Impact Report 2014

fields in trust
Our main activity in 2014 was the launch of our new Centenary Fields programme in partnership with The Royal British Legion. Our aim is to persuade every local authority to nominate at least one outdoor space in their area to become a Centenary Field as a living and tangible mark of respect to all those who made the ultimate sacrifice during World War I.

We were delighted that HRH The Duke of Cambridge, our President, found time to launch this programme in July. Several thousand people attended this opening event and we intend that a further 500 fields will be safeguarded as Centenary Fields, to supplement the 2,500 Fields in Trust already protected by legal deed.

Open spaces for play are ever under threat and we are trying to build partnerships with others who encourage the protection and utilisation of such spaces, including the National Governing Bodies of Sport.

We work to ensure the United Kingdom’s inheritance of places to play is not squandered.

This report also gives us an opportunity to thank all our members, partners and hardworking staff who have delivered the outcomes described in this Impact Report during 2014. Thank you all!

We very much hope you will continue to support us as we fight to safeguard and improve the stock of places to play in this country.

Tim Phillips CBE
Chairman
Run in partnership with The Royal British Legion and in Scotland with Poppyscotland, Centenary Fields aims to secure recreational spaces across the UK in honour of the memory of the millions of people who lost their lives in World War I.

Through Centenary Fields, we want to ensure that war memorial parks and playing fields are safeguarded as a living remembrance to those who lost their lives in World War I.

At the same time, Centenary Fields will provide much needed recreational facilities for future generations.

www.fieldsintrust.org/centenaryfields
We were delighted that our President, HRH The Duke of Cambridge, was able to launch Centenary Fields at the War Memorial Park in Coventry.

He laid a wreath, planted some poppies with local school children and started a race for another local school’s sports day before officially unveiling the park as the first Centenary Field. He further released a piece to newspapers highlighting the importance of our work:

“I am delighted that Fields in Trust is working with The Royal British Legion - the national custodian of Remembrance - to protect these Centenary Fields. But their work cannot be achieved without the support of the local community. I sincerely hope that other local authorities and landowners will follow Coventry City Council’s lead and work with Fields In Trust and The Royal British Legion to dedicate at least one recreational space near you. As someone who has always enjoyed sport, and now as a new father, I appreciate the importance of allowing our children the freedom to experience outdoor space. And not just children - adults benefit just as much, for a stroll, to walk the dog, to exercise or just to get some fresh air. Outdoor space is more than a nice-to-have for every community - it is an inalienable part of living well. I believe it is our duty to preserve these important outdoor spaces, not only given the vital role they play at the heart of local communities, but also to help our children, and their children, understand the importance of remembrance.”

**War Memorial Park**

The first site protected as a Centenary Field

**Total area:** 120 Acres

**Date protected:** 2014

**Facilities include:** Formal garden with War Memorial, sports area, playing fields, tennis courts, play park, golf course.
In July, Fields in Trust Cymru Committee Member Roy Noble OBE, The Royal British Legion Wales Manager Phil Jones and Vale of Glamorgan Cllr Gwyn John unveiled Alexandra Park, Penarth as the first Centenary Field in Wales.

Alexandra Park is a well-preserved Edwardian public park in an attractive location overlooking the Bristol Channel, retaining many of its original features.

In 1924 the Cenotaph, by Cardiff-born sculptor and medallist Sir William Goscombe John, was erected in memory of those who lost their lives in the First World War. Also in this decade, the Garden of Remembrance and topiary work were added.

In October, we held a reception at the National Assembly for Wales to launch the commemorative programme in Wales. Our thanks go to Aled Roberts AM for sponsoring the event and we were delighted that the Deputy Minister of Culture, Sport and Tourism, Ken Skates AM agreed to launch the programme.

Wales saw a range of activities during 2014 to mark the new protection programme Centenary Fields.
We are proud of our contribution to the Commonwealth Games legacy in Scotland

2014’s Glasgow Commonwealth Games have widely been described as the most successful ever, with a focus on legacy. Fields in Trust Scotland played an important role in creating a nationwide legacy from these games.

More than 160 green spaces will be protected in perpetuity creating a legacy that will be enjoyed by current and future generations. These sites have been nominated by Councils and others to Fields in Trust’s Queen Elizabeth Fields Challenge, protecting important outdoor spaces for sport, recreation and play. The Council that nominated the most sites in the UK was hosts Glasgow City Council with 28 sites and coming a close second was the City of Edinburgh Council with 26 sites. Not just protected forever through our QE Fields Challenge, Cathkin Braes Country Park was part of the Games. Featuring an International Mountain Bike trail, it hosted the Commonwealth Games Mountain Biking events, the first time the sport had featured in the Games for eight years. But that’s not the only benefit this Fields in Trust site has for the local community. It is rich in history and a familiar landmark on the southern skyline as the highest point in Glasgow. The park is renowned for its panoramic views over the city and beyond. The east side of the park was designated a City-wide Site of Importance for Nature Conservation (SINC) in 1989: this Queen Elizabeth field is a vibrant wildlife haven with an important range of habitats.

Fields in Trust influences Planning Policy

In June 2014 the Scottish Government released a new Scottish Planning Policy. Fields in Trust were delighted that it included significant gains for playing fields following campaigns by ourselves and other organisations.

The new policy clearly states how access to open space helps build stronger and healthier communities which, along with encouraging Councils to create temporary green spaces on unused or underutilised land, is a very positive move.

Helen Griffiths, Chief Executive, Fields in Trust

Once the dust from the Commonwealth Games had settled, work began on Centenary Fields, creating a legacy to honour the memory of those who gave their lives in World War I. East Dunbartonshire was the first Council to nominate a Centenary Field.

President visits protected site in Crieff

Fields in Trust President The Duke of Cambridge – know as The Earl of Strathearn in Scotland – was accompanied by The Duchess of Strathearn at the unveiling of a Queen Elizabeth Field plaque in Macrosty Park, Crieff. Macrosty Park was gifted to the local people in 1902 by James Macrosty. Following a £1.8 million regeneration project it has become a shining jewel in Crieff’s parks portfolio. Macrosty Park has enthusiastically embraced all that becoming a protected site means, holding a Have a Field Day to showcase its value to the local community.
The Fields in Trust Awards are a fantastic way for us to recognise the organisations and the individuals who help make our parks, playgrounds and playing fields the best they can be.

Expertly hosted by BBC pundit and former Olympic medallist Steve Parry, the evening also gave guests the chance to help launch our #snowyfields campaign to encourage people to use and love their fields all year round.
Congratulations to all our Award Winners

Getting Active on a Fields in Trust Field:
QEII Park View Playing Fields
Lytham, Lancashire

Most Improved Fields in Trust Field:
Orangefield Park
Belfast, Northern Ireland

Love Your Field:
Barn Elms Playing Fields,
Barnes, London

Community Champion:
Christine Thomas,
Friends of Coed Bach,
Swansea, Glamorgan

Best Have a Field Day
on a Fields in Trust Field:
Wepre Park
Connah’s Quay, Flintshire

Inclusion Award:
Fretherne, Saul & Framilode
Village Hall & Playing Field
Saul, Gloucestershire

Partner of the Year:
Local Authority:
London Borough of Enfield
London

Partner of the Year:
Voluntary Organisation:
Surrey County Playing Fields Association, Surrey

Partner of the Year:
Town and Parish Council:
Horley Town Council
Surrey

Special mention
Jill Ahearn,
Emneth Playing Field Committee, Wisbech,
Cambridgeshire

Our green spaces are important. I am never filled with more simple joy than when I’m holding my daughter’s hand down the park.

Steve Parry, Awards Host

Want to see yourself on this map?
Then make sure you enter this year’s Fields in Trust Awards – nominations open in August.

We also recognised the Centenary Fields Trailblazers:
- Ashford Borough Council
- Blackburn with Darwen Borough Council
- Bromley Council
- Coventry City Council
- East Dunbartonshire Council
- London Borough of Hillingdon
- Vale of Glamorgan Council
- Newland Parish Council
- Polegate Town Council.

View all the Nominees and Award Winners online at:
www.fieldsintrust.org/awards
Have a Field Day:
to experience freedom from one’s usual work schedule;
to have a very enjoyable time

Have a Field Day is the best way to enjoy your Fields in Trust protected sites.

Any event that takes place on a Fields in Trust site qualifies as a Have a Field Day. And to help organisers we supply a goodie box packed full of items like bunting, t-shirts, prizes and more.

Register your 2015 Event
www.fieldsintrust.org/fieldday

346 Events
from Kent to Cardiff, Anglesey to Armagh.

Methven King George Playing Fields
One of hundreds of sites who held Have a Field Day activities in 2014
Total area: 7.26 Acres
Date protected: 1950

Without this day our community groups would not have the essential funding to continue, community spirit would not be as strong and most of all we would all miss a really enjoyable day!

Thia, Staffordshire

Sports in Surrey
Nature Walks in Lancashire
Veg Shows in Staffs
Donkeys in Somerset
Orchard Fun in Norfolk
Teddies in Leicestershire

Location: Methven

Have a Field Day:

Fields in Trust Impact Report 2014

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#fieldday
Nursery Row Park in Southwark, London was one of the many that we have funded over recent years.

Says Nina, Southwark Council:
“Nursery Row Park is in the densely populated and heavily built-up neighbourhood of Elephant and Castle, which is also an area of multiple deprivation and health needs. Working with the Friends of Nursery Row Park, the Council’s Park and Open Spaces team wanted to run a new community engagement programme for local children that would encourage them to take part in active play and explore their natural surroundings.

New playground equipment was funded and the team also ran free play sessions. Kids could pick and choose what they took part in with activities ranging from drawing to kwik cricket, as well as sessions which taught them about the park’s nature and wildlife; planting seeds and bulbs, learning about plant life and practicing navigation and outdoor survival skills.

The park really is a safe green heart of the community with space to play, a wildflower meadow and hedge, and a community orchard.”

We strive to make Nursery Row Park as rich an environment as possible for those who live or work in the area, and to celebrate having this green lung in our inner city neighbourhood. Being able to develop our play participation programme thanks to Fields in Trust funding has been great for helping us to raise our profile and foster a new generation of Friends of Nursery Row Park.

Luke Miller, Secretary, Friends of Nursery Row Park.

From a site under threat, Nursery Row Park is now a secure, thriving green space.

Fields in Trust strives to leverage funding that we can distribute as grants to our protected sites.
Finding Fields

In 1927 the Carnegie UK Trust allocated £200,000, the equivalent of around £10 million today, to the creation, protection and improvement of playing fields across the UK.

These grants enabled the development of more than 900 playing field sites between 1927 and 1935. In 2014 we launched a pilot project to bring the records on these fields up to date so we can ensure they are robustly protected. Dusty digging in archives followed, including the National Archives in Scotland, NPFA Annual reports from 1925 – 1935 and other valuable sources.

We now have a much richer, more detailed understanding of the original Carnegie playing fields grants programme from the 1920s and 1930s. We look forward to working further on this in 2015.

By their splendid encouragement of the movement the Carnegie Trustees have the satisfaction of knowing that hundreds of schemes have been initiated and carried through to solve the problem of many hundreds of thousands of young people who hitherto have had "nowhere to play".

NPFA Conference of County Representatives, May 1933

Cowden Recreation Ground (Carnegie Playing Field)

Our investigations into the Carnegie grants programme uncovered valuable information about this site:

- Location: Kent
- The property was acquired by Cowden Parish Council in 1929 with a purchase price of £300.
- Grant awards were agreed in 1930:
  - Carnegie UK Trust grant £45
    Equivalent of £2,490 today
  - NPFA grant £15
    Equivalent of £830 today
  - Kent County Playing Fields Assc. £50
    Equivalent of £2,768 today
- The recreation ground was seen as a great asset to the Parish. The scheme involved the purchase of 2¼ additional acres, fencing, hedges and forming a cricket pitch. A Village Hall was also built as an additional item. A local resident offered £20 if nine others followed him and £150 was raised in this way from other smaller subscribers.
In 2014 we forged links across the worlds of sports, play and recreation, through Park Run, Green Flag and the Football Foundation:

We were delighted to sign a partnership agreement with the RFU in 2014.

This will increase the number of protected fields by encouraging rugby clubs to protect their land, either as FIT Protected Fields or Centenary Fields, and will contribute to the legacy from the Rugby World Cup in 2015.

We look forward to building similar partnerships with other sports governing bodies going forward.

And strengthened existing ones:

Source of Enquiry

279 Prospects for protection

63% Protected: Existing Fields in Trust sites

37% Unprotected: Potential Fields in Trust sites

Our Development Managers clocked up more than 10,000 miles of travel during 2014 visiting over 120 sites

75 Applications for protection

Left to right below: Tim Phillips, Fields in Trust Chairman; Debbie Jevans, England Rugby World Cup Chief Executive; Ian Ritchie RFU Chief Executive

Millennium Field, East Garston

Applied for, and protected as, a Fields in Trust site in 2014
How you helped us raise £1.44 million
You ran marathons...

“Running the Virgin London Marathon was a once-in-a-lifetime experience that I will never forget. Fields in Trust is the only charity that helps us make sure that these spaces are always going to be there for people to enjoy, and won’t get built on.”

Jamie, 2014 Marathon Runner

“It was totally awesome. I ran to fundraise for Fields in Trust because I know only too well how important it is to have safe open spaces that are available to escape into! In these days of non-stop TV and video games it has become more important than ever to ensure that kids (and adults!) are encouraged to spend time out in the open.”

Gary, 2014 Marathon Runner

Sponsor our 2015 Marathon Runners
www.fieldsintrust.co.uk/donate

Take on a challenge for Fields in Trust
Try a challenge event or tackle your local fun run. If running isn’t for you then you could sky dive onto your local FIT site or maybe sell cakes instead. Simply set up an online donation page and get to work!

You held tournaments...
In 2014, 25 Golf Clubs held tournaments to raise money for Fields in Trust.

“We are delighted to maintain our support for Fields in Trust. It’s a great organisation.”

Linda Wilson, Ladies Secretary
Penrith Golf Club, Cumbria

Fields in Trust member and keen golfer John Beddington held a golf day where he asked everyone who played to become a member of Fields in Trust and make a donation. His fabulous idea resulted in this one day raising over £300 for Fields in Trust.

You offered corporate support...
Thank you to Berghaus, Canopy and Stars and Playdale for generously donating prizes for our KnowYourFields campaign.
We were also grateful to The Halycon Gallery for their support during 2014.

HALCYON GALLERY

You gave grants...
The work that Fields in Trust undertakes to protect playing fields and other outdoor recreational spaces would simply not be possible without the support of grant-making trusts and foundations. We are extremely grateful to them all for the support of our work.

The Thames Diamond Jubilee Foundation
Garfield Weston Foundation
Barbour Paton Charitable Trust
The Lord’s Taverners
The Christopher Laing Foundation
P F Charitable Trust
Carnegie UK Trust
Wimbledon Foundation
John Coates Charitable Trust
The Hintze Family Charitable Trust
The Swire Charitable Trust
The Lennox and Wyfold Foundation
The Kathleen Hannay Memorial Trust
The Hintze Family Charitable Trust
The Swire Charitable Trust
The Lennox and Wyfold Foundation
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The Hintze Family Charitable Trust
The Swire Charitable Trust
The Lennox and Wyfold Foundation
The Kathleen Hannay Memorial Trust

We are also very grateful to the many smaller Trusts and Foundations that enable us to continue our work.
**Fields in Trust Membership**

In 2014, we welcomed our 500th member. Help us reach 1,000 members in 2015 by encouraging friends, family and neighbours to sign up and support our work to protect outdoor spaces.

**Membership benefits**

Friends enjoy the following discounts:

- **15%** off Playdale and HAGS SMP playground equipment
- **10%** off Playmaintain maintenance, inspection & installation services
- **10%** off StadiaSports products
- **15%** off Railcards (which get you 1/3 off rail fares)
- **25%** off YHA membership and **10%** off YHA accommodation
- **20%** off Hostelling International

For a full list of member benefits and details on how to claim, visit: www.fieldsintrust.org/friends

We launched our first member newsletter, specific to each of the seven regions we cover. Newsletters are posted out to members twice a year.

Friends of Fields in Trust are an artistic lot and our 2014 members’ photo competition featured some beautiful shots. The winning photo came from the Friends of King George V Playing Field in Ashton under Lyne:

> “Your work is so vital due to the scarcity and value of land. We need someone arguing the corner of our parks and playing fields.”

Michael Peevey

**Become a Friend from just £2 a month, less than a cup of coffee!**

Contact our Membership Manager Kate to ask about joining tel: 020 7427 2114 or email: friends@fieldsintrust.org

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**Invest in the great outdoors by joining the Friends of Fields in Trust**

**Creigiau Recreation Ground**

Protected during the QEII Fields Challenge this popular site caters to a wide range of sporting tastes

- **Location:** Cardiff
- **Total area:** 10 Acres
- **Date protected:** 2012

**Playdale and HAGS SMP**

**Playmaintain**

**StadiaSports**

**Railcards**

**YHA membership**

**Hostelling International**

**N. Ireland Life membership**

© Google
You can also support Fields in Trust by leaving us a gift in your Will. It helps us ensure parks and playgrounds will always be there for those you leave behind.

We also want to thank

for their support over the year

Annette Byron, of Freshfields Bruckhaus Deringer presenting The Fields in Trust Inclusion Award.

Supporters and Partners

Find out more at www.fieldsintrust.org/legacy

Incoming resources from charitable activities

- £308,739 (16%)

Investment Income

£73,362 (4%)

Activities for generating funds

£49,197 (3%)

Governance costs

£24,764 (1%)

Costs of generating income

£193,821 (10%)

Participation programmes

£232,144 (14%)

Partnerships

£419,355 (25%)

Policy

£257,101 (15%)

Charitable Trusts

£1,372,251

Corporate donations

£26,462

Individuals and legacies

£31,945

Membership subscriptions

£13,916

Grants from public bodies

£3,160

Clubs and Associations

£3,014

Investment Income

£73,362 (4%)

Activities for generating funds

£49,197 (3%)

Governance costs

£24,764 (1%)

Costs of generating income

£193,821 (10%)

Participation programmes

£232,144 (14%)

Partnerships

£419,355 (25%)

Policy

£257,101 (15%)

1,873,725

1,442,427

73,362

24,764

93,821

232,144

419,355

257,101

Fields in Trust Income and Expenditure reports for the financial year ending December 2014.

We also want to thank

for their support over the year

Annette Byron, of Freshfields Bruckhaus Deringer presenting The Fields in Trust Inclusion Award.

Voluntary income

£1,442,427

(77%)

Direct protection & improvement

£642,957 (39%)

Partnerships

£419,355 (25%)

Policy

£257,101 (15%)

Voluntary income

£1,442,427

(77%)

Direct protection & improvement

£642,957 (39%)

Partnerships

£419,355 (25%)

Policy

£257,101 (15%)

TOTAL COSTS

£1,670,142

TOTAL INCOME

£1,873,725
Launching the new protection programme, Centenary Fields, was our key priority for 2014. Supported by The Duke of Cambridge and The Royal British Legion, it forms part of the World War I commemorations to ensure that war memorial parks and playing fields given in memory of those who lost their lives in the conflict are protected in perpetuity. We will continue to work with UK landowners to secure more Centenary Fields between now and 2018.

Fields in Trust has a long history of providing guidance on the provision of recreational spaces. First published in the 1930s as the Six Acre Standard our benchmark standards are well regarded in the planning world and so we were pleased to undertake the first phase of research updating these standards, ready for publication in 2015.

Laying the groundwork for the Rugby World Cup legacy our new partnership with the Rugby Football Union will ensure that community recreational spaces are protected as part of the efforts to increase participation. In 2015 we hope to strengthen our links with other governing bodies of sport in England, Scotland, Wales and Northern Ireland. Fields in Trust is now also working closely with Green Flag Awards in England, Keep Wales Tidy and Keep Scotland Beautiful to promote protection as part of good practice for parks and recreational spaces.

On behalf of everyone at Fields in Trust and all the communities who benefit directly from our work I’d like to thank you for your generous support over the past year.

2014 was our first full year of activity following 2013’s extensive strategic review and we are pleased with the excellent achievements this review details.

2014 was our first full year of activity following 2013’s extensive strategic review and we are pleased with the excellent achievements this review details.

Location: Norfolk

Hunstanton Community Orchard

A beautiful community hub, bringing nature closer to the town

Total area: 3.46 Acres Date protected: 2013

Helen Griffiths
Chief Executive
Your Local Fields in Trust Manager:

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   Fields in Trust
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   01382 817 427

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President: HRH The Duke of Cambridge
Chairman: Tim Phillips CBE
Chief Executive: Helen Griffiths

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Reg Charity No. 306070
Reg Company No. RC000370
National Playing Fields Association operating as Fields in Trust