 Skate Nottingham

Skatepark consultation, user engagement and design support



Skate Nottingham

MISSION STATEMENT

Skate Nottingham launched in summer 2017 and have since engaged more than 3,000 people of all ages in everything from free beginners' skateboarding sessions, coach development, largescale events and creative, digital, construction & built environment skills and careers education and training.

Alongside this delivery, we are the leading local skatepark user-community engagement organisation in England - with an award-winning track record of providing expert support and user insight to Local Government, skatepark community groups and skatepark design and construction companies.

Starting in spring 2023, we are advertising our skatepark development support services directly to Councils, skatepark user community and 'friends of' groups and skatepark companies to provide an expert, skateboarder-led input at any stage of the process - tailored to the needs of the project and budget.

WHY WORK WITH SKATE NOTTINGHAM?

We can add value across the full life cycle of skatepark development, from initial user awareness-raising campaigns and fundraising, to supporting Councils to ensure that the procurement process: starts with a brief that closely reflects local user needs and priorities; helps potential suppliers understand and meaningfully respond to those needs; engages skatepark users, especially young people, in an enriching experience of design consultation; and ensures the completed facility is then activated with long-term, inclusive programming.

Benefits to Local Government

- Ensures skatepark facilities are well used by users of all ages and genders
- Potential for future grant capture/inward investment
 - Promotion through high quality creative assets, generating positive media coverage
- A high quality skatepark will increase 'skate tourism' leading to an improved visitor economy
- Co-authoring submissions to construction industry awards



Outdoor public skateparks are major civil engineering projects, with many modern small-to-medium sized concrete facilities costing at least £200,000 of capital investment. Moreover, they are often the result of years of local user community campaigning and fundraising, and thus a moral responsibility for all involved to 'get right'. Skateboard GB, the National Governing Body for skateboarding, estimate that there are more than 1,700 outdoor skateparks in the UK and that "the overall quality of skateparks is generally poor."

MISSION STATEMENT

WHY WORK WITH SKATE NOTTINGHAM?

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Too often, skateparks in the UK have been designed and built without sufficient user community engagement or an expert user voice. Skateboarders can be a difficult group to engage, which is often reflected in low attendance at consultation events. Consequently, many such facilities do not meet the needs of their local community and are under-utilised, becoming magnets for socially undesirable behaviour.

Skate Nottingham is uniquely positioned to engage the community. Our core team are all active skateboarders, enabling us to directly engage a wide network of current skatepark users, many of which may be hard-to-reach by traditional consultation methods. Due to the presence of Skate Nottingham, the Nottinghamshire and Nottingham areas can demonstrate many radically different stories – well-used, excellently designed facilities that complement one and other, becoming nationally significant magnets for action sports tourism whilst providing a unique environment for local young people and older adults to exercise and socialise for free, whilst exhibiting strongly pro-social behaviours (mentoring, turn-taking, role modelling etc.) seen in well-used skateparks worldwide (see The Skatepark Project, 2022, and Wood, Carter and Martin, 2014).

Our expertise was recognised by Skateboard GB, who invited us to be one of the key contributing authors to the 'Design and Development Guidance for Skateboarding' jointly published with Sport England in June 2020. Several of our skatepark projects have won or been shortlisted for East Midlands Celebrating Construction awards, which provides positive press coverage for each project, as well as celebrates the work of the Council, funders, user group and skatepark company.

Benefits for the area

- Increased levels of active travel
- Reduced Anti-Social Behaviour
- Improved employability skills and raised aspirations, especially in construction, design and built environment sectors



Benefits for individual users

- Increased physical activity levels with associated health and mental health benefits
- Improved accessibility for women, girls and other marginalised genders
- Increased social skills
- Improved accessibility for the differently abled

PORTFOLIO

Our portfolio of skatepark projects includes:

- King Edward Park with Nottingham City Council (2016), for which we won the East Midlands Celebrating Construction (EMCC) 2017 'value' award.
- 'The Hook' skatepark, Lady Bay, with Rushcliffe Borough Council (2019), for which we were shortlisted as a finalist in two categories ('innovation' and 'value') for the 2019 EMCC awards.
- Consultancy support, research and a public engagement event for the Nottinghamshire YMCA (2019) to develop options for an outdoor skatepark in the Activity Village in Newark.



- Rushcliffe Country Park, Ruddington, with Rushcliffe Borough Council (2021), which has been recently celebrated by Skateboard GB as an innovative, inclusive skateable space.
- Southwell skatepark with Southwell Town Council and the Friends of Southwell Parks, including development support and fundraising through 2019-2020 and support during procurement, supplier selection and design consultation in 2022.
- One of the UK's first 'legal DIY' skateparks. Volunteer built skatepark features, supervised by experts, in Beeston Fields in summer 2021 in partnership with Beeston Civic Society, Broxtowe Borough Council, Beeston Street Art and Betongpark Ltd, funded by a UK Research & Innovation (UKRI) grant with local educational charity Ignite Futures.
- Broxtowe Country Park, near Aspley, with Nottingham City Council, including community awareness-raising, support for grant capture, user consultation, and independent support during the procurement process, through 2022 and 2023.



SKATE-FRIENDLY PUBLIC SPACE PROJECT

In addition, Skate Nottingham have led an internationally significant demonstrator project in partnership with Nottingham City Council to design, develop and fund a unique, innovative 'skate friendly' public space near the Broadmarsh site, on Sussex Street. Our work has included public consultation, online engagement of young people in co-design, expert mentoring, research collaboration and experiential learning with Higher Education, crowdfunding and close work with Skateboard GB and skatepark specialists Betongpark Ltd.

The space, 'Tram Line Spot' opened on 17th December 2022. It is the first space of its kind in the UK, and we are now working with Nottingham City Council and other key partners to unlock the place-making potential of this public city centre facility, with grant funding for a programme of free skateboarding and creative and cultural education secured from The National Lottery Community Fund, JN Derbyshire Trust and The Mighty Creatives.

SERVICES WE OFFER

FUNDRAISING

As larger capital grant funders (e.g., many landfill tax funders) increasingly require relatively well-developed designs and planning in principle as part of their eligibility criteria for a funding application, strong evidence of community engagement and user demand/user preferences is essential for an application to be successful.

We offer technical advice on the creation of a well-designed and well-used skatepark and can input directly to funding applications in support of skatepark user group volunteers or Local Government officers. We can produce quantitative analysis on socio economic benefits, evidence on needs and barriers to participation from local public health and labour market statistics, and qualitative evidence on the benefits of skateboarding and skateparks from the peer-reviewed academic literature. We can also design and deliver bespoke user community surveys and interpret and summarise the findings.

Previously we have provided all this content in the form of a 60-page Design Principles document for Rushcliffe Borough Council, Southwell Town Council and Nottingham City Council, which has provided resources for grant funding applications and the Invitation to Tender pack each case.



Fundraising services checklist:

- **Technical advice for skatepark design**
- **Funding application input**
- **Quantitative analysis on socio economic benefits**
- **Provision of evidence of needs & barriers to participation**
- **Qualitative evidence on the benefits of skateparks**
- **Design, delivery and reporting of user community survey**

DESIGN SPECIFICATION (CONSULTATION)

Skate Nottingham can arrange, promote and deliver engaging, fun public consultation events in collaboration with the Local Authority, to assess the type of skatepark users want, raise awareness and local support, and to provide evidence of community demand to strengthen funding applications.

Initial user consultation is an especially important step as it will influence the designs featured in the tenders provided by potential contractors. We recommend at least one free public event that builds user community excitement and engagement in the project; that collects initial views and preferences from both experienced users and local parents/children; and introduces new people of all ages to skateboarding following its debut at the Tokyo Olympics in summer 2021 - through a combination of free beginners' taster sessions and a demonstration/free skate. Skate Nottingham provide all equipment (skateboards, helmets and ramps/obstacles) alongside trained and qualified coaches and highly skilled skaters.

We would follow this event up with an online survey in partnership with the Local Authority to seek more detailed user insight (Skate Nottingham can provide model questions on intended usage, preferred skatepark elements, frequency of usage, etc.); we would then proceed to write-up the insight from both the event and the survey, to be used in the tender process – for example, as a Design Principles report.

We've arranged events of this nature for Newark and Sherwood District Council, Southwell Town Council, Nottingham City Council, and Nottinghamshire YMCA, all of which engaged 40-120 participants and resulted in media engagement, rich consultation data and increased local excitement around the project.

We would also conduct a second consultation with an expert skatepark user group after the tender has been selected, to evaluate the design that has been proposed.

If the skatepark design does not sufficiently meet user needs and expectation it will result in a poorly used facility, which in turn can allow for anti-social behaviour to gravitate to the space. Several local skateparks have been designed well, but a lack of subsequent activation combined with some elements that are too challenging for many users has resulted in low levels of use. Diverse user consultation, which we advocated for and were implemented in the case of Rushcliffe Country Park, ensured a design that met the needs of users of all ages, abilities and genders.



Design specification services checklist:

- Promotion & delivery of public consultation event
- Delivery of free skate lessons at event
- Design & delivery of user community survey
- Creation of photography & film assets from event
- Write-up of Design Principles report

INDEPENDENT SUPPORT DURING THE PROCUREMENT PROCESS

Experienced/senior members of the Skate Nottingham team can provide impartial, independent advice to assist selection of the preferred contractor on the basis of the skatepark design and other quality factors, alongside Local Government officers and any third-party procurement providers. We can provide independent advice on tender assessment on the basis of our understanding of local user needs and our strong familiarity with international best practice, as well as our user knowledge of good case studies across the UK. We will function as an independent advisor – we have relationships with all the major skatepark developers and will advise with complete impartiality on the extent to which each tender meets user needs set out in the specification.



Procurement services checklist:

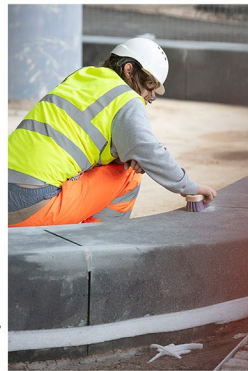
- Arrange and attend site meetings with all interested tendering organisations prior to selection
- Independent advice during tender assessment
- Summary of national and international best practice, including emerging inclusivity and sustainability standards

SKATEPARK WORK EXPERIENCE, PLACEMENTS & TRAINING

Tender specifications for public works often include a 'social value clause' (or equivalent), requiring potential contractors to say how their delivery will have a positive social impact on the local area. In the case of skateparks, contractors are encouraged to set out how they would engage young skatepark users in work experience during the construction phase. In larger projects, this can include clearer requirements for a stated number of work experience candidates or even Apprenticeships. However, these outcomes can be very challenging to achieve, especially in smaller projects, due to coordination costs and additional risks around on-site safety and selection and retention of appropriate candidates. Even though such criteria are included in most skatepark tender specifications, it is relatively rare that these outcomes are achieved.

Skate Nottingham can work with skatepark contractors, Local Government and other stakeholders, including Further and Higher Education and construction training providers, to facilitate good quality work experience and enriching training opportunities for local young people. We did this successfully in both Rushcliffe Country Park and Tram Line Spot. In Rushcliffe, we worked with a young member of the expert user group (aged 17) who was at a nearby school, facilitating his work experience on site with the skatepark company followed by a one week placement at their design studio. This contributed to him choosing to pursue a career in landscape architecture and successfully applying for a relevant university place.

With Tram Line Spot, we worked with several large cohorts of students from Nottingham Trent University, providing coursework opportunities for economics, business management and marketing students, alongside longer-running research opportunities for students and staff in sociology, architecture and sports science. Tram Line Spot also enabled us to build capacity to equip young volunteers with the required skills, PPE and training to work on site safely and effectively, in line with Nottingham City Council's lead contractors' requirements. These approaches can be scaled up accordingly in future projects, including facilitation of formal accreditation such as CITB training and CSCS cards.



Work experience, placements & training services checklist:

- Work with Local Government and skatepark contractors to scope feasible work experience aims
- Identify and support candidates, including facilitation of any pre-required training and accreditation (e.g. CSCS) followed by after-care, including CV support, references and advice for further training and career development
- Development of case studies and production of media and communications assets

OPENING EVENT

A skatepark opening event is usually led by the successful skatepark company as part of their contract. We can enhance this event by delivering free coached beginners' sessions prior to the main competition or jam element, including dedicated women and girls' sessions, all led by qualified coaches with free skateboard and helmet loan. This is essential to ensure potential local users of all ages and genders have a sense of ownership of the new facility and learn the basic skateboarding skills to start enjoying the space from the start of its lifespan. Too often skateparks use is dominated by experienced, able-bodied and capable users initially, which then decreases over time, missing the 'window' to engage local beginners, especially children and older adults.

Opening events also usually include a competition with prizes, as well as music and a more informal skate jam. We can provide graphic design and photography support for both the promotion (social media flyers etc.) and media engagement, and can promote through our own social media (we have more than 4,900 followers on Instagram). We will also work with the skatepark company, Local Government and other stakeholders to ensure all necessary licenses are in place and can produce a full risk assessment for the event.



Opening event services checklist

- Delivery of beginners' skate coaching
- Liaising with local skate shop/distributors
- Administration of licensing & permissions
- Public liability cover
- Graphic design & promotion of event
- Creation of photography & film assets from events
- Article writing & National media coverage support

ACTIVATION PROGRAMME - MEDIUM TO LONG TERM

Following the opening jam we can deliver a programme of beginners' sessions, women and girls' sessions, and creative workshops. During beginners' sessions we will deliver Edu-Skate, a youth development programme started by Concrete Jungle Foundation in Jamaica. The program focuses on teaching life skills through skateboarding, with more than 200 registered participants in Nottingham since March 2022.

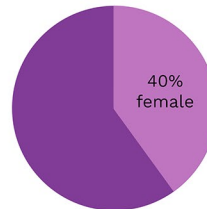
A well-used skatepark is highly effective in providing role models for younger users and supporting social development, and proper activation is key for this. Additionally it allows the user group to take on custodianship of the space, for example litter picking and keeping the space safe and inclusive, both of which have been done at King Edward Park.



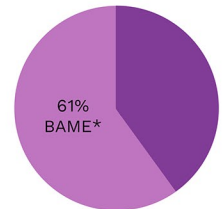
Proper activation also vastly increases diversity of users. Our sessions at King Edward Park engaged 203 young people, 61% of which came from Black, Asian or other ethnically diverse backgrounds.

Skate Nottingham's Edu-Skate sessions
March 2022-present

Gender breakdown



Ethnicity



*compared to 34% of Nottingham as a whole

Activation programme services checklist

- Creation of programme of events
- Delivery of beginners' sessions
- Graphic design & promotion of events
- Creation of photography & film assets from events

PRICING

We are able to offer highly flexible pricing that reflects available budgets and the extent of support required, with all of the below bandings being only indicative, and each illustrating an interchangeable 'package' of different service elements. We are keen to meet with any interested partners to discuss your needs and available resources. Prices include VAT unless otherwise stated.

Initial awareness raising & user consultation: £750-£2,000

At this lower price service package, we would recommend at least an initial public consultation event with beginners' sessions run by our qualified coaching team and a high-level skateboarding demonstration alongside mobile ramps, skateboards and helmets. This can introduce skateboarding to local young people whilst also collecting data from potential local users and their parents/carers to help the client identify the broad typology of skatepark facility required (e.g. transition oriented, street oriented, mixed transition and street). Alongside the event, additional services can include: in-person consultation, design and setup of an online survey, creation of photography and film assets from the event and wider promotion, marketing and awareness raising and/or a brief summary report.

Fundraising support and user community development: £2,000-£5,000

At this price range we would provide the initial consultation and engagement event, as well as support with fundraising and grant capture, providing expert knowledge on grant funding applications or crowdfunding. We have successfully utilized both of these methods

in our portfolio of skatepark support. Towards the £5,000 mark we would also research and produce a design principles report (which can be included in the Invitation to Tender Pack) and provide independent support on tender selection, by providing the expert knowledge outlined in the 'design consultation' section of this pack.

Full 12-month skatepark activation: £5,000-£15,000

In this band we could provide anywhere from half to all the services outlined in the pack. The specific stages chosen will be down to the client's individual needs.

We are aware that fundraising can be challenging and is often undertaken by small and committed groups of users on a voluntary basis. We can provide support for every aspect of the skatepark development journey, including:

- More in-depth funding support, significantly increasing the potential capital and revenue resources raised
- Post-completion activation, in the form of an opening jam, ongoing weekly beginners' sessions and local coach development



ADDITIONAL INFORMATION

All Skate Nottingham coaches have a recent Enhanced DBS certificate and child safeguarding training, alongside the Skateboard GB 'Get Rolling' activator award for skateboard coaches and/or Level 1 Award in Coaching Skateboard Sessions.

Skate Nottingham will be responsible for:

- Public Liability for all skateboarding activities, including beginners' sessions, an initial consultation event and opening events (we are covered through our annual Skateboard GB community group membership for £10 million PL cover for skateboarding sessions with Blue Fin insurance)
- Risk Assessment and H&S
- First Aid (for minor injuries – bumps, grazes and cuts – we will have x2 first aid kits and at least one trained first aider)
- Sanitisation of all helmets and skateboards between sessions in line with HSE coronavirus mitigation recommendations; and sanitisation of all touchpoints at start and end of the event. (All beginners' session participants will be required to wear a properly fitted helmet at all times – provided by us)
- For consultation and other 'pop-up' events prior to the skatepark's construction, we will provide mobile modular ramps and other skatepark forms, with transport costs included in the agreed price. All ramps/obstacles are well maintained and inspected prior to every use. Skateboards and helmets will be checked prior to the event starting and then re-checked between sessions

• Additionally we have separate Professional Indemnity cover with Zurich for skatepark user consultation and advice to Local Government on this.

REFERENCES

Skateboard GB and Sport England, 2020. Design and Development Guidance for Skateboarding: Creating quality spaces and places to skateboard, URL: <https://skateboardgb.org/skateboard-facilities-guide>

Skateistan and the Skatepark Project (formerly the Tony Hawk Foundation), 2022. Skatepark Best Practice, URL: <https://skatepark.org/uploads/Skatepark-Best-Practices-2022-V2.1.pdf>

Wood, L., Carter, M. and Martin, K., 2014. Dispelling Stereotypes... Skate Parks as a Setting for Pro-Social Behaviour among Young People. *Current Urban Studies*, 2, 62-73. doi: 10.4236/cus.2014.21007. URL: <https://www.scirp.org/journal/paperinformation.aspx?paperid=44415>



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