

SkateboardGB



**STATEMENT
FROM THE CHAIR**

**WHAT IS
SKATEBOARDING?**

SBGB

2023-24

MANAGEMENT & GOVERNANCE

FINANCIAL SUMMARY



STATEMENT FROM THE CHAIR

It has been another busy year at Skateboard GB with much to celebrate. I am delighted with the progress made towards our strategic objectives, our support of grassroots skateboarding and our international competition success.

Over the past year we have trained and accredited 222 coaches and have held 8 different competitions in the UK, improving access to Skateboarding, increasing awareness and promoting participation and employment in the community.

Skateboard GB has grown to 18 members of staff this year and we continue to promote the creation of jobs throughout the skateboarding community, including through our coach development and talent progression Hub programmes. I thoroughly enjoyed seeing the Pipeline project in action when I visited Flo Skatepark in June. Not only could I see the genuine progress we have made over the past few years, but it was clear that everyone was having fun.

We enjoyed success at the Paris 2024 Olympics, qualifying three skaters, with Sky Brown winning a bronze medal. We are all incredibly proud of Sky, Lola and Andy, and of course the wider Skateboard GB team who supported them.



The financial landscape for National Governing Bodies remains challenging, but Skateboard GB is in a relatively strong position. National Governing Bodies are usually funded by a combination of their membership, government grants and commercial partnerships. Though our membership is much smaller than many other NGBs, our government grant funding remains stable and we have successfully activated several partnerships, securing commercial funding into the next year. As well as ensuring our operational capability, this will allow us to hold reserves for the first time, as is best practice.

As with all organisations, it is important to occasionally step back, celebrate what has been achieved and review the direction we are heading. As we enter the next phase of our strategic plan, we are working to strengthen our foundations and focus on harnessing our people to deliver success.

Thank you for supporting the skateboarding community.

Alex Jordan

WHAT IS SKATEBOARDING?



WHAT IS SKATEBOARDING?

Skateboarding is different.
It's so much more than a sport.
It's culture, lifestyle, art, fashion, music and a key aspect of skaters' identities. If you skate, it's part of you. Skateboarding is wrapped up in your personality.

The principal aim of skateboarding is to have fun and stretch yourself in a community, not compete against and beat another person unless in a specific competition. The sport became established from the early 1960s, more so through marketing and commercially because of the amazing images & not with the purpose of being a competitive sport.

Skateboarding is an amazing gift that Skateboard GB (SBGB) wants to share with the whole community, whilst protecting its unique culture.

It is accessible with a relatively low-cost entry point, you can skate anywhere either at home, on the streets or in skateparks. Skateboarding has huge physical and mental well-being benefits. Recent research for the Leverhulme Trust demonstrated particular benefits for the mental health of women and girls from skateboarding and being part of the skate community (Paechter et al, 2024).

It's also an amazing way to actively travel, as well as being kind to the environment; and you can skate when you want and where you want bringing real flexibility in our busy lives.

There is a strong connection between skateboarding and mental well-being with most skateboarders citing 'to have fun' and 'reduce stress' as the top reasons as to why they skate.



Skateboarding is also a fantastic way to stay physically active and find community. Balance, strength, aerobic fitness and co-ordination are all essential elements of skateboarding. When people, especially the young, can feel disenfranchised, skateboarding, skateparks and other skateable spaces provide a shared space to connect with others. Skateboarding plays a significant role in skaters developing networks of friends and allies including intergenerational and cross-cultural relationships and has a rich heritage that helps form a strong pride of place in towns, cities and regions across the UK

Skateboarding supports the development of a variety of skills and competencies – including the ability to navigate social institutions, develop resilience, commitment and perseverance, communicate with others, and express creative and artistic prowess. Progression and mastering new tricks requires dedication, practice, focus, self-awareness, working memory, and self-control. These are all really important skills that are used to navigate different experiences encountered throughout life.



SBGB

The role of a national governing body is to promote, develop and administer the sport, in addition to being responsible for the national team and its success.

Set up in late 2017, SBGB is the UK-wide governing body for skateboarding with responsibility for Olympic and world class performance programme, in addition to grassroots skateboarding and talent in England.

SBGB's role is to add value to Britain's unique, diverse skateboarding community, respecting the heritage and culture of British skateboarding. We work to support individuals and organisations at all levels, from community skatepark campaigns, skate coaches, indoor skateparks, brands, teams and shops and skateboarders themselves.

Skateboarding is much more than just a sport; it's a lifestyle with its own unique culture. Our staff have a real passion for, and understanding of, skateboarding. They live and breathe skateboarding and have developed a shared vision of trust, learning and collaboration to enable skateboarding to continue to grow and thrive. SBGB is people focused and puts skaters at the heart of everything we do.

SBGB is a young and small organisation which is growing and in recent receipt of public funding from Sport England and UK Sport to support building the systems, programmes, capacity and culture required to fulfil the vision.

SBGB's purpose is to give skateboarders the opportunity to "Skate More, Skate Better" ensuring we are skater-focused in everything that we do; we aim to lead, support, empower and facilitate. It's the role of Skateboard GB to add-value to the skateboarding community so that skateboarding continues to grow and thrive, with better and more spaces to skate, whilst providing best practise support so that skateboarding can take place in a fun and safe environment.



Over the last 20 years there has been a steady increase in the number of national governing bodies for skateboarding being set up globally. Skateboarding is part of the international federation World Skate.

We know that skateboarding is structured differently from other sports and so we will be innovative in how we act as its governing body, making sure that we don't compromise the integrity of the culture, but at the same time meeting the statutory and other requirements of the role.

We will make the best use of technology to engage with, influence and entertain the community as we build affinity, lead and support. We want to give the incredible gift of skateboarding to everyone and will ensure that tackling inequalities is at the heart of what we do so that the whole community can receive the gift.

There are over 750,000 skaters in the UK. They are predominantly white, young and male, who want control, flexibility and not structure or rules to follow. That said, there has been recent significant growth in the number of women and girls taking part who are empowered and confident in their skateboarding.

This amazing, welcoming community is engaged and built around digital technology which creates incredible imagery and interaction.

A physical space to skate is a fundamental need for skateboarders, whether that is at home, the street or at a skatepark. There are thousands of street or DIY spots for informal skating and approximately 1,800 skateparks in the UK, of those 75 are indoors, the rest outdoor. The overall quality of skateparks is generally poor with the vast majority being owned by local authorities. There are insufficient indoor skateparks of a size and standard to support the talent pathway and world class performance programme.



STRATEGIC PLAN

SBGB developed a strategic plan which was published in October 2021. It articulates how the organisation sees its role and how it will look to support the skateboarding community.

ROLE

SBGB sees its role as adding value to the skateboarding community. It is working towards becoming an organisation that can achieve this.

PURPOSE

SBGB exists to give skateboarders the opportunity to “Skate More, Skate Better” ensuring we are skater- focused in everything that we do; as we aim to lead, support, empower and facilitate.

2033 VISION

We will celebrate and champion everything that is positive about Skateboarding's heritage and culture and work with the Skateboarding community to develop more opportunities and better environments to skate. We will inspire future generations of skateboarders as a result of success on the world stage.

MISSION

To be the UK's go-to organisation for skateboarding, providing the very best services, support, advice and advocacy that encourages growth & sustainability for the sport. The SBGB 12-Year Strategic Plan to realise the vision is based on four key pillars which focus on three distinct phases - Building, Refining and Transforming.

The Building Phase (2021-2025) will allow SBGB to create the appropriate system, programmes, people and culture in order to transform skateboarding through grassroots to world class performance. In this period we will build purpose & capacity which adds value, supports growth & creates digital community so that skateboarding continues to grow & thrive.

Our four key pillars are the essential building blocks of skateboarding. Skating as much as you can whilst getting better, using amazing physical spaces and building community.



2025 VISIONS

OUR FOUR KEY PILLARS

SKATE MORE

We will have good governance, strategic plans, structure & capacity and insight & understanding to facilitate best practise, skateboarding growth and support programmes for the whole community, including people from Black, Asian and other diverse ethnic backgrounds , women and girls and other marginalised genders, people from Lower Socio-Economic Groups (LSEG), people from the LGBTQIA+ community and the differently-abled.



SKATE BETTER

We will have an accessible, skater-focused UK talent & performance pathway, including a regional hub and national competition structure. We will have defined what coaching looks like, and built a clear coaching framework, as well as delivering a judging pathway.



SKATEABLE SPACES

We will have a clear and ambitious Skateable Spaces Strategy that meets the needs of both high-potential and grassroots skaters, as well as existing community spaces and the local groups that build, manage and develop them. This Strategy will account for the growing participation in skateboarding, including the under-represented groups.



CONNECT

We will create an innovative digital hub to engage with and support a digitally integrated skateboarding community.

2023-24



OUR TEAM

The people of SBGB are seen as its greatest asset and are key to ensuring that we meet our objectives and fulfil our role. We encourage all staff to develop themselves through training, coaching and mentoring.

This year has seen the development of a People Strategy, which includes how staff are supported, staff structures, succession planning and training. The next period will see the plan being implemented which includes the development of the systems and processes needed to support staff as they work at SBGB, including appraisals, objectives and working practises that reflects the changing needs of the organisation as we go from start-up to scale-up.

SBGB has continued to grow with an additional five members of staff over the period, supported with funding from Sport England and UK Sport. At the end of the period, the organisation employs 18 members of staff.

We had a number of staff changes throughout the year. Tom Adams the Head of Commercial Partnerships left SBGB and was replaced by Gareth Smart. We would like to thank Tom for his hard work and vital contribution to SBGB during his employment with us. During the year, Joanne Ringrose's role changed to Chief Operating Officer and became full-time. Lara Hayward, Head of Safeguarding & Welfare became full-time with her new role including Equality, Diversity and Inclusion. In July 2023 Essi Aittasalo was appointed as Performance Administrator and towards the end of the year, Bella Warley was employed full-time as Skateable Spaces Development Officer. Following investment from Sport Scotland and Sport Wales, we also employed a number of part-time staff throughout the period. Sam Horler, as Wales Talent Hub and Operations Lead, Jonny Patterson, as Scotland Talent Hub and Operations Lead and Claire Harper, as Finance Support.

SBGB has seen one change of director within the Board this year. Sara Symington, an Independent Non-Executive Director with extensive expertise and knowledge of high performance, governing bodies and public funding, stepped down from her position during the year and we are in the process of replacing Sara. We would like to thank Sara for her invaluable contribution to SBGB throughout her time as a director.



18 MEMBERS OF STAFF



Over the next 12 months we expect to recruit for 2 further positions, taking the staff team up to 20 people



SKATE MORE

During the 2023-24 reporting year, Skateboard GB's communities function expanded from a single role, the Community Development Officer, Chris Lawton, who has been in post since spring 2021 (originally funded through the partnership with Habito Mortgages), to include Bella as the new Skateable Spaces Development Officer.

Bella joined Skateboard GB in January 2024 following a competitive recruitment process with a large number of excellent candidates. Bella previously worked at Campus indoor skateparks in Bristol, where she led their youth development programmes. The two posts are primarily funded by Skateboard GB's 'System Partners' agreement with Sport England, with Bella's role also being supported by the 2023-24 and 2024-25 partnership with Samsung.

The new Communities Team has made significant progress towards several funding goals agreed with Sport England. These goals include collecting the "insight and understanding necessary to facilitate best practice across the skateboarding system, grow participation and increase accessibility across the whole community. To support this goal, Skateboard GB launched our first ever Community Stakeholder survey in March. This explored the needs of local skate organisations, public skatepark campaign groups and indoor skatepark operators and their expectations and previous experiences of Skateboard GB's support. We received 36 complete responses from UK-based organisations. 77% of survey respondents identified access to funding as their biggest challenge. The main way stakeholders had previously accessed support from Skateboard GB was via email (48%), with web-based resources being the next most frequent source of information and advice (38%).

Looking into the future, a majority of survey respondents said they'd like more in-person events or workshops (75%), giving us clear insight on how to better support the community skateboarding ecosystem through 2024-25. We also developed stronger insight into where our stakeholders are based and the extent of regional inequity in resources for skateboarding provision.

From an expanded database of community stakeholders, which combined the survey responses with contact management data from regular stakeholders who did not respond to the survey, we compiled a detailed list of 45 organisations, all of which have a local or regional focus. Of these, the largest proportions were based in either the South East or South West (22% of stakeholders in both cases). Both these regions include some of the most affluent areas in England (as well as concentrations of significant disadvantage). The smallest proportions of stakeholders came from the North East (4%), the North West (7%) and Yorkshire and the Humber (4%), all regions which include some of the most economically deprived areas in England. This imbalance has been driven by geographical inequalities in access to public funding over recent years.

This presents a fundamental challenge to Skateboard GB in 2024-25 as we attempt to contribute significantly to Sport England's objective to "tackle inequalities" in their Uniting the Movement strategy.

Despite this challenging environment, we have made very significant progress supporting skateboarding organisations to access funding. During the summer and autumn of 2023, we supported 9 community organisations to submit a total of 11 revenue (project) funding applications to Sport England's 'small grants' programme, the 'Awards for All' grant programme operated by the National Lottery Community Fund, and the 'Million Hours' programme operated by the Department for Culture, Media and Sport (DCMS) in partnership with the National Lottery Community Fund. We provided intensive mentoring, letters of support, detailed feedback on successive application drafts, and eligibility testing on the proposed costings for all 11 applications, 8 of which were successful.

These successful applications totalled £78,000 of new investment brought into community skateboarding programmes and projects across England.

As access to funding is only for the start of the journey for local organisations to increase and sustain their impact, through 2024-25 we will be delivering a new pilot Learning & Development workshop for our stakeholders on the crucial topic of Monitoring, Evaluation and Learning (MEL), helping new grant holders meet their obligations to funders and enable them to demonstrate impact in order to secure further funding. This is part of the work we've been progressing towards another key goal agreed with Sport England, to build "capacity & capability of skateboarding community groups to provide local opportunities to increase participation in skateboarding." This work has closely overlapped with Skateboard GB's Coach Development Lead's work to grow and improve the Get Rolling and Coaching Skills courses.

Finally, towards the 'Skate More' objective in our Strategic Plan', we've worked with local partners to channel investment from commercial partnerships into social impact outcomes. In 2023-24 this includes the Samsung 'Flip Park' pop-ups in Shoreditch and Nottingham. The Flip Park Nottingham event, delivered with local partner Skate Nottingham, took place at the start of 2024-25 (April 2024) and engaged more than 800 people in a single day, making a significant contribution to improving conditions for an area in crisis, following Nottingham City Council's Section 114 Notice, which effectively announced municipal bankruptcy. Similarly, Birmingham City Council also issued a Section 114 during 2023-24. Skateboard GB continued to work closely with stakeholders across Birmingham and the West Midlands - including supporting Birmingham Skate Spaces CIC, who manage Bournbrook DIY, to submit several grant funding applications. Sadly, the prediction for 2024-25 is that more major Local Authorities will become financially distressed – as pressures such as increasing demand for adult social care, increasing homelessness and likelihood of continued high energy costs as we go into the winter will further strain tight Local Government budgets. This means we will continue to work hard with skate communities affected by this to ensure skateboarding can be a driver of recovery and resilience at a local level.

Membership Statistics

	2022-2023		2023-2024	
	Male	Female	Male	Female
Coaches	222	46	278	63
Skateboarders	313	101	371	128
Community groups	21		28	

Coach Members:

An increase of 27.2% growth on the previous year.

Skateboarders:

An increase of 20.5% growth on the previous year.

Community Organisation Members:

An increase of 33.3% growth on the previous year.

Change in proportion of women Coach Members:

In 2022-23, women constituted 17.2% of all coach members (46 of 268). In 2023-24, this increased to 18.5% (63 of 341) - an increase of 1.3 percentage points. The percentage change in women members over the two years was 37% (an increase from 46 to 63 = n.17 more women coaches) -which means the number of women coaches grew significantly more strongly than the total growth in all coach members (37% compared to 27.2%, or a growth rate for women coach members that was 10 percentage points higher than the overall growth rate in all Coach Members).

Skateboarders:

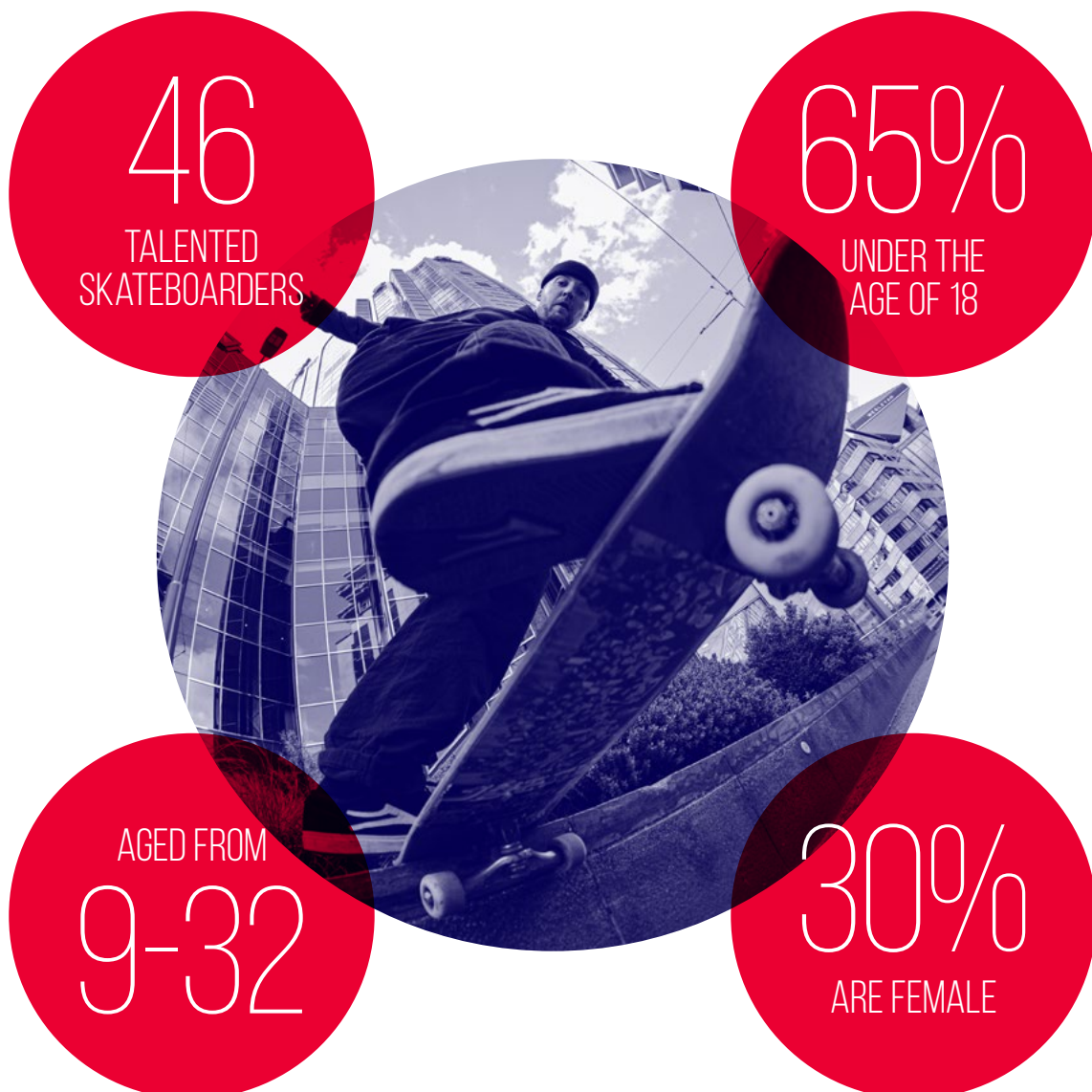
In 2022-23, there were n.414 skateboarder members, which increased by 85 members to 499 in 2023-24, a growth rate of 20.5%. The proportion of skateboarder members who categorised their gender as "female" increased from 24.4% to 25.7%, also an increase of 1.3 percentage points - the same as the change in the proportion of Coach Members who categorised themselves as "female". The number of women skateboarder members increased by 27 (from 101 to 128) on the previous year, or a growth rate of 26.7%. As above, this is a higher growth rate than for skateboarder members overall (20.5%). The number of women coach members grew 6.2 percentage points more than the overall number of coach members between 2022-23 and 2023-24.

SKATE BETTER

TALENT

We have successfully introduced a selection process that resulted in 46 talented skateboarders being recruited across four hub skateparks from ages 9-32. Of those 30% are female and 65% are under the age of 18. As a result of their progress across the period, four Pipeline Skaters have been selected to skate at International Qualifiers for developmental experiences.

The four Hub Lead Coaches have formed a significant relationship and are incredible role models and ambassadors for SBGB. They are the key staff working to support the skateboarders to develop and reach their potential.



EVENTS

The Pipeline Project is our flagship talent development programme, enabling promising skateboarders to access dedicated progression coaching and time in an indoor skatepark with other talented skateboarders, alongside opportunities for competition experience – linking to our ‘Survival of the Sickest’ junior competition series and other Skateboard GB events, including the National Championships. Over the last year, the Pipeline Project became truly UK-wide, expanding from the original 4 pilot Hubs in England to include 2 new Hubs in the Home Nations of Wales and Scotland.

In September 2023, Skateboard GB introduced a new Hub in Scotland at The Loading Bay, Glasgow, with investment awarded by Sport Scotland.

We successfully introduced a selection process based on objective standards that resulted in 58 talented skateboarders being recruited across five hub skateparks (Mount Hawke, Graystone, Baysixty6, Flo, The Loading Bay) from ages 9-29. Of those, 46% were female and 84% were under the age of 18.

We began some pilot talent delivery at Spit & Sawdust, Cardiff, Wales in September 2023 leading to securing investment from Sport Wales in November 2023 creating a fully-fledged Hub and staffing capacity in Wales.

During the year we ran eleven and supported a further two events across the UK featuring the 2023 National Championships in Street (Baysixty6, London) and Park (XC, Hemel Hempstead) as well as three regional and six junior competitions.

93 Skaters competed across the two National Championships with 64 men and 29 women taking part. 2023-24 saw us grow the number and geographical spread of our ‘Survival of the Sickest’ series. We hosted six events across the UK (Bristol, Cardiff, Glasgow, Darlington, Folkestone, Truro). Across the six events we engaged 174 unique participants, 56 of those were aged 11 and under and the remaining 118 between ages 12-16. 37% of the skaters were girls and 63% were boys. The majority of skaters were from the South West (28%) followed by from the South East (18%).

DURING THE
YEAR WE HELD
EIGHT EVENTS
ACROSS THE UK





222

COACHES WERE
ACCREDITED

COACHING

Coach development continues to be critical in supporting the wider objectives of the Pipeline Project and also complements the work of the Communities Team in achieving our “Skate More” objectives to grow and diversity participation in skateboarding, particularly through the ‘see it to be it’ factor of a more highly skilled, professional and diversely representative coaching workforce.

Across the year, we increased the number of Get Rolling courses run from 14 to 23 and 222 coaches were accredited. The Get Rolling course content has been reimagined with a stronger focus on safeguarding, consent and inclusive practice. In tandem, the course materials have been redesigned to provide a more accessible learning experience and better represent the skate coaching community.

We also had the privilege of bringing Get Rolling to Dar es Salaam, Tanzania, in July 2023, to work with 16 amazing coaches from across the country, as the very first fixture of UK Sport’s International Partnerships Programme (IPP). Our course delivery team were accompanied by Dame Katherine Grainger and colleagues from UK Sport. The visit also helped to strengthen the UK-Tanzania bilateral relationship, and included an event hosted by British High Commissioner, David Concar at the High Commissioner’s Residence. Dame Grainger also gave a presentation to staff members at the British High Commission in Tanzania about the role of sport in diplomacy and development.

Coaching Skills is our more advanced (2-day) coaching award for more experienced skate coaches, developed and piloted the previous year (2022-23). Through 2023-24, new Coaching Skills resources were created to support the course content and the course was launched with two successful cohorts from Brighton and Manchester seeing a total of 14 coaches accredited.

PERFORMANCE

Phase one of the Paris 2024 Olympic Games qualification campaign gained significant momentum as Skateboard GB National Team athletes participated in six international events, complemented by numerous training camps, between April 2023 and March 2024. This period was pivotal in laying the groundwork for Olympic success, with each event contributing valuable experience and essential ranking points. Out of the ten athletes selected for the national team in 2022, seven—Sky Brown, Lola Tambling, Lilly Strachan, Joe Hinson, Andy Macdonald, and George O'Neill—successfully advanced to the second phase of qualification, securing top-44 rankings in the World Skateboarding Rankings, a testament to their dedication and the strength of the program.

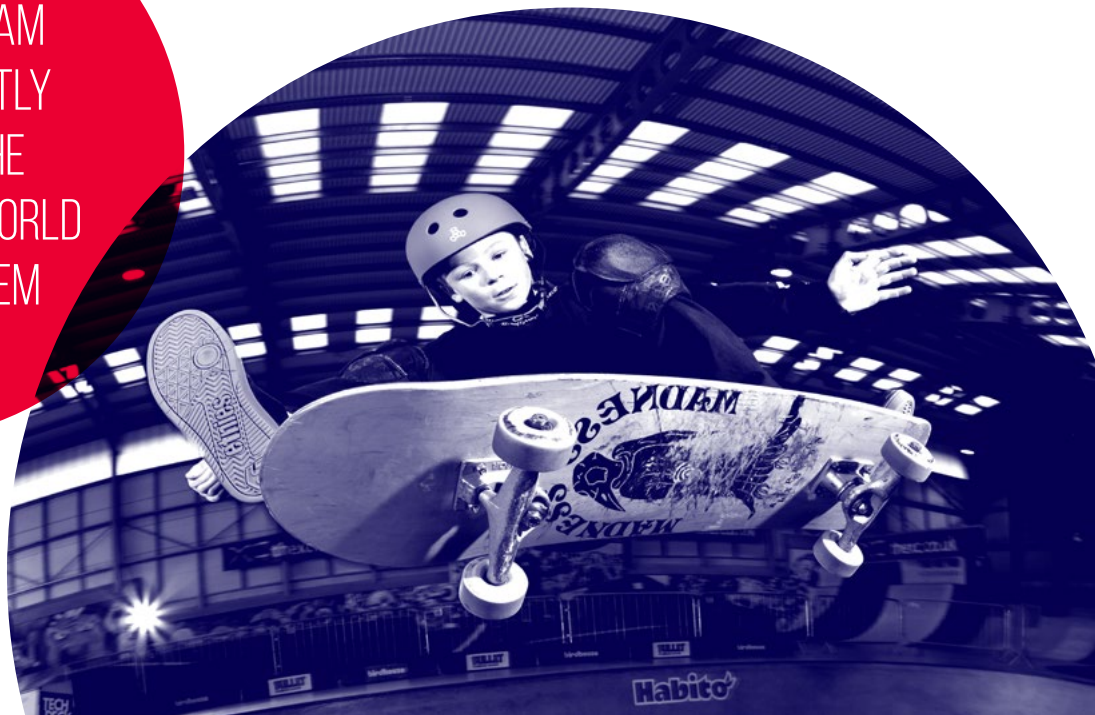
The National Team delivered several stand-out performances during this period, underscoring the depth of talent within Skateboard GB. Notably, Sky Brown achieved a 1st place finish in San Juan, Argentina, further solidifying her position as a top contender on the global stage. Joe Hinson also delivered a strong performance, securing 13th place in Lausanne, while thirteen-year-old Tommy Calvert impressed with a remarkable 20th place at the 2023 Skateboard Park World Championships, signalling a promising future for the young athlete.

Following her 6th place finish at the 2022 World Championships in Sharjah, UAE, Lola Tambling made history as the first British skateboarder to receive a podium-grade Athlete Performance Award from UK Sport. This recognition marks a significant milestone, not only for her career but also for the progression of British skateboarding on the international stage.

In July 2023, Essi Aittasalo was appointed as Performance Administrator, a dual role she shares with Breaking GB. Essi's responsibilities include providing critical logistical and administrative support to both athletes and staff on the National Team, ensuring seamless operations during the demanding periods of competition and training. Additionally, a training camp held in July 2023, in preparation for the World Championships in Ostia, Rome, introduced Jack Sandham as a contracted physiotherapist for Skateboard GB. Alongside Performance Manager Darren Percy and Performance Coach Sam Beckett, Essi and Jack provided on-site support at multiple Olympic qualification events, further enhancing the resources available to National Team athletes at competitions and training camps.

Behind the scenes, the performance team, led by Darren Percy, played a pivotal role in the UK Sport LA 2028 Investment Process. The team was instrumental in designing and creating Skateboard GB's LA Performance Strategy, meticulously identifying and addressing the critical "Pathway Problems" that the organisation faces, ensuring a robust whole-sport strategy for sustained success in the years ahead.

7 NATIONAL TEAM
RIDERS CURRENTLY
FEATURE IN THE
TOP 44 OF THE WORLD
RANKING SYSTEM



PARIS 2024 OLYMPIC GAMES: PROGRESS, PERFORMANCE AND PERSEVERANCE



The Paris 2024 Olympic Games marked a significant chapter for Skateboard GB, highlighting the evolution and progress of British skateboarding on the Olympic stage. Building on the foundation set during Tokyo 2020, when Sky Brown and Bombette Martin represented Great Britain during skateboarding's inaugural outing at the Olympics, our Paris 2024 representatives demonstrated not only their technical prowess but also their resilience and passion for skateboarding. The Games served as a testament to the growth of our skateboarders, and the effectiveness of our evolving support systems.

Sky Brown faced considerable challenges leading up to and during the Games, including a dislocated shoulder sustained just before arriving in Paris, along with a lung infection. Despite these setbacks, Sky delivered a performance that underscored her tenacity. Showcasing her trademark energy and positivity, she secured a spot on the podium among the world's elite while capturing the gaze of spectators with her distinctive style and unwavering determination. Her journey from bronze in Tokyo to overcoming adversity to secure another bronze in Paris highlighted her exceptional capacity to perform under pressure and rise to any occasion.

One of the standout stories of the entire Paris Games was the journey of 51-year-old Andy Macdonald. As the first male skateboarder to represent Great Britain at an Olympic Games, Andy's participation was a historic moment. His perseverance and dedication throughout the qualification process were nothing short of inspiring, proving that passion and hard work can bring dreams to life at any age. Andy epitomised the spirit of participation, reminding us of the intrinsic joy in sport, "taking part". While his 17th-place finish may not have earned a medal, he undeniably captured the hearts and minds of viewers around the world.

Sixteen-year-old Lola Tambling also made her mark in Paris, showcasing the growth and confidence that defined her development throughout the qualification cycle. As the first British-based National Team rider to qualify for the Games, Lola finished 15th in the preliminary round of the women's park event. While technical mastery is crucial, it is often the personality, and style exhibited by a skateboarder that inspires others to pick up a board, qualities that Lola demonstrated in abundance. Her Olympic debut not only solidified her position as a key figure in British skateboarding but also underscored the upward trajectory of her flourishing career.

The success of our skateboarders was supported by a dedicated performance team, led by Performance Manager Darren Percy. Sam Beckett, as Performance Development Coach, became the second member of Skateboard GB staff to attend and support skaters at the Olympic Games, further expanding our on-site expertise. Performance Administrator Essi Aittasalo provided key logistical support throughout the build-up and post-games period, ensuring a seamless experience for our team. This integrated level of support represented a clear step forward from Tokyo, where learnings have been applied to create a more cohesive and effective system.

The Paris 2024 Games were a vital learning experience for both the skateboarders and the Skateboard GB program as a whole. Every high and low added to a collective foundation that will inform future strategies for success. The progress made since Tokyo was evident across every aspect of the campaign, from preparation and injury management to the overall competitiveness exhibited on the Olympic stage.

As we look ahead to Los Angeles 2028, the lessons from Paris 2024 will be instrumental in refining our approach, ensuring that Skateboard GB continues to grow and that our skateboarders are fully supported in achieving their best, both on and off the board.



SKATEABLE SPACES

Skateboard GB has several aims related to ‘Skateable Spaces’ in our Strategic Plan, from increasing access to and improving the relevance of the kind of spaces that enable talented skaters to become competitive in a world-class environment, to the kind of spaces that enable marginalised and under-represented groups to feel safe and confident to have a go at skateboarding.

We’ve deliberately used the term ‘skateable spaces’ rather than ‘skatepark’ to clearly communicate the fact that skateboarding can and does take place in many different kinds of spaces, including but not limited to indoor managed skateparks or traditional outdoor public skateparks. These spaces include skater- and volunteer-built ‘DIY’ facilities such as Bournbrook in Birmingham and The Grove in South London; informally used ‘found’ spaces – the most famous of which being the Southbank Undercroft in London, but also including well known spots such as Lloyds in Bristol or Sneinton Market in Nottingham; and the new generation of augmented or purpose-built multi-use ‘skate friendly’ public realm, such as Marioland in Sheffield, Tram Line Spot in Nottingham and the Transport Museum in Glasgow. We have become more confident through 2023-24 to shift the national conversation away from traditional ‘facilities’ and broaden the understanding of our partners and funders.

Through 2023-24, work in this area has primarily been led by the Communities Team and has been aligned to the funding goals agreed with Sport England. During this period, the team made significant progress towards the Sport England goal to “support the provision of skateable spaces through a Facilities Audit that maps the current distribution, standard and condition of skateboarding spaces”, by designing a project brief in autumn/winter 2023 and then advertising and successfully selecting a contractor to undertake the Audit in spring 2024. A partnership led by skatepark design and construction experts Betongpark Ltd and a team from Goldsmiths University will carry out the audit through the remainder of 2024, completing and reporting to Skateboard GB’s Board in spring/summer 2025. This project will map, categorise and evaluate all outdoor (mainly public) skateparks, indoor managed skateparks, DIYs and key, frequently used street spots (informally used spaces). It will particularly focus on qualitative characteristics such as accessibility and diversity of usage, the extent of activation through sessions and events, heritage and position of the space within the identity of the regional skate scene. Betong and Goldsmiths will utilise both secondary research of existing databases and primary research, including site visits and data collection by regional contacts.

SKATEABLE SPACES

This insight, the first of its kind worldwide, will then inform a Skateable Spaces Strategy, which Skateboard GB will produce during 2025, to transform the range, quality and regional distribution of spaces for skateboarding through the improved targeting of public investment. This will be one of the most consequential contributions Skateboard GB can make to the experiences, enjoyment and progression of skateboarders across all UK regions and Home Nations.

Alongside the team's work on the Skateable Spaces Audit, we have continued to respond to a large number of enquiries and requests for advice and support from local skatepark campaigns and Local Government. One of the most tangible areas of impact has been our ongoing partnership with Crowdfunder UK and support work for the match-funding programmes delivered by Sport England over the crowdfunding platform. During the 2023-24 reporting period, we provided intensive mentoring and support to 4 indoor and outdoor skatepark campaigns via Crowdfunder UK, including feedback on applications to Sport England's 'Active Together' match-funding programme, advice on campaign pages and videos, and social media assets to boost the campaigns' reach. All 4 match-funding applications were successful. Together the 4 campaigns raised £99,512 from 1,261 donors. Of this, £31,800 came from Active Together match-funding pledges.

Finally, we worked on developing an expanded guidance toolkit for UK skateparks, updating the document Skateboard GB produced with Sport England in summer 2020. Most significantly, we brought together 5 of the leading concrete skatepark design and construction specialists for the first time, in a round-table in March 2024, where we discussed priorities for the new guidance and agreed a mutually beneficial Memorandum of Understanding (MoU) that aims to support transparent and fair competition and the long-term sustainability in the sector.

Through 2024-25, the Communities Team are likely to work more closely with colleagues across Skateboard GB's Progression and Performance functions, to become increasingly proactive in identifying opportunities to support and develop spaces that are relevant to the needs of talented and potentially worldclass skaters, whilst still supporting Sport England's ambition for us to help "tackle inequalities".



CONNECT

An integrated and planned communications approach to audience engagement has been a key factor in the growth of the number of people that we've spoken to and the breadth of stakeholders we've communicated with. Through 2023-24, we saw considerable growth in publicity with media partners, huge increases in engagement through our social channels and the development of a professional website, with heightened functionality.

Our structured approach to social media has included the development of a calendar system to ensure that we are effectively targeting different audiences, with the relevant messages, through the appropriate channels to ensure the best engagement. Some of our key achievements have included our Olympic qualifier campaigns, community partnership pieces (for example, a social media piece co-developed with the grassroots skate crews in the North and Midlands, Mashlife and Baghead, as well as an original feature created with a crew of women, queer and non-binary skaters in Scotland, called SKATEBOOBS), Team GB collaboration pieces, Clip of the week and development of the Spot Check series. Over the year we have achieved 9.5 million impressions across our social channels.

The new Skateboard GB website was launched at the end of March 2024, which provides the organisation with a much more professional 'store front' and includes much better functionality. It also includes an e-commerce platform, events calendar with automatic upload for users, a full safeguarding section and a coaching zone with online booking function.

The largest planned campaign over the year was focused on the National Championships 2023, with a full integrated campaign across multiple channels. The campaign highlighted various facets of the competition, rider profiles and real-time updates throughout the two event weekends. There was also the trial launch of our first e-sports event, with a replica online course created of the street course used at the National Championships, which attracted 33,500 players.







Over the last year we took a structured approach to focussing on growing the amount of publicity for Skateboard GB in local, national and international media. We implemented a media monitoring service and reporting and over the financial year and there has been numerous pieces stories and mentions about Skateboard GB on broadcast, printed and online media.

Our partnership with Samsung has added a huge set of deliverables throughout the year, which have included a large-scale launch event, Flip-Park in London (a huge pop-up skatepark project in Shoreditch) and Cruiser Awards campaign (delivering 20,000 awards to our coach network across the UK). The success of this has not gone un-noticed and during the period Skateboard GB and Samsung have won 3 separate awards for these projects.

Finally, the MySkate App has continued to deliver organic growth, with over 2,200 skateparks listed and now with more than 1,000 skate spots mapped. The app also won the Sports Business Award and Welsh Sports Association Award. Plans are now being developed to for V2 with functionality which is not available on any other skateboard app.



CONNECT - SOCIAL MEDIA IMPRESSIONS:

	2020/21	2021/22	2022/23	2023/24
	223,222 (per month) 2,678,664 (per year approx.)	227,808 (per month) 2,733,696 (per year approx.)	265,000 (per month) 3,180,000 (per year approx.)	344,400 (per month) 4,132,800 (per year approx.)
	15,064 (per month) 180,768 (per year approx.)	57,500 (per month) 690,000 (per year approx.)	105,000 (per month) 1,260,000 (per year approx.)	121,300 (per month) 1,455,600 (per year approx.)
	27,100 (per month) 325,200 (per year approx.)	62,200 (per month) 746,400 (per year approx.)	34,000 (per month) 408,000 (per year approx.)	N/A Removed focus on Twitter due to audience
	9,200 (views per month) 110,400 (per year approx.)	31,400 (views per month) 376,800 (per year approx.)	86,000 (views per month) 1,032,000 (per year approx.)	125,000 (views per month) 1,500,000 (per year approx.)
			28,000 (per month) 336,000 (per year approx.)	10,800 (per month) 129,000 (per year approx.)
			641,666 (per month) 7,700,000* (per year approx.)	192,000 (per month) 2,311,200 (per year approx.)

***Note:** Based on a surge in the month of reporting

MANAGEMENT & GOVERNANCE



BOARD OF DIRECTORS

Skateboard GB is governed by its Articles of Association, the set of rules agreed by the members for how and why the organisation should operate.

As a National Governing Body, Skateboard GB must also comply with the Governance Code and meet its statutory obligations, as well as contractual responsibilities to funders and other stakeholders. The board meets regularly and is responsible for strategic direction, leadership, compliance, risk management and it plays a crucial role in ensuring the organisation is fulfilling its obligations to its members and wider stakeholders.

BIOS FOR
DIRECTORS
AND STAFF ARE
AVAILABLE ON
OUR WEBSITE.

OUR DIRECTORS

The board and its sub-committees consist of volunteer Non-Executive Directors and the Chief Executive Officer. To comply with the Governance Code, the Board may not consist of more than 12 directors.

It is a fundamental value of Skateboard GB that the organisation operates for skateboarders and that this is reflected in the structure of the Board.

Skateboard Scotland, the NGB for Scotland, and Skateboard NI, the NGB for Northern Ireland, have devolved responsibilities for grassroots skateboarding in their nations and may therefore each elect one director to the Skateboard GB Board to represent their interests at a GB level. Skateboard GB is also the NGB for England, therefore the English membership may elect three England Member Directors. There is currently no recognised Skateboarding NGB for Wales, but a director position is reserved for Wales should an NGB become recognised through Sport Wales. In the meantime, this position is filled by a co-opted director.

The Governance code requires that the Board consists of Independent Directors (INEDs).

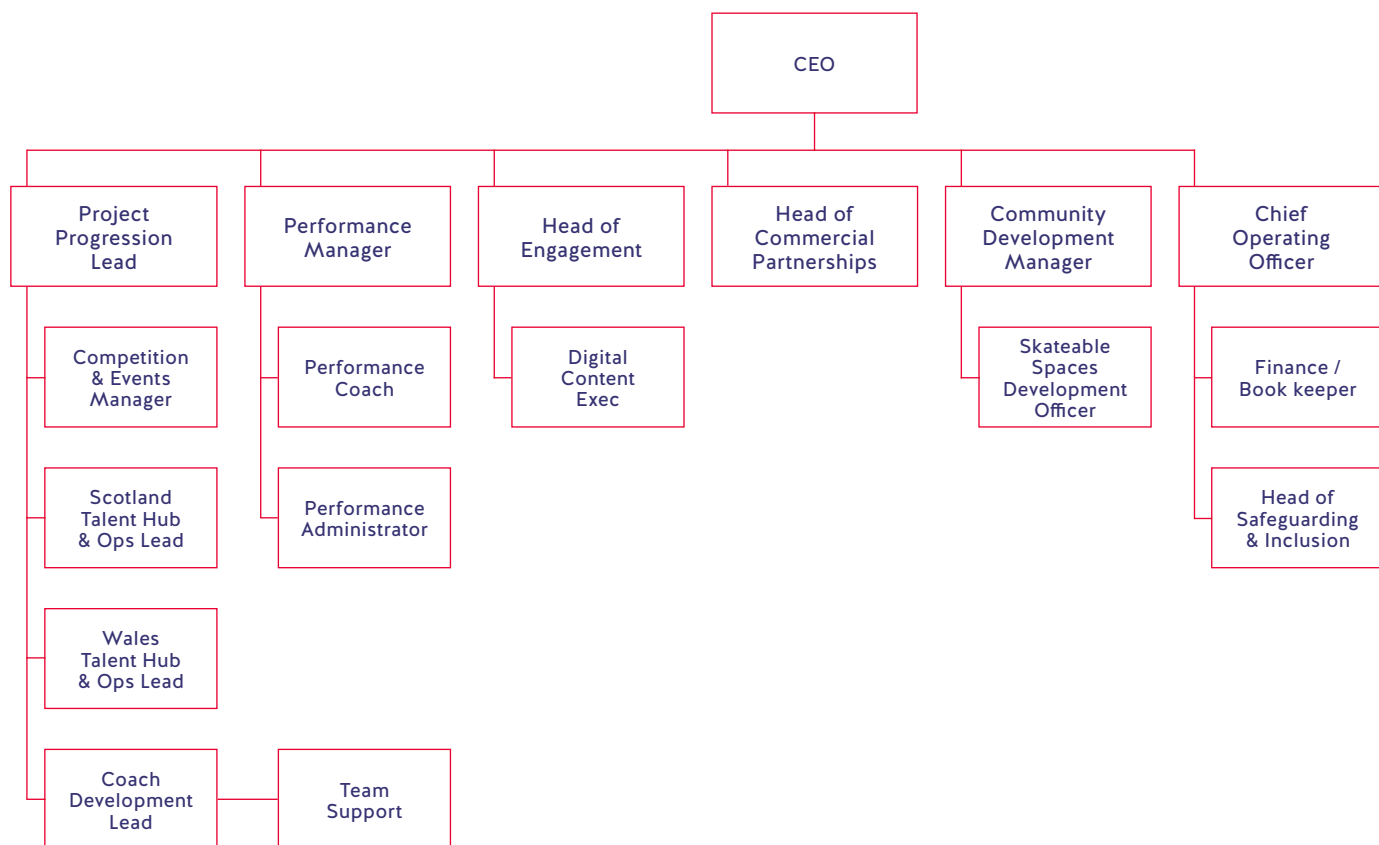
These positions are appointed by the need for specific skills on the board.

The Chair is appointed following a nominations and vetting process by the Nominations Committee under advisement from UK Sport. The process heavily weights candidates with governance experience and a connection to the skateboarding community. As a voluntary role requiring a time commitment of 30+ days per year, availability is also considered.

The CEO has an ex-officio position on the Board which means whoever is CEO automatically becomes a director of the board. The CEO role is operational and prioritises experience funding and operating National Governing Bodies.

All Non-Executive Directors serve a term of three years and may be re-appointed no more than three consecutive terms. Vacancies will become available on the board from time to time as directors stand down or their terms end. All members have a right to stand as an elected Director, whether through the England nominations process or via the member organisations. INED appointments are open to any non-members.

STAFF STRUCTURE



WORKING PRACTICES

As the team continues to grow, clarity on processes and systems is vital, especially given the fact that the team works remotely and is geographically spread across the country.

We have spent the year reviewing working practises and introducing new policies and procedures, including carrying out an IT audit to inform ways of working as effectively/efficiently as possible.





FOCUSING ON
DIVERSITY AND
INCLUSION IN THE
COMING YEAR

ASSURANCE REVIEW

During the year, SBGB was subject to an external independent audit of its financial practices and procedures and governance, carried out on behalf of Sport England and UK Sport, by BDO. This process is now complete and SBGB has been rated as outstanding in financial processes/ procedures and good for governance.

GOVERNANCE

SBGB again met the conditions for compliance of Tier 3 of the Governance Code which is the highest requirement for funded national governing bodies of sport. Recent changes in the Governance Code have added seven new requirements for compliance. A governance plan has been created which outlines all the requirements for Tier 3 of the Governance Code, and this will be kept under constant review to ensure we remain compliant and that the new conditions are fully met by the deadline of the end of October 2024. We also developed our approach to and focusing on diversity and inclusion in the year, which has included the development of a Diversity & Inclusion Action Plan.



FINANCIAL SUMMARY

FINANCIAL SUMMARY

THE FULL ACCOUNTS
CAN BE VIEWED HERE

INCOME AND FUNDING

Grant funding once again formed the bulk of the income secured by SBGB in the 22/23 year.

Sport England provided 26% (£337,952) of the total income during the year and 42% (£550,852) came from UK Sport, leaving 32% (£414,074) generated by SBGB itself, mainly through sponsorship, course income and membership fees.

Work continues to increase the percentage of SBGB generated funds to ensure that we are not over reliant on grant funding moving forward. The continued development of our coaching courses and increases in memberships are providing a good base from which to develop our own income sources.

DEFERRED INCOME

Given the multi-year length of the grant funding cycles, agreements were reached with both Sport England and UK Sport on deferring income from 23/24 into 24/25, which increased the available funds by £505,563 for the year.

The pattern of activities during the 22/23 year resulted in £505,563 being deferred into the 24/25 financial year. The continued growth and expansion of SBGB as an organisation, and in terms of its activities, will ensure that all allocated funding is utilised as agreed over the lifetime of the current cycles.

EXPENDITURE

The total expenditure for the year was as planned, with exceptions to this largely being due to the timings of staff recruitment, and the movement of the planned Facilities Audit which will now take place in 24/25.

OVERALL

Excluding Capital Grants, income brought forward into 23/24 was £792,831 with a further £1,302,878 received in year. With a total expenditure of £1,211,082 and deferred income (to 24/25) of £676,475, a surplus on activities was achieved of £221,141, pre-tax.

The organisation is aiming for a prudent approach to reserves, to ensure that sufficient funding is available to continue key activities should the main sources of grant funding decrease.

It should be noted that in line with having achieved Tier 3 of the Sports Governance Code, SBGB is now required to submit its annual accounts for a full audit, which has therefore been carried out for the first time for the 2023/2024 financial year.



INCOME STATEMENT

	2024	2023
Income	1,436,942	866,677
Direct costs	(303,178)	(173,937)
Gross surplus	1,133,764	692,740
Administrative expenses	(921,623)	(665,175)
Operating surplus/ (deficit) and surplus/(deficit) before taxation	212,141	27,565
Tax on surplus/ (deficit)	(44,258)	(3,729)
Surplus/(deficit) for the financial year	167,883	23,836

BALANCE SHEET

	2024	2023
Fixed assets intangible assets (5) tangible assets (6)	80 3,909 3,989	7,479 6,297 13,776
Current assets stocks debtors (7) cash at bank	181,567 813,973 995,540	73,841 796,142 869,983
Creditors amounts falling due within one year (8)	779,766	831,879
Net current assets	215,774	38,104
Total assets less current liabilities	219,763	51,880
Reserves income and expenditure account	219,763	51,880
	219,763	51,880

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors and authorised for issue on 23 September 2024 and were signed on its behalf by A J Jordan, Director.