

SkateboardGB

# ANNUAL REPORT 2024-25





# STATEMENT FROM THE CHAIR

As the first four year phase of our strategic plan concludes, I am proud to reflect on the significant progress Skateboard GB has made and the many objectives we have achieved over the past year.

We enjoyed historic success at the Paris 2024 Olympic Games. Skateboard GB qualified three athletes - a remarkable milestone for such a young organisation - and celebrated a Bronze Medal for the second time. This achievement not only reflects the talent and dedication of our athletes and support teams, but also demonstrates the impact of our long-term performance strategy and investment in athlete development. The visibility and inspiration generated by this success plays a vital role in growing participation and strengthening the profile of skateboarding across the UK.

With the support of Sport Wales, members voted for Skateboard GB to become the National Governing Body for Wales. We were delighted to welcome Bethan Gordon to the Board, elected by the Welsh Members as Director for Wales, and Mark Lilley from Northern Ireland representing Skateboard:NI.

Whilst many National Governing Bodies continue to face financial pressures, Skateboard GB remains in a strong and stable position. Grant funding continues to be our largest source of income, but we have also achieved year-on-year commercial growth through our strategic partnerships. Our reserves have strengthened in line with our reserves policy, ensuring medium-term security and compliance with the Governance Code.



Unlike most other NGBs, our membership income remains modest, and we have seen a slight decline in member numbers this year. While our membership base is unlikely to match the scale of larger sports, we have launched a project to review and enhance our membership proposition, with the aim of delivering greater value and driving sustainable growth.

In early 2025, the Board commissioned an organisational review to ensure Skateboard GB is well positioned for the next phase of our strategy. With input from staff, key stakeholders and professional advisors, we engaged consultants to produce a report that has informed a new organisational structure. This process continues into the 2025/26 financial year, with the creation of new roles and reporting lines designed to strengthen our ability to serve all parts of our community – from elite athletes to grassroots and non-member skaters alike.

This has been a year of consolidation, growth and reflection. As we move into the next strategic cycle, the Board remains focused on ensuring strong governance, financial sustainability and maintaining a clear vision for the future. I want to thank our staff, partners and members for their continued commitment and belief in what we're building together.

**Alex Jordan.** Chair, Skateboard GB

# 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 incredible images and 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 wellbeing 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).

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.

It's also an awesome 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. Because skateboards have so small wheels, and skaters are such prolific explorers of their towns and cities, skateboarding acts as a potential indicator or alarm system for



other modes of travel. If a pathway, plaza or crossing cannot be safely traversed by an able-bodied young person on a skateboard, then it may present huge barriers to wheelchair users and other citizens with specific or additional needs - allowing skaters to feed back insight into their municipalities that help urban areas become more adaptive and inclusive.

Skateboarding is also a really good 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 require 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.

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 and Wales. With the support of Sport Wales, members voted for Skateboard GB to become the National Governing Body for Wales in November 2024.

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. Many of 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, Sport Scotland, Sport Wales 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 practice support so that skateboarding can take place in a fun and safe environment.

We know that skateboarding is structured differently from other sports and so we are 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.



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 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.

Although there is a lack of reliable data on participation, we think that there are at least 750,000 active skateboarders in the UK. A decade ago, they were predominantly white, young and male. Now research from Dr Paul O'Connor (University of Exeter) demonstrates the exponential growth in participation amongst older age groups, with additional benefits including philanthropy, youth work and social entrepreneurship amongst these individuals, linked to their skateboarding. Insight from managed indoor skateparks and community non-profits from across the UK indicate that, in sessions, competitions and jams, participation is moving rapidly towards parity between men and women – observations supported by the time-series in our membership, talent pathway and competition data later in this report.

This 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 over 2,000 skateparks in the UK, of those 75 are indoors, the rest outdoor. The overall quality of skateparks has improved significantly over the last decade, with a cohort of specialist skatepark design and build companies delivering increasingly excellent spaces. However, some towns, cities and regions remain under served, and awareness of good practise in skatepark design, build, procurement and user engagement still needs to be improved significantly within Local Government. 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's role is to add 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 ater-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 and 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 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 disabled.



## 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.



# 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.

In March 2025, we began a major organisational review led by external consultants. The review is looking at our structure, capacity and culture, to help us deliver the next four-year cycle of our strategy and prepare for the long term.

2024-25 has been a time of consolidation for us. We welcomed two new team members and enjoyed stability across our other roles. In January 2025, Marcus Kingwell joined as Chief Operating Officer, focusing on helping Skateboard GB move from a start-up to a scale-up organisation. Dasha Vinogradov-Wouters also joined us in January as Brand Relationship Coordinator, supporting our marketing and commercial work. By the end of the financial year, our team had grown to 20 people, made up of employees and contractors.

We continued to roll out our People Strategy, with a strong focus on clarifying objectives and key results at every level—organisation, department, and individual. This has helped everyone see how their work fits into the bigger picture. We've concentrated our efforts on the things that matter most and tied this approach into our annual appraisal process. Every member of staff now has clear personal objectives, with line managers supporting them to achieve these goals.

On the board, we said farewell to Jon-Paul Matthew, Sarah Hunter and Clive Bawden, and welcomed Mark Lilley and Dr Bethan Gordon. We're grateful for Jon-Paul, Sarah and Clive's many years of service and the strong legacy they leave, especially Clive's Governance 360 platform, which we continue to use for board and committee meetings. Bethan joins us as our Wales representative, bringing senior leadership experience from Cardiff Met University and valuable insight as the parent of a high-performing skateboarder. Mark joins us as the representative of Skateboard:NI and he has a strong background in skateboarding.



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

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**Through the 2024-25 reporting year, Skateboard GB's Communities team remained as two posts (the Community Development Officer, Chris Lawton; and Skateable Spaces Development Officer, Bella Warley).**

The team worked increasingly closely with other sections of the organisation, in particular colleagues in coach development and safeguarding, welfare and Equality, Diversity and Inclusion (ED&I), to co-deliver several initiatives aligned to 'Skate More' objectives and Skateboard GB's contractual with Sport England that aim to 'tackle inequalities' in participation and access to sport and physical activity.

These initiatives included: a visit to the new community developed skatepark in Cambridge, The Warehouse, in January 2025 resulting in a series of video assets and a meeting with senior officers and elected members from Cambridge City Council; a collaborative workshop for skate coaches and community organisers on Monitoring, Evaluation and Learning (MEL) in September 2024, followed by a handbook circulated to stakeholders; and a free webinar on 'funding skateboarding projects sustainably' in January 2025, attended by more than 40 stakeholders, which was also followed by a handbook sent out to all participants. In addition, staff members from across several departments worked together through the last 4-8 weeks of the reporting period to design and market an adaptive skateboarding event, Roll Together, which took place in May 2025 at Shredenhams, Bristol, and has potential to become an annual fixture.

The Communities team also worked closely with the Commercial and Partnerships team to facilitate the skateable spaces programme with Subway. In 2024-25, the Subway partnership with Skateboard GB aimed to deliver one-day events at two locations, more substantive 'pop-up' installations with two partners, and even more significant refurbishment of two skateparks. Four of these six projects aligned closely with the Skate More strategic theme: events in summer 2024 in Sheffield (Marioland) and Wolverhampton city centre, which together

engaged 3-500 individual participants in free beginners' coaching sessions, skate-art workshops and informal jams with prizes and sponsored demo skateboarders; whilst pop-up installations at Level 7 Cabot Circus, Bristol (the innovative 'slow space' project of accessible skate obstacles built with children from May Park Primary School) and two new concrete forms added to the 'skate slab' at Brampton Gardens, Newham (with Skate London and East London Skate Club) both created significant legacies in both participation and skills and know-how. The remaining two projects, the refurbishments of Ramp One, Warrington, and The Loading Bay, Glasgow, aligned more closely with the Skate Better strategic theme as they were directly linked to the National Championships, park (Glasgow) and street (Warrington) through autumn 2024.

A second survey of Skateboard GB's stakeholders was conducted in spring 2025, updating and building on the 2024 survey summarised in last year's Annual Report. The number of responses increased significantly, from 36 in 2024 to 48 in 2025. Some findings remained consistent. For example, funding remained the biggest challenge for organisations trying to deliver skateboarding or develop skateparks in their local area. It was the main challenge for 77% of respondents in 2024; and the 'primary' challenge for 46% of respondents in 2025, in response to a new question that enabled 'secondary' and 'tertiary' challenges to be identified.

These included “capacity and capability” and “lack of Local Authority support and understanding”, which help us understand that the barriers to growth and sustainability are often inter-linked. Also similar to 2024, respondents strongly voiced their preference for Skateboard GB to deliver in-person events to build and share skills and capacity and to enable networking.

We also analysed responses by location, to help us understand how activity, and also barriers, vary across the UK. The 2025 survey showed a more evenly spread pattern, with a greater share of respondents from London, the East Midlands and the North East regions compared to 2024 (and also more responses from Wales, Scotland and the Channel Islands).

However, activity remains significantly concentrated in the South East and South West regions, which are also relatively more affluent than elsewhere in the UK (although pockets of significant disadvantage and deprivation exist in both). In 2024, 61% of all respondents came from the South East and the South West regions together. In 2025, 48% of respondents came from these two regions. This still over-represents those regions’ share of the total resident population of England and less affluent or more disadvantaged regions, such as the North East, remain significantly under-represented. There were no stakeholder respondents from the Yorkshire and Humberside region in either 2024 or 2025. This demonstrates that regional inequality remains one of the biggest socio-economic and political challenges facing the UK, affecting health and life expectancy, income, job availability and quality, housing, enterprise and innovation, and access to sport and physical activity. We will discuss more about how inequities in funding, for example, affect skatepark provision in the section below on Skateable Spaces.

Overall, 2024-25 was a more challenging environment than the previous year, particularly in terms of the health of the UK skateboarding industry and the impact this has on participation and the visibility of skateboarding. A downturn in the consumption of skate-related products, including hardware (skateboards etc.), had been predicted following the dual surge in interest in skateboarding linked to the Covid-19 crisis and the sport’s Olympic debut in 2020-21, with initial supply chain shortages through the pandemic subsequently followed by over-purchasing, huge surpluses of stock, discounting and reduced demand for new seasonal releases. This coincided with stubbornly high inflation in both the US and UK and continued weak wage growth. The impact of all this together fed into the liquidation or sell-off of large US brands and the closure of small, local skate shops, as well as reduced use of indoor skateparks. Several UK skate shops and skateparks closed during the 2024-25 reporting period, including Flo Indoor Skatepark and Forty Two Skate shop, both in Nottingham; as well as Drugstore (Norwich), one of the only high street skate shops in the East of England.

## Membership Statistics

This more challenging environment has also fed through to Skateboard GB membership numbers, which have fallen compared to 2023-24 (although remain higher than 2022-23 in most cases). This change, summarised below, can also be explained by the timing of the 2024 Olympics in Paris, which meant that fewer Get Rolling coaching courses could be delivered during that summer; and slightly fewer Survival of the Sickest events took place compared to the previous year. As both coaching awards and competition participation result in membership, this will have reduced the opportunities for new memberships compared to the previous year (when activity during the summer period was not paused due to the Games). The fact that memberships are not being renewed, especially by coaches, is a cause for concern, and a focus of the review and relaunch of the Skateboard GB membership offer undertaken in 2025-26.

## Total membership 2022-23 to 2024-25

|                                    |                    | 2022-23     | 2023-24     | 2024-25   |
|------------------------------------|--------------------|-------------|-------------|-----------|
| Coach Members                      | Total              | 268         | 341         | 263       |
|                                    | Number and % women | n.46, 17%   | n.63, 18.5% | n.55, 21% |
| Skateboarder Members               | Total              | 414         | 499         | 370       |
|                                    | Number and % women | n. 101, 24% | n. 128, 26% | n.91, 25% |
| Community Organisations affiliated | Total              | 21          | 28          | 28        |

### The table shows that:

- Coach members increased by n.73, a percentage increase of 27%, between 2022-23 and 2023-24, but then fell by n.78, a percentage decrease of -23 %, between 2023-24 and 2024-25, bringing total membership in this group below the level two years ago.
- Skateboarder members increased by n.85, a percentage increase of 21%, between 2022-23 and 2023-24, but then fell by n.129, a percentage decrease of -26%, between 2023-24 and 2024-25, also bringing total membership in this group below the level two years ago; and
- Community Organisations who are affiliated to Skateboard GB increased by n.7 (a 33% percentage increase) between 2022-23 and 2023-24 and then remained stable at n.28 affiliates in 2024-25. This suggests that Community Organisation affiliation is less affected by either dips in summer activity (due to the Olympics in 2024) or the wider downturn in skateboarding consumption and participation reported by industry stakeholders. Although the smallest of the three membership or affiliate groups, Community Organisations are thus important stakeholders for Skateboard GB to co-deliver a sustainable recovery in skateboarding.

### The table also shows a trend in women's participation, as follows:

- Women's participation in coaching, as represented by the stated gender of Coach Members, has increased year-on-year, from 17% of all Coach Members in 2022-23, to 18.5% in 2023-24, and to 21% in 2024-25. Absolute numbers dipped somewhat between 2023-24 and 2024-25 (from 63 to 55 Coach Members who categorised their gender as "female") but remained above the 2022-23 baseline – even though total numbers of Coach Members (male and female) had fallen between 2022-23 and 2024-25. This indicates that women's participation in skateboard coaching is both sustained and has bucked the trend seen in the overall (total) fall in Coach Members over the 3-year period; and
- The proportion of Skateboarder Members who are women has remained fairly static, at 24% in 2022-23, 26% in 2023-24 and 25% in 2024-25. Although the absolute number has fallen, from 101 Skateboarder Members who categorised their gender as "female" in 2022-23 to 91 in 2024-25, this fall has been in-line with the overall rate of decrease in total (male and female) Skateboarder Members over the 3 years. This suggests that earlier increases in female participation, mainly through competitions as the main driver for this form of membership, has held up over time. This is reflected in the gender participation data in the Survival of the Sickest and National Championship events summarised under Skate Better.

Together this data indicates that gender inclusivity remains a significant success story for Skateboard GB, despite the more challenging commercial and socio-economic environments.

# SKATE BETTER

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## TALENT

The Pipeline 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.

In the 2024-25 reporting year, there were x6 Pathway progression hubs operating across the UK, x4 in England (in the North West, East Midlands, London and the South West) and x2 in the Home Nations (x1 in Wales and x1 in Scotland). We successfully introduced a selection process based on objective standards that resulted in 47 talented skateboarders being recruited from ages 8-20.

Gender representation has increased significantly since the original Progression pilot, with 40% of Pathway skaters, describing their gender as female. This compares to only 21% of Coach Members describing themselves as ‘female’ in 2024-25, and 37% of Youth Series (Survival of the Sickest) competition entrants in the same period – suggesting that the Pathway programme is making a significant impact on women’s representation amongst talented skaters compared to other metrics/programmes.

In terms of ethnicity, the majority described their ethnicity as White-English/Scottish/Welsh, at 42% (or 20 individuals); with “any other white background” (e.g. Central or Eastern European heritage) accounting for a further 38% (18 individuals) – therefore a large majority of 80% described their ethnicity as ‘White’. Skaters who described their ethnicity as ‘Asian’ (including Indian, Bangladeshi or Pakistani/South Asian heritage or Chinese/ South

East Asian heritage) accounted for 2 individuals (4%) and those who described their ethnicity as ‘Mixed’ accounted for a further 3 individuals (6%).

In terms of disability, 2 Pathway skaters reported having specific learning disabilities (such as dyslexia, dyspraxia, AD(H)D), 1 reported a social/communication impairment (such as Asperger’s syndrome) and 1 reported blindness or serious visual impairment. No Pathway skaters reported physical impairment/disability.

During the year we ran nine events across the UK featuring the 2024 National Championships in Street at Ramp1, Warrington and Park at The Loading Bay, Glasgow, both new venues for our flagship events. We sought funding from Glasgow Life to support the competition in Glasgow and were awarded £20,000 in addition to Subway funding already secured.

This funded an upgrade to the bowl with two new permanent features and the erection of temporary seating to maximise capacity for spectators – over 500 attended the event across the weekend. £10,000 investment from Subway was used to upgrade Ramp1, including maintenance and painting of the street course and constructing a permanent platform for spectators. 82 Skaters competed across the two National Championships with 56 men and 26 women taking part.

Furthermore, two regional events were held including a brand new ‘Welsh Open’ at Spit & Sawdust which saw 43 competitors and the Scottish Open which expanded to host both street and park events across open and under 17’s categories. 29 skaters entered Open Street, 21 u17’s Street, 22 Open Park and 13 u17’s Park.

## TALENT

We hosted five Survival of the Sickest (U16's) events across the UK (London, Portsmouth, Birmingham, Cardiff, and Hastings). The five events saw 225 entrants and 147 of those were unique participants, 70 of those were aged 12 and under and the remaining 77 between ages 13-16. 33% of the skaters were girls and 67% were boys. The majority of skaters were from the South East (27%) followed by from the South West (22%).

Coach development continues to be critical in supporting the wider objectives of the Pipeline programme 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 ran 19 Get Rolling courses, including two in Scotland and two in Wales and 197 coaches were accredited.

12 free DISCo (Diversity in Skateboard Coaching) places were provided – referred places (recommended/referred by individuals/community partners) for skaters who are women, non-binary, LGBTQIA+, differently-abled or global ethnic majority. A dedicated Get Rolling course for Women, non-binary and other marginalised genders was run on 17th May 2024 at Exist Skatepark in Swansea with 14 participants and extremely positive participant feedback.

A big success in our coach development programme and recognition of our internal expertise during the reporting period was through World Skate (the International Federation) course delivery and course integration: our Coach Development Lead, Amber Edmondson, led delivery of World Skate's first official Level 1 course in their World Skate's (WSK) Skateboarding Coach Education and Accreditation System (CEAS), in Lithuania in September 2024 with 18 coaches trained. This was celebrated in World Skate press/web material and other media during October. Amber then worked with World Skate to integrate/align our Get Rolling course Learning Outcomes to World Skate's CEAS system, being one of just x4 countries worldwide to do so (and the first country to fully integrate). She was then invited in January/February to deliver a similar WSK CEAS Level 1 course in Singapore – which took place in April. During the reporting period, Skateboard GB became one of only three (3) skateboarding National Federations to be delivering skateboard coaching awards internationally.

# PERFORMANCE

The period from April 2024 to March 2025 was a landmark year for Skateboard GB as the Paris Olympic Games came into focus before quickly transitioning into the next cycle.

The IOC Olympic Qualifier Series (OQS), staged in Shanghai in May and Budapest in June 2024, proved decisive in determining which athletes would represent Great Britain at the Games.

From these events, three park athletes, Sky Brown, Lola Tambling and Andy Macdonald secured Olympic qualification. Despite strong performances throughout the qualification campaign, Lilly Strachan narrowly missed out by a single place, underlining the fine margins of elite skateboarding.

At the Olympic Games in Paris, Sky Brown reaffirmed her status as one of the world's leading figures by winning a bronze medal in Women's Park. This historic achievement not only placed British skateboarding firmly on the global stage but also inspired a new generation of skaters worldwide. Beyond the podium, 51-year-old Andy Macdonald captured the hearts of the world with his compelling, energised performance in Men's Park, while Cornwall's Lola Tambling became the first British-based skateboarder to represent Team GB at the Games.

Following the Olympics, attention turned to domestic competition and laying the foundations for the LA 2028 cycle. October's World Skate Games in Rome saw impressive performances from Lilly Strachan (8th), Lola Tambling (9th) and Tommy Calvert (20th), followed in November by the Street and Park National Championships in Scotland and Warrington, which delivered standout results for George O'Neill (1st), Joe Hinson (1st) and Tay Cunningham (2nd).

The end of 2024 was marked by reflection and reset. A review of the national team programme engaged athletes, staff and stakeholders to assess progress and shape a clear vision for the future. This work was pivotal in defining Skateboard GB's direction for the next Olympic cycle and was reinforced in December when UK Sport confirmed £2.55 million of investment into Skateboard GB, an uplift of around 50% from the Paris cycle, recognising the strength of the investment case presented by the performance team.

As 2025 began, focus shifted towards reorganisation and rebuilding. A January training camp supported athletes' physical and technical preparation, while internal planning centred on strengthening the national team programme. This period of recalibration laying the foundations for a more deliberate and effective system and ensuring Skateboard GB is well-positioned to deliver sustained performance success in the years ahead.



# SKATEABLE SPACES



The wider environment affecting Skateable Spaces presents a more mixed picture in the 2024-25 reporting period compared to Skate More. Although challenging, including the closure of Flo indoor skatepark in January 2025 (a major blow for Skateboard GB as one of the four original English pilot Hubs and one of only a small number of indoor skateparks in East and West Midlands), there were also several major success stories, especially in outdoor public spaces.

The estate of public outdoor skateparks continued to grow strongly. Some of these new locations were in the South East and South West regions, including the large new outdoor concrete skatepark in Hove Lagoon (by Maverick), part of a new multi-million pound seafront park which opened in September 2024, but there were also many new skateparks completed across the North and Midlands, including Blythe Isabella in Northumberland (in the North East, England's 'poorest' region in terms of GVA and earnings) and two outdoor public skateparks close to Nottingham City, Aspley (Broxtowe Country Park) and Southwell. These are notable because official statistics (the House of Commons Library) indicates that the East Midlands, of which Nottingham is the largest city, receives the lowest level of public investment of all UK regions and Home Nations, at £11,603 per person in 2023-24, 10% below the UK average of £12,958. This compares to London, where public spending was highest, at £14,842 per person (15% higher than the UK average). This shows that skatepark campaigning and wider community organising in skateboarding can rise above economic and fiscal adversity.

As well as closures of indoor skateparks like Flo, there were also new indoor skateparks opening, including with Skateboard GB support. TR7 opened in April 2024 in its new location in Roche (Cornwall), following loss of an earlier site in Newquay. This followed a successful Crowdfunder UK campaign which Skateboard GB advised on and shared on social media.

Our 2025 Stakeholder Survey indicated that community organisations were engaging in a new area of activity that they hadn't engaged in before, known as 'skate urbanism' – working with Local Government to try to achieve skateable public spaces and a more supportive general environment for street skateboarding, often within a wider development strategy covering 'place making' and 'place marketing' (tourism and other visitor strategies, inward investment, creative and cultural events, etc.).

## SKATEABLE SPACES

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The major 'skate urbanism' success in this reporting period was the extended and improved skateable space outside the Glasgow Riverside Museum of Transport – which accompanied the development of the new Govan-Patrick bridge. This was completed in October 2024, ten years after the original skateable elements were added in 2014.

This success was celebrated in the first issue of our 'Shout Outs' in November 2024, a regular newsletter developed, designed and curated by Bella Warley, sent out to more than 100 subscribers every 2-3 months (five editions have been published at the time of writing). The first edition included an interview with Glasgow skater and artist Toby Paterson, a member of Glasgow Urban Sports (GUS) an instrumental in the design and project management of the Riverside Museum skateable public realm.

The primary area of progress in Skateable Spaces wholly led by Skateboard GB during the reporting period was the launch and delivery of the Audit of Skateable Spaces. Following a competitive procurement process in spring 2024, this was awarded to a partnership between Goldsmiths University and skatepark experts Betongpark, announced in summer 2024. George Nicholls (Goldsmiths University) analysed a large existing database of skateparks transferred from The Skateparks Project through the autumn of 2024, and created a research instrument (survey) and master data-base, for a team of n.12 regional 'skate associates' (representing each of the nine English regions and three Home Nations) to then work through the spring and summer of 2025 to provide detailed insight.

The findings of the Audit will be shared in spring 2026, and will include the number, distribution, level of use, extent of maintenance and activation (through coaching sessions and events) and inclusivity of use and sense of safety for each site on a region-by-region basis, enabling Skateboard GB and our stakeholders to have a more detailed understanding of our facility assets and challenges than we have ever had before. This will be shared with British Cycling, who also fund and support many skateparks as well as pump tracks through their Places to Ride scheme, alongside the Active Places Power team at Sport England.

Alongside the Communities team's work on the Audit, they continue to manage a large number of enquiries and requests for advice and support from local skatepark campaigns and Local Government. Plans for 2025-26 include overhauling, expanding and updating the range of guidance assets available on the Skateboard GB website and delivering an event for Local Government, in partnership with the skatepark design and construction companies, to share the findings and implications of the Audit and consult on priorities for a future Skateable Spaces Strategy.



# CONNECT

In the period from 2024 – 2025 Skateboard GB Comms showed huge progress across various areas; with big wins through our social media output, an amazing summer of national and international press through the OQS in Budapest and the Olympic Games in Paris, multiple effective campaigns, commercial partnership projects and event awareness.

During the Olympic Games we strategically planned a multi-channel schedule to ensure an effective growth in engagement and increase in following of Skateboard GB channels. The result of which saw an 11 million reach and an 14,000 growth in followers during 3 week period of the games. We also had responsibility for on-site athlete media management, alongside Team GB, which resulted in over 7,000 pieces of media coverage worldwide. A strong awareness of SBGB brand was visible on athletes' equipment, which ensured good coverage for Skateboard GB.

In the last year we planned for a minimum of 4 tent-pole campaigns to ensure we engage with large audiences, which are targeted at different profile groups. These included a national Go Skateboard Day online campaign which reached over 600,000 people, engaged with skaters, brands, parks and other stakeholders. We created the story of Andy Macdonald visiting his homeland for the first time, which resulted in huge engagement and was picked up by the national press. We then created two campaigns for National Championships which resulted in our best performing engagement results across socials. We offered 1,500 free skateboarding lessons throughout the UK on the back of the Olympics, alongside Samsung.

Our other commercial activations were increased significantly through the 2024 – 2025 period, which included running two events in Sheffield and Wolverhampton to launch the 'Fresh Moves' campaign with Subway, with over 1,000 people attending both events. We then delivered 20,000 Cruiser Award packs to SBGB qualified coaches across the UK, to amplify the programme alongside Samsung. Finally, we supported the 'Samsung 25hr Skatepark' project in London with various activations and promotional outputs.

On the event front we worked with the BBC to deliver a live broadcast of the National Championships in Glasgow for the BBC iPlayer, BBC Red Button and BBC Sport website, alongside integrated promotional campaign pre-event.

For the Survival of the Sickest junior series, we created a new look for the promotional material and added extra information on the website, as well as created a template for the newsletter that goes to competitors.

The website has seen a growth of over 20% in visits and we have made various updates on the Pipeline pages, safeguarding information, the Olympic pages and multiple image updates. We updated various pages also to ensure a mobile-first view of the website. The website now ranks number 1 on Google search for 21 out of 30 key search terms.

Our new Brand Relationship Officer was recruited in January and will support on reporting of communication deliverables to commercial partners, social media analytics and skate brand partnerships.

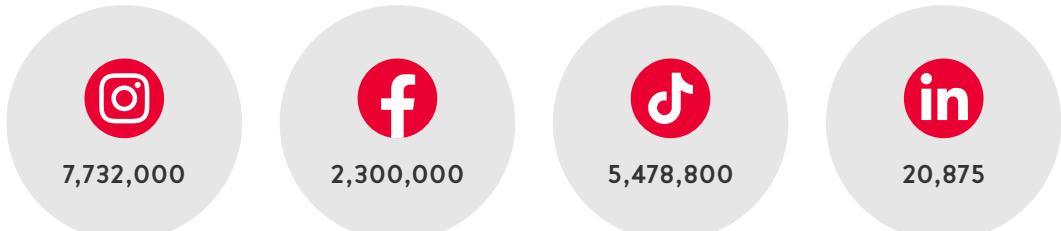


## SOCIAL MEDIA IMPRESSIONS

|   |            | 2021/22   | 2022/23    | 2023/24   | 2024/25   |
|---|------------|-----------|------------|-----------|-----------|
|    | per month  | 27,808    | 265,000    | 344,400   | 361,000   |
|   | per year   | 2,733,696 | 3,180,000  | 4,132,800 | 4,332,000 |
|    | per month  | 57,500    | 105,000    | 121,300   | 145,900   |
|   | per year   | 690,000   | 1,260,000  | 1,455,600 | 1,750,000 |
|   | per month  | 62,200    | 34,000     | 0**       | 0**       |
|   | (per year) | 746,400   | 408,000    | 0**       | 0**       |
|  | per month  | 31,400    | 86,000     | 125,000   | 126,000   |
|   | per year   | 376,800   | 1,032,000  | 1,500,000 | 1,512,000 |
|  | per month  | 0***      | 641,666    | 192,000   | 114,900   |
|   | per year   | 0***      | 7,700,000* | 2,311,200 | 1,378,800 |
|  | per month  | 0***      | 28,000     | 10,800    | 20,875    |
|   | per year   | 0***      | 336,000    | 129,000   | 250,500   |

Note statistics during Olympic period have been removed from the 2024 – 2025 figures as not to skew overall year averages

Annual totals for 2024-25 including Olympic statistics.



\* Based on a surge in the month of reporting

\*\* Stopped posting on Twitter due to audience relevance

\*\*\* Prior to SBGB accounts

# 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 UK Code for Sports Governance 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. Wales became part of Skateboard GB during 2024/25 and as such a director from the Welsh community sits as a director on the Board.

The Governance code requires that the Board includes Independent Non Executive Directors (INEDs) as well as elected directors and the CEO.

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.

# WORKING PRACTICES

Our safeguarding work has also moved forward significantly. Our aim is to make skateboarding a safe and inclusive activity, so that skaters and parents alike can feel confident about safety and welfare at every event. In December 2024, Skateboard GB adopted a new set of safeguarding policies and procedures, bringing our practices up to date with current best practice. We invested in a new case management system, making it easier to track and handle cases. We've made similar progress with our equality, diversity, and inclusion work. We brought all our efforts together in a Diversity and Inclusion Action Plan (DIAP), which follows the guidance

of Sport England and UK Sport. Our DIAP was officially approved by UK Sport in January—a great achievement for us. We've also started setting up our Diversity and Inclusion Action Group, an external group that will support and challenge us as we continue this important work.

In December 2024, we moved from Google's suite of products to Microsoft Office 365. This change has improved our communication, processing, and storage, and given us access to Microsoft's AI tools. We're already using AI to transcribe meetings and prepare notes, and we're exploring other ways it can help us work more efficiently.

# 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. 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 all conditions continue to be fully met.

FOCUSING ON  
DIVERSITY AND  
INCLUSION IN THE  
COMING YEAR

# FINANCIAL SUMMARY

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## INCOME AND FUNDING

Grant funding once again formed the bulk of the income secured by SBGB in the 24/25 year.

Sport England provided 26% (£361,000) of the total income during the year, Sport Scotland and Sport Wales provided 2% (£20,000) and 32% (£454,931) came from UK Sport, leaving 40% (£568,505) 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 developments in securing sponsorship, in the development of our coaching courses and the 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 Sport England, Sport Wales and UK Sport on deferring income from 23/24 into 24/25, which increased the available funds by £540,484 for the 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 limited exceptions to this being due to the timings of staff recruitment.

## OVERALL

Excluding Capital Grants, income brought forward into 24/25 was £672,486 with a further £1,500,155 received in year. With a total expenditure of £1,644,806 and deferred income (to 25/26) of £432,880, a surplus on activities was achieved of £94,955, 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 again for the 2024/2025 financial year.

## FINANCIAL SUMMARY

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### INCOME STATEMENT

|   | 2025        | 2024      |
|---|-------------|-----------|
| Income  | 1,679,847   | 1,436,942 |
| Direct costs  | (319,774)   | (303,178) |
| Gross surplus   | 1,360,073   | 1,133,764 |
| Administrative expenses   | (1,265,118) | (921,623) |
| Operating surplus/(deficit) and surplus/(deficit) before taxation | 94,955      | 212,141   |
| Tax on surplus/(deficit)  | (15,300)    | (44,258)  |
| Surplus/(deficit) for the financial year                          | 79,655      | 167,883   |

### BALANCE

|  | 2025           | 2024           |
|--|----------------|----------------|
| <b>Fixed assets</b>                          |                |                |
| Intangible assets                            | 5,036          | 80             |
| Tangible Assets                              | 4,859          | 3,909          |
|  | <b>9,895</b>   | <b>3,989</b>   |
| <b>Current assets</b>                        |                |                |
| Debtors                                      | 169,216        | 181,567        |
| Cash at bank                                 | 716,505        | 813,973        |
|  | <b>885,72</b>  | <b>995,540</b> |
| <b>Creditors</b>                             |                |                |
| Falling due within one year (8)              | 596,198        | 779,766        |
| <b>Net current assets</b>                    | <b>289,523</b> | <b>215,774</b> |
| <b>Total assets less current liabilities</b> | <b>299,418</b> | <b>219,763</b> |
| <b>Reserves</b>                              |                |                |
| income and expenditure account               | 299,418        | 219,763        |
|  | <b>299,418</b> | <b>219,763</b> |

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.