

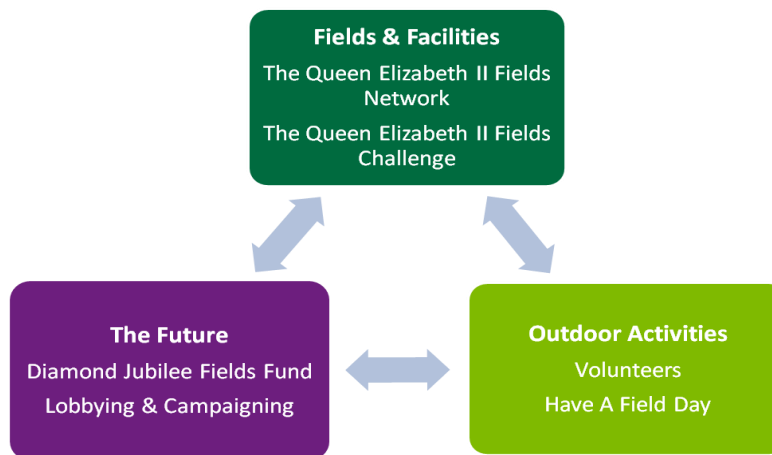
Queen Elizabeth II Fields Challenge



The Queen Elizabeth II Fields Challenge is an exciting new programme to mark Her Majesty The Queen's Diamond Jubilee led by its Patron HRH The Prince William of Wales. It is a landmark project to create a permanent, tangible and relevant legacy from the two major events scheduled to occur in the UK in 2012; Queen Elizabeth II's Diamond Jubilee and the London 2012 Olympics.

Access to outdoor space has been shown to help with community cohesion, reducing anti-social behaviour and improving the health and well being of people of all age groups. The Queen's Diamond Jubilee and the London 2012 Olympics represent fantastic opportunities for more work to be done in tackling these key national issues.

Queen Elizabeth II Fields Challenge is the largest programme in the UK to protect and improve outdoor recreational space and is structured around three pillars:



The campaign will create a branded network of 2012 permanently protected playing fields in communities all across the UK – the Queen Elizabeth II Fields, in Scotland the Queen Elizabeth Fields - as a visible, permanent, grassroots legacy arising from 2012.

We plan to challenge the public, with the support of a national media partner, to create their own legacy by voting for a local playing field to be protected in their community. By working in conjunction with partners we will deliver increased participation in outdoor activities and volunteering schemes. The Queen Elizabeth II Fields Challenge will culminate in Have a Field Day, a nationwide mass participation community event on protected sites all across the country.

The Queen Elizabeth II Fields Challenge is a fantastic opportunity to get involved in a high profile nationwide campaign with real local impact. It will secure a permanent and credible legacy which will benefit generations to come.

Please play on the grass!



Fields in Trust

Who Are We?

Fields in Trust is the only independent UK wide charity dedicated to protecting and improving outdoor space for sport, play and recreation. Formed in 1925 as the National Playing Fields Association we aim to ensure that everyone - young or old, able or disabled and whether they live in an urban or rural area – has access to free, local facilities for healthy outdoor activities. Playing fields have a vital role to play in creating healthy communities helping not only to increase physical activity but also to foster social cohesion and improve the local environment.

Our work is as vital and relevant now as it was back in 1925 with playing fields continuing to come under threat from development every single week. Currently we protect 1271 sites all across the country totalling 8584 acres ensuring that future generations will have access to outdoor space for sport, play and recreation.

Royal Patronage

Fields in Trust has benefitted enormously from Royal Patronage since our foundation in 1925 by King George V. We have been privileged to have HM The Queen as our Patron since 1952 and the dedicated service of HRH The Duke of Edinburgh KG KT as our President for 63 years. We are delighted that Prince William has kindly agreed to continue this close association with The Royal Family by agreeing to be Patron of our brand new campaign, The Queen Elizabeth II Fields Challenge, in tribute to his Grandmother on the occasion of The Queen's Diamond Jubilee in 2012.

King George V Memorial Playing Fields

The Queen Elizabeth II Fields Challenge has a particular resonance and continuity for Fields in Trust as it mirrors the memorial project created following King George V's death in 1936. 471 playing fields were dedicated in perpetuity as King George V Playing Fields in communities all across the country in honour of our founder. These playing fields still exist today and are much loved and well used by the communities they serve. The Queen Elizabeth II Fields Challenge is an opportunity to create a 21st century version of this great, tangible legacy that has brought real benefit to thousands of people in the UK

For further information on The Queen Elizabeth II Fields Challenge please contact Helen Griffiths, Head of Communications, on helen.griffiths@fieldsintrust.org or 020 7427 2110 or visit www.qe2fields.com.