



WelshBoxing

BocsioCymru

COMMUNICATIONS STRATEGY

elevating youth for a
brighter tomorrow



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OUR MESSAGE *to you*

elevating youth for a brighter tomorrow

Our aim is simple. We want to elevate our **youth**, enabling them to have a **brighter future** through boxing.

Our commitment to our athletes, coaches, officials, and supporters remains unwavering, and we are dedicated to enhancing our programmes and initiatives to better meet their evolving needs which is evident within our Community Strategy: Beyond 2023 and the recent launch of our Performance Strategy 2023-2026. Through our communications strategy, we seek to not only celebrate the achievements of our members but also to actively promote the **uniqueness** and values of boxing, ensuring that our people are heard and that they feel an instrumental part of Welsh Boxing.

By fostering an inclusive and supportive environment, we aim to create a platform that empowers our members to thrive, enabling them to reach their full potential both inside and outside the ring. Together, we are committed to building a stronger, more resilient Welsh Boxing community that prioritises the well-being, success and **togetherness** of each and every member.

With a focus on transparency, authenticity, and proactive engagement, our strategy aims to cultivate meaningful **partnerships** and build a positive reputation for Welsh Boxing. By positioning boxing as a vehicle for personal development, discipline, and inclusivity, we seek to represent the sport as a positive force within society, highlighting the values of respect, resilience, and teamwork that underpin the Welsh Boxing ethos.

Whilst the Board and Staff at Welsh Boxing are proud of the accomplishments and dedication of our members, we recognise that there is more we can do to support our members to support their communities and tell the outside world about how great boxing is.

Purpose

This strategy has three key purposes:

1. To **inform** people about the opportunities boxing presents
2. To **educate** people on the benefits boxing brings to the lives of our people
3. To **entertain** our audiences by showcasing the best of boxing on a range of platforms

In turn, we are confident that this will result in stronger and trusted relationships between Welsh Boxing and our valued boxers, coaches, volunteers and supporters.

We look forward to working with you to help us in our mission in creating a brighter future for the youth in Wales.

Colin Metson
CEO

Paul Thorogood
Chair

research & data

“Boxing transcends barriers, offering **hope** and **opportunity** to every corner of society”

Our values of **integrity**, **respect**, **openness** and **honesty** will ensure our work is striving towards elevating our youth for a brighter tomorrow. This vision relates to all aspects of our boxing community, from those who come to boxing clubs as their safe haven and a sense of escapism, to those who are becoming champions in their field. The way in which we communicate with our audiences needs to continually adapt, evolve and feel relevant for the person receiving the message.

With more than half of our boxing clubs situated in the heart of the most underserved communities (WIMD, 2019), we know that boxing can have a significant impact on these people's lives, with our current membership reflecting these communities. Our role is to ensure we are communicating effectively to **welcome**, **support** and **elevate** the people in our boxing family to have the best chance at a positive future. The insight from the School Sport Survey (Sport Wales, 2022) identified an increase in demand from young

people wanting to participate in boxing across Wales with **53,484 pupils** (year 3-11) wanting to try boxing who aren't currently engaged. Those currently engaged in boxing represent the highest areas of deprivation, with the unmet demand mirroring these communities.

Research shows that the way different age groups utilise and value social media varies significantly. The trends are clear to see as **TikTok** becomes the most favoured social media platform for age ranges 16-24, whereas **Facebook** remains the favourite for all age groups aged 35 and over (Appendix A; Liberty Marketing, 2023). If we are to truly connect with our community, we need to be sharing relevant content at the right place, right time and by the right people.

We know that our sport offers a unique opportunity for partners and sponsors to support our communities in elevating our youth. Our commercial strategy will bring to life some these opportunities and partnerships.

CURRENT LANDSCAPE

how do we currently communicate?



Email
via divisional
contacts



Phone Calls
sporadic
1 - 1s



Website
our club finder is the
most popular page



Facebook

10,000 followers
elite stories
are a popular
engagement
feature



Instagram

2,224 followers
community
Feature Friday
receives biggest
engagement

how would we like to communicate?



‘The Handshake’

formal & important updates

Platforms:

Emails
Meetings and Forums
Traditional Media

Content:

Rules and Regulations
Competition Entries
Membership Updates
Stories to Media



‘The High Five’

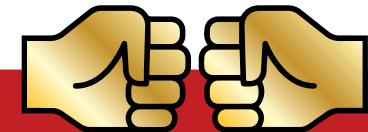
informal & general information

Platforms:

Facebook
‘X’ and Website

Content:

Courses
Vacancies
Good News Stories
Partnerships



‘The Fist Bump’

engaging and modern content

Platforms:

Instagram, TikTok
and YouTube

Content:

Social Media Takeovers
Influencers
Captivating Content

underpinned by **Phone Calls** and **Face to Face Connections**

OUR PEOPLE *and partners*

We have **127** registered boxing clubs across Wales with **1,800** competitive boxers (2024). In addition to these boxers who love to compete, we know there are thousands more enjoying our sport for a huge range of reasons from fitness, social interaction, community connection and confidence building. These participants are not currently recognised as part of our membership system; therefore, we want to **build connections** with them to understand their **motivations** and **drivers**. In England, they estimate their recreational audience is primarily aged between 14-17, which is highly likely to be reflected here in Wales.

Appendix B captures a summary analysis of the consultation with members and stakeholders on the Strengths, Weaknesses, Opportunities and Threats to boxing in Wales.

what are our boxing community saying?

“We want to know when events are scheduled so we can plan our club shows around them”

“As a divisional secretary, we could work with Welsh Boxing staff to serve our clubs’ needs”

“It would be good to know who is responsible for what in Welsh Boxing”

what are some of our opportunities?

Profile our staff via website and social media spotlights

Opportunity to build new following and reach demand of Gen Z audience

Develop cohesive and effective relationships with the Divisional groups

Position ourselves favourably for collaboration with other agencies (health, education, crime)

prospective partners, sponsors and key groups

Street Games

Community Groups

Media Outlets

Referees

Youth Justice System

Local Authorities

Schools

STING Sport

Sport Wales

International Boxing Association

World Boxing

GB Boxing

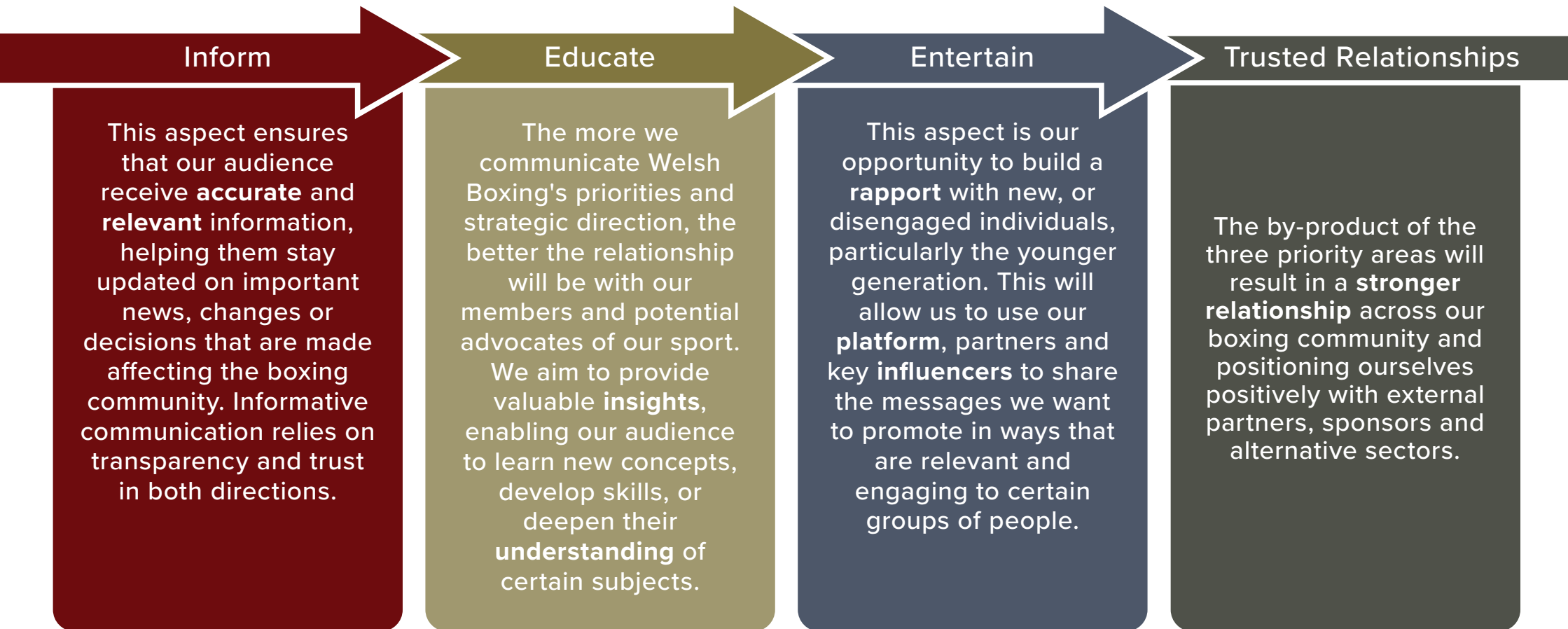
Clubs

OUR PRIORITIES *right now*

what are we communicating?

1. The positive **impact** boxing has on our communities
2. Highlighting the unique **stories** of our athletes and workforce
3. Building **connection** with our members
4. The social return on **investment** for partners and sponsors

The key areas of the communications strategy will fall under the following three sections:



OUR APPROACH *together*



Our communications strategy launched in 2024 with a commitment to continual reviews of progress, investment and the needs of the stakeholders to ensure Welsh Boxing remains relevant and progressive. Each strategic goal will have an identified short (within 6 months), medium (within 12 months) or long term (18-24 months) timeline attached to its operational plan for accountability and progress review.

We Will...**1.**

Have open and transparent communication with our members

- Working with our division association leads on key decisions that affect the boxing community
- Devising an annual calendar of events, competitions and courses in advance of the season commencing
- Conducting post-event surveys and acting on the feedback
- Conducting annual satisfaction survey to our boxing family

2.

Promote the positive impact boxing has on the Welsh population

- Appointing a communications lead to build our Welsh Boxing brand
- Developing case studies of best practice to share with our existing and potential partners and sponsors to highlight the return on investment

3.

Create easy ways to contact our Welsh Boxing team, courses and events

- Including staff profiles on our website with job role and contact information
- Including the relevant staff contact on any communication that goes to the boxing community
- Publicising our course and event dates in advance
- Enabling members to submit requests for courses

4.

Utilise our high-profile athletes and events to showcase the significance of boxing on people's lives

- Unveiling the personal stories of the athlete beyond the ring via engaging content
- Running national campaigns with our clubs around major events

By...**SUCCESS INDICATORS**

→ All enquiries will receive a response within 48 hours of submission

→ Members reporting 'good' satisfaction levels on annual survey

→ Members are aware of who to contact for the relevant query

→ A stronger working relationship is formed between Welsh Boxing, Divisions and Clubs

THE GOALS

Educate

Vision – to continually evolve the sport of boxing to remain safe, progressive and inclusive

We Will...

1.

Position boxing as a vital outlet for social good, increasing partnership and sponsor opportunities

2.

Support our clubs and delivery agents to remain progressive and relevant to the modern audience

3.

Continue to build effective working relationships with our divisions to cater for local, regional and national need

4.

Continue to introduce innovative ways for our society to engage with boxing activities in a way that suits their needs

By...

- Capturing impact stories and recognising the unique impact boxing has on youth development aligned to social, personal, interpersonal and behavioural influences
- Aligning the benefits of boxing to partner CSR objectives and identifying the return on investment (community CSR objective)
- Utilising the appropriate platforms to share messages to targeted audiences
- Inviting external agencies, ministers and health colleagues to events showcasing the positive impact boxing has on individuals

- Developing toolkits on delivering events, income generation, club governance and providing support on membership platforms
- Supporting and educating the boxing community on inclusivity, celebrating diversity and providing equitable opportunities
- Running national targeted campaigns, focusing on specific needs to help our boxing community grow e.g. referee recruitment

- Working with divisions to appoint communication champions in each area to improve the communications across the regions
- Hosting bi-monthly check ins with divisional leads and identifying specific areas of support required

- Developing a youth forum in conjunction with our divisional associations to capture the voice of the youth
- Piloting engagement programmes in areas that are proactive, progressive and eager to develop
- Monitoring and evaluating progress and share learnings with internal and external stakeholders

SUCCESS INDICATORS

Membership platform is fully utilised and understood by users

The demographic of the Welsh boxing community broadens

Social media platforms are utilised effectively, reaching the relevant audiences

The demand for boxing continues to be met via the School Sport Survey data

Appropriate partnerships and sponsorships are secured, who have shared values with Welsh Boxing

THE GOALS

Entertain

Vision – bringing boxing content to audiences on platforms that are relevant to them

We Will...

1.

Actively promote boxing events in Wales

By...

- Live streaming all domestic events hosted by Welsh Boxing
- Opening our communication channels for clubs to promote their shows and events to the boxing community
- Widely promoting the Welsh Boxing Awards to increase nominations and encourage community support

2.

Engage with a wider range of audiences on relevant platforms

- Engaging our athletes as ambassadors, influencers and relevant role models (utilising our handshake, high five and fist bump approach)
- Creating a TikTok account, led by appropriate personnel to engage with new audiences
- Maintaining traditional communication with our longstanding membership
- Improving our presence in the mainstream media using elite success to shape our narrative

3.

Profile the success stories within the boxing community

- Utilising the relevant platforms and language to reach target audiences
- Refresh image library with current and engaging visuals and graphics
- Develop a social media plan with targeted stories according to need e.g. referee recruitment; female participation
- Capitalise on large scale events such as the Olympics and Commonwealth Games to profile the athletes' success stories

SUCCESS INDICATORS

- ➔ Increased engagement figures and reach across all targeted platforms
- ➔ A broader demographic of followers on targeted platforms
- ➔ A strategic sponsors and partnerships approach
- ➔ We are proactive and adaptable to trends and engagement opportunities

OUR ENABLERS *and accountability*

FINANCIAL STABILITY

- A** Continue proactive work to cater for demand from School Sport Survey (Sport Wales)
- B** Develop a Commercial Strategy to attract partners and sponsors

ONE TEAM

- A** Embed our vision of '*elevating youth for a brighter tomorrow*' in our communication across our teams and channels
- B** Actively build relationships within our community
- C** Mutually beneficial relationships with the divisional chairs and secretaries for the benefit of boxing in Wales

In addition we will...

- 1.** Continue our commitment to developing and embedding the Welsh language in our communications
- 2.** Work to improve our Equality, Diversity and Inclusion across our online channels and community settings

COMMUNICATIONS LEADER

- A** Develop a social media strategy
- B** Develop an operational plan, closely aligned to the community and performance teams to achieve this strategy
- C** Recruit diverse, relatable personnel to share our messages
- D** Work with the Board of Directors in Communications, Marketing and Commercial to align strategic direction across the organisation

INSIGHT

- A** Capture and understand our membership demographic across the boxing community
- B** Stay current and relevant with trends and interests of target demographics
- C** Continually seek internal and external data and insight to inform practice

REPORTING

We will report our progress and learning in a variety of ways:

Produce quarterly Board reports

- A** Update on significant communication items
- B** Update on social media engagement figures
- C** Highlight trends and noticeable changes within the boxing community

Provide transparent and timely updates to members

- A** Produce 'you said, we did' snapshots post surveys
- B** Hold regular 1-1s with Divisional Secretaries and/or Chairs for two-way updates
- C** Create opportunities for staff to feed into improvement planning

Hold ourselves accountable to funders and stakeholders

- A** Continue our progress and learning meetings with Sport Wales
- B** Produce impact reports to sponsors and partners
- C** Utilise the media to promote our messages

SUMMARY

If we are to stay relevant and appealing for the next generation of supporters, athletes, volunteers and workforce, we must stay ahead of the game with our messaging, platforms and provision to ensure boxing is a popular choice of activity for the people of Wales.



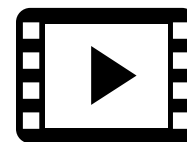
Educate

+



Inform

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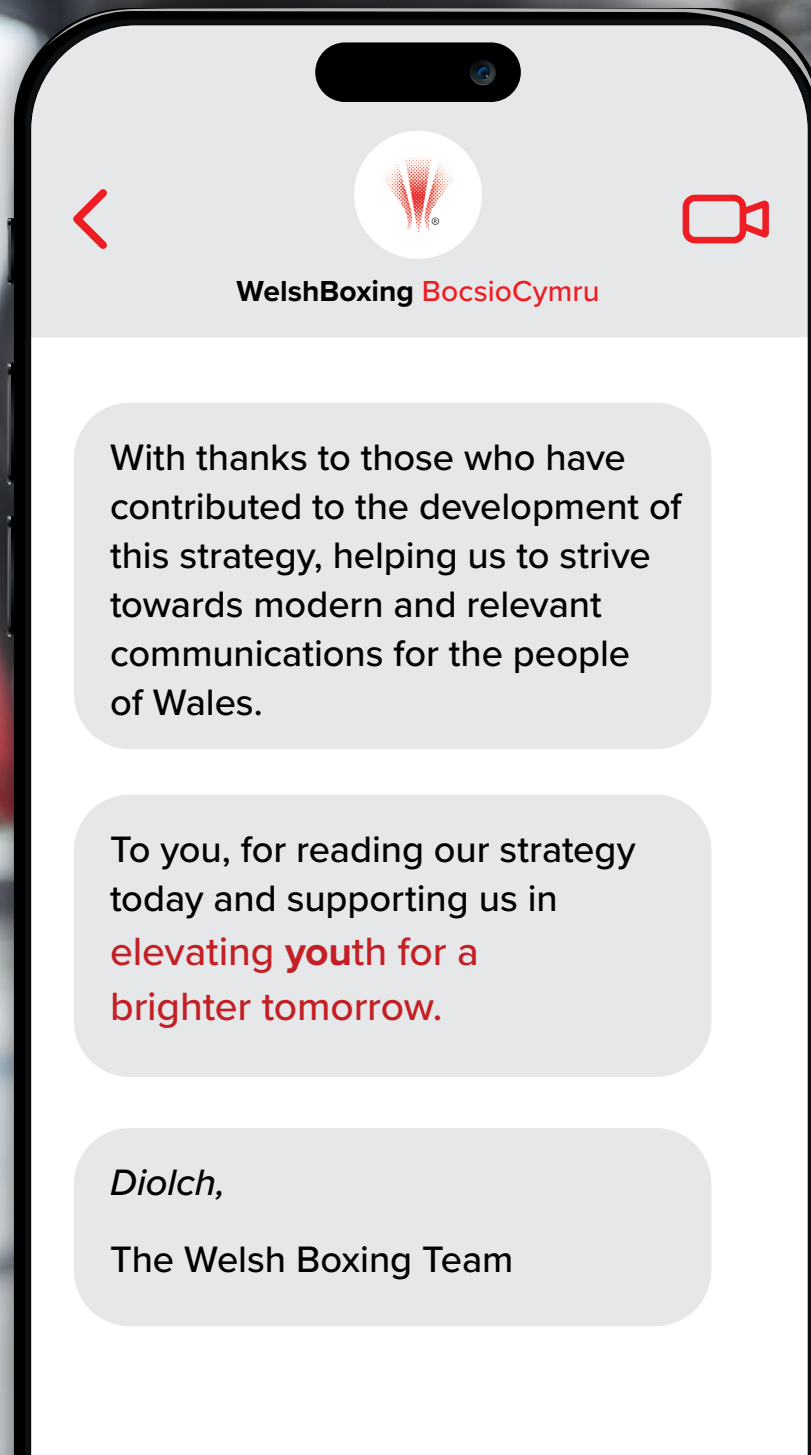
Entertain

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Trusted Relationships

OUR THANKS *past, present and future*



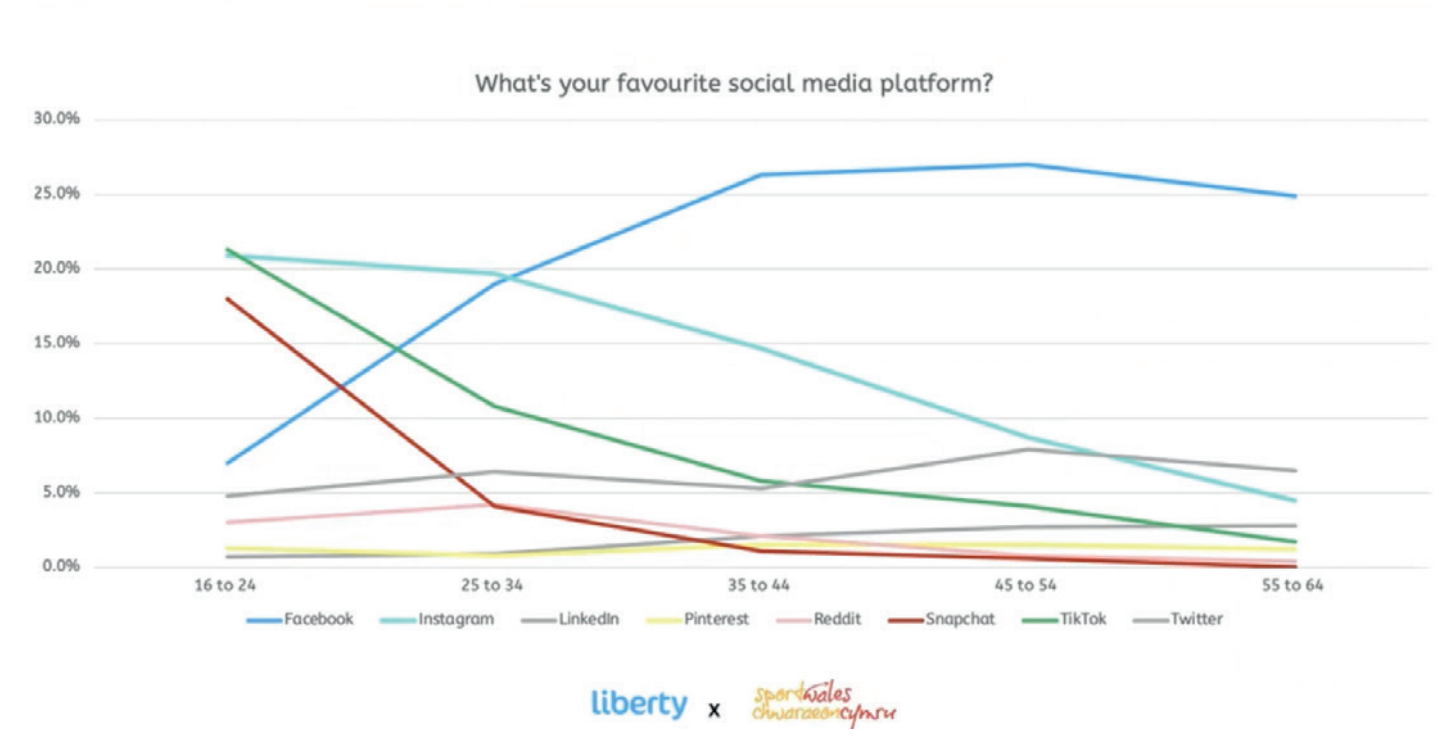


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appendices

Appendix A – Social media platform usage between 16-64 year olds

How channels differ

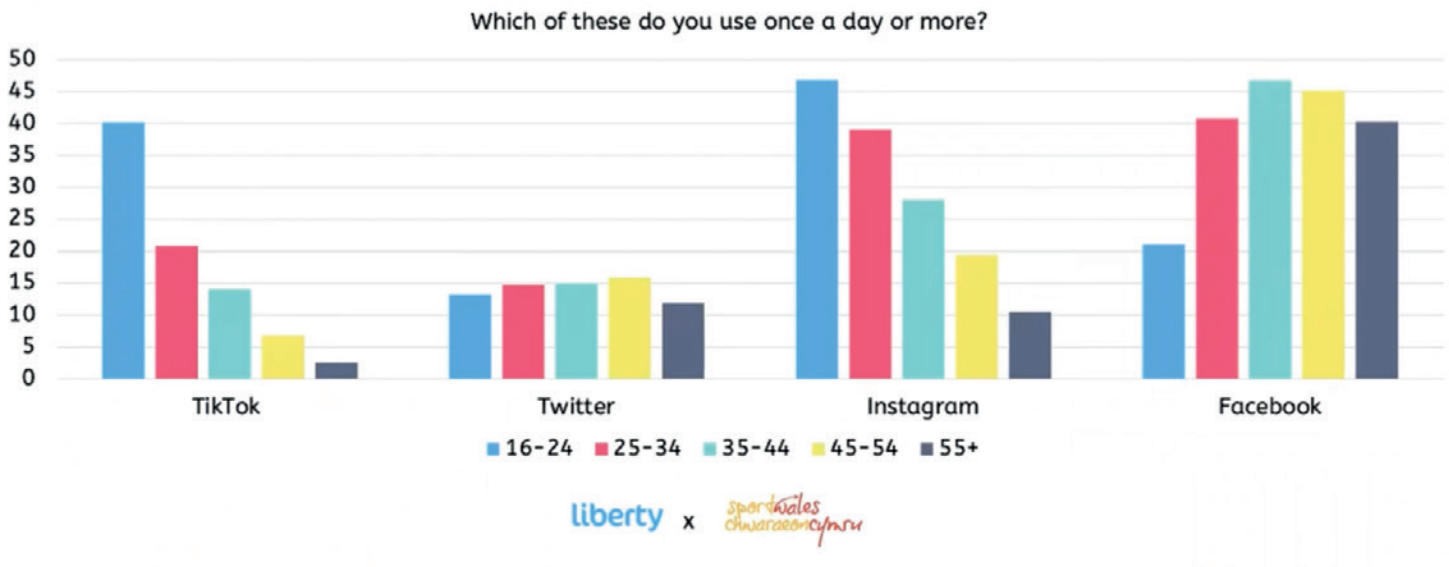


Appendix B – SWOT Analysis

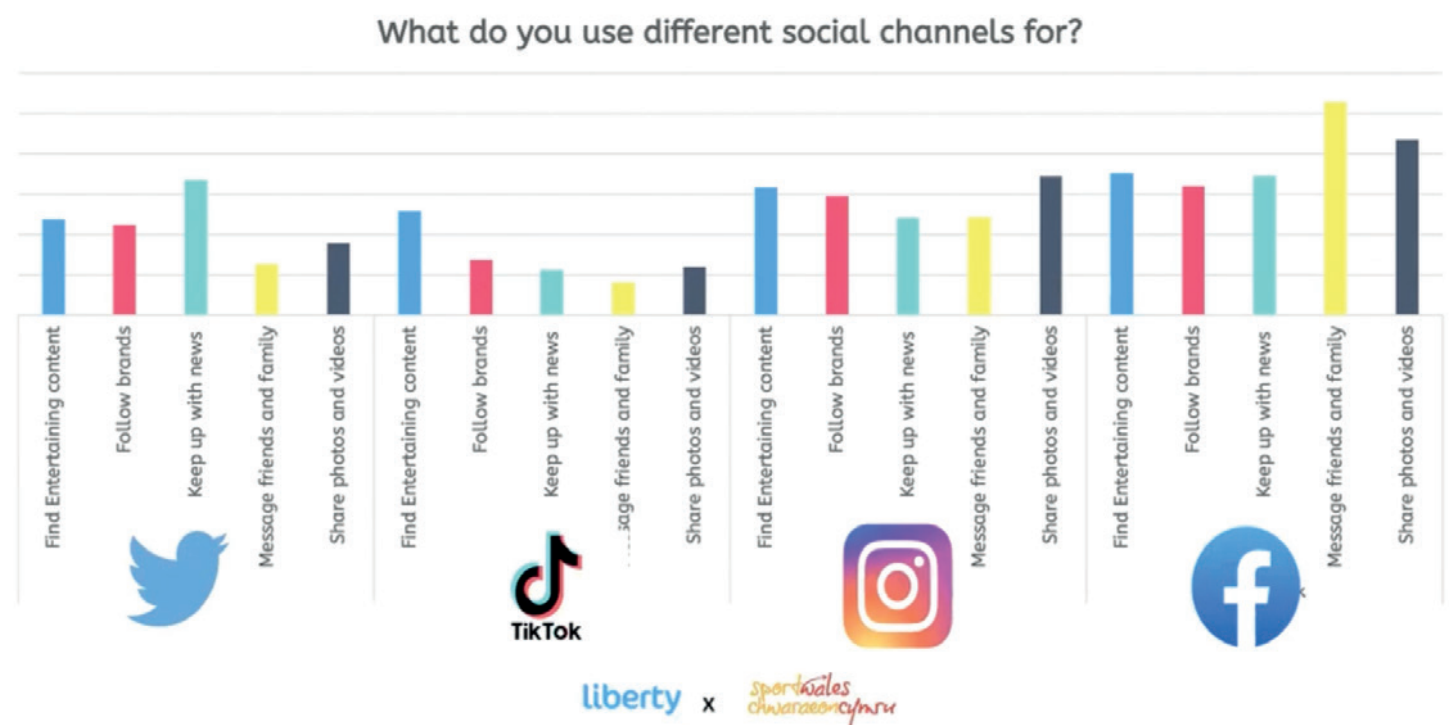
The below SWOT analysis summary is based on Welsh Boxing's communications with their members, clubs and communities. There is an opportunity to explore the wider positioning of boxing on a national and international platform.

STRENGTHS	WEAKNESSES
1. The impact boxing has on people's lives, particularly in low socioeconomic areas 2. Commitment of boxing volunteers 3. Strong customer service support from office manager at Welsh Boxing 4. Strong social media following from boxing community on Facebook and Instagram 5. Good profile of performance boxing at major events and world stage in traditional media 6. Appointment of marketing and communications directors to the Board 7. Website hits for 'clubs' – shows demand 8. Demand for boxing in School Sport Wales Survey is high	1. Timely communication of events 2. Transparency in decision making 3. Hierarchical viewpoint of Welsh Boxing 4. Varied speed & quality of responses from Welsh Boxing staff 5. Manual paperwork for shows and events at divisional level 6. No communications leader within staff team 7. Narrow demographic of members 8. Approach to external communications 9. Outdated communications approaches 10. Alignment on strategic messages
OPPORTUNITIES	THREATS
1. Collaborative decision-making process with divisions on decisions affecting members 2. Proactively reach younger generation via communication channels 3. National campaigns targeted at need 4. Support clubs in diversifying and modernising 5. Position boxing externally as part of the solution to social issues 6. Use of influencers / youth engagement 7. Develop policies and guidelines to improve access to information 8. Proactively promote the USP of boxing	1. Divide between current methods of communications and modern platforms for members of boxing community 2. Word of mouth in community if communications not managed 3. Differing needs amongst community 4. External perception of boxing 5. Digital advancements in society 6. Future of public funding and investment, prioritisation of expenditure

Appendix C – Social demographics and their choice of social media (Liberty Marketing, 2023)



Appendix D – Social media platform purpose according to users (Liberty Marketing, 2023)



Appendix E – Consultation and data

NAME	ROLE
Paul Kennedy	West Wales Divisional Secretary
Gordon Davies	North Wales Divisional Chair & R&J Lead
Tony Wynne	South Wales Divisional Chair
Kevin Hudson	East Wales Divisional Secretary
Daniel Jeffreys	Welsh Boxing Communications Director
Max Parsons	Welsh Sports Association Communications Officer
Lisa Bishop	Sport Waikato Communications Manager
Lisa Starkey	Local Authority Leisure Centre Manager
Charlotte Armstrong	Local Authority Leisure Centre Manager
Ben Hammond	Local Authority Sport Development Officer
Colin Metson	Welsh Boxing Chief Executive Officer
Adam Park	Head of Performance
Mark Fitzgerald	Education Officer
Rachel Sansom	Office Manager
Amy Garrett	Competitions and Events Officer
Gareth Evans	Head of Community Boxing

Data reference

1. Divisional groups (100%)
2. Welsh Boxing Staff team (n=6)
3. External leisure providers (n=3)
4. Communications teams (n=3)
5. Liberty Marketing webinars (2022-2023)
6. Community club insight (2022)
7. External stakeholder insight (2022)

Reference list

England Boxing Strategy

Liberty Marketing (2023)

Wales' Index of Multiple Deprivation (2019)

Welsh Boxing Community Strategy

Welsh Boxing Performance Strategy



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elevating **youth** for a
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Katy Evans
strategic | sport solutions