



50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 24: Where Brixton comes to play



A community celebration at Papa's Park.

Some places are more than the sum of their swings and slides. On Pulross Road in Brixton, Papa's Park is open every single day of the year, from morning until dusk. There are play areas for younger children and for older ones, a floodlit all-weather pitch, a community hall, and Papa's Café, where the food comes "often with a Jamaican twist." It is a safe haven, a meeting place and, on a good day, a party.

It nearly did not survive. In 1996, the council-run play area here was derelict and earmarked to be sold to developers. Local residents refused to let it go. They banded together as the Pulross Area Play Association, PAPA, cleared the rubbish, raised money for new equipment, and turned it back into a place for children and families. It has been exactly that ever since, and the name stuck: Papa's Park.



Welcome to Papa's Park, open 365 days a year.

Today it is a registered charity run entirely by volunteers, a ten-strong committee of local residents, with no statutory funding since 2017. They have replaced the play area and the sports pitch through their own fundraising, and Papa's Café, run by local residents Valcie and Hurley, keeps the place warm with drinks, snacks, ice creams and home cooking. The mission is simple: to bring people of all ages and backgrounds together, and to build a healthier, happier, more connected community.



Papa's Café, run by local residents Valcie and Hurley.

A park like this lives or dies by how well it is known. A volunteer team pouring its energy into keeping the gates open rarely has time to spare for marketing and yet, reaching more local families and more supporters, is exactly what keeps a place like this going. The Marketors' Trust's £2,500 grant in 2023 helped Papa's Park tell its story and be found by more of the community it serves.

There is something fitting about a company of marketers helping a park that a community built with its own hands. The Trust doesn't fund the service itself; it gives the people who do the marketing skills and wherewithal to reach further. In Brixton, that means more children through the gates, more neighbours around the café tables, and a much-loved corner of the city with a stronger future. Fifty years of giving, in the belief that good marketing can be a genuine force for good.



PAPA'S PARK LIMITED

Website: www.papaspark.co.uk

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>

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