

*Skateboard***GB**

PHASE TWO
REFINING



STRATEGIC PLAN

2021-2033

CONTENTS

SETTING THE SCENE

THE GIFT OF SKATEBOARDING

SBGB PURPOSE & APPROACH

STRATEGIC PLAN

STRATEGIC VISION

2029 VISION & OBJECTIVES



SETTING THE SCENE

Skateboard GB (SBGB) is the UK-wide governing body for skateboarding with responsibility for Olympic, and talent and world class performance, in addition to grassroots skateboarding within England and Wales.

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, and Welsh skateboarding in November 2024. Skateboard Scotland and Skateboard:NI are responsible for grassroots skateboarding in their respective home countries.

SBGB is recognised as an “investable body,” holding Tier 3 governance code compliance and trusted relationships with key funders and receiving significant public funding. UK Sport funding is secured until March 2029, while Sport England funding is confirmed until March 2027. Additional financial support from Sport Scotland and Sport Wales strengthens skateboarding across the UK.

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.

However, the gender make-up of participation in skateboarding is changing rapidly and SBGB has played a key role in expediting this change, with increasing proportions of girls and women in competitions, coaching and grassroots participation. Skateboard GB's total coach membership grew significantly between 2022 and 2024, by 27%, but the number of women coach members significantly outstripped this overall growth, increasing by 37%. In 2023-24, 37% of the 174 young people taking part in the SBGB youth competition series were girls whilst 31.2% of the competitors across the 2023 National Championships were female. At the highest level, of the three skateboarders representing Great Britain in the Paris Games, two were girls (Sky Brown and Lola Tambling).



We have less data on ethnicity and socio-economic background, although we do know from our data that there is a significant and, perhaps, widening north-south divide. Through the work of skateboarding NGO's within the UK, data shows up to 30% of participants live within the 3 most deprived deciles on the IMD overall, with some NGO's seeing 60% of participants from diverse ethnic backgrounds. This shows that we have much work still to do in order to fully unlock the potential of skateboarding to tackle social and regional inequalities in physical activity

A physical space to skate is the fundamental need of skateboarding, whether that is at home, the street or at a skatepark. There are thousands of street, meanwhile or DIY spots for informal skating and approximately 2,000 skateparks in the UK, of those 75 are indoors, the rest outdoor. The overall quality of skateparks is generally poor due to the legacy of local government under-investment and widespread tendency to award skatepark contracts to general play providers or local generalist construction companies rather than skatepark specialists. However, this is changing significantly and we are seeing excellent public outdoor skateparks, with a growing domestic sector of highly specialised skatepark companies. Challenges going forwards include addressing the significant regional inequalities in good quality skatepark provision, continuing to improve local government processes, creating a fair, transparent and competitive environment for skatepark companies, and better meeting the needs of inclusivity and diversity whilst also providing for talented and elite skateboarders.

SETTING THE SCENE



Indoor skateparks are generally privately operated, and there are insufficient indoor skateparks of a size and standard to support the talent pathway and world class performance programme, or events and competitions.

The skateboarding community is engaged and built around digital and technology which creates incredible imagery and interaction. Skateboard GB harnesses digital channels to connect and engage with the wider skateboard audience across the UK. We have successfully delivered multiple campaigns and built affinity with numerous stakeholders, creating a tone of voice and brand which reflects the values of the organisation, which in turn has led to a growth of 30% year on year across our social channels and attracting up to 3 million impressions in a single month.

This is backed up by the Skateboard GB website which was updated in 2024 to provide a better user experience through look, feel, navigation and most of all, the information which is delivered to users. Over the next period Skateboard GB will continue to develop the functionality and information flows through the website, adding a CRM system to communicate with people even more effectively and help us better understand our audiences.

Skateboard GB's app, MySkate is the number one skateboard app in the UK, with over 50,000+ downloads. We are now planning new ways to develop the app to provide further functionality to more audiences, increase regular use and encourage skating more often.

The talent pathway for skateboarding in the UK has made significant strides, despite still being in its early stages of development. Through strong partnerships across home nations programmes, and with the support of investment from both the Welsh and Scottish sport councils, substantial progress has been made in building a solid foundation. Six Talent Hubs have been established across the UK, each working towards a shared curriculum that embraces skateboarding's core values of creativity and play while allowing room for innovation.

A dynamic competition structure has been introduced, offering age-appropriate opportunities for skaters, including annual National Championships and a fast growing and successful junior competition series.

Additionally, skateboard coach development has seen growth, with the introduction of a new coach education offering and a programme of tailored support further strengthening the guidance available at all stages of the talent pathway.

Over the past couple of years, we have focused on elevating the standard of judging in UK skateboarding competitions by running seminars, offering shadowing opportunities, and pairing junior judges with senior ones to enhance skill development and consistency across results. These initiatives have helped build a more experienced and cohesive judging community. While still evolving, considerable ground has been covered since starting with a blank canvas, with more improvements to come.

Building on the successes and lessons of Tokyo 2020 and Paris 2024, SBGB's vision is to position Great Britain as a leading force in Olympic skateboarding.

Our performance programme aims to foster sustainable success at the highest levels of competition. By 2028, SBGB strives to be recognised globally for its effective and impactful performance approach, ensuring British skaters are well-prepared, strategically supported, and capable of achieving success on the world stage.

A key priority in achieving this vision is addressing critical gaps across our pathway and programme. Access to Olympic-standard training environments is essential for developing the technical skills and competition readiness required for global success. SBGB is committed to collaborating with stakeholders to ensure athletes have year-round access to world-class facilities.

The national team programme is designed to support the development of Olympic and World Championship medallists while inspiring the next generation of British skateboarders.



THE GIFT OF SKATEBOARDING

Skateboarding goes beyond being just a sport; it is a fusion of culture, art, music, and fashion, intricately woven into the lives of those who skate. For skateboarders, it's not just an activity, it's a form of self-expression and a reflection of their identity.

At its heart, skateboarding has always been about its culture, celebrated for its creativity, individuality, and sense of community. Its vibrant imagery and unique lifestyle have naturally made it appealing for brand marketing, but at its core, skateboarding is about having fun, pushing personal boundaries, and fostering a sense of belonging. Competition takes centre stage only during specific events.

Skateboarding offers an incredible experience that belongs to its community, defined by its culture and individuality. With a low cost of entry, it's accessible to all and can be practiced anywhere - whether on the streets or in skateparks. Beyond the joy it brings, skateboarding also contributes to physical and mental well-being, serves as an eco-friendly mode of active transport, and integrates seamlessly into busy lives with its unmatched flexibility.

Tied closely to mental well-being, skateboarding is primarily motivated by the desire to "have fun" and "reduce stress." It is an excellent way to stay

physically active while simultaneously nurturing a sense of community. Balance, strength, aerobic fitness, and coordination are integral aspects of skateboarding, making it a holistic activity for both mind and body.

In a world where many, particularly young people, feel disconnected, skateboarding and skateparks provide shared spaces that help build meaningful connections. These spaces foster networks of friendships that transcend generations and cultures, cultivating a unique sense of belonging.

Skateboarding also nurtures a broad range of skills and competencies. These include navigating social structures, building resilience, fostering commitment, and enhancing communication and creative expression. Mastering new tricks requires dedication, practice, focus, self-awareness, memory, and self-control. Essential skills that help individuals tackle life's many challenges.

SBGB PURPOSE & APPROACH

SBGB's purpose is to give skateboarders the opportunity to "Skate More, Skate Better" ensuring we are skater-focused in everything that we do; by leading, supporting, empowering and facilitating. It's the role of SBGB 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 practice support so that skateboarding can take place in a fun and safe environment.

As a governing body, we recognise skateboarding's unique culture and structure. We are dedicated to preserving its integrity while fulfilling our statutory responsibilities. Using technology, we engage, influence, and inspire the skateboarding community, working together to build a shared vision for the future.

Inclusion and diversity are at the heart of our mission. SBGB is committed to sharing the "gift of skateboarding" with everyone, ensuring that everyone can benefit and thrive from it.



STRATEGIC VISION

12-Year Strategic Plan is three distinct phases:

Phase One:
Building

Phase Two:
Refining

Phase Three:
Transforming

PHASE ONE: BUILDING

NOVEMBER 2021 - MARCH 2025

The Building Phase focused on establishing the systems, programs, people, and culture needed to transform skateboarding from grassroots to world-class performance. During this period, SBGB worked to build purpose, capability and capacity, add value, support growth, and foster community, ensuring skateboarding is able to thrive and expand.

Headline Achievements in the Building Phase

Achieved Olympic Medal Success:

Celebrated podium finishes at both the Tokyo 2020 and Paris 2024 Olympic Games.

Elevated Skateboarding's Profile:

Increased the visibility of skateboarding and SBGB through enhanced engagement and a strong social media presence.

Launched a national Competition Framework:

Established a robust events programme, including National Championships for both Street and Park disciplines.

Developed Pathways: Established and continue to refine coaching, judging, and the talent pathway to support the growth and progression of skateboarding at all levels.

Expanded Coaching Development:

Successfully delivered activator-level coaching courses, accrediting over 750 coaches to support skateboarder growth nationwide.

Expanded Workforce: Grew the SBGB team from 3 to 20 staff members within three years, enhancing capacity to support skateboarding development.

Defined Purpose and Role: Established a clear purpose and defined SBGB's role within the UK skateboarding ecosystem through the strategic plan.

Expanded Commercial Partnerships:

Achieved growth in the number of commercial partners supporting SBGB.

Enhanced Diversity in Skateboarding:

Facilitated greater inclusion across the UK skateboarding community, with a notable rise in participation among girls and women.

Assisted UK Skateboarding Initiatives:

Provided funding, guidance, and support to grassroots skateboarding NGO's and community organisations with advice on governance, delivery and fundraising, and provided direct funding support (via our commercial partnerships) to a range of community spaces and indoor managed skateparks

Developed and Maintained the MySkate App:

Successfully created and continue to maintain the MySkate app, providing a valuable digital resource for the UK's skateboarding community.

Commissioned a nationwide audit of skateable spaces: That will provide insight on the accessibility, usage and quality of the full spectrum of spaces (from informally used 'spots' to largescale purpose-built skateparks) across the country.

Established Trust and Investment:

Successfully positioned SBGB as a trusted and investable partner with UK Sport, Sport England, Sport Scotland, and Sport Wales.

Achieved Governance Code Tier 3 Compliance:

Ensured adherence to governance & finance standards, demonstrating accountability, transparency, and appropriate leadership.

Secured Progression and Development

Sport Funding: Successfully obtained UK Sport funding to support talent development and world-class performance programme initiatives.

Established as a System Partner with

Sport England: Secured a direct five-year funding agreement to support skateboarding growth and development.

STRATEGIC VISION

PHASE TWO: REFINING

APRIL 2025 – MARCH 2029

The Refining Phase will build upon the strong foundations laid during the Building Phase. This phase focuses on transitioning from rapid growth and start-up dynamics to a period of consolidation, strategic focus, and managed growth.

PHASE THREE: TRANSFORMING

APRIL 2029 – MARCH 2033

Building on the work on the previous two phases, the Transforming Phase will see skateboarding as the UK's highest participation culturally sensitive lifestyle sport; led by a well governed, world-class, financially sustainable NGB.



STRATEGIC PLAN

PURPOSE

SBGB exists to offer skateboarders the opportunity to “Skate More, Skate Better.” We are focused on the needs of skateboarders in everything we do, working to lead, support, empower, and facilitate growth within the community.

VISION

We will honour and celebrate skateboarding’s rich heritage and vibrant culture, while collaborating with the skateboarding community to create more opportunities and better spaces to skate. Through competitive success on the world stage, we aim to inspire future generations of skateboarders.

MISSION

To be the UK’s leading organisation for skateboarding, delivering exceptional services, support, advice, and advocacy to foster its growth and sustainability.

PRINCIPLES

1. Skateboarders will be at the heart of what we do, guiding our decisions and shaping how we operate.
2. We will prioritise inclusivity and transparency by engaging in open dialogue with the skateboarding community and stakeholders, ensuring our actions are informed by meaningful insights.
3. As a modern and forward-thinking organisation, we will embrace innovation and technology across all aspects of our work.
4. We will pursue commercial sustainability by offering financially viable products and services.

PILLARS

Our four pillars embody the essence of skateboarding: skating frequently, progressing in skill, utilising inspiring physical spaces and fostering community.

Our pillars are:

1. Skate More
2. Skate Better
3. Skateable Spaces
4. Connect

ORGANISATION & PEOPLE

The success of our four pillars depends on a strong organisation and its people. A well-structured organisation, with effective planning, leadership, governance, processes, policies, and financial management, is essential, particularly when entrusted with public funding.

SBGB’s greatest asset is its people, who are key to achieving our objectives and fulfilling our role. Prioritising staff development through training, coaching, and mentoring, while promoting job satisfaction, motivation, and a sense of being valued and supported, is vital to our success.

To reflect this, the strategic plan has been updated with clear “internal enablers” called Organisation and People, that emphasise the crucial role of the organisation and its people in driving success.

MONITORING & EVALUATION

To ensure that SBGB meets its objectives, we will create a monitoring and evaluation (M&E) plan that helps to track and assess progress and monitor impact. The M&E Plan will be a living document that will be referred to and updated on a regular basis.

2029 VISION & OBJECTIVES

SKATE MORE

The 2033 Transformation

Skateboarding is the UK's most widely participated culturally connected lifestyle sport.

2029 Vision

Developed the insight and understanding needed to enable SBGB to support best practices, foster skateboarding growth, and enhance participation across the community in safe and enjoyable environments.

2029 Objectives

1. Collaborate with stakeholders and the community to create opportunities that boost skateboarding participation, including initiatives within schools.
2. Advocate for equality and diversity in skateboarding, ensuring inclusion is deeply rooted in both the organisation and the sport.
3. Promote and facilitate the growth and advancement of adaptive skateboarding.
4. Facilitate the implementation of best practices in skateboarding to promote growth and ensure long-term sustainability.
5. Provide support for non-Olympic skateboarding disciplines, including Vert, to ensure their growth and recognition.
6. Operate a financially sustainable and relevant membership model.

SKATE BETTER

The 2033 Transformation

Driving world-leading innovation to support talented and elite skateboarders, underpinned by an established people pathway that develops world-class coaches and judges at all levels.

2029 Vision

Established an accessible, skater-focused UK talent and performance pathway designed to foster and support Olympic success. This will include a clearly defined coaching framework and a comprehensive judging pathway.

2029 Objectives

1. Operate a pathway to support and achieve Olympic success.
2. Deliver relevant competitive opportunities to support skaters within the pathway.
3. Deliver a comprehensive workforce strategy with a robust training and education programme to equip the workforce with the skills and knowledge to support skateboarders from grassroots to world-class performance.

2029 VISION & OBJECTIVES

SKATEABLE SPACES

The 2033 Transformation

There are sufficient accessible and safe indoor and outdoor skateable spaces that meet the needs of the entire skateboarding community while supporting its growth.

2029 Vision

Developed a clear and ambitious Skateable Spaces Strategy that supports talented skaters, strengthens grassroots facilities, and accounts for growing participation in skateboarding, particularly among under-represented groups.

2029 Objectives

1. Support the development and availability of skateable spaces.
2. Develop insights into existing skateboarding spaces, identifying needs and gaps to support the creation of inclusive, shared skateable spaces in urban areas.
3. Advocate for and support the development of a National Centre and other relevant skateparks to support community and pathway skateboarding while hosting national and international events.
4. Support and contribute to the funding of inclusive and accessible skateable spaces.

CONNECT

The 2033 Transformation

A world-class digital hub fosters an engaged and supported skateboarding community.

2029 Vision

We will develop an innovative digital hub to connect and support a digitally integrated skateboarding community.

2029 Objectives

1. Develop and implement a revenue-generating, agile, and responsive Digital Strategy.
2. Expand Skateboard GB's social media reach and engagement.
3. Enhance the awareness, functionality, and user experience of the MySkate App to drive increased usage of the App.
4. Develop a Digital Hub for UK Skateboarding, serving as a central source of useful, educational, and inspiring information for skaters and the industry.
5. Operate an effective database/CRM/e-commerce ecosystem with a single customer view, enabling SBGB to engage seamlessly with all stakeholders.

2029 VISION & OBJECTIVES

ORGANISATION

The 2033 Transformation

Skateboarding in the UK is guided by a well-governed, world-class, and financially sustainable national governing body.

2029 Vision

We will ensure strong governance, strategic planning, and organisational structure within SBGB, with a reduced reliance on public funding.

2029 Objectives

1. Be a well-run NGB, delivering clear strategic aims.
2. Comply with the highest governance standards set by the Home Nation Sport Councils and UK Sport.
3. Generate revenue through commercial partnerships and other opportunities.
4. Home Nation Sports Council funding secured for the period.
5. Be a clear voice for skateboarding in the UK and internationally.
6. The appropriate structure (constitution and staff) in place to ensure the objectives of the strategic plan and contracted requirements are successfully delivered.
7. Operate as sustainably as possible, reducing our impact on the environment wherever we can.
8. Lead by example, encouraging and supporting the skateboarding community to develop ways of working and the creation and development of environments that encourage growth and sustainability.

PEOPLE

The 2033 Transformation

SBGB attracts, supports, and retains the best talent to deliver its strategic aims.

2029 Vision

We are implementing robust recruitment and retention processes to attract the best talent. All staff will have opportunities to develop through training, coaching, and mentoring, with clear objectives, job satisfaction, motivation, and a strong sense of being valued and supported.

2029 Objectives

1. Operate a People Plan that includes succession planning for staff and the board, a robust recruitment policy, clearly defined staff roles, objectives, and performance reviews aligned with the strategic plan, along with individual support, development, and training opportunities.
2. All HR and people policies and procedures are current and fully compliant with legislative requirements.
3. Create a safe environment and culture across the whole skateboarding ecosystem