


A full-page photograph of a skateboarder with curly hair, wearing a white t-shirt and dark pants, performing a trick in a skate park. The skateboarder is in mid-air, with the skateboard tilted. The background shows a clear blue sky, green trees, and other people in the park. A white rectangular box is overlaid on the center of the image, containing the title text.

2021-2033 STRATEGIC PLAN

SkateboardGB

A skateboarder with tattoos is captured mid-air, performing a trick over a large, rusted metal sculpture of a plus sign. The background shows a clear blue sky and some greenery. The image is framed with a torn paper effect on the left side.

SETTING THE SCENE.

Three red diagonal lines of varying lengths, pointing towards the top right.

Skateboarding has thrived for the last 60 years across the World and debuted in the Olympic Games in July 2021. This has led to the need for governing bodies for the sport at a national level.

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

Skateboard GB (SBGB) is the UK-wide governing body for skateboarding with responsibility for Olympic and the world class performance program (WCP), in addition to grassroots skateboarding and talent within England. SBGB was formed by the Home Nation governing bodies at the end of **2017** and in December 2020 restructured to include Skateboard England within its constitution. Skateboard Scotland, Skateboard:NI and a soon to be

set-up Skateboard Wales are responsible for grassroots skateboarding in the home countries. We are a young and small organisation which is growing and in recent receipt of public funding 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.

SETTING THE SCENE.

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 approximately **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 **1,700 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.

UK:

750,000
skaters

1,700
skateparks

75
indoor parks *



THE GIFT OF 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 sport became established as a marketing tool because of the amazing images & not with the purpose of being a competitive sport. The principle 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.

Skateboarding is an amazing gift that we want to share with the whole community, whilst protecting its **unique culture**. It is accessible **with a low cost entry point**, you can skate anywhere either at home, on the streets or in skateparks. **Skateboarding has huge physical and mental wellbeing benefits**. 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 and skateparks 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.

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 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.





GUIDING PRINCIPLES

To help us achieve our goal we have devised four main guiding principles.

- 1 Skateboarders will be at the **heart** of everything we do, **influencing** every decision we make and the way in which we conduct ourselves.
- 2 We will act **decisively** and **transparently** - we will **talk with** and **listen** to the Skateboarding **community & stakeholders** and be insight driven.
- 3 As a **modern** and **progressive** organisation, we will look to **incorporate innovation** and **technology** into everything we do.
- 4 We will aim to operate on a **commercially sustainable** basis, delivering **financially viable** products and services.



12 YEAR STRATEGIC PLAN

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.

The 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.

**SKATE
MORE**

**SKATE
BETTER**

**SKATEABLE
SPACES**

CONNECT

SKATE MORE



2033 TRANSFORMATION

Skateboarding is the UK's highest participation culturally-sensitive lifestyle sport; led by a well governed, world-class, financially sustainable NGB.

2025 VISION

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 Minority Ethnic groups, women and girls, people from Lower Socio-Economic Groups (LSEG), people from the LGBTQ+ community and the differently-abled.

2025 OBJECTIVES

- Work with the community to provide opportunities to increase participation in skateboarding, including in schools.
- Work to understand equality and diversity within skateboarding, so that both SBGB and the wider skate community can become a leading force in tackling inequality and promoting inclusion nationwide.
- Create programmes to grow skateboarding within under-represented communities, including LSEG.
- Be a well-run NGB delivering clear strategic aims and generating self-supporting revenue.
- Support the delivery of best-practise within the provision of skateboarding to support growth and sustainability.

2033 TRANSFORMATION

World-leading innovation is supporting talented & elite skateboarders. There is an established people pathway, providing world-class coaches & judges at all levels.

2025 VISION

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..

2025 OBJECTIVES

- Create a talent & performance pathway.
- Provide competitive opportunities for skaters within the talent & performance pathway.
- Create a workforce strategy including a training and education programme for the skateboarding workforce in order create the conditions to enable the support of skateboarders at all levels.



A skateboarder with long blonde hair, wearing a grey t-shirt, dark pants, and a black beanie, is captured mid-trick on a wooden ramp. The ramp is part of a larger urban structure with concrete and metal elements. The background shows a dark, textured wall and a concrete ledge. The overall scene is lit with dramatic, low-key lighting, emphasizing the skateboarder and the ramp. The text 'SKATEABLE SPACES' is overlaid in large, bold, red letters on the left side of the image, with three red exclamation marks above it. A white arrow points from the bottom left towards the ramp.

SKATEABLE SPACES

2033 TRANSFORMATION

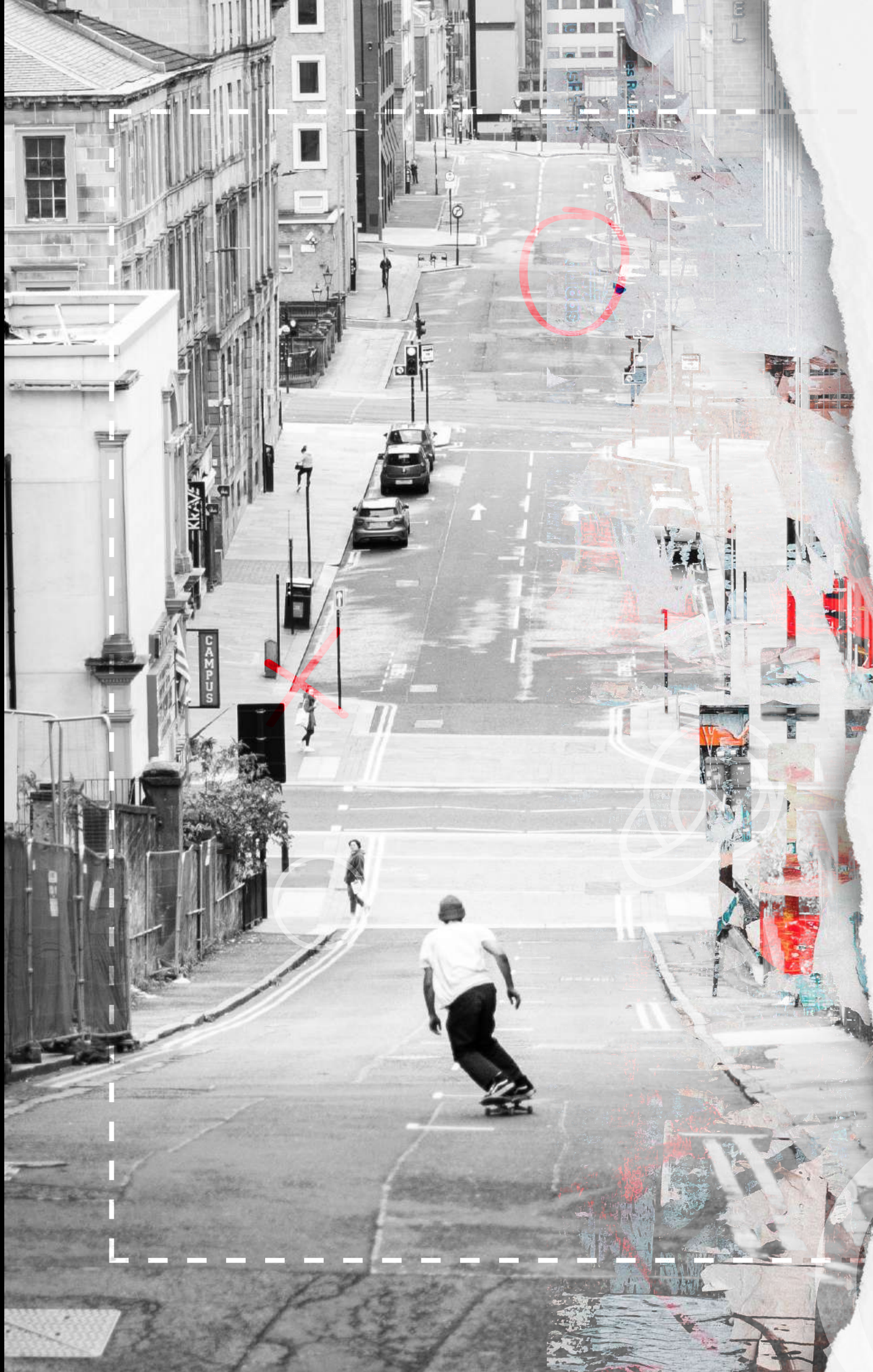
There are sufficient accessible indoor & outdoor safe skateable spaces to meet the needs of the whole skateboarding community and allow for its growth.

2025 VISION

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.

2025 OBJECTIVES

- Support the provision of skateable spaces.
- Build insight and a strategic plan that reflects current skateboarding spaces, need and gaps, and that supports the provision of inclusive shareable skateable spaces in urban areas.
- Develop and build a National Centre to support grassroots and elite skateboarding, and which delivers national & international events.
- Contribute to the funding of skateable spaces.



CONNECT

2033 TRANSFORMATION

There is an engaged and supported community through a world-class digital hub for skateboarding.

2025 VISION

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

2025 OBJECTIVES

- Create an agile and responsive Digital Strategy.
- Grow Skateboard GB's social media presence.
- Increase the awareness, functionality and usage of MySkate App and improve users' experience.
- Build a Digital Hub for Skateboarding – a source of useful, educational and inspiring information for the skaters and the industry.
- Build an effective database/CRM/e-commerce ecosystem (with single customer view) that enables SBGB to engage with all stakeholders.