



# ENGLAND BOXING 2022-27 STRATEGIC PLAN

INSPIRING AND TRANSFORMING LIVES THROUGH BOXING



# INTRODUCTION

Boxing has the power to bring communities together; with its uniquely powerful ability to connect people from different backgrounds and engage them in the sport, It truly has the ability to Inspire & Transform lives.

Boxing is a sport that is centrally placed to tackle deep rooted societal issues and inequalities within some of the most marginalised and often deprived communities in the country. Boxing clubs are located in the heart of communities, provide services to people from the community and importantly, are run by people who know and understand the issues and challenges being faced by their members every day.

England Boxing is the National Governing Body for Amateur Boxing and currently oversees more than 950 affiliated clubs, 21,000 formal members and 125,000 recreational boxers spread across the country.

The organisation carries out a number of functions including overseeing the safety and welfare of members, child protection and compliance, coaching courses, DBS checking and promotes boxing to potential new members, enforcing rules and regulations and providing a talent pathway for boxers who excel including competitions and events that date back to 1881.

This document outlines our strategic ambitions and work that we will undertake over the next five years (2022-27) which centres on supporting and collaborating with clubs and partners to enhance amateur boxing at all levels and in all communities throughout the country.

In devising this strategy, we have provided opportunities for everyone involved in the sport to help shape, determine and influence the direction we will take that builds on the positive progression the sport has made over the course of the 2017-21 strategy.

# ENGLAND BOXING 2022-27 STRATEGIC PLAN

Vision	<b>Inspiring and Transforming Lives Through Boxing</b>													
Mission	To support and collaborate with our network of clubs and partners to enhance amateur boxing at all levels and in all communities throughout the country													
Principles of ethical behaviour	<p>Understanding the needs of everyone involved in Boxing and through learnings, provide appropriate support to maximise their involvement</p> <p>Initial and continual education to ensure everyone understands the role they play and how they can progress through the sport</p> <p>The right for everyone in the sport to enjoy boxing in a safe environment</p> <p>Providing support, guidance and promoting the physical and mental health benefits of the sport</p> <p>Where appropriate, removing barriers to ensure everyone in every community can access the sport</p>													
Objectives	<b>A Thriving Boxing Community</b>				<b>An Inclusive, Diverse and Accessible Sport</b>			<b>An Inspirational and Aspirational Competition &amp; Talent Pathway</b>			<b>A Respected and Valued NGB</b>			
Strategies	Strong resilient clubs	An enhanced and diverse workforce	Engaged, supported and valued Volunteers	Accessible Environments and Facilities	Inclusive Boxing Opportunities	Increased Membership and servicing	Non-contact/ Recreational opportunities	An enhanced competition framework	An inclusive and accessible pathway	An enhanced and diverse talent workforce	Governance, Leadership and Integrity	Partnerships and Collaboration	Insight, research and Innovation	Driving profile and Income
What does success look like?	Sustainable and self sufficient clubs that are built on solid standards and who understand and are working towards achieving their potential	A workforce that is representative of the sport and that has equal opportunities for development and progression	A sport that is attractive to new volunteers and who are recognised and rewarded for their efforts	providing safe spaces and environments within communities that can be accessed by anyone	A sport that is accessible to all regardless of gender, ethnicity or capability	Clear and enticing benefits for being a member of or connected to England Boxing	An optimised approach through clubs and partners to engage and retain participants who enjoy the health, wellbeing and social benefits of boxing	Providing appropriate opportunities for boxers, coaches and officials to showcase and develop their abilities in a competitive setting	Providing opportunities and supporting boxers to realise and reach their potential	A talent workforce that is representative of the sport and that has equal opportunities for development and progression	Embedding our principles of ethical behaviour and meeting our duty of care with clubs and members	Supporting and engaging stakeholders who share our ambitions and who want to work together to share learnings, drive innovation and achieve results	A sport that is consciously learning, adapting and making positive changes to stay ahead of the game	Realising the sports true value and potential by bringing the sport, its role models and success stories to life

**Please see the following pages for a more detailed breakdown of each of the four objectives**





# OBJECTIVES A THRIVING BOXING COMMUNITY



## STRATEGIES

Strong resilient clubs

An enhanced and diverse workforce

Engaged, supported and valued Volunteers

Accessible environments and facilities

## WHAT DOES SUCCESS LOOK LIKE?

Sustainable and self sufficient clubs that are built on solid standards and who understand and are working towards achieving their potential

A workforce that is representative of the sport and that has equal opportunities for development and progression

A sport that is attractive to new volunteers and who are recognised and rewarded for their efforts

Providing safe spaces and environments within communities that can be accessed by anyone



# A THRIVING BOXING COMMUNITY

## WHAT WILL WE AIM TO DO?

- Grow and retain the number of England Boxing affiliated boxing clubs and partner organisations.
- Provide best practice workshops, guidance and templates for clubs.
- Promote, case study and highlight the work of clubs, stakeholders and the boxing workforces role in local communities.
- Promote opportunities for female and people from ethnically diverse communities to undertake coach and R&J courses so that the workforce is truly representative of the sport.
- Design, support & deliver a volunteer support programme.
- Establish a boxing awards scheme that recognises England Boxing members efforts and contributions.
- Develop a facilities support guide for clubs.
- Support and assist clubs in accessing public funding and other resources.
- Develop a club based assessment scheme and resources to review and support coaching practice.
- Support and assist clubs in establishing essential standards and development plans to aid sustainability.



# OBJECTIVES AN INCLUSIVE, DIVERSE AND ACCESSIBLE SPORT

## STRATEGIES

Inclusive Boxing Opportunities

Increased Membership and servicing

Non-contact/Recreational opportunities

## WHAT DOES SUCCESS LOOK LIKE?

A sport that is accessible to all regardless of gender, ethnicity or capability

Clear and enticing benefits for being a member of or connected to England Boxing

An optimised approach through clubs and partners to engage and retain participants who enjoy the health, wellbeing and social benefits of boxing

# AN INCLUSIVE, DIVERSE AND ACCESSIBLE SPORT

## WHAT WILL WE AIM TO DO?

- Develop and implement disability workshops for clubs to raise awareness and open up opportunities for increased participation in the sport.
- Enhance our reputation as a market leader in community delivery by introducing workshops and learning material for boxing clubs and the wider sports sector.
- Review our membership offer and develop new ways in which we can incentivise and attract a wider audience to engage with England Boxing.
- Design, implement and invest into a schools programme that promotes the health and wellbeing benefits of the sport through non-contact activities and games.
- Continue to provide on the ground support in every region through our Club Support Officers and regional network.
- Enhance our female development resources and programmes to increase female participation.
- Embrace and engage the health and fitness market by providing platforms, resources and development opportunities.
- Enhance our mental health delivery providing clubs and members with awareness and support programmes.
- Work to establish a celebration of past history and current successes, whether through online means or celebration events.
- Delivery of community outreach projects and programmes that tackle and address inequalities.



# OBJECTIVES AN INSPIRATIONAL AND ASPIRATIONAL COMPETITION AND TALENT PATHWAY

## STRATEGIES

An enhanced competition framework

An inclusive and accessible pathway

An enhanced and diverse talent workforce

## WHAT DOES SUCCESS LOOK LIKE?

Providing appropriate opportunities for boxers, coaches and officials to showcase and develop their abilities in a competitive setting

Providing opportunities and supporting boxers to realise and reach their potential

A talent workforce that is representative of the sport and that has equal opportunities for development and progression



# AN INSPIRATIONAL AND ASPIRATIONAL COMPETITION AND TALENT PATHWAY

## WHAT WILL WE AIM TO DO?

- Embed and promote the Boxer Development Model/pathways and through talent programmes and member clubs and partners.
- Continued enhancement and development of domestic competitive opportunities.
- Develop and promote the coaching and officiating pathways ensuring entry points are clear, inclusive and accessible.
- Maximising international experience and success ensuring a high medal return ratio is achieved.
- Design and implement support programmes to increase the number females accessing the Talent pathway.
- Review current Talent identification processes and make progressive changes where appropriate.
- Develop the relationship with AIBA, Great Britain, home nations and other international boxing federations to ensure knowledge exchange and a collaborative approach is adopted.
- Design, support and deliver R&J educational, recruitment and deployment programmes.
- Developing educational programmes and support networks for young boxers (TASS/Backing the Best/DiSE).



STRATEGIES

Governance, leadership and Integrity

Partnerships and Collaboration

Insight, research and Innovation

Driving profile and Income

WHAT DOES SUCCESS LOOK LIKE?

Embedding our principles of ethical behaviour and meeting our duty of care with clubs and members

Supporting and engaging stakeholders who share our ambitions and who want to work together to share learnings, drive innovation and achieve results

A sport that is consciously learning, adapting and making positive changes to stay ahead of the game

Realising the sports true value and potential by bringing the sport, its role models and success stories to life





## WHAT WILL WE AIM TO DO?

- Provide a safe and regulated sport including comprehensive medical and safeguarding policies.
- Create long lasting mutually beneficial partnerships with organisations who share England Boxing's values and ambitions.
- Continue to review and enhance the Vault ensuring it supports and provides clubs with added value.
- Continue to improve the website, social media channels, branding and PR to enhance messaging to the membership and general public including broadcasting opportunities.
- Enhance the relationship with Regions so that everyone understands their role, delivery responsibilities and are supported accordingly.
- Identify key issues/progression opportunities and establish research partners to improve our understanding.
- Implement a clear medical governance framework and provide educational opportunities on key areas such as anti-doping, concussion, weight making etc.
- Embrace technological advancements to upgrade the way we deliver key support services across the sport including courses.
- Optimise the commercial income from England Boxing events, competitions and other licensing opportunities.
- Address the issues around unlicensed/White Collar boxing.
- Actively work to encourage young people to play an active role in the organisation including athlete forums.



# MEASURES OF SUCCESS

KEY RESULTS (success measures of progress)														
2022-27 Measures			2021 Baseline (As of November 2021)	May-22	Nov-22	May-23	Nov-23	May-24	Nov-24	May-25	Nov-25	May-26	Nov-26	
1	Affiliated clubs		950											
2	Boxers		Carded	17,000										
			Recreational	119,000										
			Female	9%										
			Ethnically diverse	18%										
3	Registered coaches		Overall	3255										
			Female	9%										
			Ethnically diverse	11%										
4	Registered Referees and Judges		Overall	350										
			Female	29%										
			Ethnically diverse	8%										
5	International medals		27											
6	Number of entrants competing in England Boxing competitions		TBC											
7	Engagement		Facebook	37,700										
			Twitter	17,462										
			Instagram	39,069										
			National Competition Streaming Views	203,500										
			YouTube subscribers	13,100										
8	Community Grants		Amount raised	£3m										
			CSO influence	78%										





## HOW TO ENGAGE WITH THIS STRATEGY

Our 2022-27 Strategic plan has been devised so that every club, partner and stakeholder in the sport is clear on their full role that they play in the sport and the potential and ambition contained within this strategy.

Together we have the opportunity over the next 5 years to build a brighter future for our sport which is underpinned by a thriving boxing community who are making the sport inclusive, diverse and accessible to anyone to maximise their involvement.

As part of our commitment to reporting and to ensure we remain on track, we will provide regular updates to the Boxing community on the progress we are making under each of our objectives and strategies.

If you would like to discuss opportunities for collaboration or if you have any general enquiries about our 2022-27 strategic plan please email [enquiries@englandboxing.org](mailto:enquiries@englandboxing.org) or alternatively call 0114 2235698.

In the meantime, we collectively continue to inspire and transform lives through amateur boxing.