

SKATEBOARD GB

DIVERSITY & INCLUSION ACTION PLAN

2024 - 2026

Updated with minor changes January 2026

Approved by UK Sport, January 2025

Foreword

Skateboard GB believes that everyone should be able to access and enjoy skateboarding regardless of their gender, race, disability, religion, sexual orientation, background, or circumstances.

Despite this, we recognise that some people's experience or perception of skateboarding is that it is not as welcoming or inclusive as we all would like. Some communities do not access the sport to the degree others do, some may feel excluded and that their voices are not heard, some groups are under-represented and there are gaps in our understanding across a variety of communities and their experiences and perceptions of skateboarding.

Consequently, there remains much to do if we are to fulfil our aspiration of an equal, diverse, and inclusive sport which can be enjoyed by everyone. Skateboard GB has a key leadership role to play, but success in this area can only be achieved through commitment, collaboration, and support from the whole skateboarding community.

This Diversity and Inclusion Action Plan clearly sets out our ambitions as an organisation. They represent our internal objectives for ensuring equality, diversity and inclusion for the next three years, and recognise the principles around these as set out in the Code for Sports Governance.

We recognise that this will be challenging and we cannot do it all at once, but we want to unlock the advantages of skateboarding for everyone, and be part of a bigger movement that helps to address some of society's biggest challenges.

We want to ensure that everyone can receive the "gift of skateboarding." We very much hope that you will join us on this exciting journey.

James Hope-Gill

CEO

A Note from our D&I Board Champion

Skateboarding has always been a home for all. A fitting space for the creatives, the non-conformists, the innovators. A melting pot of young and old from different backgrounds coming together around a shared love for rolling around and the richness of a unique culture.

Yet we know there is much more to do to ensure skateboarding is truly inclusive and welcoming to everyone. How skateboarding is shaped and informally regulated, where it occurs, how it is portrayed – these factors and many more constitute potential barriers and obstacles to achieving greater diversity and inclusion throughout the community.

Skateboard GB has a key role to play in supporting the community and culture in this journey, from amplifying voices to piloting concrete actions on the ground, empowering the community with tools, knowledge and funding. We very much hope that this Diversity & Inclusion Action Plan will enable us to create meaningful, evidence-based projects and workstreams that support these ideals.

Having personally witnessed skateboarding make great strides in the last 20 years towards better diversity and inclusion, I look forward to guiding and championing efforts inside and outside of the organisation to ensure we deliver change and tangible impact.

Claire Alleaume

EDI Board Champion

Introduction

Skateboard GB is the national governing body for skateboarding in Britain. We govern the Street and Park Olympic disciplines of skateboarding and aim to add value to the wider skateboarding community, which includes increasing access to participation. Skateboard GB's Diversity & Inclusion Action Plan 2024-2026 ("DIAP") builds and expands on our vision for Diversity and Inclusion, which was previously published in our [12-year Strategic Plan](#). It sets out the practical steps to enhance diversity and inclusion within skateboarding, both at the elite performance, pathway and grassroots level.

Like other sports National Governing Bodies, we are conscious that our sport and culture should be reflective of the society in which we live, as that leads to more people Skating More and Skating Better. We recognise that building long-term sustainable diversity and inclusion practices takes time and relies on shared approaches at every level of our sport. Within this DIAP we identify areas where we will work with external stakeholders, including the Home Nations Skateboarding Governing Bodies, the UK Sports Councils, Active Partnerships, skate schools, skateboard coaches and the wider skateboarding community.

We are very clear that we do not expect to have addressed Diversity and Inclusion by 2026 and acknowledge that true commitment to Diversity and Inclusion requires ongoing efforts and collaborative working. We see the publication of this DIAP as the start of this process; an opportunity to gather meaningful data in collaboration with our wider stakeholders and communities that will enable us to identify further evidence-based, tangible actions going forward.

We use the term 'Diversity & Inclusion' in this publication for brevity; it does reflect and include the broad scope and full meaning of equity, diversity, inclusion and justice.

Equality Act 2010 Statement

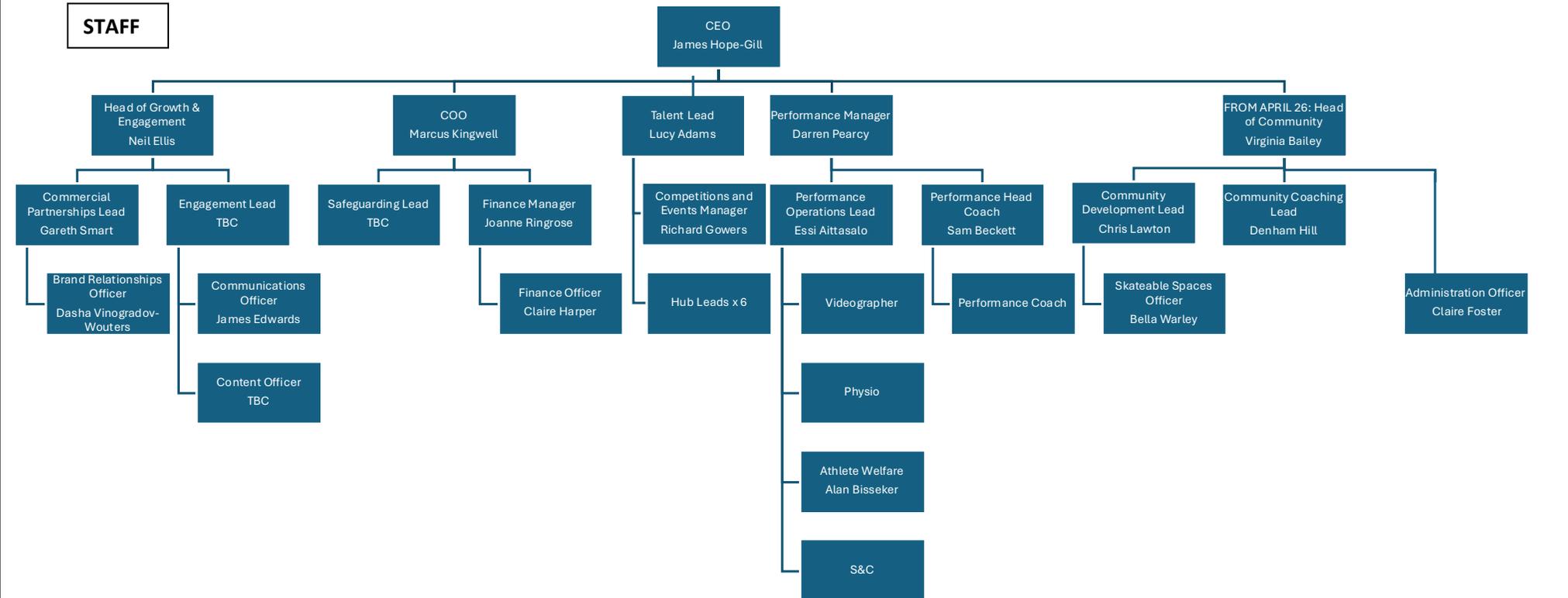
We comply with [equality law](#) and implement good practice in all aspects of employment including recruitment, pay, working hours, managing staff and developing policies.

SKATEBOARD GB STRUCTURE

BOARD



STAFF



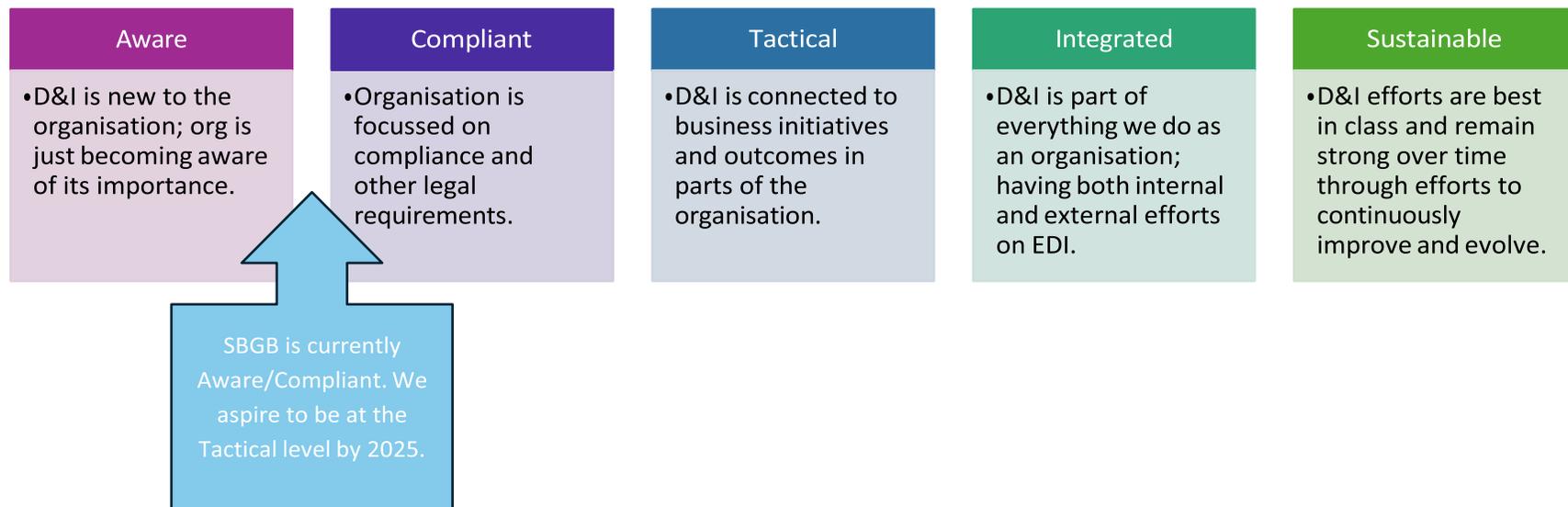
Context

Skateboard GB is still in its infancy as a National Governing Body, and we are unique in the sense that we represent the interests of skateboarders competing at the Olympic level and those in the wider community. We have grown from 3 members of staff in 2022 to 18 members of staff in 2024 and have big ambitions for how we support the skateboarding community going forward.

Skateboarding is a unique sport in the sense that we do not have any traditional club or membership structures. Outside of our Olympic performance programme and pathway structures our community is made up of skate schools, independent skate coaches, skate parks, skateboarders and skate shops and understanding this background and context is key to furthering Diversity and Inclusion at all levels of skateboarding. We want everyone to feel supported, heard and empowered, and that means taking time to listen, learn and empathise.

In the development of this DIAP, we have used the following inclusion maturity model to identify where we currently are as an organisation and where we would like to get to.

Diversity & Inclusion Maturity Model



What we have achieved

Championing Diversity at Board Level: Board Member Claire Alleaume has been appointed as our Board Diversity Champion. Claire will lead on diversity and inclusion activity at the strategic level and will work in partnership with operational staff to progress the DIAP and our D&I work.

ED&I now has a place on the Senior Leadership Team, with the new Head of Communities post having responsibility for the ED&I agenda and this DIAP. We anticipate having this post filled by April 2026. The six month gap in recruitment has caused some delays in the delivery of this plan.

Ensuring equal prize monies: Since its inception, SBGB has ensured that there is equal competition prize money across the men's and women's competition structures.

Adaptive Skateboarding: SBGB are conducting an audit of adaptive skateboarding initiatives that are happening within the UK. The audit will seek to ascertain what is happening, who is involved, venues being used, number of skaters involved, types of physical disability, costs, etc. This will allow SBGB to determine how to best support adaptive skateboarding in the future.

Women-only Get Rolling Course: In May 2024 our Coach Development Lead, ran a Women and Non-binary only Get Rolling course. We hope that by creating this space we will engage with people who feel more comfortable learning and sharing experiences with other marginalised genders rather than the male majority. This forms part of our affirmative action to improve diversity among our coaching workforce and ensure representation to those on the frontline of UK Skateboarding.

DISCO Project: our Coach Development Lead has also led on the DISCO Project. DISCO is a newly developed, free coach education course that aims to open up access to networking and professional development opportunities for coaches from diverse backgrounds. We're currently prioritising POC, trans and disabled coaches as this is where we see key gaps in the coaching workforce. We will also consider other less represented demographics such as; non-binary, those from a lower socio-economic backgrounds and neurodiverse coaches.

Challenges faced or expected

Skateboard GB currently collects only basic gender diversity data on our staff, Board, Coaches and Members through our recruitment practices, our membership database and the MySkate app. These statistics show that in 2024:

- Board: 22% identified as female
- Staff: 50% identified as female or non-binary
- Members, including coaches & skateboarders: 27% identified as female
- My Skate App Users: 24% identified as female

According to analysis of Skateboard GB membership in 2024, of a total of 481 members with postcodes that can be matched to the Indices of Multiple Deprivation (IMD) 2019 (Crown Copyright, Ministry of Housing, Communities and Local Government, 2024), 92 members (19.1%) had home addresses that were within the 3 most deprived deciles (were 1st is most deprived and 10th is least deprived) on the IMD overall.

It is clear that we need to do more to understand the full diversity and inclusion picture in skateboarding. Therefore, this DIAP, in line with our [Strategic Plan](#), will use Year 1 to focus on strategic leadership, good governance and evidence and research gathering. This will ensure that our actions taken in Year 2 are evidence-based across all streams of diversity and inclusion and fit for purpose. Any updates to this plan will be published on our website at <https://skateboardgb.org/governance-policies/>

Our insights and EDI journey will be shared with our board members on a quarterly basis.

What targets are we aiming for?

Our Strategic Plan outlines our vision for Diversity and Inclusion by 2025 (modified slightly to align with current terminology)

'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 disabled people.'

As a first step, we will collect socio-economic, ethnicity and gender data on staff, SLT, wider workforce, coaches, members, athletes and Board Members to ensure that, as far as possible, Skateboard GB continues to be able to reflect the lived experiences of our wider stakeholders.

By the end of 2026, we are aiming to be in a position to measure our progress against the Office for National Statistics data on EDI and other nationally benchmarked targets.

Governance Code

SBGB is committed to achieving and maintaining the standards required in the Code for Sport Governance in relation to diversity and inclusion. Key ambitions here are as follows:

- A leadership which represents and reflects the diversity of the local and / or national community.
- A commitment to the ongoing review and development of our diversity and inclusion action plan to ensure that our actions deliver on the above vision.
- A rigorous recruitment process which supports and encourages a diverse and inclusive community within SBGB.

Our Diversity & Inclusion Action Plan includes five main areas of focus:

1. Data and Insight
2. Strategy and Leadership
3. Governance and Recruitment
4. Communications and Engagement
5. Stakeholder participation

These five areas link directly to the 2025 Vision outlined in our Strategic Plan.

In Year 1 (2024-2025) we focused on setting up strong governance and leadership practices within the organisation

In Year 2 (2025-2026), we need to secure strong data and insight into our organisational needs and the needs of our communities. We will conduct a thorough research and evidence exercise across all stakeholder groups.

Completion of this allow us to focus our efforts in 2026-2027on those areas that need it most; increasing representation in the most underserved groups and areas of work, production of a comms and engagement strategy to communicate the DIAP and our aim to make D&I an ongoing, collaborative project with the wider skateboarding community.

Data & Insight

- Conduct a research scoping exercise, including methodology and target insights (completed summer 2025) in order to generate data and insight into D&I at Skateboard GB and in the skateboarding community.
- Commission research into attitudes, perceptions and experiences of diversity and inclusion within and about skateboarding in GB. Undertake a detailed research and evidence gathering exercise to better understand diversity, inclusion and barriers to access in skateboarding.
- Undertake annual surveying of Skateboard GB staff and board to monitor diversity rates and experiences within the organisation (due spring 2026)
- Undertake surveys of Skateboard GB's elite level skateboarders, and those on the pathway, to collate and monitor diversity rates amongst high performance programmes (due spring 2026). Where possible, seek to benchmark this against other leading skateboarding nations.
- Use the findings from this collated research to inform our approach to diversity and inclusion and ensure it addresses the real needs of our communities and stakeholders and update the DIAP accordingly (late 2026)

Year 1 onwards: Strategy and Leadership

- Establish a representative Diversity & Inclusion Advisory Group (“DIAG”) to interpret and advise on evidence gathered from D&I research and data collection exercise and actions going forward:-
 - Draft Terms of Reference for DIAG including reporting lines, meeting frequency, scope (complete)
 - Conduct an open recruitment process, with advice from a leading D&I consultancy, in order to attract high calibre candidates with specific knowledge, expertise and lived experience of D&I (chair in place summer 2025).
- In partnership with diversity and inclusion leaders in skateboarding, advocate and champion for the importance of diversity within the wider skateboarding community and industry.
- Appoint an D&I Lead to action the DIAP in April 2024 and work more closely with the EDI Board Champion in ensuring DIAP is being actioned and reported on regularly to ensure implementation. (Head of Community take on this responsibility April 2026)
- Skateboard GB Board to annually review progress against the DIAP and to consider the implementation of further targets if action is deemed necessary (first review March 2026)
- Increase efforts to support diversity and inclusion within Skateboard GB staff and board, championing the increased benefits of diversity at all levels (all staff ED&I training January 2026)

Year 1 onwards: Governance & Recruitment

- Skateboard GB Board and SLT to maintain adoption of 51% female target, and in line with DIAG consider actions to address wider representation of other diversity characteristics.
- Undertake a review of HR & Recruitment Policies and Procedures to ensure they comply with leading EDI practices and are reaching underrepresented groups enabling them to apply.
- Undertake a review of organisational policies every two years and adapt as necessary to ensure policies and procedures reference and include diversity and inclusion measures.

Year 2 onwards: Communications & Engagement

- Publish DIAP on website and create a comms plan around it, including publication of survey and data collection dates, how to get involved, quotes from the community and a network of skateboarding organisations and stakeholders working in the D&I space.
- Publish regular content through Skateboard GB channels which celebrates and highlights the benefits of diversity and inclusion and best practice examples, internal and external of great D&I work in this space.
- Work with key partners, including commercial and sponsorship partners, and external stakeholders who share our commitment to diversity and inclusion both in skateboarding and within each partner's own industry.
- Champion the benefits of diversity and inclusion activity alongside key commercial partners (both current and planned) in order to explore new opportunities to enhance diversity and inclusion in skateboarding.

Year 2 onwards: Stakeholder participation:

- Offer Unconscious Bias training to Skateboard GB, Board, Staff and Coaches, and include Unconscious Bias training in new recruitment induction programmes.
- Work with UK Sport & Sport England to develop and offer a series of 'good practice' learning seminars for Skateboard GB staff and board members, to encourage sharing and learning from other sports sector bodies who have effective approaches to Diversity & Inclusion.
- In conjunction with the DIAG, consider how we might better support efforts to increase diversity in the talent pipeline and pathway at grassroots levels.