

Welsh Boxing | *Beyond 2023*



# COMMUNITY BOXING STRATEGY

*Boxing our way to a more cohesive Wales*



**WelshBoxing**  
BocsioCymru

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# CROESO | WELCOME



Click or scan the QR code to hear what boxing means to the people of Wales



As the country and the world returns to *normal* after two years of uncertainty, it begs the question as to what *normal* is for many people across Wales. According to latest [figures](#), a staggering **34%** of children are living in poverty; 7% above the national average for the UK.

With over **50%** of Welsh boxing clubs across the country situated within the hearts of [Wales' Index of Multiple Deprivation \(2019\)](#) 1-3 communities, it poses a significant opportunity to play a key role in being part of the solution in helping children and their families lead healthier, happier, and more prosperous lives.

We, those already a part of the boxing community, are well aware of the life changing impact that boxing can have. This strategy, with the help of our people and partners, will enable us to escalate the positive influences of our sport to those most in need within our proud and diverse Welsh communities. We are on an exciting journey of *Boxing our way to a more Cohesive Wales*, and hope that you will join us in our mission.

*Diolch o Galon*

## Our promise to you:

### INTEGRITY

*We are committed to doing what is right by our nation, opting for a long-term vision*

### RESPECT

*We respect where boxing has come from and recognise the journey it can take many more people on*

### OPENNESS

*We are open to learning and growing with you, our people, to bring boxing to the people of Wales*

### EQUALITY

*We believe every individual in Wales deserves the opportunity to access boxing in their own way*

## BACKGROUND

Welsh Boxing's Strategic Plan 'In the Red Corner' was devised in 2020 with six goals outlined, one of which focuses directly on grassroots boxing:

"active clubs, active communities"

As of the 2022-23 season, there were **123** registered boxing clubs across Wales with **1,297** carded (competitive) athletes and **587** non-carded (casual) athletes across clubs. The scope for this number to increase is an exciting challenge, one which Welsh Boxing is proactively seeking.

During 2022, community boxing provision was reviewed to establish the necessary support systems required to develop boxing in safe, sustainable, and supportive club environments accessible for the diverse demographic of the Welsh population. The team at Welsh Boxing are passionate about enabling more people to access boxing in Wales, particularly those who may have faced challenges in accessing the sport previously; we recognise that a staged approach is required to ensure sustained success on a strong foundation in club structures.

Boxing is a sport that has historically been associated with community integration, open neighbourhood access with local citizens being the driving force of provision. Moreover, it is

a sport that can connect a range of demographics homing in on core values such as resilience, respect, and mental toughness. At the other end of the scale, Wales exceeds all modest expectations on the world stage for a nation of 3.1 million, proudly bringing home **6** medals from the Birmingham Commonwealth Games in 2022, a record number for the smallest country in the top ranks.

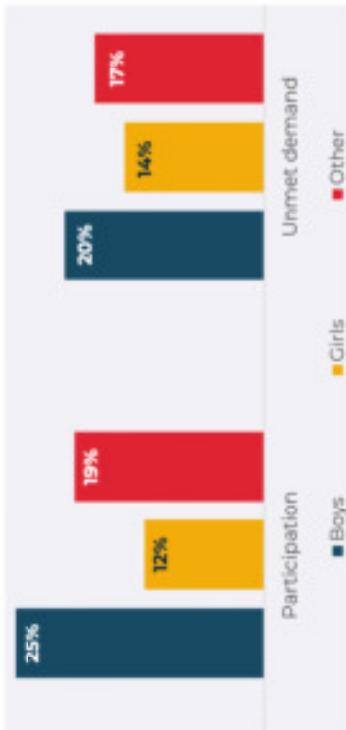
Yet, even with the likes of Rosie Eccles and the Croft brothers successfully flying the flag for Wales, the number of people regularly entering our clubs is less than **0.1%** of the population. This insight tells us that those who do progress through to the elite stage typically perform well, yet we are not maximising boxing's true potential in using it as a powerful mechanism for social good.

We have a role as the National Governing Body for Boxing to support and positively encourage our clubs and community settings to modernise their offers to welcome our diverse nation to our sport, particularly those who have not historically associated themselves with boxing.

## EXTERNAL | INSIGHT

### School Sport Survey (2022)

According to the most recent School Sport Survey, the highest demographic of existing boxing participants are year 8 males, with overall male participation rates doubling the statistics of females. However, this gap closes when it comes to demand for boxing, as highlighted in the below chart, acknowledging that all genders have a desire to participate in the sport. There were **53,484 pupils** who had a latent demand for boxing, putting boxing in the **top five** sports in demand across the spectrum.



### Wellbeing of Future Generations (Wales) Act 2015

Boxing does and will continue to deliver on the seven **wellbeing goals**, though it will have a particular influence and focus on the following goals\*:



The participation gap was **6% higher** amongst pupils on free school meals compared to those that were not, contradicting general sports' participation trends, reinforcing the accessibility and desirability of boxing within these communities.

*\*See appendix 1 for overview of the alignment between 'Beyond 2023' and the Wellbeing of Future Generations Act (Wales)*

### **Children's Poverty Wales**

It is no secret that those living in poverty are at a disadvantage to those that are not, and sadly this pattern is not going away with 34% of children living in poverty in Wales. There has been a rapid upwards trajectory\* of children living in poverty in Wales since 2018 and is just behind the North-East of England as the highest UK region in poverty.

"Health and wellbeing is being seriously compromised by insufficient income - not just by increased material deprivation, but also the loss of ability to participate in society and feel a sense of belonging and worth"

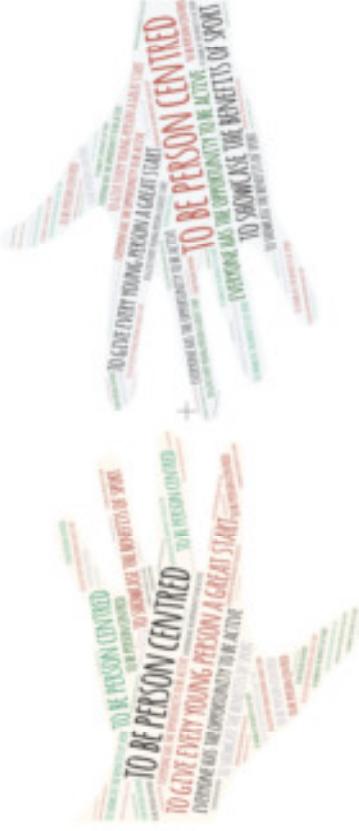
*Children in Wales Report (2022)*

Given that 50% of our boxing clubs are situated in the three highest areas of multiple deprivation, we are confident that we can help give children hope of a positive future through connecting with society and helping them identify their purpose.

### **Sport Wales Strategic Intent**

The vision for Sport in Wales identifies six **strategic intents\***. This strategy will address all aspects but will have a particular focus on strategic intent 1, 2, 3 and 5 as demonstrated in the visual.

*See appendix 1 for overview of the alignment between 'Beyond 2023' and Sport Wales Strategic Intent; see appendix 2 for Children in Wales poverty graph*



### **England Boxing Impact Report**

In the 2020 report it acknowledges that "boxing clubs are accustomed to operating on a shoestring. With so many clubs located in deprived neighbourhoods, the ability to generate income from their own delivery of boxing activities is limited by the low incomes of their members".



The report also highlights that a "coach's influence extends well beyond the gym, but there are signs that some feel under-equipped to deal with the **social issues** which they are regularly forced to confront", recognising that partnerships and appropriate support systems are necessary for aiding youth mental health.

## INTERNAL | INSIGHT

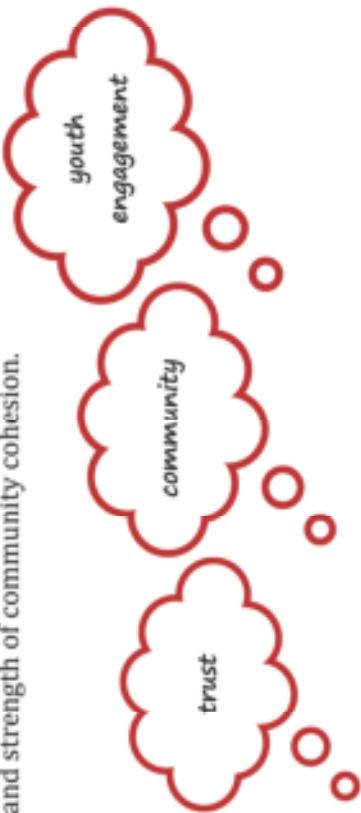
### Boxing Community Insight

All boxing clubs and divisional groups in Wales were invited to participate in the consultation period during 2022. 20% of clubs (n=24\*) responded to the invitation and 75% of divisional personnel. The findings revealed common themes and trends amongst clubs, with the most prevalent items as followed:

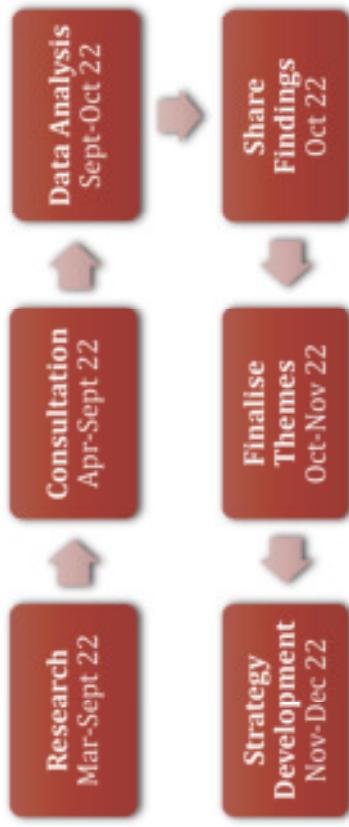
- 83% of club personnel stated difficulty in accessing coach education courses (frequency +/or location)
- 79% of club personnel stated funding as key priority
- 54% identified the need for better rapport and communication with Welsh Boxing

### Stakeholder Insight

18 stakeholders\* were consulted as part of the process to understand previous, existing or potential partnerships that could be instrumental to the future of boxing. The recurring items that emerged highlighted the potential that boxing had to transform lives, provide a safe haven for youths and the power and strength of community cohesion.



### Community Boxing Consultation Process



### Community Boxing Working Group

The Working Group\* was created as a task and finish group to check and challenge the direction of travel from a range of stakeholders both internal to the boxing community and external from health, leisure and sport. This group acted as a sounding board and provided insight from their local areas to help take boxing to new heights *Beyond 2023*.



See appendix 3 for strategy development process; see appendix 4 for list of contributors

## Y GORAU | WELSH BOXING



This image represents **the best** that boxing has to offer in a community setting encompassing real-life programmes and provision from across our Welsh clubs. We want to escalate this even further by ensuring all young people, especially those living in low socio-economic areas have access to appropriate, safe and progressive opportunities, regardless of their previous experience or encounters with boxing.

Boxing clubs are already **safe havens** for hundreds of children across Wales, yet we know this can be accelerated in partnership

with local and national partners, with streamlined resources to the right people and by providing adequate education and support to those interacting with their community first hand. Most clubs are **voluntary** coached, owned and managed by proud and passionate people from the heart of communities. We have a role as Welsh Boxing to support these people to ensure their clubs are sustainable, relevant and appealing for **future generations**.

*Click on the **gold icons** overleaf to see real-life examples of local clubs delivering life-changing provision*

## Y GORAU | CLUB SNAPSHOT



Located in heart of community

It has health, well-being and education at the heart of the club



Youth self-confidence & development

Education and learning space



Each member of the community feel that they belong there

Local partners hosting drop in support



It is accessible for all age groups, abilities and general needs

It is used for many, diverse community activities



Suitable boxing routes for all levels

The club is more than just boxing activities

Multisport facility - clubs hiring space

It is a safe space to meet friends

It is owned by the community, for the community

People know it's there & can get to it easily

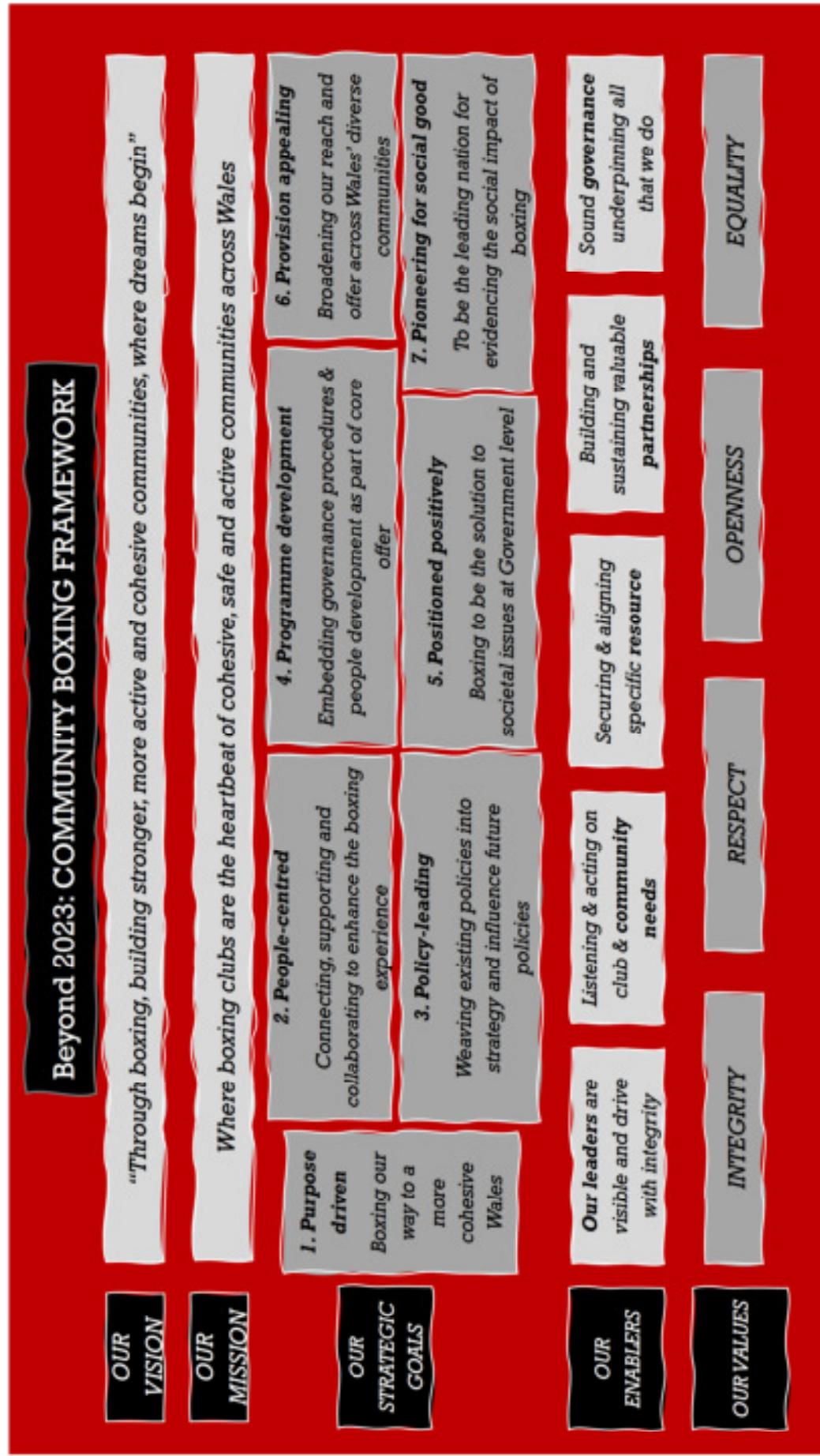
It welcomes people from all walks of life

It is open more often than not

Young leaders delivering sessions

Female provision is available and encouraged

# HOW WILL WE REACH OUR GOAL?



## 3 STAGED-APPROACH



## **1.Purpose**

### ***Boxing our way to a more cohesive Wales***

1. We will be overt in our critical role as the National Governing Body for Boxing in Wales, ensuring that we remain current, **progressive**, and dynamic in a fast-paced, ever-changing world
2. We will strive to make boxing an **accessible**, attractive and popular sport amongst the Welsh population through **connected** relationships and support to our clubs
3. Whilst working to **modernise** our sport to become sustainable, we will protect the **heritage** of our sport and those who have dedicated their time to progress it
4. We will continue to be **proud** and to celebrate our unique demographic of sporting member
5. Divisional Groups will be **financially** supported to deliver regional competitions and **events** suitable for the local audience

## **2.People**

### ***Connecting, supporting and collaborating to enhance the boxing experience***

1. We will work hard to build **rappor** & **trust** with our valuable clubs to ensure we work together to develop boxing by reaching out through **communication** means of their choice
2. We will recruit, train and deploy individuals from a range of **backgrounds** to deliver our coaching, officials and CPD courses to ensure courses are **representative** and accessible across Wales
3. We will introduce **people development** programmes to support our volunteers such as mentoring and buddy systems for specific needs
4. We will create a national database of eligible **doctors** (and review criteria to include other eligible professionals such as paramedics) for club shows and agree a national standard of expectations and expenses for commitments
5. We will increase our community development team with **specialist officers** to support our clubs and work in **partnership** with organisations to increase the pool of resource available to clubs

PREPARE

PREPARE

### 3. Policy

#### *Weaving existing policies into strategy and influence future policies*

1. We will align our community goals with the **Wellbeing of Future Generations (Wales) Act (2015)**. Sport Wales A Vision for Sport and identify the **social return on investment** that boxing addresses within communities for social good
2. We will focus our efforts in areas of deprivation, particularly communities within the top 3 Areas of Multiple Deprivation (2019) in Wales
3. We will **reposition** our divisional groups to be instrumental bodies of Welsh Boxing; having devolved responsibility, funding and KPIs to deliver on for their region, accountable to the Board and relevant WB lead
4. **Safeguarding** officers will be compulsory at club and regional level with a **network** of officers featuring part of divisional groups and receive up to date training to support them in their roles
5. We will use real **insight** from Welsh Boxing clubs to evidence the need for increased investment to help tackle crime, ASB, education and social cohesion through club impact programmes with trusted and recognised partners in communities

### 4. Programmes

#### *Embedding governance procedures & people development as part of core offer*

1. We will utilise the **online membership** platform Sport80 to capture club registration data to inform future **priorities**, policies and funding alignment
2. We will align our club affiliation to the **Insport standards** to improve the **governance** and of our clubs via a tiered approach to support and development
3. We will support our **Divisional Groups** to implement **modern** approaches to improve the boxing experience in local areas
4. We will work with **experts** to support our clubs in priority areas including **trusted** partners and organisations
5. We will align **funding** to key objectives and **standards** in line with National Policy and NGB Strategy
6. We will review our Referee and Judging **structure** and recruit and develop a new **generation** of officials via Divisional Groups and mentoring schemes

## 5. Positioning

PROGRESS

### *Boxing to be recognised as the solution to societal issues at Government level*

1. We will work with key partners to position boxing as a key component to programmes such as social prescribing and exercise referral
2. We will seek partnerships with external industries to positions ourselves more **favourable for funding** and grants

3. We will work with our clubs to **professionalise** the boxing experience to ensure it is appealing, **relevant** and beneficial to organisations and their people
4. We will measure the **impact** and gather a range of insight throughout this strategic cycle to evidence the need for more **investment**
5. We will profile the **positive outcomes** and impact of boxing on **real lives** within Welsh communities

## 6. Provision

### *Broadening our reach and offer across Wales' diverse communities*

1. We will prioritise our work in **low socio-economic** areas to build upon our presence and impact in areas where boxing is in demand
2. We will work with clubs to create **inclusive** environments via an Inclusion Strategy, pilot programmes and club guides
3. We will establish **targeted links** with education teams to address ASB, mental health via **wellbeing** programmes
4. A **non-contact** boxing programme will be developed to support clubs in delivering sessions to **non-competitive** members
5. A **Young Leaders Award** will be established to support youth boxers to remain in clubs and to support clubs in **workforce recruitment**
6. A programme targeting new **female** members will be developed to address the **gender imbalance** within the boxing community

PARTICIPATE

## 7. Pioneer

PARTICIPATE

### *To be the leading nation for evidencing the social impact of boxing*

1. We will actively approach potential sponsors with projected Return on Investment supporting their Corporate Social Responsibility objectives with evidence from pilot projects in Welsh communities
2. We will take a **modern approach** to boxing development with a focus on **holistic** development via collaborating with targeted partners, upskilling volunteers, and **targeted** staff recruitment
3. We will capture the **power** of boxing through positive impact stories to challenge **perceptions** and to communicate the benefits for social good
4. We will be **respected** and valued by other organisations for our approach to using sport for **social good**, community cohesion and partnership working



# MEASURING OUR SUCCESS

## 3. PARTICIPATED

### HOW WILL WE KNOW IF WE ARE ACHIEVING OUR GOALS?

We will see:

#### 1. PREPARED

- Improved **communication** channels and regular dialogue with our members
- Retention** of existing members through Sport80 platform
- Member **satisfaction** survey responses improved annually
- Local and national **partnerships** secured with aligned goals and sustained provision

#### 2. PROGRESSED

- Divisional Groups** playing a key role in delivering on KPIs and driving the future of boxing for local need
- Governance standards** and support in place to future proof clubs and community groups
- Aligned **sponsorship** according to shared values

#### HOLDING OURSELVES ACCOUNTABLE

- Alongside the strategy will be an **operational plan** containing a breakdown of each of the 7 goals with actions and timelines allocated to relevant personnel
- The **Development Director** on the Board of Welsh Boxing will hold the staff accountable for quarterly updates on the community strategy
- The Welsh Boxing community members will be instrumental in the development of this work

## ENABLING OUR DREAMS

### HOW CAN WE ACHIEVE THIS?

- 2 Together, with our dedicated community of volunteers across clubs, bringing the benefits of boxing to people who need it the most
- Our leaders appreciate the value of community boxing, driving this strategy forward with integrity
- Recognising who is best place to deliver on specialist areas whilst building and sustaining valuable partnerships
- Governance standards are an instrumental and integrated part of the boxing community
- Sustained investment is secured, underpinning a strategic community team to embed the Beyond 2023 Strategy

*“...and we know that boxing is part of the solution”*  
(Welsh Boxing, 2022)

*“Sport can be the nation’s most effective preventative health tool”*  
(Welsh Government, 2022)

# **APPENDICES**

## 1. Alignment between 'Beyond 2023' with Sport Wales and the Wellbeing of Future Generations Act (Wales)

# **SPORT WALES'S STRATEGIC INTENT** **WHAT WE WANT TO ACHIEVE**

SPORT WALES'S STRATEGIC INTENT HAS BEEN DEVELOPED TO REFLECT OUR PRIORITIES, AND HOW WE AS AN ORGANISATION CAN BEST CONTRIBUTE TO THE VISION FOR SPORT IN WALES. IT IS THROUGH THESE 6 STRATEGIC INTENTS WE WILL ENSURE WALES IS AN 'ACTIVE NATION WHERE EVERYONE CAN HAVE A LIFELONG ENJOYMENT OF SPORT.'

<b>01</b>	<b>02</b>	<b>03</b>	<b>04</b>	<b>05</b>	<b>06</b>
<b>TO BE PERSON-CENTRED:</b> The needs and motivations of the individual lead the delivery, whether just starting out, aiming to progress or striving for excellence on the world stage.	<b>TO GIVE EVERY YOUNG PERSON A GREAT START:</b> Every young person has the skills, confidence and motivation to enable them to enjoy and progress through sport; giving them foundations to lead an active, healthy and enriched life.	<b>TO ENSURE EVERYONE HAS THE OPPORTUNITY TO BE ACTIVE THROUGH SPORT:</b> Sport is inclusive and provides a great experience for all.	<b>TO BRING PEOPLE TOGETHER FOR THE LONG-TERM:</b> There is a collaborative, sustainable and successful sports sector, led by collective insight and learning.	<b>TO SHOWCASE THE BENEFITS OF SPORT:</b> The impact of sport is evidenced, and sport's reach is fully understood, valued, showcased and celebrated throughout Wales.	<b>TO BE A HIGHLY VALUED ORGANISATION:</b> Sport Wales is a respected organisation, striving to over achieve by delivering a first-class service through our valued staff
					

## Seven Well-being Goals

To make sure we are all working towards the same purpose, the Act puts in place seven well-being goals. The Act makes it clear the listed public bodies must work to achieve all of the goals, not just one or two.



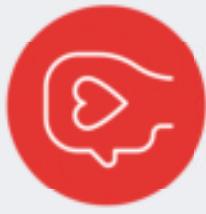
A Prosperous Wales



A Resilient Wales



A Healthier Wales



A More Equal Wales



A Wales of Cohesive  
Communities



A Wales of Vibrant  
Culture & Thriving  
Welsh Language



A Globally Responsible  
Wales

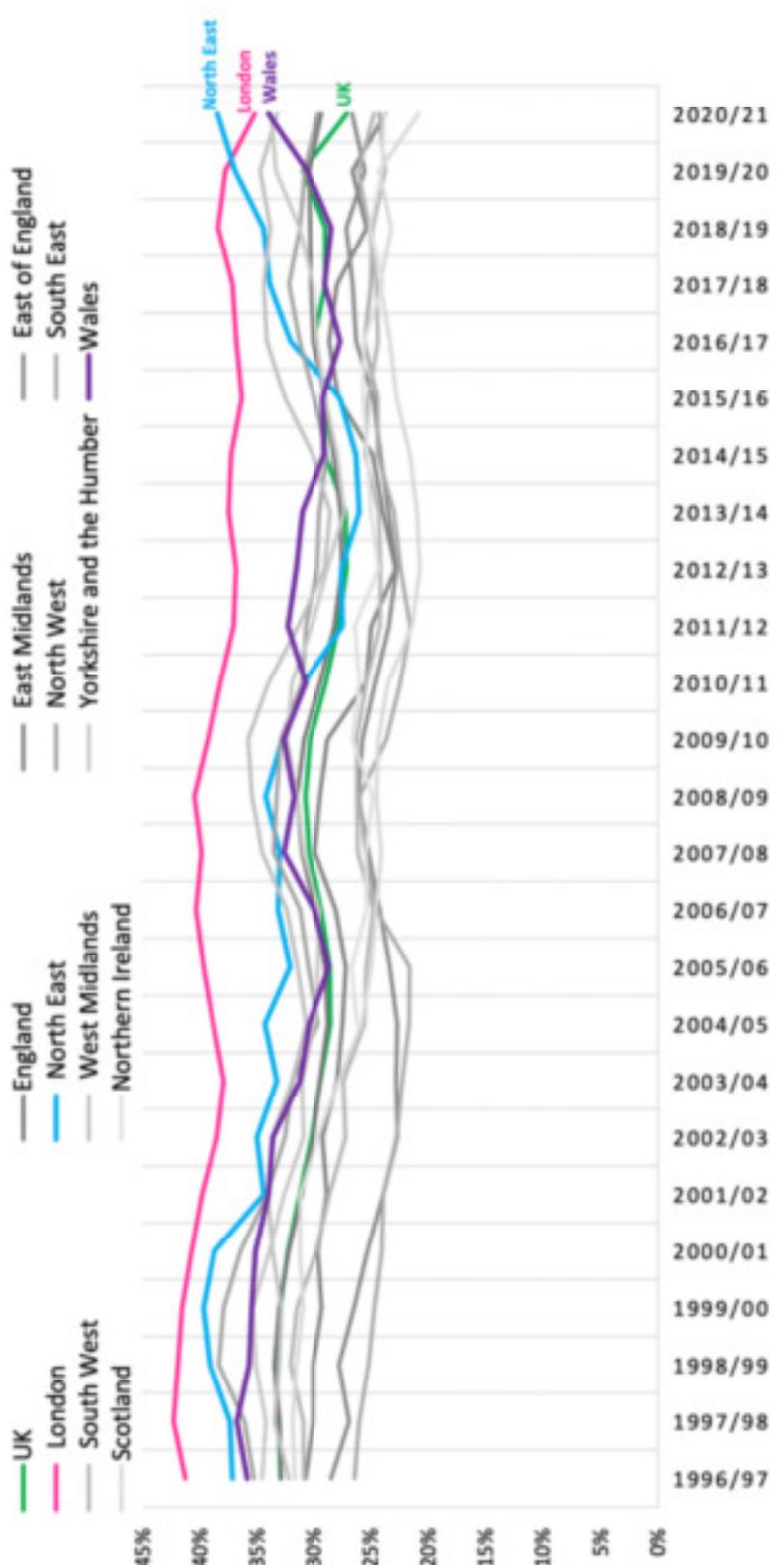


## STRATEGIC POLICY IMPACT

Purpose	SPORT WALES (6)	FUTURE GENS (7)
1. Boxing our way to a more cohesive Wales	2, 3, 4, 6	4, 5
2. Connecting, supporting and collaborating to enhance the boxing experience	1, 4	1, 3, 4, 5
3. Weaving existing policies into strategy and influence future policies	5	1, 3, 4, 5, 7
4. Embedding governance procedures & people development as part of core offer	2, 3, 4, 6	1, 2, 7
5. Boxing to be the solution to societal issues at Government level	2, 4, 5, 6	1, 2, 4, 5, 7
6. Broadening our reach and offer across Wales' diverse communities	1, 3	1, 3, 4, 5, 6
7. To be the leading nation for evidencing the social impact of boxing	1, 2, 3, 4, 5, 6	1, 3, 4, 5, 6, 7

## 2. Children's Poverty Wales: Upwards Incline: 2018-2021

Figure 2 Percentage of children in poverty, AHC, 1996/7 to 2020/21



Source: HBAI 1996/97 to 2020/21 (DWP).

### 3. PROCESS OF CONSULTATION & STRATEGY DEVELOPMENT



## 4. WITH THANKS TO OUR CONTRIBUTORS

<b>Affiliated Members</b>	<ul style="list-style-type: none"><li>Premier ABC</li><li>Splott ABC</li><li>Tenby Sharks ABC</li><li>Tiger Bay ABC</li><li>Warehouse BC</li><li>West Wales Divisional Secretary</li></ul>	<b>Community Strategy Developer</b>	<ul style="list-style-type: none"><li>Katy Evans</li></ul>	<b>External Organisations</b>	<ul style="list-style-type: none"><li>Abergavenny ABC</li><li>Apollos ABC</li><li>Brecon ABC</li><li>Buckley ABC</li><li>Bulldogs BC</li><li>Cardiff Metropolitan University Boxers</li><li>Chepstow ABC</li><li>Duffryn ABC</li><li>East Wales Divisional Chairman</li><li>Goodes Boxing</li><li>Grangetown ABC</li><li>Gwent ABC</li><li>Highfields ABC</li><li>Jack2AKing BC</li><li>Llanrumney ABC</li><li>Maes G ABC</li><li>North Wales Divisional Secretary</li><li>Newtown ABC</li><li>Pembroke ABC</li></ul>	<b>Working Group Members</b>	<ul style="list-style-type: none"><li>Sport Cardiff</li><li>Sport Pembrokeshire</li><li>Sport Wales</li><li>Sported National Manager</li><li>Sported North Wales</li><li>Sported South Wales</li><li>StreetGames Wales</li><li>Grangetown Community</li><li>Levelling the Playing Field</li></ul>	<b>Stakeholders</b>	<ul style="list-style-type: none"><li>Disability Sport Wales</li><li>England Boxing</li><li>Newport Live</li></ul>
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