



CLOWN

— IN ACTION! —

**2021 PROJECTS
& OVERVIEW**

INTRO

The plan for the revival of Clown Skateboards in 2020, was always to build on something that was there not just for us, but also for the communities that we love. Part of the heritage of Clown was always to support those things: skateboarding; art; and music.

To continue a dedicated thread of support directly benefitting these communities we have set up 'IN ACTION' as a Community Interest Company (CIC).

Initially, we set up Clown Tokens using a percentage of the profits generated through product sales, to produce skateboards for those that need them most, we have generated enough to gift £10,000 worth of full sets over 2021. The Clown Skateboard token system carries on throughout 2021 to generate even more free skateboards for 2022.





The Banksy Test Press Series allowed us to go one step further by being able to put **£30,000** into the running of 'IN ACTION' (CIC).



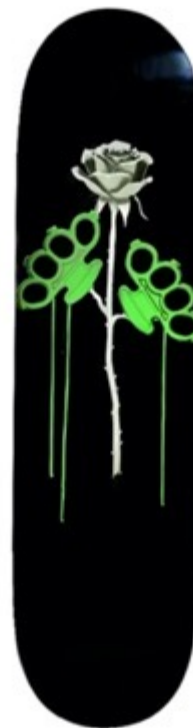
Left: Adam Neate

The Family by Adam Neate
Is the most complex hand-printed series in Clown's history to date. Each TRIPTYCH is made using 26 screens and hand-produced in such a way as to do justice to Adam's vision.

SIGNED BY THE ARTIST
NUMBERED 1 TO 35

Right: Ludo

Kicking off the inaugural launch of the Guest Art Project was a seminal figure in the landscape of urban contemporary art, Esteemed Paris based artist Ludo (Ludovic Vernhet).



This support has continued through 2021 with the **Guest Art Project**, by giving a minimum of 33.3% of all profits generated to 'IN ACTION'.

OUR AIMS

The Clown Skateboards community movement 'IN ACTION' is about the act of us actually making a practical commitment, seeing it through and realising the outcomes from our actions.

As a CIC we have agreed on a set of aims for 2021:

- 🐼 Find and work with organisations or individuals who need equipment and support or funds.
- 🐼 Work with grassroots DIY projects to help fund some of the build and give equipment so they can teach kids.
- 🐼 Work with like-minded organisations on the challenge of mental wellbeing within our younger generations.



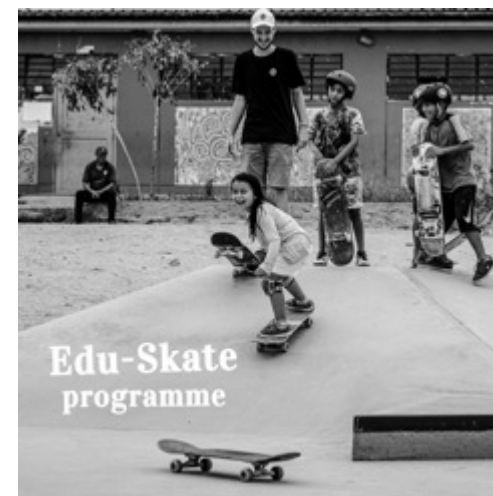
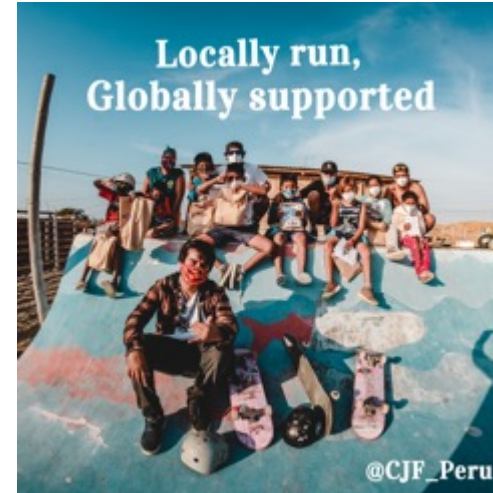
GLOBAL UPDATES

GLOBAL SUPPORT UPDATE

Concrete Jungle Foundation – Peru

Clown Skateboards donated €1000 and held two public raffles to win limited edition Guest Art Project drops from Ludo to support their campaign to build 2 skateparks in Peru. Their fundraising was successful, and the construction will reach over 300 children.

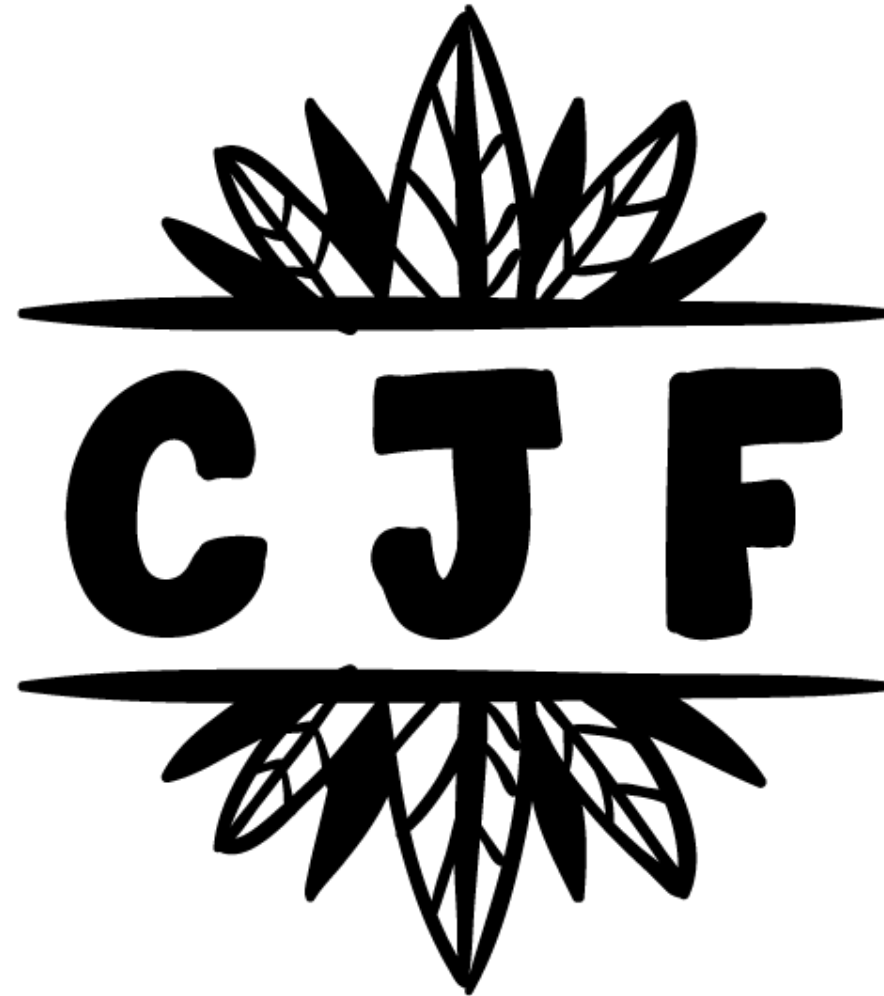
The Cerrito de la Virgen skatepark in Peru was recently completed, taking the team 17 days to build the 170 sqm skatepark whilst running The Planting Seeds Apprenticeship central to the construction with 4 of the apprentices now on their way to pursue further learning experience with CJF in Lobitos. Awaiting the film capturing the build process.



Concrete Jungle Foundation

“Michelle and Jeff, we are really grateful for your support so far and excited to see where all of this will lead us!

You guys definitively know how to kickstart a partnership!”



GLOBAL SUPPORT UPDATE

SkatePal - Supporting young people in Palestine through skateboarding

Sent boards for skate lessons to help Akwaaba who run a centre for migrants in north London. Had been running some trial sessions in July until a longer-term solution for their location is confirmed.

For projects in Palestine, they're working to find a sustainable way of getting boards into the country. Currently the process is complicated, timely and expensive.

Opportunity - Local guy Aram, in Ramallah, is keen to work on some DIY spots around his hometown teaching local skaters the basics of working with concrete – had applied for DIY Fund but at this point has been UK focused.



GLOBAL SUPPORT UPDATE

Free Movement Skateboarding – Athens

For the last 4 years, FMS have focused on social cohesion, empowerment and wellbeing, bringing skateboarding to over 3,000 young people across Athens since they began; Greek and migrant, boys and girls, of all ages.

Received social support during their campaigns since the partnerships started, plus 30 new Clown skateboards which have been well received and an extra £400 donation towards UPS charges.

The boards arrived in good time, delivering 23 sessions to 126 kids, young people and some adults in July – the most sessions and participants since March 2020. Plans to build a skatepark awaiting approval from the Mayor’s office.



Free Movement Skateboarding

“We are extremely grateful to Clown Skateboards for their generosity.

I'd like to thank you again for your support, it really means a lot to have you guys on our side, as ever.”



FREE MOVEMENT SKATEBOARDING

UK UPDATES

UK SUPPORT UPDATE

The Ben Raemers Foundation

Doing great work in the skateboard community and beyond around mental health, and thanks to our community's support we donated 100% of the proceeds from the Manifesto boards raffle tickets to The Ben Raemers Foundation – a total of £2130.



UK SUPPORT UPDATE

Keep Rolling - London

Proactive in pushing skateboarding, particularly within the womxn & LGBTQIA+ community in and around London and further afield.

Rachael Sherlock coaches at a youth group where the donation Clown provided paid for a skate ramp and equipment, also used for womxn & LGBTQIA+ meet ups.

Most recently organized the Olympic Takeover on 6th August, super busy and successful, at BaySixty6 Skatepark, London – 3 boards provided as prizes winners (to be claimed via shop with 100% discount code JEFFCLOWN01). Also coaches free skate lessons for kids at Hackney Bumps and other London locations and events.



UK SUPPORT UPDATE

Everyone On Boards – London

A CIC community program to inspire / empower & mobilise young people and families through skateboarding in Waltham Forest.

Very proactive in lots of projects, seeing support from Clown through board and clothing donations, and ongoing support for EOB fundraising.

Clown supported their Cann Hall event on 26th September with poster design and product giveaways and continues to support their ongoing community efforts.



SUNDAYS FUN DAYS
Enjoy Waltham Forest on boards

Everyone on Boards & Clown Skateboards presents Cann Hall Skate Jam

26th Sep 2021

Cann Hall Skate park E11 3NN

11.30pm-1.30pm
Free female-led skateboarding coaching. All equipment provided
Everyone welcome 6-16 age group

12:30pm Registration
1.30pm onwards
Under 8/12/16 age groups
over 16 skate jam
Girls jam, Rad Dads / Rad Mums

Best newcomers, fastest round the park, longest manual, raffle & more
Fun challenges, grip tape workshops, dj music, prizes, best use of curb, fastest round the park, longest manual, best no push line, big air, best newcomers, raffle etc.

DJ set with Vital Sound, DJ Smokey

Logos for sponsors and partners: REFORM, SLAM CITY SKATES, KEEP ROLLING, CLOWN, VITAL SOUND, ENJOY, JUST BE CURIOUS, CANN HALL CAN.

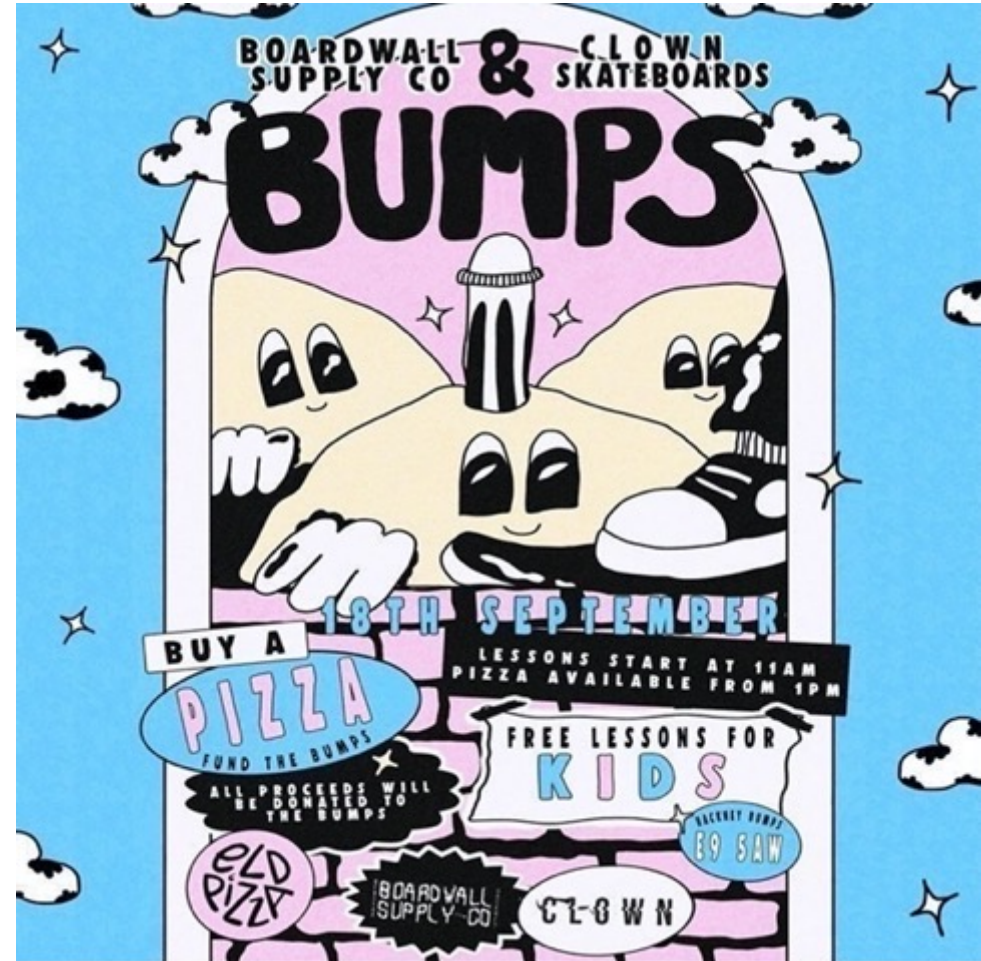


UK SUPPORT UPDATE

Hackney Bumps – London

Clown teamed up with Boardwall Supply Co to host a skate jam / fundraiser for Hackney Bumps on 18th September to include free skate lessons for kids. Proceeds from Eld Pizza will go to the fundraiser.

Initial application around improving the skatepark and maintaining the space so that the Bumps remain a valuable community asset for years to come rather than fall into disrepair.



UK SUPPORT UPDATE

Finsbury Park Skate Plaza – London

Applied for the DIY Fund to expand and improve the small existing skate park. Clown provided social support for their larger scale crowdfunding campaign initiatives and gave them 4 complete skateboards towards their Skateathon event on 11th July.

The boards were greatly appreciated - two were given as top prizes for the most money raised, best tricks and the remaining boards given as rewards for crowdfunding which raised another £300. In total they raised over £45K.



DIY FUND

DIY FUND 2021 OVERVIEW

20 GRANTS / 20 SPOTS / 80 BOARDS / 80 SKATERS

Clown Skateboards set up a UK wide DIY fund accessible to home-grown individuals, DIY or community groups dedicated to creating, renovating or adding to a local outdoor spot and supporting the next generation of kids getting into it.

We created 20 grants to include a sum of £500 each, to be used for concrete and materials or tools needed to build & maintain the spot. Every successful applicant was given 4 complete skateboards to gift to 4 local kids who they felt deserved it.

Following and documenting their progress, from the spot development, the impact it has on the local skate community and the kids inspired by it we're working with Confusion Magazine to post real-time updates on the DIY Fund's progress, featuring a few of the spots on their website.



UK DIY FUNDS SUPPORTED IN 2021

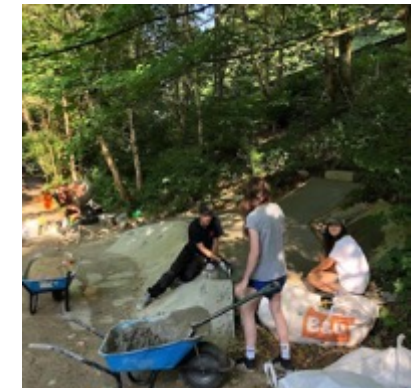
The Forgotten Road – Inverness (@theforgottenroad)

Ally Campbell has been working pretty much single-handedly on the project for over 5 years. He's also Vice Chairman of the charity that runs and maintains the skatepark in Inverness – clearing the drains in the bowl each time it rains and manually turning on the lights each night it's dry (awaiting a contactless payment system for the lights).

He's loved giving the boards out to kids and said he never thought he would enjoy teaching so much.

Dreams of his own skate school with barn and mini ramp, accessible year-round – the Highlands needs an indoor facility (100 miles to the nearest indoor facility to Inverness!).

More plans and work ahead on The Forgotten Road with updates rolling in.



UK DIY FUNDS SUPPORTED IN 2021

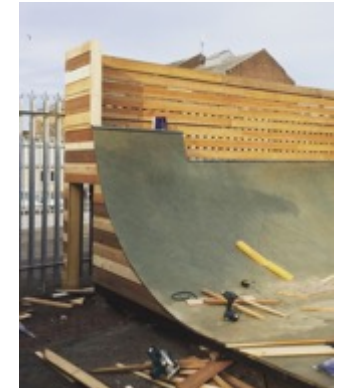
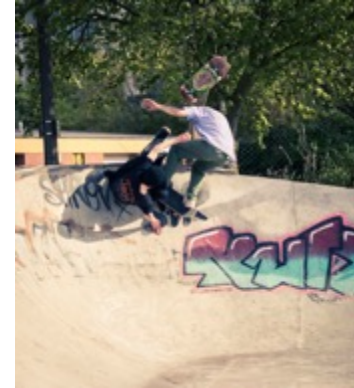
Leith DIY – Edinburgh (@leith_diy)

Recommended by Focus as having done a lot for the Edinburgh skateboard community, Ruari Britee-Steer is the contact for this centrally located DIY.

Held a UK Mini Ramps jam on 21st August, clothing sent but didn't arrive in time, will be used for a local's skate jam before the winter and given out.

Ruari has been in touch with a local group who have taken on an enormous building in the city and may be keen to provide some space. They'll need all the help they can get.

Have requested feature pieces to push forward to Confusion about the DIY, tips on the build along with credited images for real-time updates on the progress of a few of the spots on their website.



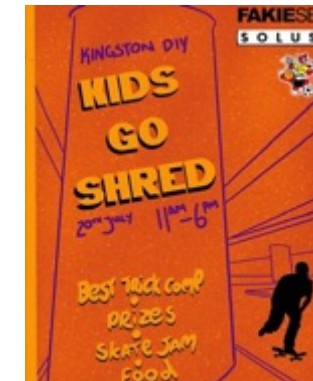
UK DIY FUNDS SUPPORTED IN 2021

Kingston DIY – Glasgow (@kingstondiy)

Great ethos about wanting to create a safe, dry and free space for people of all ages, backgrounds and abilities to skate. Build originally started in November 2020 and with the DIY fund put towards two planned builds and to purchase their own power tools.

Held the Kids Go Shred event on 20th July aimed at all ages and levels which was a great success, with Clown giveaways provided and tagged in on socials.

Have since continued fundraising with a raffle ending 22.09.21, plus working on some new additions to the DIY.



UK DIY FUNDS SUPPORTED IN 2021

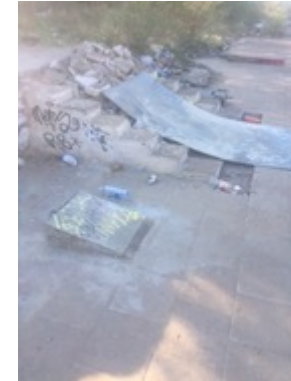
The Wastey DIY – Byker (@thewasteydiy)

Supported by #ShredTheNorth and the local skate scene that started it over 10 years ago. Had applied for the DIY Fund to finish the flatbank and spine with potential to extend or add the quarter.

The area is very poor so the boards have helped those with cheap set ups and another for a girl on roller blades but keen to try skateboarding.

Had tools stolen so the fund have helped buy new tools and supplement materials to continue building.

Recently held the Wastey DIY Skate Jam with a great turn out. Clown provided prizes for sessions for members of the group raising funds towards Chase Park Mini Ramp.



UK DIY FUNDS SUPPORTED IN 2021

Team Valley DIY – Gateshead (@thevalleydiy)

Spearheaded by Dave Apomah #ShredTheNorth is a grassroots skateboard movement trying to raise the profile of skateboarding in the North-East with a focus on community.

Originally applied for the DIY Fund for Moongoons, but the spot was no more following a successful application, so found another spot named The Valley DIY, just 10 minutes from the original location. In August had the news that the new spot was likely to go, so discussed donating the remaining funds to either to the new Durham DIY or start up a new DIY somewhere else in Newcastle. Funds still remain for the latter.

Proactive individual supportive of the scene in the NE, coordinating many projects and events and in conversation with Durham council. Keen to work further with us on #PassTheTorch and online coaching courses.



UK DIY FUNDS SUPPORTED IN 2021

Barrercvlt DIY Owlside – Barrow-in-Furness (@barrercvlt)

A small independent non-profit skateboard collective from Barrow birthed out of a DIY skatepark built by homies for homies.

Built the ledge in May following the donation celebrating with beers and a BBQ plus sourced wood ready for the quarters, banks etc.

Kieran is instrumental in the local skate scene, working for a company funded by Arts England in Barrow. Doing a lot for skateboarding and pushing the creative side of skating and its benefits. Working with the council on a skateboard event based in a disused multi-story.

Has built a few wooden obstacles with plans to turn up and throw a jam in a random location, giving away some of the cash made through t-shirt sales and take it back to the old-skool. Game of skate happening soon.



UK DIY FUNDS SUPPORTED IN 2021

York DIY – York (@diyyork)

York DIY has always been a community project involving people of all ages and styles, same will apply for the new spot.

Keen to involve the local community by trying to get them involved with the building making sure everyone is aware that the space is for everyone to use.

Sourced a new DIY spot since the previous, which had been running for nearly 6 years is being built on.

Have a few kids in mind for the boards, awaiting details of distribution.



UK DIY FUNDS SUPPORTED IN 2021

Pumf DIY – Ramsbottom (@pumf2020)

The park was already underway with a few half pipes, many pad and other bits under construction but with the funding were able to continue building a new quarter, corner and hip piece for the skate plaza. They needed more cement to finish and more tools to build so got to work building new obstacles and invested in a decent trowel! Have put a lot of effort in the DIY.

Keen to involve the local community to help build and teach others to skate. “It will make a big difference having spare boards at the DIY for people who want to try.”

Filming with a view to getting a full edit done by the end of August to include the In Action logo. Plus hold a skate jam to give away a couple of the boards. Keen for a team visit.



UK DIY FUNDS SUPPORTED IN 2021

Bunkerside DIY – (@bunkerside_diy)

A woodland skatepark already underway, working towards some main additions over summer 2021 with a view to additional expansions later on.

Following up to see what's been happening with the spot as not much activity on their socials since announcing the DIY support.

Had been keen to organize skate jams with creative / art groups, bushcrafting, camping, skate sessions to help skaters be able to learn at their own pace.



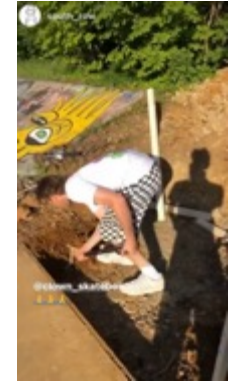
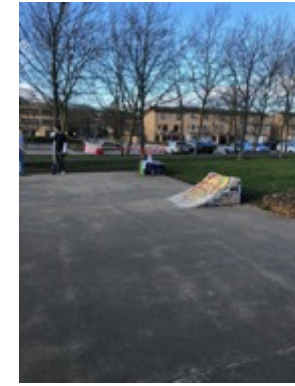
UK DIY FUNDS SUPPORTED IN 2021

South Row 2.0 – Milton Keynes (@south_row)

Applied for the DIY Fund for resources and materials to update the existing plaza and provide a bigger safe space for newcomers, beginners and new generation of young skaters. Involving the local community for recommendations as to what they would like to see happen and encouraging the build to be entirely under the control of the local skaters.

Used the fund to make a small round rail perfect for skaters of all abilities, buy the materials and equipment to build a bank-to-bank transfer to give the park more flow and towards painting the park to give it some well needed life and colour.

Has given a board to a local resident interested and eager to skate and plans for other locals in need with the final to be used as prizes for a skate jam.



UK DIY FUNDS SUPPORTED IN 2021

Delside – Essex (@dellytronic)

Self-sustaining and seasoned DIYer with plans to expand on the existing spot, funds going towards materials to add two turrets (step up extensions), remove the coping and platforms to replace with steel framework to stabilize the miniramp section and deck out a bridge to make it more accessible.

Except for two occasions, everything at Delside has been mixed by hand, with shovels, by volunteers and all concreting done by Paul. If volunteers show genuine willing and a bit of dedication, he's keen to involve them and share his DIY skills, hopefully getting them building too. Last build day was 19th September, grafted and gifting a young lad called Archie with a board.

Appreciative of Clown's commitments and hosted the launch of Clown Pro boards with Si Skipp, Josh Cox and Chris Oliver on 22.08.21 with planned skate jam and BBQ.



UK DIY FUNDS SUPPORTED IN 2021

Keep Pushing Project – Tottenham. London (@keppushingco)

Applied for the DIY fund to help put towards the Keep Growing initiative, set to create an inclusive and accessible safe space that is open to everyone, and offer skateboarding lessons for all-ages, free open sessions, screen-printing workshop, an event space and more. Plus add a shelter construction essential to keep community engagement continuing through the winter months.

Released exclusive drop of 100 Keep Pushing with Clown t-shirts with social media campaign to help boost sales and funds towards the fundraising goals.

Awaiting feedback on where the support has specifically helped and what's needed still to be done.



UK DIY FUNDS SUPPORTED IN 2021

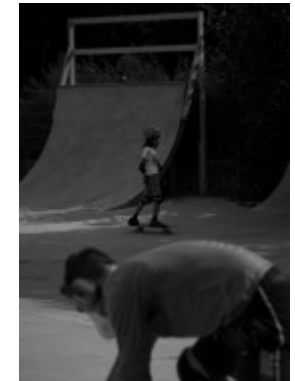
Hackney Concrete Bumps Skatepark – London (@hackneybumps)

Applied for the DIY Fund to continue improving and maintaining the space so that the Bumps remains a valuable community asset for the future.

Received funding from Skateboard GB for the build, Nick Tombs was keen to work with Clown to provide setups for the lessons and for less privileged kids in the area.

Mentioned starting skate camp style lessons during the school holidays with kids from Hackney Quest, to give out the boards to the keenest kids and think how best the DIY Fund would be spent.

Clown teamed up with Boardwall Supply Co to host a skate jam / fundraiser for Hackney Bumps on 18th September to include free skate lessons for kids.



UK DIY FUNDS SUPPORTED IN 2021

Crackheads, Meanwhile Gardens – London (@meanwhilegardens)

Philip Proctor applied for the grant on behalf of Meanwhile Gardens, to be able to repair the 21 year old park and existing surface and be able to maintain and teach local kids, teaching them to also respect their surroundings.

The Trust have turned the gardens around into a tranquil safe spot, Phil wants Meanwhile skatepark to show the same positive initiative for the community.

Has made a deal with the local skate school if they support him and let them use boards / park - he will kick in building materials along the way, so has created a little legacy for the park's future. Also began a small skate hardware company, designing bearings to raise funds for repairs and pads for the kids. Praised us saying Clown "were the catalyst for that, so high five yourselves!"



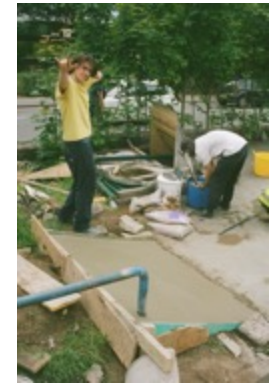
UK DIY FUNDS SUPPORTED IN 2021

The Grove DIY – London (@thegrovediy)

A DIY community skate project in South London, applied for the DIY Fund with a view to finishing the ledge, adding a fun box and running some skate lessons with the money being used towards materials and to pay a skate coach for group lessons.

Sent over images from the China gap rail build and held a hugely successful skate jam, with loads of people attending in support and Clown boards given out to the local kids.

Full edit from the skate jam published via @concretexculture with nearly 2K views.



UK DIY FUNDS SUPPORTED IN 2021

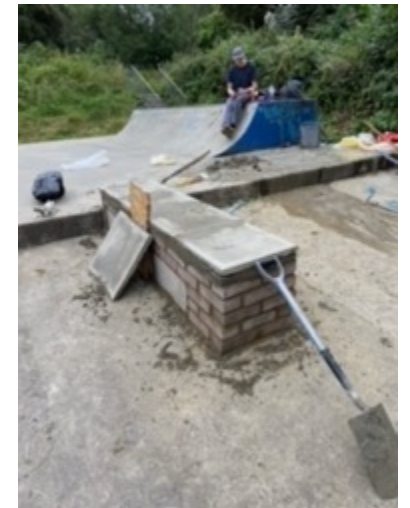
El Birdshit – Rainham, Essex (@elbirdshit) NOW redistributed to an Ongar DIY

Rob Ward, a Rom local had been planning on making a DIY spot with a few quarters. Work had already begun with more to finish the flat ground and ample space to keep adding. Had all their equipment stolen from the spot.

Don has given the boards to local kids who can't afford a decent setup or are just learning to skate.

Work on the spot ceased due to logistics, lack of physical support, it keeps getting vandalised and there is no decent access to move materials.

Rob has transferred the funds to help guys out at Ongar with their DIY project – they've started to build a quarter and bank on the stairs section, river near the spot to mix concrete and car park. There's an enthusiastic crew of people already building with Rob to be there tagging in Clown.



Ongar DIY

UK DIY FUNDS SUPPORTED IN 2021

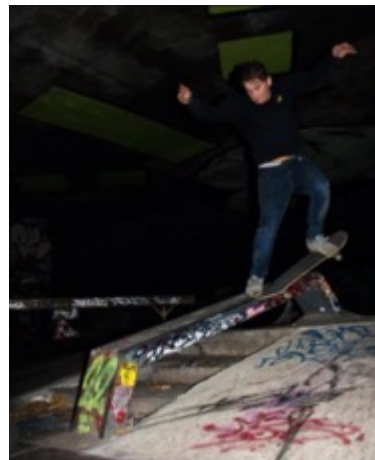
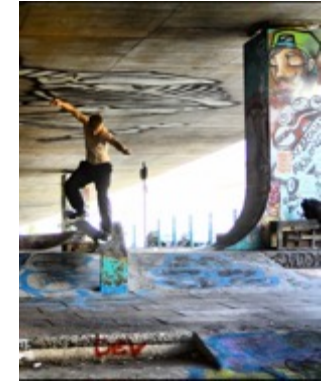
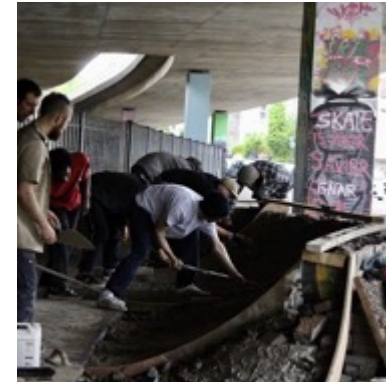
M32 DIY – Bristol (@m32diy)

Recommended by Dogpiss Magazine, they applied for the DIY Fund to move forwards with buying ready mix concrete to build a 5' quarter pipe.

They finished the extension which has been a success, lots of love for it and many IG posts and stories that included tricks on the new quarter.

Lots of plans and more to build including replacing old wooden ramps and obstacles, finishing a cradle and re-building the old 6' mini ramp. Funding left will stretch to the small things first and then look to fundraise again.

One board was given to a kid who had a really old board, his dad took some pictures and posted tagging us both in, plus looking to continue kids skate lessons between filming, building and skating.



Comments

“Just wanted to thank you and Clown for giving me the opportunity to spread the love of skateboarding with the free boards. I brought one down to the skatepark tonight to show the boys and noticed a young girl skating on a terrible wee wooden penny shaped board. She had a fall from missing the board with her foot and ran to her mum in tears. I walked over with the board and suggested a larger board would help her. She agreed and her mum informed me it will be her birthday next week and hopefully she would get one. When I said that I meant she could have the Clown board the wee girl burst into tears of joy about how happy she was. Made my day!” – **Ally, The Forgotten Road**



Comments

“It’s been an amazing summer so far and its incredible how much the fund has brought on the spot!” – **Coco, The Wastey DIY**



“Extra cash you’ve given us has meant we can push ourselves and go for something like this, big thanks.” – **Pumf DIY**

Comments

“I'm well aware of the vibe Clown are putting out on social media, and I think it's great! You've got straight to the top of the list as far as UK brands who I've got time for go!”

“I'm hella keen for Clown to 'send in the troops' and do a proper team visit/sessions/edit/whatever.. To this day there has still never been a legit skate team/crew that has taken up the mantle and made 'the pilgrimage' as it were! - **Paul Carroll, Delside**



Clown's visit to Delside hosting the Pro board launch



Comments

“We were sent a few posts about a young lad called Toby wanting to buy a secondhand skateboard so he could learn on and asked if we could help, just at this time we had won the chance to give away some @clown_skateboards to help the locals get up and skate. We’re proud to be able to help the youth of Barrow and spread the love of skateboarding, we’re looking forward to seeing the progress.” – **Barrercvlt DIY**



Comments

“This support goes a long way towards allowing us to keep building and maintaining the spot as well as hook up our local community so we couldn’t be more appreciative of them for this.”
– **The Grove DIY**



“So much respect to you guys, your mission and giving back to communities. Thank you.” –
Bunkerside DIY



Comments

“We are so grateful and can’t wait to put some concrete down soon! The boards are awesome too.” – **M32 DIY**



“Thanks for the support. It will make a huge difference!” – **York DIY**

CLOWN IN ACTION



#ChaseParkMiniramp @shredthenorth



Kids Go Shred Jam
@kingstondiy



@theforgottenroad



@thewasteydiy



@pumf2020



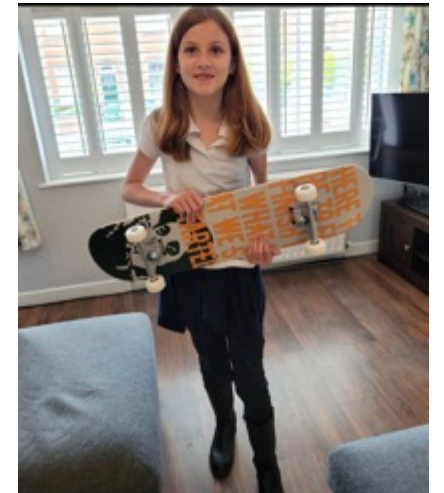
@bunkerside_diy



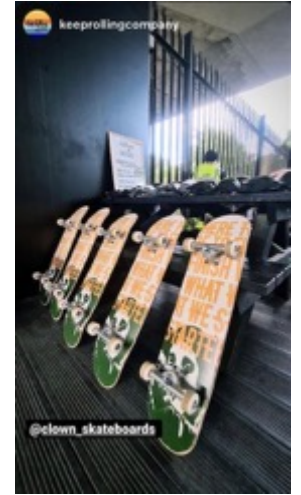
@south_coast_skateboard_events



@barrercvlt

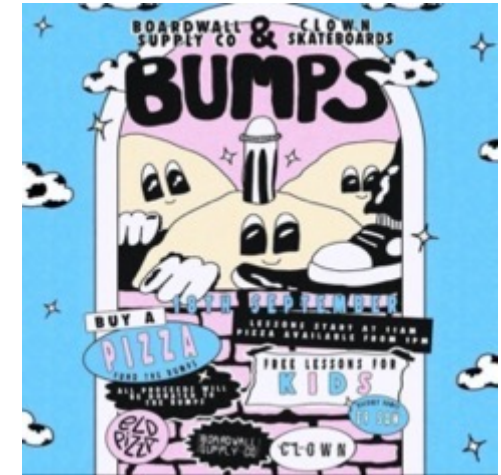
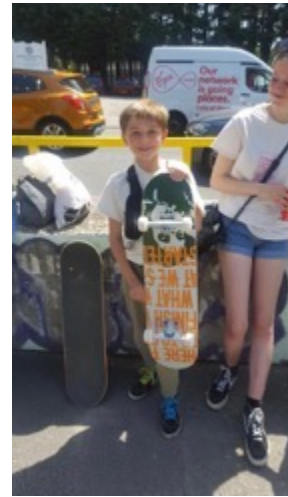
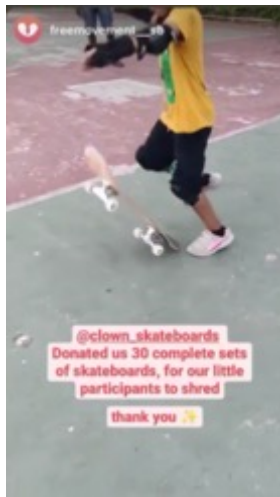
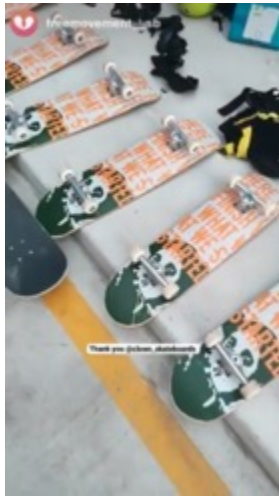


CLOWN IN ACTION



@keeppushingco

@keeprolling



@freemovement_sb

@south_row

@thegrovediy

@hackeybumpstagram



CLOWN IN ACTION



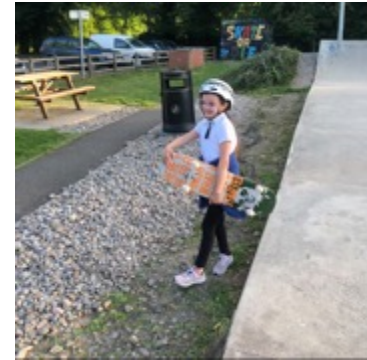
@finsburypark_skateplaza



@south_coast_skateboard_events



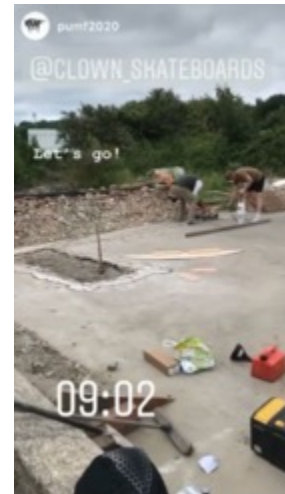
@theforgottenroad



Kids Go Shred Jam
@kingstondiy



@thewasteydiy



@pumf2020



@bunkerside_diy



@barrercvlt



THANKS FOR YOUR
SUPPORT