fieldsintrust.org/aberdeen



 **120,000+**
attendees



Bigger and better

The second year of Have a Field Day saw a fantastic range of events from summer football tournaments to teddy bear picnics, Halloween bat walks to outdoor Christmas carols.

Communities engaged with Have a Field Day to enjoy their local spaces and show how much they value them. The support provided by Fields in Trust was highly popular!

“ The boxes of tshirts/kites etc you sent us were fantastic and really made a difference. Thank you for your help! :) **”**
 Nick,
 Halton Rec
 Lancaster

Why Have a Field Day?

- Our Field Day had a positive impact on our community **90%**
- People now feel a sense of pride in the community since the Field Day **74%**
- Our Field Day brought the community together **84%**
- Our Field Day enabled people to try new activities that they might continue to take part in. **72%**



SUCCESS STORY

Naomi,
Event Organiser



“ We merged our Field Day with the School's Family Fun Day, and although there was a bit of anxiety over the amount of work involved, good teamwork, planning and the goodies from Fields in Trust helped us through! **”**

 **Read the complete story...**
www.fieldsintrust.org/bulphan

2013

490

events

Get involved

Visit our website for inspiration, resources and to register your 2014 event... now 

www.fieldsintrust.org/fieldday

Wales



Plaque unveilings and Have a Field Days were held to mark protected fields from Pennard to Penrhiwfer and Llanwrtyd to Llanbadrig!

Flintshire County Council were the worthy winners of our Partner of the Year award, having protected the highest number of sites through the Queen Elizabeth II Fields Challenge of any single Welsh authority.

Flintshire also published their Green Space Strategy and committed to a partnership with Fields in Trust Cymru to continue to protect more outdoor recreational spaces.



2,657 acres on track for protection

289 sites larger than 5x Cardiff Bay



We are delighted to welcome Peter Evison, Roy Noble OBE, Viv Jones, JR Jones and Arnot Hughes to the Fields in Trust Cymru committee.

They bring a variety of skills and knowledge that will be invaluable in taking our work forward in Wales.



SUCCESS STORY

Protecting East Williamston Jubilee Park and Nature Trail

“lan, Trustee **”** It's a great little gem of biodiversity in an area of intensively farmed land and we know now that our efforts to improve this space will benefit future generations.



Read the complete case study... www.fieldsintrust.org/ewpark

The Royal Welsh Show in July provided a great opportunity to engage with hundreds of visitors interested in the future of playing fields in Wales.

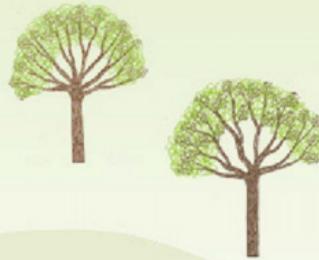
It was also a chance to update the Welsh Government Minister for Culture and Sport John Griffiths AM, and the Minister for Health and Social Services Mark Drakeford AM on the parks recently protected by Fields in Trust within their constituencies.





Roger Federer

Fields in Trust are doing a wonderful job helping to ensure the sports fields and playgrounds throughout Great Britain are safe.



Fields in Trust Ambassadors

Seven new Fields in Trust Ambassadors were announced in 2013. Their support will be invaluable in raising the profile of our work across the UK.



Elite performance is first nurtured on our playing fields and Fields in Trust are the only national charity protecting outdoor spaces in communities across the UK.



Sir Clive Woodward
OBE

Fields in Trust's work ensures that we will always have somewhere to bat and bowl.



Geoffrey Boycott
OBE



The work Fields in Trust does to protect and improve grassroots access to recreational spaces ensures everyone can have access to outdoor spaces to play and keep fit.



Graeme Le Saux

I was born and grew up in Jersey, where I had unlimited access to outdoor space, whether it be playing fields, parks or sand dunes. Without this, I would never have had the opportunity to have a career in football.



Tim Henman
OBE

The opportunity to play with friends and lead an active life is central to a happy and healthy childhood.



Sir Matthew Pinsent
CBE

The work Fields in Trust does to protect and improve outdoor recreational space is vital.



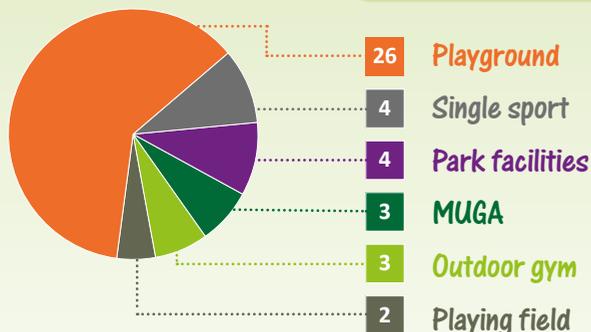
Pat Nevin



SITA Trust Partnership

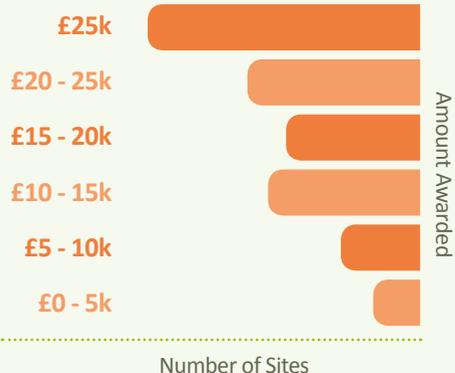
Following the huge success of our partnership with SITA Trust during the Queen Elizabeth II Fields Challenge, we were delighted to be able to offer further funding in 2013 through their QEII Fields Fund.

PROJECTS BY TYPE



PROJECTS BY SIZE

£806,362
Awarded in 2013



x42
projects
funded in 2013

SUCCESS STORY

Multi-Use Games Area at Youlgrave in Derbyshire



Youlgrave Parish Council – Received £25,000 through the SITA QEII Fields Fund.

“



Matthew,
Clerk of Youlgrave
Parish Council

”

It was a godsend when the news about this fund dropped into my lap. We'd been trying hard before to get funding to improve Alport Playing Fields, with no luck. Becoming a QEII Field meant we could apply to this SITA Trust fund. The whole application process was really straightforward and we were able to get works underway quickly.



Read the complete case study...
www.fieldsintrust.org/sita_trust

“

Marek Gordon,
CEO and Chairman
of SITA Trust

”

The quality and variety of the projects funded through our QEII Fields Fund has been remarkable. To see so many fields protected and improved for future generations is truly fantastic – well done to all the communities involved.



London Legacy Fund

“
David Golton,
CEO,
London Marathon
Charitable Trust

Our work in 2012 and 2013 with Fields in Trust and The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry has helped to secure many more open spaces for community use. We are very happy to be working with Fields in Trust and hope to be able to continue this work into the future.

”



Q&EII Fields received grants across London



SUCCESS STORY

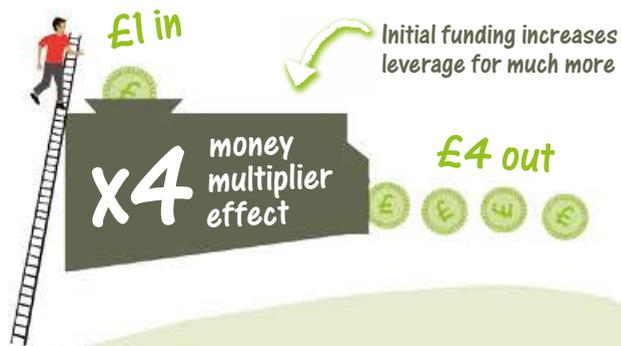
New athletics track and community engagement in South West London

“
Simon,
General
Manager
”
Thanks to the London Legacy Fund BEST have completed step one of the overhaul of our athletics track. We've done a load of our own fundraising as well, the 1000 lap challenge and 'Buy a Brick' for example, but the £10,000 from Fields in Trust was the icing on the cake.

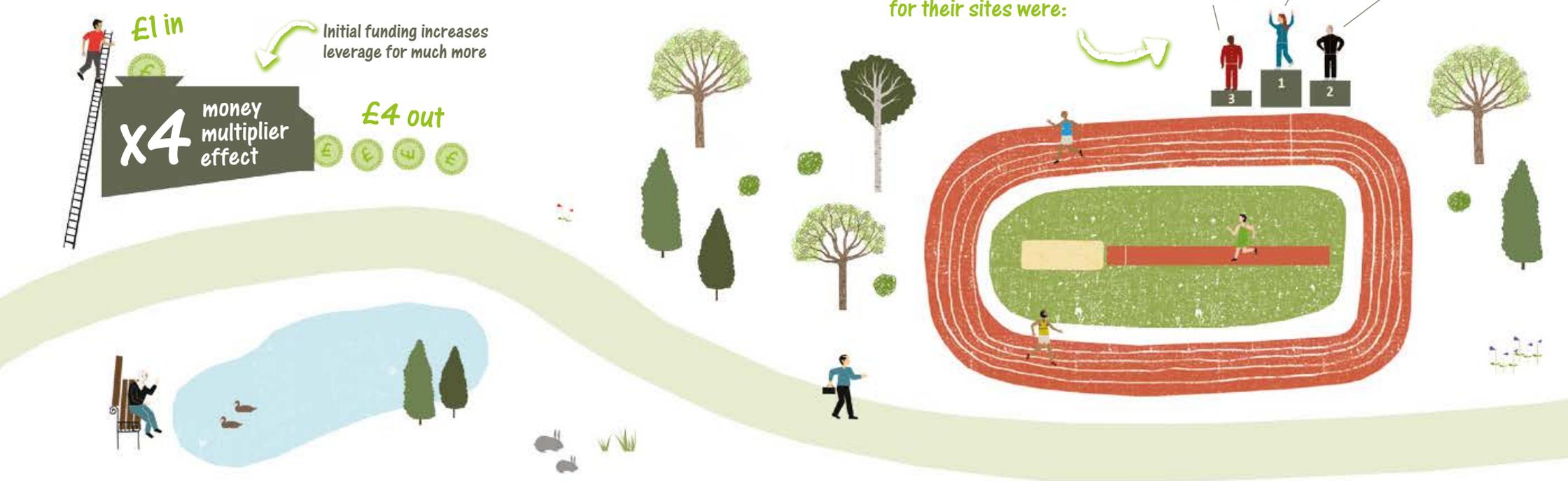
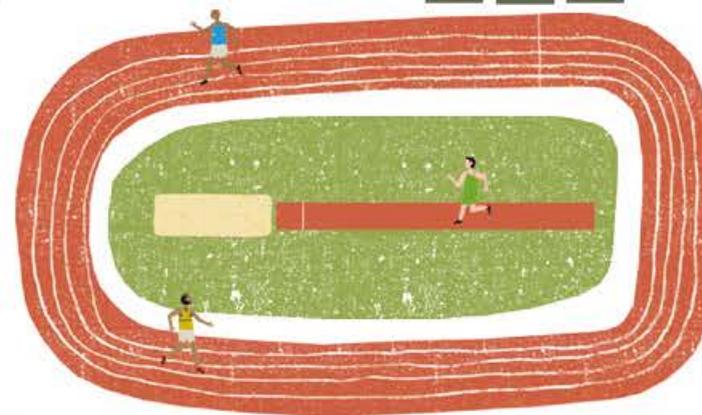


Read more...
www.fieldsintrust.org/best

£758,000 awarded so far
£317,980 awarded in 2013



The 3 Boroughs that received the most funding for their sites were:





Congratulations to all our winners



Best Have a Field Day on a Fields in Trust Site

Kay Park, East Ayrshire
East Ayrshire Council



Best Have a Field Day in Association with Join In

Telford Town Park Arena, Shropshire
Telford and Wrekin Council



Love Your Field

Bishop Monkton Village Hall & Playing Fields, North Yorkshire
Bishop Monkton Parish Council



Getting Active on a Fields in Trust Site

Parc Williams, Swansea
City & County of Swansea



Most Improved QEII Field

QEII Park View Playing Fields, Lancashire
Fylde Borough Council and leased to local charity Park View 4U



Inclusion Award

Baschurch Playground, Shropshire
Baschurch Village Playground Trust

Partner of the Year



Local Authority
Flintshire County Council



Town and Parish Council
Capel-le-Ferne Parish Council



Other Organisations
Friends of Walkers Heath

Fields in Trust Community Champion

Tracey Creed, Kent



Awards 2013

In November 2013 we returned to Lord's Cricket Ground for the Fields in Trust Awards to celebrate the hard work and support of all those who worked with us to protect and improve outdoor recreational spaces across the UK during the year.

Hosted by new Trustee, Graeme Le Saux, the evening showcased some remarkable stories including the transformation of Prees Cricket Club following both a SITA Trust and county funds grant, and the dedication and commitment of volunteers up and down the country.



“



Cllr Christine Richards, Swansea Council's Deputy Leader and Chair of the Friends of Parc Williams

We're absolutely delighted that Parc Williams won the 2013 Fields in Trust 'Getting Active' Award. Having this hard work recognised with a national award is a well-deserved pat on the back for the whole team.

”

Friends of Fields in Trust

In 2013 we welcomed new Membership Manager Lizzy Whirrity to the team and are looking forward to launching a revamped Friends of Fields in Trust membership scheme in 2014.

“



Lizzy Whirrity,
Membership Manager

”

By being a Friend of Fields in Trust you can help us achieve our vision of free outdoor space for everyone to enjoy. Every penny you give goes directly to our core costs so we can protect outdoor recreational space forever.

Whether you are a community group, a parish council, sports club, company or an individual wanting to get your voice heard, your membership goes a long way towards protecting our green spaces for generations to come.

Membership
starts from
£2 pcm

Friends benefits include:*

- ✓ Field management information and advice
- ✓ Friends only website section
- ✓ Competitions
- ✓ Discounts at Cotswold Outdoors, HAGs and Stadia
- ✓ Regular Friends ezine
- ✓ AGM voting rights

*not all benefits apply to all membership types

Anyone can join

Individuals: £2 a month or £25 annually

Families: £3 a month or £40 annually

Groups: £50 annually
(including schools, community centres, sports groups etc)

Parish Councils: £50 annually

Local Authorities: £95 annually



For full details and to
become a Friend visit:

www.fieldsintrust.org/Friends

Thank you

We are especially grateful to the organisations who have worked closely with us over the last year including:



Special thanks to Freshfields Bruckhaus Deringer, Dundas and Wilson and Broadgate Mainland for their ongoing pro bono support:



In October we were invited to join The Wild Network as a founder member.

We're pleased to be part of this innovative consortium of organisations dedicated to encouraging children to play outside more.

We recognise the assistance and enthusiasm of the clubs, groups and individuals who have supported us. We would also like to thank those who have made invaluable contributions and funding, including:



Thanks also to our Virgin London Marathon 2013 Runners who raised:

£5,440

- Tom Huntley
- Abi Campbell
- Jacky Bennett
- Kelly Duncan
- Adam Moulder

- 29th May 1961 Charitable Trust
- Audi UK Polo 2013
- CHK Charities Ltd
- Christopher Laing Foundation
- Garfield Weston Foundation
- John Coates Charitable Trust
- Kathleen Hannay Memorial Charity
- P F Charitable Trust
- Peacock Charitable Trust
- Samuel William Farmer Trust
- Scottish Government
- Swire Charitable Trust
- Simon Gibson Charitable Trust
- The Bridging Fund Charitable Trust
- The Liz and Terry Bramall Charitable Trust
- The Lieutenancy of Tyne & Wear
- The Lord's Taverners
- The Royal Foundation of the Duke and Duchess of Cambridge and Prince Harry
- The Wixamtree Trust
- Thomas Farr Charity



Support this year's runners...

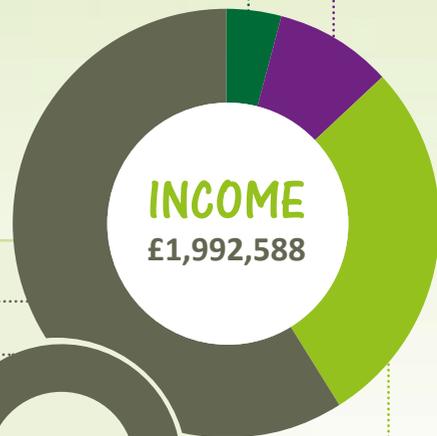
www.fieldsintrust.org/marathon

Finances 2013

Fields in Trust Income and expenditure reports for the financial year ending December 2013.

Interest and investments
£82,613 (4%)

Charitable activities
£163,158 (9%)

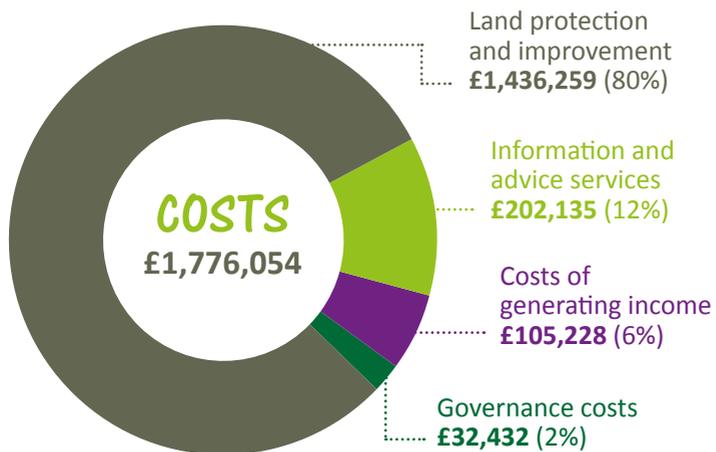


Voluntary income £1,206,692 (59%)

Charitable trusts	£1,058,535
Corporates	£67,042
Individuals	£46,027
Grants from public bodies	£18,979
Membership subs	£10,470
Clubs and associations	£5,639



Activities for raising income
£540,125 (28%)



Land protection and improvement
£1,436,259 (80%)

Information and advice services
£202,135 (12%)

Costs of generating income
£105,228 (6%)

Governance costs
£32,432 (2%)

92p
in every £1 was spent directly on our charitable activities



Don't let this happen to your local open space

“ Thanks to Fields in Trust we have a green space for everyone, that we know will belong to us all forever. This, for us, is a treasure beyond measure. ”

Turn over to see who is your local Fields in Trust Manager

Your Local Fields in Trust Manager:

Colin Rennie
Fields in Trust
SCOTLAND Manager
01382 817 427



Jamie Leeson
Development Manager
NORTH
0207 427 2110



Rhodri Edwards
Fields in Trust
CYMRU Manager
029 2033 4935



Angela Lewis
Development Manager
CENTRAL
0207 427 2110



Terry Housden
Development Manager
SOUTH & N. IRELAND
0207 427 2110



Alison McCann
Development Manager
LONDON & EAST
0207 427 2110



For all email enquiries contact: info@fieldsintrust.org

fit 
fields in trust

www.fieldsintrust.org

 [@fieldsintrust](https://twitter.com/fieldsintrust)

Patron: HM The Queen

President: HRH The Duke of Cambridge

Chairman: Tim Phillips CBE

Chief Executive: Helen Griffiths



Fields in Trust, Second Floor, 15 Crinan Street, London, N1 9SQ
Reg Charity No. 306070 Reg Company No. RC000370
National Playing Fields Association operating as Fields in Trust

