



COMMUNITY BOXING STRATEGY

Boxing our way to a more cohesive Wales



WelshBoxing
BocsioCymru

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CROESO | WELCOME

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.

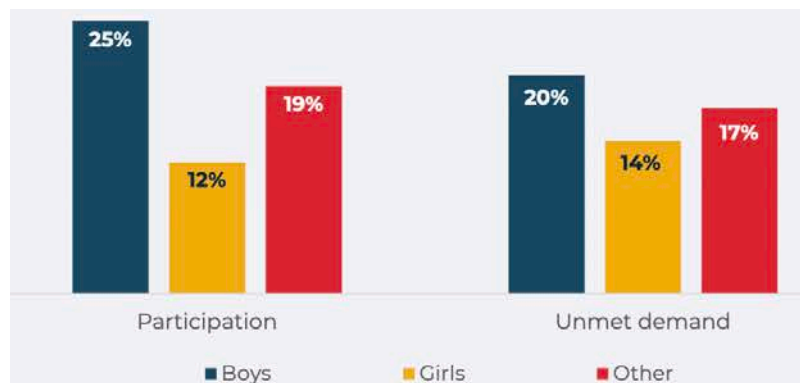
Yet, even with the likes of Rosie Eccles and the Croft brothers successfully flying the flag for Wales, the number of people regularly entering our clubs is less than **0.1%** of the population. This insight tells us that those who do progress through to the elite stage typically perform well, yet we 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.



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.

Boxing is a well accessed sport across multiple ethnicities, with 26% from a **multiple ethnicity heritage**, other and black as the leading participation groups. Again, a stark contrast to many sports participation groups and one boxing is proud to be leading the way in, though recognising more focus is needed across all demographics to ensure appropriate provision is provided to a range of groups.



78% of pupils who participated in boxing said they felt **confident** in trying new sports, evidencing that it has a positive influence on children's lives outside of boxing environments, impacting their self-esteem and confidence of future exploration.

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*:



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



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

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*.



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 +/- 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.



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

Y GORAU | WELSH BOXING



We want to help our clubs escalate their offer 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**.



Y GORAU | CLUB SNAPSHOT



Located in heart of
community



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



Each member of the
community feel that
they belong there



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



Suitable boxing routes
for all levels

Youth **self-confidence** &
development

Education and **learning**
space

It is used for many,
diverse community
activities

It is a place of **sanctuary**
for people

The club is **more** than
just boxing activities

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

Local **partners** hosting
drop in support

It is owned by the
community, **for** the
community

It is a **safe** space to
meet friends

Multisport facility -
clubs hiring space

It is **open** more often
than not

Children's **healthy** &
active provision

It welcomes people
from all walks of life

Female provision is
available and
encouraged

Young leaders
delivering sessions

HOW WILL WE REACH OUR GOAL?

Beyond 2023: COMMUNITY BOXING FRAMEWORK

OUR VISION

"Through boxing, building stronger, more active and cohesive communities, where dreams begin"

OUR MISSION

Where boxing clubs are the heartbeat of cohesive, safe and active communities across Wales

OUR STRATEGIC GOALS

1. Purpose driven

Boxing our way to a more cohesive Wales

2. People-centred

Connecting, supporting and collaborating to enhance the boxing experience

4. Programme development

Embedding governance procedures & people development as part of core offer

6. Provision appealing

Broadening our reach and offer across Wales' diverse communities

3. Policy-leading

Weaving existing policies into strategy and influence future policies

5. Positioned positively

Boxing to be the solution to societal issues at Government level

7. Pioneering for social good

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

OUR ENABLERS

Our leaders are visible and drive with integrity

Listening & acting on club & **community needs**

Securing & aligning specific **resource**

Building and sustaining valuable **partnerships**

Sound **governance** underpinning all that we do

OUR VALUES

INTEGRITY

RESPECT

OPENNESS

EQUALITY

3 STAGED-APPROACH

PREPARE

1. Purpose driven

*Boxing our way to a more cohesive
Wales*

2. People-centred

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

3. Policy-leading

*Weaving existing policies into strategy
and influence future policies*

PROGRESS

4. Programme development

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

5. Positioned positively

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

PARTICIPATE

6. Provision broadened

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

7. Pioneering for social good

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



1.Purpose

PREPARE

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

PREPARE

Connecting, supporting and collaborating to enhance the boxing experience

1. We will work hard to build **rapport** & **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

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 position 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

PARTICIPATE

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

7. Pioneer

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

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

3. PARTICIPATED

- ✓ Representation in our tutor **workforce** of minority groups and demographics
- ✓ A continuous **5%** growth on annual membership
- ✓ A **perception** that boxing is an **integral** part of Welsh community cohesion
- ✓ A **diverse** range of offerings in clubs suitable for community need
- ✓ A continuous 5% increase in **female** participant responses on School Sport Survey

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?



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

"Sport can be the nation's most effective preventative health tool"

(Welsh Government, 2022)

"...and we know that boxing is part of the solution"

(Welsh Boxing, 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.'

01

TO BE PERSON-CENTRED:

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.

02

TO GIVE EVERY YOUNG PERSON A GREAT START:

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.

03

TO ENSURE EVERYONE HAS THE OPPORTUNITY TO BE ACTIVE THROUGH SPORT:

Sport is inclusive and provides a great experience for all.

04

TO BRING PEOPLE TOGETHER FOR THE LONG-TERM:

There is a collaborative, sustainable and successful sports sector, led by collective insight and learning.

05

TO SHOWCASE THE BENEFITS OF SPORT:

The impact of sport is evidenced, and sport's reach is fully understood, valued, showcased and celebrated throughout Wales.

06

TO BE A HIGHLY VALUED ORGANISATION:

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 More Equal Wales



A Healthier Wales



**A Wales of Cohesive
Communities**



**A Wales of Vibrant
Culture & Thriving
Welsh Language**



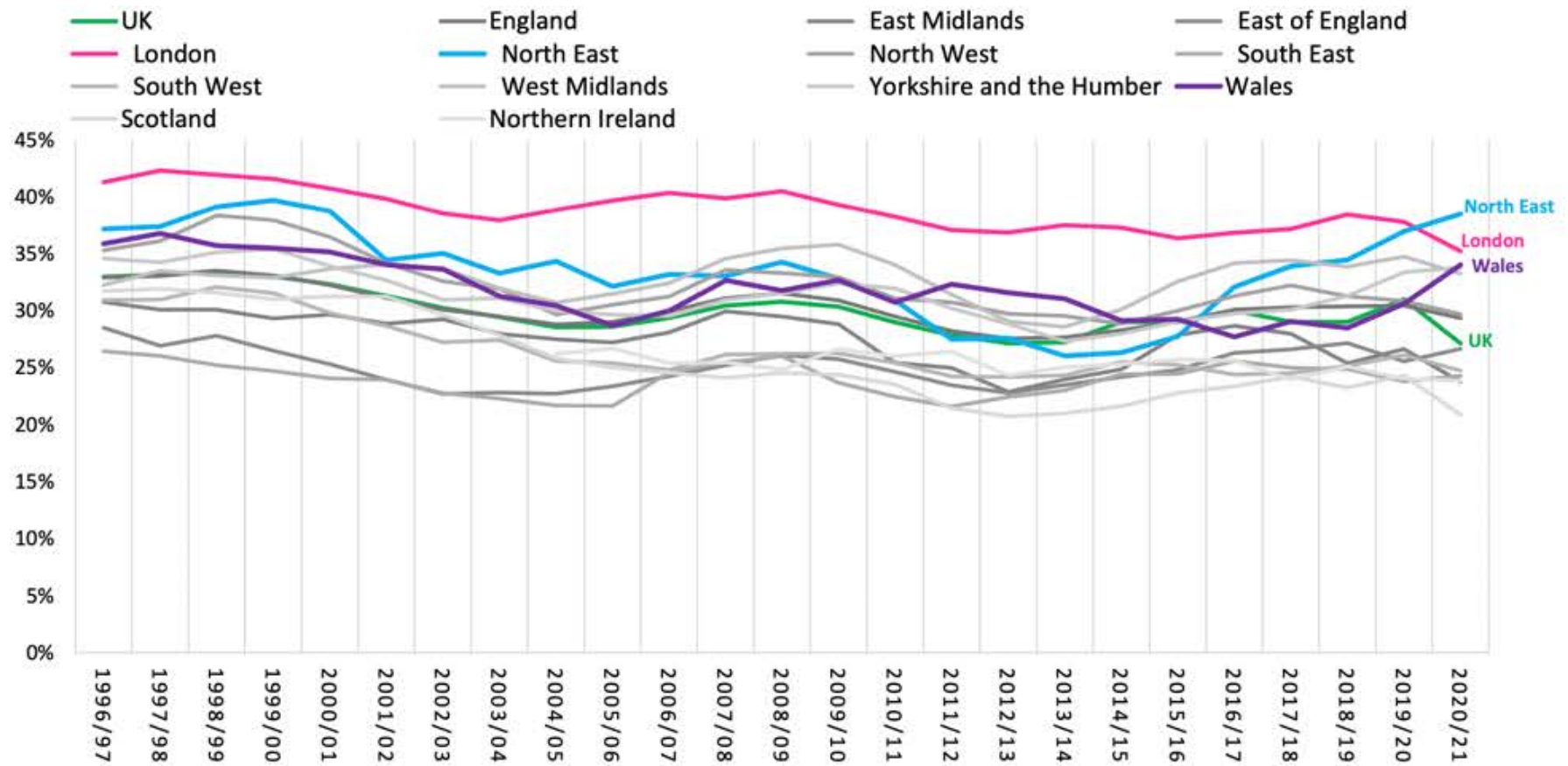
**A Globally Responsible
Wales**

STRATEGIC POLICY IMPACT

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



Consultation timeline

- Literature & industry review
- Strategic links to Government policy
- 20% of clubs consulted ($n=24$)
- 100% district areas
- 75% divisional representatives consulted
- 18 external / community groups

Data Analysis

- Raw data gathered
- Thematic analysis (topic association)
- Grouped into themes (omit anomalies)
- Priority themes identified (quantity v impact)
- Strategic pillars determined
- Objectives identified

Key policy links

- [Children in Wales](#)
- [Welsh Government: Levelling the Playing Field](#)
- [Sport Wales A Vision for Sport in Wales](#)
- [Wellbeing of Future Generations Act \(Wales\)](#)

4. WITH THANKS TO OUR CONTRIBUTORS

Affiliated Members

- Abergavenny ABC
- Apollos ABC
- Brecon ABC
- Buckley ABC
- Bulldogs BC
- Cardiff Metropolitan University Boxers
- Chepstow ABC
- Duffryn ABC
- East Wales Divisional Chairman
- Goodes Boxing
- Grangetown ABC
- Gwent ABC
- Highfields ABC
- Jack2AKing BC
- Llanrumney ABC
- Maes G ABC
- North Wales Divisional Secretary
- Newtown ABC
- Pembroke ABC
- Premier ABC

- Splott ABC
- Tenby Sharks ABC
- Tiger Bay ABC
- Warehouse BC
- West Wales Divisional Secretary

Community Strategy Developer

- Katy Evans

External Organisations

- British Olympic Association
- Broad Haven Primary School
- Cardiff University
- Cardiff and Vale University Health Board
- Cardiff Bay Netball Club
- Imperial College Health Trust
- PureGym Cardiff
- Rossett Primary School
- Ysgol Gyfun Gymraeg Glantaf

Stakeholders

- Disability Sport Wales
- England Boxing
- Newport Live
- Sport Cardiff
- Sport Pembrokeshire

- Sport Wales
- Sported National Manager
- Sported North Wales
- Sported South Wales
- StreetGames Wales
- Grangetown Community
- Levelling the Playing Field

Working Group Members

- Adam Park (Welsh Boxing)
- Ali Abdi (Cardiff University)
- Chloe Powton (Newport Live)
- Emma Hill (NHS)
- Katrina Field (Buckley ABC)
- Katy Evans (Chair & Community Consultant)
- Lauren Thomas (British Olympic Association)
- Matthew Freeman (Sport Pembrokeshire)
- Nicola Wheten (Apollos ABC)



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