

## Press Release

21st May 2007

### NPFA gets FIT for the future

The National Playing Fields Association (NPFA), the charity that safeguards and improves the United Kingdom's playing fields, outdoor recreation areas and playgrounds, has changed its working name to Fields in Trust (FIT) and adopted a contemporary visual identity to reflect its expanding role.

Founded in 1925, the charity was set up to protect playing fields from building development and to ensure that everyone has access to high quality recreation space close to where they live. There are currently 1189 sites protected from building development by the charity, covering almost 8300 acres.

Alison Moore-Gwyn, chief executive of FIT, said: "In its early years, the NPFA was solely involved in protecting community playing fields. But now our work has expanded to protecting and improving other recreation areas like kids playgrounds and leisure areas for older people. FIT more accurately reflects the type of work we are involved in and the new logo gives us a more dynamic image."

The launch of FIT, whose President is HRH The Duke of Edinburgh, coincides with the completion of one of the charity's most ambitious projects at Filwood in Bristol, one of the most deprived areas of the country. As part of a deal with Bristol City Council £700,000 has been invested into protecting and improving an eight acre site to provide five adult football pitches, four mini soccer pitches, new changing rooms and an education area.

"This is a success story of which we can be truly proud. The field has not only been saved, it has been improved so that more and more people will want to use it," said FIT chief executive, Alison Moore-Gwyn. "A field that was under threat a few years ago is now protected from development for ever. It's for the sake of Filwoods all over the UK that FIT exists."

The work that FIT undertakes is vital to preserving sporting facilities which are increasingly under threat. Since 2000 the number of planning applications for development on community playing fields has increased by 103%. Thousands of sites, both large and small, for formal and informal activity have been lost in that time.

Andy Gomarsall, of Harlequins Rugby Football Club and England, said: "We're never going to produce great sportsmen if we get rid of all our playing fields. But it's not just about sport... I don't want my children to grow up without somewhere just to be able to run around."

The FIT identity was created by WARL, the creative communications agency.

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#### Note to Editors

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