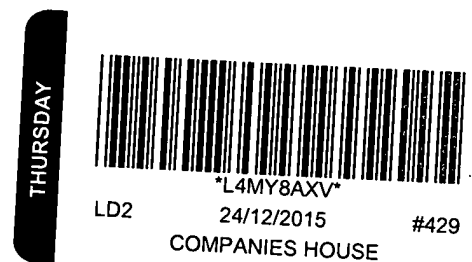


Company number: 1104731  
Charity number: 4055882

**London Play**  
**Report and Financial Statements**  
**31 March 2015**



SAYER | VINCENT  
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## London Play

### Reference and administrative details

#### For the year ended 31 March 2015

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<b>Status</b>	The organisation is a charitable company limited by guarantee, incorporated on 15 August 2000 and registered as a charity on 2 July 2004.  Its predecessor unincorporated charity was registered on 26 March 1998.	
<b>Company number</b>	4055882	
<b>Charity number</b>	1104731	
<b>Registered office and operational address</b>	89-93 Fonthill Road London N4 3JH	
<b>Honorary officers</b>	Melian Mansfield Barry Walden Sandy Wynn	Chair Vice Chair Treasurer (resigned November 2014)
<b>Senior Management Team</b>	Paul Hocker  Fiona Sutherland	Development Team Manager  Policy & Communications Manager
<b>Bankers</b>	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ	
<b>Independent examiner</b>	Helen Elliott Sayer Vincent LLP Chartered Accountants Invicta House 108-114 Golden Lane London EC1Y 0TL	

## **London Play**

### **Report of the Trustees**

#### **For the year ended 31 March 2015**

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The trustees present their report and the financial statements for the year ended 31 March 2015.

#### **1. Reference and administrative details of the charity, trustees and advisors**

The information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities (2005).

#### **2. Structure, governance and management**

Since 1 April 2005, London Play has been operating as an incorporated charity (Charity No.1104731, Company No.4055882), following a transfer from the old charity (No. 1075508) under its memorandum and articles of association.

The charity is governed by a Board of Trustees which is elected from the membership at the Annual General Meeting; additional trustees can be co-opted by the Board during the year and formally appointed at the following AGM. On appointment new trustees are sent an induction pack and offered induction opportunities with staff and trustees. In addition training opportunities are offered as they arise during the year. One trustee resigned and one joined the Board during the year under review. Trustees have traditionally met on a bi-monthly basis; however, they met more frequently during this year to address the fundraising issues affecting the charity and to make strategic, policy, and financial decisions on the basis of reports submitted by the Senior Management Team.

Throughout the year to March 2015, operational management has been the responsibility of the Senior Management Team - Paul Hocker, Development Director, and Fiona Sutherland, Policy and Communications Manager - under the direction of the trustees. Staff have the opportunity to discuss their work with their line manager through a system of regular supervision.

The Board of Trustees reviews and updates the strategic plan as appropriate. They also address the major risks facing the charity by scrutinising the management accounts, the Senior Management Team's reports and prioritising areas for action.

All trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in note 4 to the accounts.

During the year one trustee resigned (Sandy Wynn) and one trustee was co-opted to the board (Mike Dessington). Two more trustees also joined the board after the year end (Zia Fernandez and Catherine Makin).

## London Play

### Report of the Trustees

For the year ended 31 March 2015

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#### 3. Objectives and Activities

Charitable objects as stated in the constitution dated 26 March 1998 and memorandum of association dated 15 August 2000 are:

To enhance the development and education of children in the Greater London area by developing and supporting the provision of children's play; primarily by:

- improving the quality, diversity and accessibility of provision and opportunities for play in London;
- securing greater recognition of the fundamental importance of play in the growth and development of London's children; and
- promoting co-operation and co-ordination between play providers and play specialists in London and developing a network of local co-ordination and support agencies for play in every London borough.

London Play exists to ensure that all children have access to high quality, accessible play opportunities in London – whether in supervised settings or in the wider public realm. Through its activities it aims both to improve existing play provision and increase the amount of provision.

Public benefit - the trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Public benefits ultimately arising from London Play's activity include more active, healthy, happy children; better connected, more friendly, safe and cohesive communities; more skilled and empowered volunteers; and reduced antisocial behaviour. Additionally, free to access adventure playgrounds in some of London's more deprived neighbourhoods also offer local parents a real alternative to paid childcare and free them up to pursue work or training opportunities to improve their life chances and those of their children.

The charity's main objectives for the year were to:

- a. Improve multi-agency partnership working across statutory, voluntary, community and private sectors to increase children's access to play and physical activity.
- b. Increase the ability of play providers to influence strategic plans and local and national policy for children's play
- c. Increase in the sharing of information/knowledge amongst the sector, support with funding advice and promotion of best practice.
- d. Actively promote equality for disadvantaged groups through the service delivery

London Play has continued with its strategy of widening the focus of its support to include people who are not play professionals, but who are interested in promoting and delivering play opportunities. It has increasingly been working directly with parents, teachers, residents', community and 'Friends' groups and other 'lay people' and volunteers to promote the benefits of play and support them to improve and increase play opportunities for children in their communities.

#### Details of significant activities

The year 2014-15 has marked a real turning point in the fortunes of London Play, which had ended the previous financial year with much hope but little in the way of concrete funding to deliver its vision. However by the end of the year, that situation had completely changed.

Significant activities over the year included:

- The design and delivery of events including a series of workshops at the Museum of London; and the 14<sup>th</sup> annual London Adventure Playground Awards (recognising quality play outcomes).

## London Play

### Report of the Trustees

#### For the year ended 31 March 2015

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- The production of a variety of publications in print and electronic format, to promote quality in play and to share information on news, good practice and resources across the play sector. These included our monthly e-newsletter the *London Playwire*, a guide to play streets, case studies on play streets and leaflets on the benefits of play.
- Provision of advice, information and guidance for play professionals and parents, community groups, schools and others via our website, social media channels, publications, in person and via phone.
- The delivery of funded projects including Play Streets Past and Present (Heritage Lottery Fund), Play Streets Project (Department for Health) and London Play Streets (Reaching Communities).
- The direct provision of greater play opportunities for London's children via the design and build of new natural play areas in Waltham Forest's Sidmouth Park and in schools in Lewisham and Southwark. We also carried out repairs and maintenance on several London adventure playgrounds.

Much of London Play's work includes the involvement of volunteers, to varying degrees.

The Play Streets Past and Present project had at its heart the involvement, on a voluntary basis, of elderly people who shared their memories of playing on the streets of London as children with a new generation. It also involved parents on the six streets organising events to deliver on street play and art sessions. Over the year, approximately 36 volunteer days were generated.

London Play's natural play design-build service, '**Made by London Play**' regularly makes use of corporate volunteers for maintenance work on natural play areas and adventure playgrounds – as well as engaging residents for their views around new play installations. Over the year around 155 volunteer days were delivered by teams of corporate volunteers in undertaking physical work including building, gardening, repairing of natural play areas. The latter group participates to contribute towards their companies' corporate social responsibility aims, as well as to build better relationships and improve team work.

Central to London Play's remit for both play street projects has been to engage, inspire and support volunteers on residential streets across London who are keen to facilitate street play activity for children living in their neighbourhoods. Over the year 100s of volunteers were involved.

Last but not least our board of 11 trustees are volunteers who attend monthly trustee meetings and London Play events as well as carrying out significant amounts of work to support the organisation at other times. We estimate that this equates to at least 80 volunteer days per year.

#### 4. Achievements and performance

Two years on from the loss of its long term core funding by London Councils, London Play has made remarkable achievements, which had started to gather pace at the outset of the financial year reviewed here. April 2014 dawned with the news that a bid submitted to the **Big Lottery's Reaching Communities** programme to fund a three-year play street project had been successful. This was quickly followed by the announcement from **Tudor Trust**, awarding three years funding to contribute to the organisation's core costs. These were followed by further successful bids, but alone placed London Play in a stable position from which it could confidently plan a longer term future.

**Between April 2014 and March 2015 London Play directly generated an estimated 7,200 play opportunities for London's children and thousands more indirectly through its activities.**

Key activities and achievements by the organisation during the year to 31 March 2015 are outlined below.

## London Play

### Report of the Trustees

For the year ended 31 March 2015

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#### PROJECTS

London Play worked on four major funded projects during the year.

##### **Play Streets Project: April 2013 – March 2016**

Funded by the **Department of Health**, London Play is one of four organisations to share £1.1m in health funding to support the development of play streets across the country. In the second year of this three year project London Play, Play England, Playing Out and Bristol University have been supporting communities and local authorities across the country, particularly in disadvantaged areas, to reactivate a culture of children playing out in the streets near where they live and embed this in local policy. This project has built on London Play's expertise in this area. Islington, Croydon and Greenwich were three boroughs to launch play streets during the year, with the input of London Play (to varying degrees).

*Estimated number of play opportunities generated for children: potentially thousands in every borough*

##### **London Play Streets: commenced June 2014 (three years)**

This **Big Lottery** funded project sees London Play working with residents in 12 boroughs to activate play on their streets, in some of the capital's least affluent areas and where the benefits will be more keenly felt. Year One of the project focused on Haringey, Enfield and Waltham Forest.

London Play's new Play Street Advocacy worker targeted neighbourhoods and willing residents within them, and provided support, guidance and training needed to enable them to become play street advocates in their own communities. By the end of March there were seven play streets up and running in Enfield, two in Waltham Forest with another five in development; and a similar number in Haringey.

Four 'Play Starters' – people new to the world of play work – were recruited in November 2014 to support residents on the streets and they were given the chance to try out different aspects of play work: on adventure playgrounds and at events as well as on play streets.

*Estimated number of play opportunities generated for children: 3,500*

##### **Hounslow Play Street Project: summer 2014**

This six month intense outreach project was commissioned by the council's community cohesion unit and zeroed in on the less affluent areas of this west London borough. During the summer of 2014, London Play helped residents in 10 streets to plan and deliver street parties with a view to kick starting further on-street activity and strengthening community ties in the process. It was largely a success; the evaluation of the project found that "In poverty-stricken areas of the borough – estates marked by division, uncertainty, low morale and atomisation – the project brought local people together for a common purpose. It is a testament to the project that 60 per cent of the play streets that delivered an event wish to do so again and continue building local community ties."

*Estimated number of play opportunities generated for children: 300*

##### **Play Streets Past and Present: Feb 2014 – Jan 2015**

Play Streets Past and Present got today's youngsters looking at the strips of concrete and tarmac outside their homes with new eyes. This **Heritage Lottery Funded** project saw London Play working with an oral historian and the Museum of London on a fascinating investigation into play on the street in London's past - successfully inspiring its revival today. More than 450 residents on six streets participated in oral history sessions, art and play workshops and on street events – and the project culminated in August 2014 with a week-long series of art and play workshops at the Museum of London which attracted more than 600 participants. In total we recruited and trained 125 residents in oral history techniques, 57 % were in the age bracket of (8-16) and 43% were in the (17 -23) age bracket.

## **London Play**

### **Report of the Trustees**

#### **For the year ended 31 March 2015**

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The online resources resulting from the project include downloadable how to guides on running oral history sessions, case studies from the streets and summaries of findings. The project evaluation found that “the project can certainly be said to have strengthened the play streets movement in the capital. It has generated positive publicity among London’s parents and grandparents. And it has certainly succeeded in strengthening several existing play streets by promoting greater general appreciation of the freedoms, sense of belonging and the health benefits of historic street play among everyone touched by the project. The project’s creative elements also inspired action and new ideas for play among parents already involved in the movement.”

Following the end of the official project, several of the streets involved continue to run regular play street sessions.

*Estimated number of play opportunities generated for children: 1,850*

### **PUBLICATIONS**

#### **London Playwire e-magazine**

Ten issues of the Playwire were published and sent to around 1,250 subscribers (more than 3,000 readers). This free publication includes news relevant to play in London, updates about London Play’s work, jobs, events, funding opportunities and more. Subscriber numbers continue to show slow but steady growth.

#### **Guide to Play Streets**

This booklet is aimed at residents who are interested in making their street a play street and formed part of the Reaching Communities project. It was published both in print and online, and continues to be a hugely popular resource for councils and residents as well as acting as a calling card for London Play. Islington Council later commissioned London Play to develop a bespoke version of the booklet for that borough, and other councils have since shown interest in doing the same.

#### **Building Community Cohesion with Play Streets**

The evaluation of the Hounslow Play Streets project was published in print format and has been widely distributed to showcase London Play’s work and demonstrate the benefits of play streets, particularly in economically disadvantaged areas where, to date, take up has been

#### **Online publications**

Case studies from the Play Streets Past and Present project were published online as well as how-to guides for collecting oral histories and reminiscences.

### **EVENTS**

London Play delivered events as part of its projects and brought in sponsorship to support the Adventure Play Awards.

#### **Play Streets Past and Present workshops August 2014**

This series of workshops held at the Museum of London during the summer school holidays saw a community artist working with children and adults from the six streets involved in the preceding months as well as the wider public. In a series of play and art workshops which drew on the oral history and play sessions which had already been held, a giant play street, snowy play scene and other interactive and evocative installations were created.

#### **Adventure Play Awards – Oct 2014**

Children and young people from adventure playgrounds and schools in eleven of London’s 33 boroughs submitted film entries to these annual awards, in their 14<sup>th</sup> year. Awards were made in five categories – the aim being to recognise and reward quality provision in adventure play and to promote adventurous play widely – including in schools and for the first time, on play streets. Around 150 children, many of whom rarely travel beyond the boundaries of their postcode, attended the awards event. The overall award was won by White City Adventure Playground in Hammersmith and Fulham. Islington’s Lumpy Hill Adventure Playground was named ‘Coolest Place to Play’; Lollard

## **London Play**

### **Report of the Trustees**

#### **For the year ended 31 March 2015**

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Street in Lambeth won the category for 'Inventiveness'; the KIDS playground in Hackney for disabled children came top for 'Variety' and Houndsfield Primary in Enfield got 'Best Adventure Play in a School' award, Redston Road in Haringey won Best Play Street and Florence Hayes Adventure Playground in Enfield took the best film award. Extensive local press coverage was generated, by the awards and playgrounds testify that it has enhanced their standing in the eyes of funders and local people. London Play successfully secured sponsorship for the awards from Adventure Playground Engineers (APES), Argos and the Worshipful Company of Fanmakers.

*Estimated number of play opportunities generated for children: 150 at the awards, 800 outside the awards.*

#### **OTHER**

##### **Advice, support and guidance**

Interest in play streets during the year remained high and saw London Play supporting residents and councils in around two thirds of London boroughs on their (sometimes quite lengthy) journey to get children playing out in the streets where they live. Support provided included advice and guidance on legislation and practicalities, attending public meetings to talk about the benefits of play streets, promotion and linking groups with one another. As a direct result of this activity several boroughs launched play streets or trial policies.

##### **Social media**

London Play continued to build its social media presence to further extend its reach and promote play more widely to all groups. Facebook followers grew by more than 75 per cent over the year and Twitter followers increased by around 50 per cent.

##### **Policy and campaigning**

As well as using our project work to campaign for children's play as often as the opportunity arises, London Play also contributed to a number of initiatives namely:

- The campaign to save Stonebridge Adventure Playground – which despite the efforts of all involved, was closed in April 2015.
- The campaign to make London the world's first National Park City.
- The Changing London series of papers aimed at influencing the next London mayor.

We have also played an active role on the All Party Parliamentary Group on a Fit and Healthy Childhood – with trustee Keith Cranwell co-authoring the report on Play (published later in 2015) with the input of staff and trustees.

#### **MEMBERS AND SUPPORTERS**

London Play embarked on an exercise to contact all existing members and move those who do not wish to be involved in the governance of – or make decisions about – London Play, to a supporter role instead. Consequently numbers of members have declined over the year but supporter numbers are increasing.

#### **ORGANISATIONAL DEVELOPMENT**

Funding for core costs from the **Tudor Trust** has enabled London Play to address organisational development to a greater extent than has been achieved over recent years. Trustees and staff convened in January 2015 to work on the development of a strategy which would guide the organisation through a new phase in its history and in new contexts. This document was finalised in the spring and is already begun to prove its worth in developing new ideas and funding applications as London Play moves forward.

Trustees and staff have carried out a significant amount of work to bring organisational policies up to date during the year. A thorough review of employment, financial and health and safety policies was carried out. A health and safety consultant was engaged to develop a policy which is fit for purpose. The board also took the decision to adopt the LVSC PEACe staff handbook, which is updated yearly and contains a comprehensive suite of employment policies



## London Play

### Report of the Trustees

#### For the year ended 31 March 2015

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developed to ensure that voluntary organisations are acting in line with best practice and latest legislation. The process of adapting the handbook for London Play had begun by the end of March 2015.

Trustees also decided to update the organisation's memorandum and articles of association to bring these in line with modern communications methods and best practice. This process is ongoing, and will require the active engagement of our remaining members.

London Play's Patrons – Simon Hughes, Lord Smith of Finsbury, Jon Snow, Stephen Studd, and Polly Toynbee – have been retained, and their support when needed is much appreciated.

#### External factors

The achievements of the organisation are remarkable considering the changes in the external context in which it has been operating, including the continuation of austerity in public services and drastically reduced local authority budgets.

Many local play services - statutory, voluntary and private - are continuing to experience significant reductions to their budgets and often multiple reorganisations.

While all this has reduced London Play's traditional audience of professional play workers, it also puts an even greater onus on London Play as the only London-specific play promotion service.

#### Public benefit

All the benefits derived from the activities and achievements of London Play are ultimately to the benefit of all London's children. Benefits are focused on children in London only, but are not restricted in terms of charitable need, personal characteristics, access to facilities, membership, trustees' discretion or ability to pay. No detriment or harm has arisen from carrying out the charity's activities.

## 5. Financial Review

### Reserves

A reserves policy was adopted by trustees on 28 January 2000, based on the 'Charities' Reserves' guidance issued by the Charity Commission.

The organisation's reserves remain somewhat below the aspirational targets set by this policy. However trustees and staff have worked hard during the year to bring in unrestricted funding which has seen reserves increasing steadily. However they are increasing steadily and trustees remain committed to continuing with their strategy to increase London Play's financial reserves in the coming year.

### Reserves policy

This is a summary of the policy which we will work towards:

#### Reserve priority 1 - Known liabilities

1. Staff redundancy liabilities in accordance with employment protection legislation and regulations in force from time to time, and in line with contractual obligations
2. Premises or other liabilities arising from a legally-binding contract or leasing agreement;
3. Asset or equipment replacement necessary to further the charitable objects.

## London Play

### Report of the Trustees

#### For the year ended 31 March 2015

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Funded by an annually reviewed rising designated reserve (or restricted reserve under the appropriate restricted fund) sufficient to meet liabilities as they arise.

#### Reserve priority 2 - Unknown but planned-for liabilities

1. Statutory paid maternity and sick leave liabilities not recoverable through PAYE;
2. Non-statutory but contractual paid maternity or sick leave.

Funded by an annually reviewed flexible reserve sufficient to meet the best estimate of the gap between recoverable and non-recoverable costs. The fund should be accumulated through the designation of contingency funds from individual funding applications as well as undesignated funds.

#### Reserve priority 3 - Operating reserves

To build towards a reserve sufficient to meet three months' operating costs, after taking into account priorities 1 & 2 above.

Funded by an annually reviewed designated reserve (or restricted reserve under the appropriate restricted fund) sufficient to meet one months' operating costs by the end of the first year, rising to meet three months' costs by the end of the third year.

#### Reserve priority 4 - "Free" reserves

To establish a reserve to progress currently unfunded elements of the business plan.

Funded by any unrestricted income not required for immediate commitments or for priorities 1 – 3 above.

Estimated levels needed for priorities 1 to 3 total £39k, allocated as follows:

- |    |      |    |      |    |     |
|----|------|----|------|----|-----|
| 1. | £13k | 2. | £19k | 3. | £7k |
|----|------|----|------|----|-----|

At 31 March 2015, the free reserves of the charity were £11,772 (2014: £5,980)

### 6. Plans for future periods

Since April 2015 and at the time of writing, London Play has continued – and plans to continue – developing its reach, effectiveness and impact apace.

#### Business Plan and Vision statement

Our vision statement was drafted in the early part of 2015 and finalised in the spring following input from staff team and trustees. With alarming figures on child poverty and homelessness (37 per cent of London's children are living in poverty) the focus of our work has shifted to prioritising these children and their families to ensure all children in London have a decent start in life. The vision statement will provide the foundation for a five-year business plan to 2020. This will join up all our work and put in place our own internal tools for measuring impact and success. It will define our direction and streamline our focus. All key stakeholders, partners, funders, staff/trustees/volunteers, members/supporters and our beneficiaries, London's children will have opportunities to contribute their views and help shape the document. The finished business plan, created with external consultancy A5cend, will be launched at an event in March 2016. This pivotal strategic work has been made possible by the funding of the **Tudor Trust**.

## London Play

### Report of the Trustees

#### For the year ended 31 March 2015

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##### London Play Design

We will progress with plans to develop London Play Design, a community interest company linked to the parent charity that will exclusively benefit from the company's profits. We hope to have established the standalone legal entity by March 2016. Currently our in-house design and build work continues to expand. We have won contracts with Southwark, Kensington & Chelsea and Lambeth councils with good word of mouth forging a strong reputation for quality and innovation.

##### EVENTS

**BANGS!** Included, an exciting event delivered in collaboration with the **Royal Institution** invited play workers to investigate the collision between science and play. Hosted at the Ri's prestigious Piccadilly headquarters in April 2015, this is hoped to be the first of many events of its kind to widen the horizons of play work and forge new partnerships in diverse places.

In June we collaborated with our **Department of Health** funded Street Play project partners (Play England, Playing Out and the University of Bristol) to stage a seminar for public health professionals to highlight the health benefits of Play Streets.

The Go-Kart Design and Build event sponsored for the first time by the **Henry Surtees Foundation** was staged at Mudchute Farm in August 2015. Canary Wharf companies situated nearby will sponsor individual karts and many will send down volunteers to help out on the day.

An off-shoot from the annual Go-Kart design and build will be a new Girl Kart Grand Prix, an event designed to encourage girls and young women to become familiar and more confident with practical skills through a Go-Kart design and build day. The event is being planned for 2016. Funding has been secured as well as the support of leading female motorsport professionals.

The Adventure Play Awards were staged in October 2015 at the Prince Charles cinema in Leicester Square, the central London location making it equally accessible to all participants and given the role film plays at the event, a very apt location. Award Sponsors were **The Worshipful Company of Fan Makers, Adventure Playground Engineers, Timberplay** and **eibe**. Following the October event and a team review we will develop new ideas to keep the format fresh for the 2016 awards, including a stand-alone award event for play in schools.

In March 2016 we plan to launch our completed business plan at a special event in central London that will provide an opportunity to highlight and review the last year of play in London as well as the bright future mapped out in the five-year business plan. We aim to use the event to engage with potential London mayors and other people of influence.

##### EXISTING PROJECTS

The **Reaching Communities** London Play Streets project will enter its second year, a project now confident and clear in its aims and with robust systems in place to ensure the project is delivering exactly what residents need to set up or sustain a place street where they live. The project's work training programme, Play Starters, has seen the first year's cohort of four develop their skills and gain experience across the organisation's broad output. Each has brought something new into London Play and we are all very proud of their progress and commitment.

## London Play

### Report of the Trustees

#### For the year ended 31 March 2015

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In complement the more technical side of our play streets work is funded by the **Department of Health** by way of Play England and now in its third and final year. The final twelve months will continue to support the last third of London's boroughs not running play street programmes and consolidate the projects successes with reflective case studies and a detailed overview of how the project has transformed many London residential streets since the project began.

#### NEW PROJECTS FROM APRIL 2015

Our third consecutive **Heritage Lottery** funded play history project was launched in early summer 2015. The one-year project will work alongside pupils in four London schools to unearth the impact on children's play of legislation to preserve national security implemented at the start of World War 1.

In May 2015 began the three-year Play Works project funded by the **City Bridge Trust**. This project will seek to preserve London's 80 adventure playgrounds by working with their staff, trustees and children to develop the tools that can highlight the significant difference they make to young London lives and leave no doubt as to how valuable these unique children's spaces are.

Other project themes in development include children's rights and the next phase of play street development.

#### THE TEAM

London Play's staff, trustees, volunteers and starters continue to operate as a mutually supportive and creatively collaborative entity. Key decisions are explored and discussed transparently in team and trustee meetings to ensure the widest range of opinions are heard across the organisation. The delivery team led by the Development Director in close consultation with the Policy and Communications Manager, maintain their emphasis on forging creative solutions to counter the paucity of play in the capital.

A 'co-opcracy' is evolving that has now firmly moved away from traditional hierarchical organisational modes to allow project leaders greater autonomy to deliver their projects but ensuring they have their say in wider organisational matters. Our recruitment process continues to yield first class project leaders that have the skills to deliver complex projects and that also bring their own creative imprint into a supportive and positive team culture. As the team is set to expand over the coming year we anticipate maintaining a reputation for bringing in new perspectives and ideas to a play sector in transition. London Play continues to do things differently, not through self-conscious design but as the result of trust across the wider team, a shared vision and a thoughtful, creative approach to our work. London's children deserve the best childhoods and London Play is determined to do its best to bring that about.

#### 7. Responsibilities of the Trustees

The trustees (who are also directors of London Play for the purposes of company law) are responsible for preparing the report of the trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;

## London Play

### Report of the Trustees

#### For the year ended 31 March 2015

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- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2015 was 11 (2014 - 11). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

#### The Trustees

The trustees who served during the year and up to the date of this report were as follows

Melian Mansfield (Chair)  
Barry Walden (Deputy Chair)  
Sandy Wynn (Treasurer) (resigned November 2014)  
Dr Keith Cranwell  
John O'Driscoll (resigned November 2015)  
Nicholas Hall  
Deb Hermer  
Caroline Needham  
Colin Simmons  
Hannah Pemberton (resigned November 2015)  
Mike Dessington (coopted March 2015)  
Zia Fernandez (coopted November 2015)  
Catherine Makin (coopted November 2015)

#### Independent examiner

Helen Elliott was re-appointed as the charitable company's independent examiner during the year and has expressed her willingness to continue to in that capacity.

The report of the Trustees has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 23 December 2015 and signed on their behalf.



Melian Mansfield, Chair

## **London Play**

### **Independent Examiner's report**

**For the year ended 31 March 2015**

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#### **Independent examiner's report to the trustees of London Play**

I report on the accounts of the company for the year ended 31 March 2015, which are set out on pages 15 to 23.

This report is made solely to the trustees as a body, in accordance with the Charities Act 2011. My examination has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body, for my examination, for this report, or for the opinions I have formed.

#### **Respective responsibilities of trustees and examiner**

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the ICAEW.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- To follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- To state whether particular matters have come to my attention.

#### **Basis of independent examiner's report**

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention other than as disclosed below:

- Which gives me reasonable cause to believe that in any material respect the requirements:
  - To keep accounting records in accordance with section 386 of the Companies Act 2006; and
  - To prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

- To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**London Play**

**Independent Examiner's report**

**For the year ended 31 March 2015**

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**Emphasis of matter**

In my opinion, attention should be drawn to the following matter in order to enable a proper understanding of the financial statements to be reached:

London Play had unrestricted reserves of £11,772 as at 31 March 2015. The trustees consider the charity a going concern subject to raising funds successfully. The trustees are monitoring the charity's spending and cash flow regularly to ensure that its liabilities are met as and when they fall due. The trustees also explain this in note 1 (a) in the accounts.

Helen Elliott FCA  
Sayer Vincent LLP  
London

Date 23 December 2015

# London Play

## Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2015

	Note	Restricted £	Unrestricted £	2015 Total £	2014 Total £
<b>Incoming resources</b>					
Incoming resources from generated funds					
Voluntary income	2a	27,000	7,303	<b>34,303</b>	7,218
Investment income		-	63	<b>63</b>	47
Incoming resources from charitable activities	2b	<u>200,379</u>	<u>60,379</u>	<b><u>260,758</u></b>	<u>314,532</u>
<b>Total incoming resources</b>		<u>227,379</u>	<u>67,745</u>	<b><u>295,124</u></b>	<u>321,797</u>
<b>Resources expended</b>					
Costs of generating funds:					
Costs of generating voluntary income		11,115	-	<b>11,115</b>	9,529
Charitable activities		240,064	61,953	<b>302,017</b>	332,581
Governance costs		<u>8,580</u>	<u>-</u>	<b><u>8,580</u></b>	<u>4,078</u>
<b>Total resources expended</b>	3	<u>259,759</u>	<u>61,953</u>	<b><u>321,712</u></b>	<u>346,188</u>
<b>Net (outgoing)/incoming resources for the year</b>	4	<u>(32,380)</u>	<u>5,792</u>	<b><u>(26,588)</u></b>	<u>(24,391)</u>
<b>Reconciliation of funds</b>					
Total funds at the start of the year		<u>46,502</u>	<u>5,980</u>	<b><u>52,482</u></b>	<u>76,873</u>
<b>Total funds carried forward</b>	10	<u><u>14,122</u></u>	<u><u>11,772</u></u>	<b><u><u>25,894</u></u></b>	<u><u>52,482</u></u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 10 to the financial statements



**London Play (Limited by guarantee)****Balance sheet****Company No. 4055882****As at 31 March 2015**

	Note	2015 £	2014 £
<b>Tangible fixed assets</b>	7	-	346
<b>Current assets</b>			
Debtors	8	32,780	46,950
Cash at bank and in hand		8,079	38,071
		<b>40,859</b>	85,021
<b>Liabilities</b>			
Creditors: Amounts falling due within one year	9	14,965	32,885
<b>Net current assets</b>		<b>25,894</b>	52,136
<b>Net assets</b>	11	<b>25,894</b>	<b>52,482</b>
<b>Funds</b>			
Restricted funds		14,122	46,502
Unrestricted funds			
Designated funds		5,980	5,980
General funds		5,792	-
<b>Total funds</b>	10	<b>25,894</b>	<b>52,482</b>

For the year ended 31 March 2015, the charitable company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

**Trustees' responsibilities:**

- the members have not required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006;
- the Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts
- these accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 23 December 2015 and signed on their behalf by



Melian Mansfield, Chair

## London Play

### Notes to the financial statements

For the year ended 31 March 2015

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#### 1. Accounting policies

##### Financial Statements

- a) The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards and the Companies Act 2006. They follow the recommendations in the Statement of Recommended Practice, Accounting and Reporting by Charities.

##### Going concern

Despite the difficult funding environment for the charity sector London Play continues to attract project funding for a variety of play initiatives. Considerable effort is being focussed on the development of various play services which will attract future unrestricted income. In addition a number of bids are being submitted to Trusts and organisations to support future project work. Trustees are confident that measures already taken and the careful control of expenditure in 2015/16 and 2016/17, along with additional measures to cut costs and alter activities going forward as necessary will allow London Play to continue in operation until new funding is secured. For these reasons the Board considers it appropriate to prepare these financial statements on a going concern basis.

##### Incoming Resources

- b) Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable. Donated gifts and services are recognised as an incoming resource when the benefit to the charity is reasonably quantifiable. The value placed on these resources is the estimated value to the charity of the service received.
- c) Revenue grants are credited to the statement of financial activities when received or receivable whichever is earlier, unless they relate to a specific future period, in which case they are deferred.
- d) Income from consultancy and contracts is recognised when services are delivered. Contractual income is deferred to the extent relevant matching expenditure occurs after the year end.

##### Resources expended

- e) Resources expended are recognised in the period in which they are incurred and these include attributable VAT which cannot be recovered.
- f) Costs of generating funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- g) Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.
- h) Charitable expenditure is allocated to the particular activity where the cost relates directly to that activity. Support costs relating to premises, office and IT support costs are apportioned monthly to each project on the basis of the number of full-time equivalent posts allocated to the activity. All other support costs relating to organisational development and resource management are allocated on the basis of an estimate of time spent during the year by management and support staff on specific areas of activity. Finance costs are apportioned at the year end on the basis of total expenditure for each activity area.
- i) Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities in the year in which they fall due.
- j) The charity offers staff a matched pension contribution of up to 6% of salary via a Stakeholder Scheme operated by Friends Provident or a personal pension of their choice.

## London Play

### Notes to the financial statements

#### For the year ended 31 March 2015

##### 1. Accounting policies (continued)

- k) Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost of each asset over its expected useful life using the straight line method. The depreciation rates in use are as follows:

Computer and office equipment : 3 years

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities.

- l) Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.
- m) Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.
- n) Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.
- o) Transfers are made from unrestricted funds to finance deficits on restricted funds.

##### 2a. Incoming Resources - Voluntary income

	Restricted £	Unrestricted £	2015 Total £	2014 Total £
Donations/Sponsorship	-	1,803	1,803	1,718
Tudor Trust Grant	27,000	-	27,000	-
Donated services	-	5,500	5,500	5,500
	<u>27,000</u>	<u>7,303</u>	<u>34,303</u>	<u>7,218</u>

##### 2b. Incoming Resources - activities in furtherance of the charities objects:

	Restricted £	Unrestricted £	2015 Total £	2014 Total £
Big Lottery Reaching Communities	106,161	-	106,161	-
Department of Health - Street Play	38,354	-	38,354	45,000
Pocket Parks	-	-	-	16,500
Play Streets Past & Present (Heritage Lottery)	23,440	-	23,440	29,300
People's Millions	32,424	-	32,424	10,808
Grocers	-	-	-	5,000
Santander	-	-	-	5,000
Awards for All (Play & Plate)	-	-	-	9,562
London Borough of Hounslow	-	2,249	2,249	20,250
Natural England	-	-	-	43,608
Social Action Fund (Natural Play Environr	-	-	-	47,146
Social Action Fund (SkillSwap)	-	-	-	500
Evacuee (Heritage Lottery)	-	-	-	36,339
Contracts	-	52,280	52,280	38,600
Other income from services and consultancy	-	5,850	5,850	6,919
	<u>200,379</u>	<u>60,379</u>	<u>260,758</u>	<u>314,532</u>

## London Play

### Notes to the financial statements

For the year ended 31 March 2015

#### 3. Total resources expended

	Cost of generating funds £	Charitable Activities £	Governance £	Support Costs £	2015 TOTAL £	2014 TOTAL £
Staff costs (note 5)	8,285	151,785	2,762	2,762	165,594	172,157
Recruitment	-	750	-	-	750	-
Staff development & other staff cost	-	-	-	964	964	801
Trustees' training and expenses	-	-	794	-	794	276
Consultants/Assessors	-	-	-	-	-	5,300
Premises costs	-	-	-	14,424	14,424	14,128
Office costs	-	-	-	4,497	4,497	2,319
IT services	-	-	-	12,227	12,227	5,976
Project costs/expenses	-	96,844	-	-	96,844	120,911
Print and publicity	-	788	-	-	788	10,056
Legal, audit and accountancy	-	-	4,080	20,404	24,484	11,031
Bad debts	-	-	-	-	-	513
Depreciation	-	-	-	346	346	2,720
	8,285	250,167	7,636	55,624	321,712	346,188
Allocated Support Costs	2,830	51,850	944	(55,624)	-	-
<b>Total resources expended</b>	<b>11,115</b>	<b>302,017</b>	<b>8,580</b>	<b>-</b>	<b>321,712</b>	<b>346,188</b>

## London Play

### Notes to the financial statements

#### For the year ended 31 March 2015

#### 4. Net outgoing resources for the year

This is stated after charging:

	2015 £	2014 £
Depreciation	346	2,720
Trustees' remuneration	Nil	Nil
Trustees' expenses	346	107
Independent Examiner's remuneration	<u>2,500</u>	<u>2,500</u>

Trustees' expenses represent the reimbursement of travel and subsistence costs to two (2014: one) trustees relating to attendance at trustees' meetings and representing the organisation at external events.

#### 5. Staff costs and numbers

Staff costs were as follows:

	2015 £	2014 £
Salaries and wages	153,110	155,419
Social security costs	12,620	14,491
Pension contributions	2,931	1,751
Pension adjustments re previous years	(3,067)	-
Termination payments	-	496
	<u>165,594</u>	<u>172,157</u>

No employee earned more than £60,000 during the year.

The average weekly number of employees (full-time equivalent) during the year was as follows:

	2015 No.	2014 No.
Cost of generating funds	0.37	0.60
Charitable activities	4.45	4.01
Governance	<u>0.08</u>	<u>0.04</u>
	<u>4.90</u>	<u>4.65</u>

#### 6. Taxation

The charity is exempt from tax as all its income is charitable and is applied for charitable purposes.

# London Play

## Notes to the financial statements

For the year ended 31 March 2015

### 7. Tangible fixed assets

	Computer equipment and software £	Office and Project equipment £	Totals £
<b>Cost</b>			
At 1 April 2014	9,988	428	10,416
At 31 March 2015	9,988	428	10,416
<b>Depreciation</b>			
At 1 April 2014	9,642	428	10,070
Charge for the year	346	-	346
At 31 March 2015	9,988	428	10,416
<b>Net Book Value</b>			
At 31 March 2015	-	-	-
At 31 March 2014	346	-	346

### 8. Debtors

	2015 £	2014 £
Grants receivable	31,079	41,250
Other debtors	150	375
Prepayments	1,551	5,325
	<b>32,780</b>	<b>46,950</b>

### 9. Creditors : Amounts falling due within one year

	2015 £	2014 £
Trade creditors	6,267	24,162
Taxation and social security	-	3,120
Other creditors	225	2,947
Accruals	2,723	2,656
Deferred income	5,750	-
	<b>14,965</b>	<b>32,885</b>

## London Play

### Notes to the financial statements

For the year ended 31 March 2015

#### 10. Movements in funds

	At 1 April 2014 £	Incoming resources £	Outgoing resources £	At 31 March 2015 £
<b>Restricted funds:</b>				
Adventure Play Awards	1,403	-	(1,403)	-
Department of Health (Street Play)	-	38,354	(38,354)	-
Play Streets Past & Present (Heritage Lottery)	19,089	23,440	(42,529)	-
People's Millions	7,160	32,424	(39,584)	-
Reaching Communities		106,161	(92,039)	14,122
Tudor Trust		27,000	(27,000)	-
Pocket Parks	8,850		(8,850)	-
Grocers	5,000		(5,000)	-
Santander	5,000		(5,000)	-
<b>Total restricted funds</b>	<b>46,502</b>	<b>227,379</b>	<b>(259,759)</b>	<b>14,122</b>
<b>Unrestricted funds:</b>				
<i>Designated funds:</i>				
Redundancy fund	5,980	-	-	5,980
<i>Total designated funds</i>	5,980	-	-	5,980
<b>General funds</b>	-	67,745	(61,953)	5,792
<b>Total unrestricted funds</b>	<b>5,980</b>	<b>67,745</b>	<b>(61,953)</b>	<b>11,772</b>
<b>Total funds</b>	<b>52,482</b>	<b>295,124</b>	<b>(321,712)</b>	<b>25,894</b>

Adventure Play Awards	Annual Awards for best adventure playgrounds in London.
Department of Health	Funding to support the development of play streets across London
Play Streets Past & Present (Heritage Lottery)	A project working with the Museum of London and the Oral History Society on a fascinating investigation into play on the street in London's past - with the hope of inspiring its revival today.
People's Millions	Funding for the "Old Hands at Mudpies" project, reducing social isolation among older people in Lewisham by involving them in a vibrant outdoor play project.
Big Lottery Reaching Communities	Funding for Street Play project to start a street play revolution in London boroughs
Tudor Trust	Funding for the cost of Development Director and office costs
Pocket Parks	Funding towards the Natural Play work
Grocers	Funding towards the Natural Play work
Santander	Funding towards the Natural Play work

#### Purpose of designated funds

Redundancy fund                      To cover employer's staffing liabilities as per the reserves policy.

Transfers are made from unrestricted to restricted funds to cover the shortfall when the total project expenditure charged to the fund exceeds the restricted income received.

London Play

Notes to the financial statements

For the year ended 31 March 2015

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11. Analysis of net assets between funds

	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	-	-
Net current assets	14,122	5,980	5,792	25,894
<b>Net assets at 31 March</b>	<b>14,122</b>	<b>5,980</b>	<b>5,792</b>	<b>25,894</b>