INTRODUCTION

AS PART of the 2013-17 Whole Sport Plan, England Boxing embarked on projects that would target groups that were generally excluded from mainstream sport. The aim was to use boxing to help participants integrate more effectively with their communities.

England Boxing’s team of Club Support Officers negotiated with partners to find such groups and design an intervention that would help them to be involved in sustainable sporting activity and, in some instances, helping them to avoid anti-social behaviour.

England Boxing set out to use boxing with a variety of different audiences that could, in some way, be defined as ‘socially excluded’.

Eleven different projects took place around England. Each project had a start-up budget of £5,000.

REDCAR
Using a mobile boxing arena to engage young people in targeted anti-social behaviour hotspots.

ANFIELD, LIVERPOOL
Targeting young people involved in knife crime.

MOSS SIDE, MANCHESTER
Targeting residents from Eastern Europe that were not involved in any activity within community.

SOUTH YORKSHIRE
A project targeting four communities within South Yorkshire in conjunction with South Yorkshire Police, with the aim of reducing crime and anti-social behaviour.

BIRMINGHAM
Empowering young disadvantaged people from a boxing club to take on responsibilities for managing the club.

LEICESTER
Engaging young women, who were not exercising, in boxing.

PETERBOROUGH
Engaging young residents from eastern Europe that had recently settled in Peterborough but were in conflict with local youths.

BRISTOL
Using structured boxing sessions to help with participants who had mental health problems.

HACKNEY
Using a variety of educational courses to help raise the self-esteem of young people who were failing in a traditional school system.

NEWHAM
Using boxing-related educational courses with careers advice targeting young unemployed people.

HAMPSHIRE
Encouraging coaches of Hampshire clubs to attend disability awareness courses, with the aim of increasing the number of disabled participants and coaches in clubs.

EVALUATION

England Boxing has commissioned the Walker Research Group to evaluate the effectiveness of the projects. Their report will be ready early in 2016.
TARGET AUDIENCE:
- Recently-settled young eastern Europeans in the community and in conflict with local youths
- Youngsters who are vulnerable and at risk of sexual exploitation
- People with disabilities

PARTNERS:
- Police, disability charity DIAL, England Boxing CSO, local schools

WHAT HAPPENED:
- A summer boxing exhibition allowed the club to showcase its members and engage with the community
- Educational days included visits to Portsmouth, Network Rail and cinema
- A disability event at a local country park
- Sessions in local schools

OUTCOMES
- More than 150 men and women attended the summer boxing exhibition, including a number of people from eastern European minority groups such as Czech Slovak nationals, members of traveller communities, Asian and Polish boxers
- The club saw a rise in enquiries and membership
- Raised profile of the club to local businesses, police and the youth offending team

LEGACY
The project has encouraged community cohesion, making people with disabilities and minority groups aware of opportunities available to them, reassuring them that ability, economic and social status need not be a barrier. The club is now much more self sustainable, after the local community committee recognised the importance of its work and provided it with a permanent home to replace its temporary venue.
LEICESTER UNITY BOXING CLUB

TARGET AUDIENCE:
• Engaging young women who were not exercising

PARTNERS:
• England Boxing Club Support Officer

WHAT HAPPENED:
• Women-only sessions set up in a male-dominated club to remove traditionally perceived barriers to the sport and encourage more women and girls to join in and get active
• The sessions were marketed via social media and flyers targeted places where local women would see them
• The club’s only female member, Paige, was given access to the England Boxing Level 1 coaching course so that she could help run the sessions
• New kit was purchased for the participants

OUTCOMES
• Subs generated were used to fund further sessions
• By week eight, there were 15 regular participants taking part and 45 retained participants
• Feedback suggested that the majority of participants were motivated, feeling much fitter and keen to return
• One member of the club up-skilled to deliver sessions

LEGACY
Sessions rolled out to other cities where there were barriers to female participation. A female boxing forum was set up with the aim of increasing the female volunteer workforce and developing a matching system to link women coaches with schools and community projects. Links were developed with local authorities and CSPs. Further funding is being accessed to buy more kit and create more positive publicity.
OUTCOMES

- Results of a questionnaire suggested that members were benefitting from a new sense of confidence as a result of sharing their opinions and being part of decision making
- 20% of participants have achieved boxing qualifications so far
- Every member of the youth council has achieved at least one qualification and attended one training workshop
- A lack of female members was highlighted, and women-only sessions are now being supported by the youth council members qualified as coaches and funded by Sportivate
- One member is now employed as an apprentice

LEGACY

Early monitoring suggests participants are more confidence, capable and employable. Those who have undergone training will help to positively influence and up-skill other members of the club.
TARGET AUDIENCE:
- Unemployed people in Newham who are currently seeking employment or on Job Seekers' Allowance

PARTNERS:
- Peacock Boxing Academy, London
- Sport, A4E, UK
- Dodgeball, England
- Boxing, World Series
- Boxing, Police Clubs of Great Britain

WHAT HAPPENED:
- Ten unemployed individuals provided with training opportunities, within and outside of England Boxing
- The group was encouraged to demonstrate their skills through the delivery of fitness boxing to other inclusive groups in the borough
- Links developed with local boxing clubs in Newham
- A recruitment day was provided in partnership with A4E

OUTCOMES
- Students trained in a range of qualifications including the England Boxing Leaders Award, Sainsburies School Games, AQA Dodgeball Leaders Award and the England Boxing BOX Instructor course
- Increased access to boxing for people in the borough of Newham
- A group of students who had experienced setbacks in the education system are now empowered and more employable
- The establishment of a culture of self-improvement and mentoring

LEGACY
The project aimed to establish a culture of self-improvement and mentoring to underpin coach development and deployment. As members of the club gain confidence in delivering to the wider community, awareness of the boxing club will increase and more opportunities created for local people to be active.

The project features in this film
**TARGET AUDIENCE:**
- Young people excluded from mainstream education and on the cusp of the Criminal Justice System

**PARTNERS:**
- Hackney Sport, London Sport, Bridge Academy School, UK Dodgeball, WSB

**WHAT HAPPENED:**
- A focus was placed on 14-17 year-olds, providing them with qualifications in sports coaching, first aid and safeguarding
- The young people chose four unique inclusion groups to work with within the borough of Hackney
- The group was trained to deliver non-contact boxing to the following groups:
  1. Primary School Pupil Referral Unit
  2. Inactive adults aged 40+
  3. Mind UK
  4. Special needs/disability school

**OUTCOMES**
- Ten students trained to deliver a range of sports awards
- Link established with Newham and Hackney Mind, to help deliver a sports day at the Copper Box, attended by 200+ people
- Satellite project established at a local school, with students helped to deliver boxing, supported by teaching staff

**LEGACY**
A culture of self-improvement and mentoring has been established within the club. A pending project will see the club working with Hackney Sport to deliver a programme for over 50s. Now recognised as a free school, the Academy will be able to offer more places for vulnerable students and is expanding its curriculum to offer eight GCSE qualifications. Students will be referred from more than 25 schools in London, and will remain on roll at their mainstream school while accessing an alternative education alongside boxing training.

*The project features in this film*
TARGET AUDIENCE:
• 10-18 year-olds from four communities in South Yorkshire

PARTNERS:
• South Yorkshire Police, SportFXSY, Howard Webb, Paul Jones, England Boxing CSO

WHAT HAPPENED:
• South Yorkshire Police staff trained by England Boxing as BOX Instructors
• Weekly sessions set up to allow a gentle introduction to the sport
• SportFXSY and Howard Webb provided the contacts and profile to attract participants from communities in Sheffield, Barnsley, Rotherham and Doncaster. Funding covered the cost of those participants’ subs, removing financial barriers for those who can't afford to take part in organised sport

OUTCOMES
• Signposting to local boxing clubs for those who wanted to further their interest - an increase in membership for those clubs and registration fees and subs paid for by funding generated by the project
• 160 individuals engaging in boxing activity, 20 new boxers already registered to compete
• Eight PCSOs trained as BOX Instructors
• SportFXSY ambassador Paul ‘Silky’ Jones talks about the project in this video

LEGACY
The project continues to grow and to improve relationships between the police and young people in the community. The links created with local clubs have enabled support mechanisms to be put in place to allow continued access to sport for young people.
OUTCOMES
• 17 clubs in total engaged
• 36 coaches up-skilled
• 51 people from the disabled community engaged and supported
• Film produced to demonstrate the positive impact upon the lives of people involved: [click here](#)

LEGACY
Extra investment into the project has made it sustainable, and a second phase is already underway for 2015-16. Engagement with disability community groups ensured the project can continue to grow, having exposed latent demand for further activity. Increased access to sport for disabled people is supported by a group of coaches trained to support in a variety of settings.

TARGET AUDIENCE:
• Coaches of local clubs
• Deaf people, visually impaired people, disability athletes

PARTNERS:
• Sportivate, England Boxing CSO, Sports Coach UK, Sport England, EFDS

WHAT HAPPENED:
• Coaches in Hampshire clubs encouraged to attend disability awareness training with the aim of increasing the number of disabled participants in boxing
• England Boxing CSO worked collaboratively with the local CSP to identify and recruit the right coaches to work locally and tie in with national initiatives or funding pots
• Project linked to other existing initiatives involved with recruiting and developing coaches
• A range of workshops, formal qualifications and mentoring opportunities

DISABILITY BOXING PROJECT - SOUTH EAST ENGLAND

Minister for Sport, Tourism and Equalities, Helen Grant MP, paid a visit to the club
TARGET AUDIENCE:
- Residents from eastern Europe that faced number of barriers to sport and physical activity

PARTNERS:
- Moss Side Fire Station, England
- Boxing CSO, Greater Manchester Fire Service

WHAT HAPPENED:
- A mass participation ‘have a go’ event, with members of the club up-skilled to deliver taster sessions
- Local athletes competed to give locals a taster of competitive boxing
- Local cultural groups were invited to set up stalls to showcase elements of their culture, including food and clothing
- Greater Manchester Fire Service attended to highlight community engagement work and rescue services
- Sign-up system for those who wanted to get involved

MOSS SIDE ABC - MOSS PRIDE COMMUNITY PROGRAMME

OUTCOMES
- 32 athletes, 50 coaches and 12 officials took part
- In total, 960 people engaged in the event and 556 people attended the boxing competition
- 18 different nationalities were recorded as attending
- Following the day, 85 young people engaged in a wider programme, with 70% retained for the full nine months. 56 of the participants were from BEM backgrounds and the club reported benefits in terms of community cohesion and social inclusion
- 90% of participants reported higher levels of confidence and self esteem on completion of the project
- Project integrated into mainstream services far earlier than anticipated. 15% of participants who had been involved in crime and anti-social behaviour was reduced to 0% by the end of the project.

LEGACY
Having raised awareness of different cultures in Moss Side, the project has created cohesion among members, as well as raising awareness of local sports provision for those who wouldn’t normally be targeted with information. Up-skilling of the club’s members has provided positive role models to continue this work in the community.
OUTCOMES

- Four sessions delivered at targeted hotspots attracting 28 young people to try boxing including 4 females
- 16 young people subsequently attended sessions at Redcar Boxing Club, representing a take up rate of 57%; the take up rate by females was 100%
- Average of nine young people attended session at the club during the subsequent four week monitoring period, a take up rate of 32%

LEGACY

Secured support of the police, local authority and boxing club to further the project, delivering more sessions over an extended period and allowing the impact on local anti-social behaviour rates to be measured and assessed. Funding applications are being developed to facilitate the extended project.
TARGET AUDIENCE:
- Individuals living with enduring mental health issues

PARTNERS:
- Bristol Active Life Project, Empire Fighting Chance
- Boxing Club, England
- Boxing Club Support Officer

WHAT HAPPENED:
- A ten-week boxing fitness programme for individuals in the Bristol area, aiming at promoting control and discipline, providing an outlet for frustrations and improving physical health

OUTCOMES
- Subs generated were used to fund further sessions
- By week eight, there were 15 regular participants taking part and 45 retained participants
- Feedback suggested that the majority of participants were motivated, feeling much fitter and keen to return
- One member of the club up-skilled to deliver sessions

LEGACY
The longer-term plan is to reach out into communities, especially those with a high BEM population, in order to target groups of individuals who are less engaged with the mental health services.

Watch a film about the project
OUTCOMES
• 36 athletes competed, 60 coaches engaged and 12 officials participated in the event
• 362 people took part in coaching clinics and taster sessions
• 650 people attended the competition
• Project received an award from the High Sheriff of Liverpool

LEGACY
A sign-up system was provided for participants to join the Champions of Life project. These young people will receive further development opportunities.

Five of these participants are now employed as apprentices, and a visit from Merseyside Crime Commissioner Jane Kennedy saw five young people join the Commissioner’s Youth Panel.

Former gang leaders are now acting as role models in another sense; organising positive events for their peers in the community, leading to a significant reduction in anti-social behaviour and improved relationships between the young people and the wider community.

TARGET AUDIENCE:
• Young people aged 8-25 who have engaged in, or are at risk of engaging in, gang and gun culture in North and Central Liverpool

PARTNERS:
• England Boxing Club Support Officer, Anfield and North Liverpool Boxing Club, Positive Futures

WHAT HAPPENED:
• Young people engaged using boxing and wider training opportunities
• Personal plans devised, incorporating gym sessions, a performance pathway and leadership qualifications. Participants also engaged with Anfield North Liverpool Peer Mentoring Scheme, working with local schools
• A ‘Giving Back’ event showcased the club’s existing athletes, and allowed members of the public to have a go, with qualified coaches leading taster sessions