



TOKYO

SUSTAINING  
SUCCESS



2021/22  
**GB BOXING**  
ANNUAL REVIEW 2



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## GB BOXING

GB Boxing was established in August 2008 to manage the World Class Programme (WCP) for boxing and ensure the best male and female boxers from England, Scotland and Wales are provided with coaching, support and opportunities to enable them to develop, improve and win medals at major international tournaments and the Olympic Games.

As the organisation which delivers the WCP, GB Boxing's primary role is to train and prepare the men and women in the Podium and Academy squads and identify and develop the next generation of boxers and coaches through its performance pathways and coach development activities.

The national governing bodies (NGBs) for boxing of England, Scotland and Wales are all represented on the board of GB Boxing along with an independent Chair, the Chief Executive and four independent directors appointed for their particular expertise.

GB Boxing is based in a purpose-built training facility at the English Institute of Sport Sheffield and its largest source of funding is a grant from UK Sport, made up of contributions from the National Lottery and the Exchequer. It also receives revenue and value-in-kind contributions from a range of commercial partnerships.

### OUR VISION

Inspiring the nation through Olympic boxing success

### OUR MISSION

To build the world's best performance system enabling each GB boxer the very best opportunity to achieve their full potential

## FOREWORD

# COACHING EXPERTISE AND A WINNING CULTURE ARE THE FOUNDATIONS OF GB BOXING'S SUSTAINED SUCCESS



**MARK ENGLAND OBE** Chef de Mission, Team GB  
(Rio 2016, Tokyo 2020, and Paris 2024)

It has been a great pleasure to work with GB Boxing over a very successful period that has seen its boxers win 14 medals, including six golds, at the last three Olympic Games.

For many of the sports we work with, it is very common to see the same athletes representing Team

GB at multiple Olympic Games, so the fact that only two boxers from the Rio team were present in Tokyo is a vivid illustration of the uniquely difficult situation GB Boxing faces in delivering sustainable success.

However, the boxing team returned from the Tokyo 2020 Olympic Games with six medals having produced Great Britain's best performance for a century. It was a remarkable achievement

and evidence of the strong foundations that exist at GB Boxing which have enabled the men and women in its squad to win medals at successive Games.

At the heart of this is GB Boxing's unassuming

Performance Director, Rob McCracken, and his team of outstanding coaches and practitioners, all of whom I have had the privilege of getting to know well in recent years, both at the Olympic and European Games, and on the many occasions I have visited the squad at its purpose-built national training centre in Sheffield.

The centre truly is a world leading inspirational elite training environment; but manages at the same time to maintain

a relaxed atmosphere with a genuine 'family' feeling. The boxers, coaches and staff are welcoming, open and friendly, yet business-like and meticulous in how they go about their work. It is clearly a place where everyone enjoys coming to and builds the confidence that GB Boxing knows how to win, but also to win well.

As GB Boxing undertakes another rebuild of its Olympic team following the departure of 10 of the 11 boxers that competed in Tokyo, I have every reason to believe it has the foundations in-place to continue its success and inspire the next generation of Team GB boxers and athletes.

**"AS GB BOXING UNDERTAKES ANOTHER REBUILD OF ITS OLYMPIC TEAM FOLLOWING THE DEPARTURE OF 10 OF THE 11 BOXERS THAT COMPETED IN TOKYO, I HAVE EVERY REASON TO BELIEVE IT HAS THE FOUNDATIONS IN-PLACE TO CONTINUE ITS SUCCESS"**

**"THE BOXING TEAM RETURNED FROM THE TOKYO 2020 OLYMPIC GAMES WITH SIX MEDALS HAVING PRODUCED GREAT BRITAIN'S BEST PERFORMANCE FOR A CENTURY."**





## CHAIR'S REVIEW

# HOLISTIC APPROACH IS KEY TO DELIVERING GB BOXING'S ASPIRATION TO BE WORLD LEADING



**JASON GLOVER** Chair

When the opportunity arose to apply for the role as the new Chair of GB Boxing I did not have to think for too long before expressing my interest.

Although I had served an eight-year term as a non-executive director of GB Boxing during a very successful period from 2009-17, I had a lingering sense of unfinished business and a feeling that there was more that I could do to help GB Boxing achieve its ambition to be recognised as the world's leading boxing programme.

The historic performance of the team in Tokyo indicates that we are already among the best in terms of pure boxing performance. However, for me, the

ambition of being the best in the world extends beyond the ring and encompasses the way we support the boxers as people, the way we operate as an organisation and the values that we stand for.

In seeking to deliver this ambition, there are a number of priorities that I am keen to see us focus on during my

time as Chair. Firstly, it is vital that we continue to be successful in the ring. The achievement of the team in Tokyo was nothing short of incredible considering the depth and breadth of talent in world boxing and

competition from countries like Cuba, where boxing is the national sport and whose team in Tokyo included multiple Olympic and world champions.

Building on the success of Tokyo will be a massive challenge given that 10 of our 11 Tokyo Olympians have left the World Class Programme (WCP). Added to this, the Paris cycle has been cut short by one year and most of the boxers in our Podium squad have had their development interrupted over the previous 18 months by Covid restrictions which often prevented them from training full-time in the GB Boxing gym and taking part in international competitions.

Fortunately, the WCP is built on solid foundations which I am confident will enable the team to meet this challenge. It enjoys strong leadership from Chief Executive, Matt Holt, and in Rob McCracken and his coaches, it has a world leading team in the gym with a track record of producing elite international boxers with the ability to win Olympic medals. As can be seen in the Performance Review section of this document, the team is already making good progress with a new cohort of boxers.

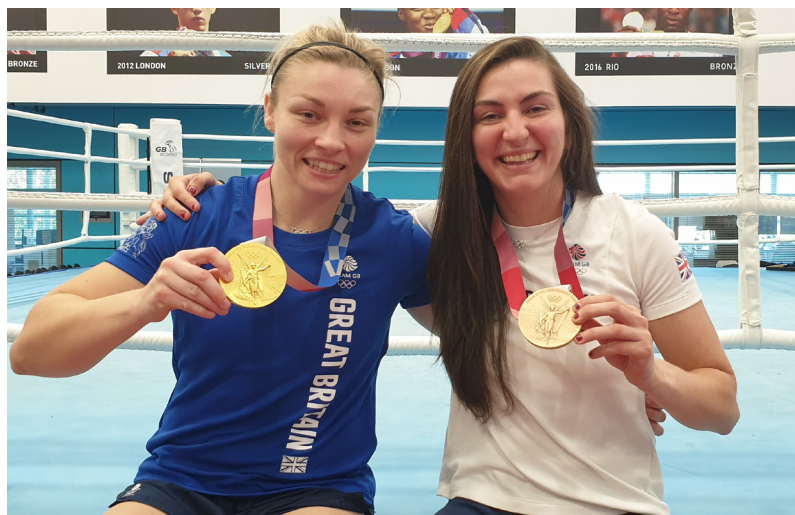
From a board point of view, our job is to support Matt and Rob and ensure that they have the infrastructure and support in place to do their jobs as effectively as possible. Winning Olympic medals requires significant resources and personnel and it is absolutely vital that we continue to support our boxers in every aspect of their preparation from physical and mental health to nutrition to helping them deal with external issues that have the potential to impact negatively on performance.

This is an area where I believe that GB Boxing has made excellent progress in the last four years and since I returned as Chair I have been very impressed in observing the increased professionalism of the WCP and the level of wrap-around support that it provides to the boxers. Continuing to progress this support through the development of working practices and learning from experience is critical to our future success.

All of this reflects the simple fact that our boxers are people as well as athletes and it is very important to me that we continue to take a holistic approach to the way that we work with all of our boxers and recognise that, while our primary objective is to win medals, we also have a responsibility to prepare each boxer for life and his or her career beyond GB Boxing.

Whilst we welcome our boxers staying on the WCP

**"THE AMBITION OF BEING THE BEST IN THE WORLD EXTENDS BEYOND THE RING AND ENCOMPASSES THE WAY WE SUPPORT THE BOXERS AS PEOPLE, THE WAY WE OPERATE AS AN ORGANISATION AND THE VALUES THAT WE STAND FOR."**







for as long as possible (and the medals won in Tokyo by Galal Yafai and Pat McCormack, who were both competing in their second Games, provide strong evidence that boxers who stay with GB Boxing for more than one cycle, have a better chance of achieving Olympic success), we also recognise that one day they will leave GB Boxing, usually to pursue a career in the professional ranks. Therefore, part of our job is to prepare our boxers for this and ensure that they are practiced in every aspect of what it takes to be a successful elite athlete.

Of course, this covers training and preparation, but it also includes helping the boxers with life outside of the gym and could involve anything from providing lifestyle support to teaching our boxers how to promote themselves as individuals or offering guidance on how to work with the media. That so many of our former boxers, such as Anthony Joshua, Lawrence Okolie, Nicola Adams and Natasha Jonas to name just a handful, have gone on to become not only world champions but also positive role models in society is a source of great pride to GB Boxing.

Our recent decision to establish a new arrangement with two of the Tokyo medallists that have turned professional, Lauren Price and Karriss Artingstall, whereby GB Boxing provides coaching and management services under the brand name Podium2Pro, is an extension of this philosophy and something that I would be happy to see expanded to

include more boxers in the next Olympic Cycle.

As an organisation that is now in its fourteenth year, GB Boxing has a growing alumni of former boxers. Many of these have very strong bonds with the organisation and were part of the WCP for a number of years and I very much appreciate these boxers remaining connected to us and hope that they continue

to feel part of the GB Boxing family.

Even though he has left the squad, I am very pleased to see Frazer Clarke has contributed to this Annual Review (on page 7) and I would certainly hope to see Frazer at the GB Boxing gym in Sheffield from time-to-time in the coming months and years. The experience and know-how of our most successful boxers has the potential to inspire future generations and it is important that we find a way to harness this to benefit the WCP.

Having been away from GB Boxing for four years, it is apparent to me that it has matured considerably from an operational point of view and, in line with this, one final priority for my term as Chair is to ensure that we are regarded as a diverse organisation that is inclusive to people regardless of their gender, ethnicity or sexual orientation. This is an issue of increasing significance in sport and one for which GB Boxing is not complacent. We will seek to be at the forefront of diversity and inclusion initiatives and we see this as an important pillar in our goal to be recognised as the world's leading boxing programme.

**“OUR BOXERS ARE PEOPLE AS WELL AS ATHLETES AND IT IS VERY IMPORTANT TO ME THAT WE CONTINUE TO TAKE A HOLISTIC APPROACH TO THE WAY THAT WE WORK WITH ALL OF OUR BOXERS AND RECOGNISE THAT, WHILE OUR PRIMARY OBJECTIVE IS TO WIN MEDALS, WE ALSO HAVE A RESPONSIBILITY TO PREPARE EACH BOXER FOR LIFE AND HIS OR HER CAREER BEYOND GB BOXING.”**



# PERFORMANCE REVIEW



From a performance point of view, the last 12 months has been a tumultuous period for GB Boxing. It has included enormous highs and historic achievements yet, at the same time, illustrated the highly demanding nature of elite sport and the unique challenges faced by GB Boxing as it seeks to deliver sustainable long-term success.

## Olympic Qualification

In June 2021 the world was emerging from the Coronavirus pandemic and international sport was beginning to return to something resembling normal when the Boxing Road to Tokyo Olympic Qualifier took place in Paris. It was the resumption of an event that had initially begun in London in March 2020 and the only competitive opportunity for boxers from Great Britain to qualify for Tokyo. 176 boxers from across Europe took part in the event which was a huge success for GB Boxing as the team qualified four women and seven men. It meant Team GB would be represented at the Olympics in 11 of the 13 men and women's weight categories.



## Tokyo 2020 Olympic Games

The 2020 Tokyo Olympic Games would prove to be a unique and memorable competition for many reasons. The Coronavirus pandemic meant the Games were delayed until 2021 and held under strict Covid precautions which meant daily testing for all participants and no fans allowed in any of the competition venues, including the Kokugikan Arena where boxing took place.

More significantly for GB Boxing, it was a memorable tournament because of the superb performances of the boxers which saw Galal Yafai and Lauren Price win gold; Pat McCormack and Ben Whittaker take silver and Karriss Artingstall and Frazer Clarke secure bronze.

It was Great Britain's best boxing performance at the Olympics for over a century and saw boxers from the





# IT IS A PRIVILEGE TO BE PART OF THE GB BOXING FAMILY

**FRAZER CLARKE** Captain of the Olympic boxing team at Tokyo 2020 and super-heavyweight bronze medallist

Going into the Olympic qualifier in Paris was the most nervous I have ever been. I was an experienced boxer and had been with GB Boxing for more than 10 years, but I felt pressure from all sides.

As the original qualifier (in March 2020) had been postponed due to Covid, I had known my opponent for over a year, so I'd had a long time to think about it. Looking back, I did not box well, but the coaches were amazing and talked me through the bout. When the referee lifted my arm, it was the most relieved I have ever felt in a ring.

In the end, we qualified nine boxers in Paris, which was one of the best tournaments I went to with GB Boxing. The boxers, coaches and all the staff were so together. It felt like we had people delivering top class performances every day and qualifying for the Olympics. It set us up well for Tokyo.

Being the captain of the Olympic boxing team was massive. I take leadership seriously, so it was important to let my teammates know I was there for them. I also wanted to represent GB Boxing positively in the media and make sure I conducted myself well around the Olympic village.

The Olympic experience was everything I ever dreamed it would be. I had the time of my life. Being part of Team GB and meeting other athletes was amazing. I made friends that I will have for life.

Seeing my best friend in boxing, Galal Yafai, win Olympic gold on my birthday was a stand-out moment which, I think, I enjoyed more than him.

Another great memory came after my Olympic semi-final.



I was disappointed to lose as the referee had stopped the contest due to cuts. I was stood in the centre of the ring waiting for the announcement when suddenly I heard a massive cheer from the stand where the GB Boxing team were watching.

It dawned on me that this was my last ever bout for GB Boxing so I waved to them and took a bow. I was sad to lose and upset to know it was all over but it was a beautiful moment.

It made me realise the extent to which GB Boxing is a family where everyone – teammates, coaches, support staff – is always there for you. I have been privileged to be part of it for more than a decade and there is no doubt that my time with GB Boxing has improved me as a boxer and as a person.

The coaches have been a massive influence. They have helped me to achieve so much more than I ever thought I would when I walked into the GB Boxing gym a decade ago and could barely do a press-up or sprint for 20 metres.

They set the tone and make the gym a special place. So my message to all of the men and women in the GB Boxing squad is to listen to the coaches and listen to the staff because they know how to help boxers make the most of their talent and achieve their dreams.

squad contest four Olympic finals as Galal Yafai and Lauren Price finished on top of the podium.

Boxing in his second Olympic Games, Galal Yafai delivered a series of career best performances to defeat a succession of world class boxers from leading nations, including Cuba and Kazakhstan, en route to gold. Despite boxing in the lightest men's weight division, he inflicted standing counts on several opponents including one in the first round of his Olympic final victory against Carlo Paalam of the Philippines.

In the women's competition, Lauren Price, cemented her status as the best middleweight in the world as she defeated her long-time rival, Nouchka Fontjin of Holland, in the semi-final and the tournament's number two seed, Li Qian of China, in the final to achieve her childhood dream of becoming the Olympic champion.

The six-medal haul confirmed GB Boxing's status as one of the UK's most successful world class programmes (WCP). Out of a team of 376 athletes, the boxers won more than 10 per cent of Team GB's medals at Tokyo 2020 and was the best value for money of all the sports funded by UK Sport with the lowest cost-per-medal ratio.

Post-Games, the achievements of the team were recognised with a series of honours and awards. Lauren Price was named the BBC Wales Sports Personality of the Year and Olympian of the Year in the 2021 National Lottery Awards while Karriss Artingstall was crowned the British Army Sportswoman of the Year 2021.

Lauren Price and Galal Yafai were also honoured with MBEs in the Queen's New years' honours list, which saw GB Boxing's Performance Director, Rob McCracken, have his MBE upgraded to a CBE in light of his contribution to sport and his achievement in leading the boxing team to its best Olympic performance in more than 100 years.





## Rebuilding for the future

The performance of the team in Tokyo was a triumphant conclusion to the Olympic cycle and a fitting reward for the hard work and dedication of a talented and experienced group of boxers. Two of the medallists, Galal Yafai and Pat McCormack, were competing at their second Olympic Games and many of the team had been part of the WCP for well over five years.

**“THE PERFORMANCE OF THE TEAM IN TOKYO WAS A TRIUMPHANT CONCLUSION TO THE OLYMPIC CYCLE AND A FITTING REWARD FOR THE HARD WORK AND DEDICATION OF A TALENTED AND EXPERIENCED GROUP OF BOXERS.”**

Unlike other Olympic sports, boxing offers alternative career paths to its participants and following the Games many of the team received offers from professional promoters which resulted in 10 of the Tokyo team leaving the WCP.

Although GB Boxing has succession plans in place to deal with the departure of

boxers at the end of an Olympic cycle, the loss of such a talented and experienced group combined with the unique circumstances of the previous two years meant that at the end of 2021 the organisation faced one of its biggest ever challenges.

The extension of the Tokyo Cycle by an extra year meant the new cohort of prospective Olympians had one year less to prepare for the 2024 Olympic Games. Added to this, the development of many in this group had been severely disrupted over the previous 18 months as Covid restrictions had frequently prevented them from training full-time in the GB Boxing gym, taking part in training camps with other countries or participating in international competitions.

Alongside this GB Boxing's Performance Pathways team ran a series of assessment camps to identify up-and-coming talents with the potential to compete at Paris 2024.



The first major competition for the men was the world championships in Belgrade in October 2021. For the vast majority of the team it was their debut appearance at a major tournament and although the boxers returned without a medal, the group secured two quarter-final places and delivered a number of promising performances against tough and experienced opposition.

Although he was not part of the GB Boxing squad in Belgrade, one boxer from Great Britain who won a medal at the world championships was Scottish light-welterweight, Reese Lynch, who was awarded a place on the WCP on his return.

A series of promising performances in the latter part of 2021 and early 2022 on the international boxing circuit saw the men and women continue to grow in confidence, winning 34 medals at international tournaments in Spain, Finland, Hungary and three different competitions in Serbia.

Some of the younger more recent additions to the squad also served notice of their talent with outstanding performances at the European U22 Championships in June 2021 and March 2022 when men and women from the squad won five medals. In addition to this, two female boxers from England won medals at the 2022 version which saw them subsequently earn a place on the WCP.

Further evidence that this new group of boxers was getting-to-grips with the demands of top-class international boxing came at the men's European championships in Yerevan, Armenia in May 2022, when the team won eight medals.

It included a gold medal for Harris Akbar, who became only the fifth English boxer in history to be crowned European champion as he defeated his Welsh squad mate, Garan Croft, in the light-middleweight final. The rest of the medal haul included silvers for Lewis Richardson and Kieran MacDonald and bronze medals for Ioan Croft, Sam Hickey, Lewis Williams and Delicious Orie.

The eight-medal haul was the second-best performance in history at the European championships by a group of men from Great Britain. It was a strong indication that the post-Tokyo rebuilding programme was succeeding and provided significant reasons to be optimistic for the future.







## Performance pathways

Identifying new talent with the potential to be part of GB Boxing's Podium squad and win medals at major international tournaments is central to the ongoing success of the WCP and, even though 2021-22 was dominated by the Olympic Games, GB Boxing has still made significant progress in its performance pathways activities over the last 12 months.

In conjunction with the home nation performance programmes, a series of assessment camps were held throughout the year which resulted in a number of boxers from England, Scotland and Wales being added to the GB Boxing squad.

Following the subsequent performance of many of these boxers at significant international tournaments, most notably the U22 European championships in June 2021 and March 2022, many of this cohort were promoted from the Academy to the Podium squad where they will compete for a place at Paris 2024.

Other key Pathway activities in the last 12 months have included an education project developed by GB Boxing and the national governing bodies (NGBs) of England, Scotland and Wales to produce a new guide, 'How to become an Olympic boxer' to help talented male and female boxers understand the different pathways to securing a place as a funded athlete on the WCP.

The guide is designed to help grassroots boxers and coaches in England, Scotland and Wales understand what is required to earn a place in the GB Boxing squad and details the two main routes to achieve this through performances at international tournaments or by being nominated for an assessment.

It sets-out what boxers need to achieve to be nominated for an assessment by their NGB and provides details of how the process works and the different stages involved in making it through and securing a place on the WCP.

## Coach development

Coach development activities in 2021-22 have focused on the roll-out of the 'Coaching in High Performance Sport' education programme. Designed with input from UK Sport, CIMPSA, UK Coaching and the English Institute of Sport (EIS), the course is a 12-month online learning programme to support the development of the next generation of elite coaches and features a range of modules including: boxer development, performance planning, the performance environment, coaching practice and coaching process and learning.

It also looks at how coaching and sport science can support each other and examines a range of disciplines including: strength and conditioning, performance psychology, performance analysis, performance lifestyle and performance rehabilitation.

The first cohort of 12 coaches was recruited in the middle of 2021 and includes men and women from England, Scotland and Wales.

**"PATHWAY ACTIVITIES IN THE LAST 12 MONTHS HAVE INCLUDED AN EDUCATION PROJECT DEVELOPED BY GB BOXING AND THE NATIONAL GOVERNING BODIES OF ENGLAND, SCOTLAND AND WALES TO PRODUCE A NEW GUIDE, 'HOW TO BECOME AN OLYMPIC BOXER' TO HELP TALENTED MALE AND FEMALE BOXERS."**





# OPERATIONS REVIEW

Having the right support and operational structures in place has been critical to the ongoing success of the World Class Programme (WCP), inside and outside of the ring, over a number of years. Strong leadership, sound financial management, a winning culture and open and transparent communications are key

elements of this and have all contributed to both the success of the WCP and ensuring GB Boxing enjoys a positive reputation.

Over the last 12 months, the organisation has continued to make progress in this area with a wide range of activities designed to enhance the operations of the WCP and ensure that GB Boxing is well placed to deliver sustainable long-term success.

**“THE APPOINTMENT OF JASON GLOVER BROUGHT VALUABLE EXPERTISE BACK INTO THE ORGANISATION AS HE HAD PREVIOUSLY SERVED AS A NON-EXECUTIVE DIRECTOR FROM 2009-2017.”**

## Leadership and management

In October 2021, GB Boxing announced the appointment of Jason Glover as its new Chair after Steven Esom stepped down following the completion of two four-year terms. A lawyer with more than 30 years' experience, the appointment of Glover brought valuable expertise back into the organisation as he had previously served as a Non-Executive Director from 2009-2017.

As Chair, Glover is responsible for the governance and direction of GB Boxing and enjoys a positive working relationship with Chief Executive, Matt Holt, who oversees the day-to-day running of the

organisation. One significant decision which followed his appointment came in the Spring of 2022 when GB Boxing announced plans to continue to work with a small number of its former boxers that had signed professional contracts.

The decision reflected GB Boxing's previous positive experience of having professional boxers, like Anthony Joshua and Carl Froch, train in the GB Boxing gym and feedback from members of the Tokyo team who said they wanted to remain within the GB Boxing environment even though they had signed a professional contract.

The first two boxers signed-up to be part of this venture, which has been branded Podium2Pro, were Tokyo 2020 medallists, Lauren Price and Karriss Artingstall. Under the terms of their arrangement, GB Boxing provides coaching and management services in return for a small percentage of the boxers' earnings.





This initiative is expected to deliver significant benefits to the WCP. It will provide world class sparring for current boxers in the squad and gives them the opportunity to train alongside positive, inspirational role models that have achieved their dream of Olympic success. By maintaining close links with some of its most successful graduates, the arrangement also gives GB Boxing the option of re-integrating professional boxers back into the squad if they decide they would like to try and qualify for another Olympic Games.

## Governance, inclusion and diversity

As a recipient of Government and National Lottery funding, through UK Sport, GB Boxing is expected to adhere to the highest standards of corporate governance in the way it operates the WCP. It complies with UK Sport's Code for Sports Governance and is in the process of delivering the Diversity Action Plan it developed following an independent review by Inside Inclusion in 2021. As part of this, GB Boxing's policies on equality and diversity have been reviewed and all staff have taken part in diversity and inclusion training courses over the last 12 months.

## Commercial

Commercially the last 12 months have seen GB Boxing work with its key partners, Sting and Powerday, to develop a series of joint activities to raise awareness of these relationships. In the Spring of 2021, boxers from the squad took part in a range of short films featuring 'GB Boxing versus Powerday' challenges which were released on social media in the run-up to the Olympic qualifying event in Paris.

Promotional activities to showcase GB Boxing's relationship with kit and equipment provider, Sting, included studio and reportage photoshoots and the production of a short film to showcase the scope of the partnership which includes the design and manufacture of bespoke, personalised kit for selected boxers.



## Culture

The creation of a positive working environment and a culture which empowers people to collaborate and enjoy spending time in the workplace has been central to the success of GB Boxing for more than a decade.

The enduring strength of this culture was revealed again last year in the 2022 Culture Health Check (CHC) by UK Sport which provided an independent assessment of the views of more than 50 athletes, staff and stakeholders.

Based on fieldwork carried out in February and March 2022, the CHC found 97 per cent of respondents agreed staff and athletes worked effectively as a team and 95 per cent were proud to be part of the WCP.

Notable areas of improvement identified by the boxers from the previous 12 months included teamwork, which rose from 84 per cent (in 2021) to 95 per cent, the ability to provide feedback without fear of negative consequences and the increased provision of mental health support, both of which increased from 77 per cent to 84 per cent. All the boxers claimed they felt proud to be part of the WCP and 84 per cent said they felt people cared about them as a person.

Overall, the CHC delivered a very positive appraisal of the culture at GB Boxing and identified numerous instances of it achieving 'the gold standard' with consistently positive feedback in a wide range of areas covering leadership, management, teamwork, empathy and support for physical and mental health. It showed that the uniquely positive culture at GB Boxing continues to be one of its most important assets and will play a key role in enabling the organisation to overcome the challenges it faces in rebuilding after the success of Tokyo 2020.

**"THE CULTURE HEALTH CHECK DELIVERED A VERY POSITIVE APPRAISAL OF THE CULTURE AT GB BOXING AND IDENTIFIED NUMEROUS INSTANCES OF IT ACHIEVING 'THE GOLD STANDARD' WITH CONSISTENTLY POSITIVE FEEDBACK IN A WIDE RANGE OF AREAS COVERING LEADERSHIP, MANAGEMENT, TEAMWORK, EMPATHY AND SUPPORT FOR PHYSICAL AND MENTAL HEALTH."**





## Communications and media

Showcasing the achievements of the WCP and building a positive reputation is an important part of GB Boxing's operations and the performance of the boxers in 2021-22 has enabled the communications team to deliver exceptional levels of positive media coverage and social media output which highlighted both the successes of the boxers and the achievements of the organisation.

**“GB BOXING’S COMMUNICATIONS TEAM SET-UP AND DELIVERED A SERIES OF SET-PIECE OPPORTUNITIES FOR INDIVIDUAL BOXERS, THE MOST HIGH-PROFILE BEING A BBC INTERVIEW BY WILLIAM, PRINCE OF WALES, WITH LAUREN PRICE AT KENSINGTON PALACE IN JUNE 2021.”**

Although media activities in the run-up to the Games were limited by Covid restrictions, GB Boxing's communications team worked closely with Team GB to deliver a team announcement event for media that was covered widely by press and broadcasters. It also set-up and delivered a series of set-piece opportunities for individual boxers, the most high-profile being a BBC interview by William, Prince of Wales, with Lauren Price at Kensington Palace in June 2021.



During the Games the achievements of the boxers received many hours of positive broadcast coverage on the BBC and other TV and radio channels. Press coverage was equally widespread and figures from the independent media tracking company, Meltwater, revealed from the start of June to the middle of September, the term 'GB Boxing' appeared in more than 6,600 newspaper articles globally.

The overwhelming majority of coverage of the boxers was very positive. Anecdotally, GB Boxing received glowing feedback from journalists, broadcasters and key stakeholders, most notably UK Sport and the National Lottery, for the positive manner in which the boxers represented themselves in the media and their consistent thanking of people that play the National Lottery in broadcast interviews during the Games.

As well as showcasing the achievements of the individual boxers, much of media coverage highlighted the broader achievements of GB Boxing as an organisation in securing six medals. Performance Director, Rob McCracken, and Chief Executive, Matt Holt, were made available to the media and used these interviews to reinforce overarching messages about the historic achievement of the WCP.

Outside of the Olympic Games, activity focused on proactively highlighting the achievements of the boxers and managing media interest in the WCP which saw GB Boxing's communications team deal with more than 250 journalist enquiries in 12 months.

In digital communications and on social media, GB Boxing's following continued to grow. Fuelled by interest in the Olympic Games, the GB Boxing website received 200,000 views in 12 months. On social media, GB Boxing's overall footprint grew by 24 per cent and at the end of the year it had more than 120,000 followers across its three main platforms, the biggest of these being Instagram which grew by nearly a third in 12 months and ended the year with just under 50,000 followers.





## Social Impact

GB Boxing is committed to having a positive impact on society and in the last year it has supported a number of charitable activities by its athletes and used the organisation's platforms to support causes and issues that reflect its values.

As a sport that receives public money GB Boxing recognises it has an obligation to give something back to society and, in the last 12 months, 25 members of the squad delivered more than 100 community focused personal appearances on behalf of the National Lottery. These included school visits, support for charitable events, attendance at boxing club awards and providing tours of the GB Boxing gym in Sheffield for BTEC sport students.

One of the main charitable efforts took place in the GB Boxing gym in December 2021 and involved boxers, coaches and staff from the WCP taking part in a 300-mile watt bike challenge. The challenge, which was led by middleweight Kerry Davis, raised nearly £6,000 to fund the purchase of an electric wheelchair for one of her close friends who has multiple sclerosis.

Participants in the cycle ride included boxers, coaches and staff from GB Boxing along with 2020 Olympic medallists, Galal Yafai and Ben Whittaker, and several members of the Australian boxing team who were taking part in a training camp with GB Boxing at the time.

The last 12 months has also seen GB Boxing use its platform to support causes and campaigns including Pride and Mental Health Awareness Week.

GB Boxing's ongoing focus on social impact reflects the new strategy unveiled by UK Sport in 2022 which

**“GB BOXING IS COMMITTED TO HAVING A POSITIVE IMPACT ON SOCIETY AND IN THE LAST YEAR IT HAS SUPPORTED A NUMBER OF CHARITABLE ACTIVITIES BY ITS ATHLETES AND USED THE ORGANISATION'S PLATFORMS TO SUPPORT CAUSES AND ISSUES THAT REFLECT ITS VALUES.”**

places increased emphasis in this area. As part of this, GB Boxing will be working on a social impact pilot project with UK Sport in 2022-23.

The last 12 months have been a memorable year for GB Boxing which has seen the organisation make significant progress

inside and outside the ring. It featured incredible success at the Tokyo Olympics yet, in an illustration of the relentless nature of elite sport, is now focused on rebuilding for the next cycle.

It is a significant test however the process is well underway and as GB Boxing looks to the future it can be confident, that with the expertise and dedication of its people and the positive winning culture that characterises the organisation, it has the foundations in place to enable it to continue to be successful.





# FINANCIAL REVIEW

The Financial Review contains extracts from the audited accounts for the year end March 2022. It includes details of GB Boxing's board members and their sub-committee functions along with a summary of the Profit and Loss Account for the year and a copy of the Balance Sheet.

These condensed financial statements do not comprise statutory accounts within the meaning of section 435 of The Companies Act 2006. These accounts were reported upon by the company's auditors, PFK Smith Cooper, and delivered to the Registrar of Companies.

The report of the auditors was unqualified, did not include a reference to any matter to which the auditors drew attention by way of emphasis without qualifying their report and did not contain statements under section 435 and 498 (2) and (3) respectively of the Companies Act.

The responsibility for the management and oversight GB Boxing sits with its board of directors which is comprised of an independent chairperson, the Chief Executive of GB Boxing, two representatives from each of the three home nations and four independent directors appointed for their particular expertise.

## GB Boxing board of directors

The people listed here are those who served on the board of GB Boxing for the period 1 April 2021 – 31 March 2022.

| Board member  | Sub-committee function  |
|---|---|
| <b>Steven Esom, Chair</b><br>(Resigned 29 September 2021)               | Audit, Remuneration (Chair) and Nominations Committees (Chair)            |
| <b>Jason Glover, Chair</b><br>(Appointed 1 October 2021)                | Audit, Remuneration (Chair) and Nominations Committees (Chair)            |
| <b>Giorgio Brugnoli, England Boxing</b><br>(Resigned 29 September 2021) |   |
| <b>Caspar Hobbs, England Boxing</b>                                     |   |
| <b>Michael Norford, England Boxing</b><br>(Appointed 1 November 2021)   |   |
| <b>Craig McEvoy, Boxing Scotland</b>                                    |   |
| <b>Chris Roberts, Boxing Scotland</b>                                   | Audit, Remuneration, Nominations and Chair Nominations Committees         |
| <b>Colin Metson, Welsh Boxing</b><br>(Appointed 9 November 2021)        |   |
| <b>Chris Type, Welsh Boxing</b>   |   |
| <b>David Chadwick, Independent</b>                                      | Audit Committee   |
| <b>Christine Ohuruogo, Independent</b>                                  | Chair Nominations Committee   |
| <b>Simon Toulson, Independent</b>                                       |   |
| <b>Lucy Walker, Independent</b>   | Audit (Chair), Remuneration, Nominations and Chair Nominations Committees |

The make-up of the Nominations Committee is as required for appointment to the board. The Appeals and Disciplinary committee is constituted according to the procedures for dealing with disciplinary matters.

|                                   |                   |
|-----------------------------------|-------------------|
| <b>Matthew Holt</b>               | Company Secretary |
| <b>PFK Smith Cooper Audit Ltd</b> | Auditors          |



## Detailed profit and loss account for the year ended 31 March 2022

|   | 2022             | 2021        |
|---|------------------|-------------|
|   | £                | £           |
| Income  | 3,317,582        | 2,580,597   |
| Direct expenses                                 | (1,721,642)      | (1,081,249) |
| <b>Gross surplus</b>                            | <b>1,595,940</b> | 1,499,348   |
| Other operating income                          | 30,762           | 24,684      |
| <b>Less: overheads</b>                          |                  |             |
| Administration expenses                         | (1,410,696)      | (1,600,355) |
| <b>Operating (deficit)/surplus</b>              | <b>216,006</b>   | (76,323)    |
| Interest receivable                             | 54               | 577         |
| Tax on (deficit)/surplus on ordinary activities | (2,632)          | (3,275)     |
| <b>(Deficit)/Surplus for the year</b>           | <b>213,428</b>   | (79,021)    |



## Schedule to the detailed accounts for the year ended 31 March 2022

| Income                              | 2022             | 2021             |
|-------------------------------------|------------------|------------------|
|                                     | £                | £                |
| UK Sport income                     | 3,133,060        | 2,463,722        |
| Foreign nations and other recharges | 73,996           | 15,460           |
| Sponsorship and other income        | 110,526          | 101,415          |
|                                     | <b>3,317,582</b> | <b>2,580,597</b> |
| <b>Direct expenses</b>              | <b>2022</b>      | <b>2021</b>      |
|                                     | £                | £                |
| Podium boxers                       | 454,519          | 157,546          |
| Development boxers                  | 17,276           | 9,365            |
| Female boxers                       | 4,559            | 45,885           |
| Talent Group ID                     | 137,165          | 745              |
| Venue hire                          | -                | 228              |
| Equipment and clothing              | 10,017           | 21,768           |
| Coaches                             | 248,424          | 147,796          |
| Camps                               | 122,554          | 81,915           |
| Sports science and sports medicine  | 573,811          | 499,373          |
| Cost of boxers' accommodation       | 153,317          | 116,628          |
|                                     | <b>1,721,642</b> | <b>1,081,249</b> |
| <b>Other operating income</b>       | <b>2022</b>      | <b>2021</b>      |
|                                     | £                | £                |
| Rents receivable                    | 30,762           | 24,684           |

| Administration expenses                | 2022             | 2021             |
|--|------------------|------------------|
|  | £                | £                |
| Directors salaries                     | 100,671          | 98,871           |
| Directors pension costs                | 19,512           | 17,689           |
| Staff salaries                         | 692,670          | 862,078          |
| Staff national insurance               | 83,233           | 93,450           |
| Staff pension costs                    | 48,585           | 53,742           |
| Staff training                         | 881              | 1,101            |
| Hotels, travel and subsistence         | 9,805            | 1,252            |
| Consultancy                            | 55,732           | 53,542           |
| Printing, postage and stationery       | 8,977            | 8,994            |
| Telephone                              | 7,235            | 12,462           |
| Legal and professional                 | 11,740           | 18,912           |
| Auditors' remuneration                 | 9,255            | 8,515            |
| Equipment hire                         | 3,559            | 2,676            |
| Bank charges                           | 421              | 623              |
| Bad debts                              | 1,179            | 55               |
| Difference on foreign exchange         | 1,571            | (141)            |
| Sundry expenses                        | 17,120           | 10,080           |
| Rent and rates                         | 175,999          | 217,556          |
| Insurances                             | 18,893           | 21,346           |
| Repairs and maintenance                | 5,119            | 5,632            |
| Depreciation                           | 54,941           | 47,892           |
| Profit/loss on sale of tangible assets | -                | 130              |
| Disallowable input VAT                 | 64,205           | 46,315           |
| Credit card charges                    | 288              | 314              |
| Tickets                                | 19,105           | 17,269           |
|  | <b>1,410,696</b> | <b>1,600,355</b> |
| <b>Interest receivable</b>             | <b>2022</b>      | <b>2021</b>      |
|  | £                | £                |
| Bank interest receivable               | 54               | 577              |



## Balance sheet as at 31 March 2022

|  | 2022             | 2021      |
|--|------------------|-----------|
| <b>Fixed assets</b>                            | <b>£</b>         | <b>£</b>  |
| Tangible assets                                | 1,112,552        | 1,156,107 |
| Investments                                    | 1                | 1         |
|  | <b>1,112,553</b> | 1,156,108 |
| <b>Current assets</b>                          |                  |           |
| Debtors: amounts falling due within one year   | <b>168,457</b>   | 251,285   |
| Cash at bank and in hand                       | <b>567,630</b>   | 181,739   |
|  | <b>736,087</b>   | 433,024   |
| Creditors: amounts falling due within one year | <b>(227,981)</b> | (181,901) |
| <b>Net current assets</b>                      | <b>508,106</b>   | 251,123   |
| <b>Total assets less current liabilities</b>   | <b>1,620,659</b> | 1,407,231 |
| <b>Net assets</b>                              | <b>1,620,659</b> | 1,407,231 |
| <b>Capital and reserves</b>                    |                  |           |
| Profit and loss account                        | <b>1,620,659</b> | 1,407,231 |
|  | <b>1,620,659</b> | 1,407,231 |

## THE PATH TO PARIS

# RELENTLESS DEMANDS OF ELITE SPORT FUEL THE DRIVE FOR MORE SUCCESS



**ROB MCCRACKEN CBE** Performance Director

It is vital in elite sport to enjoy the moment of victory and celebrate your achievements.

An incredible amount of hard work and effort, by a lot of people, goes into winning Olympic medals so it is important for athletes and coaches to savour the moment when they achieve the kind of success our boxers delivered in Tokyo in the summer of 2021.

To see the boxers win six Olympic medals and produce Great Britain's best performance for a century was a once-in-a-lifetime experience. Yet it is a sign

of the relentless demands of elite sport that even as the team celebrated its success in Tokyo, my mind was already beginning to consider the scale of the challenge that would face the World Class Programme (WCP) when we returned home.

The unique nature of boxing and the attractions on offer in the professional ranks mean we rarely enjoy the luxury of keeping our Olympic medallists for more than a single Games and are invariably faced with the challenge of building a new team at the end of each cycle.

The loss of our most successful boxers is a fact of life we have come to accept at GB Boxing and is something we plan for throughout the Olympic cycle. That we have been able to sustain our success and continue to deliver medals, from one Olympic Games to the next, is a tribute to the superb work of the coaches and the performance staff at GB Boxing.

However, the task never gets any easier and is particularly demanding in the run-up to Paris as we have one year less to develop the next group of boxers as the Tokyo cycle ran for five years.

It has made for a very tough second half of the year as the coaches and I have looked to fast-track the boxers we had identified as candidates for Paris 2024 with a demanding schedule of competitions, designed to make-up for lost time, accelerate their development and give them exposure to a wide range of international styles.

At the same time, we have worked hard to identify and nurture the talent in our pathway and a number of very promising boxers from England, Scotland and Wales have been added to the Podium squad over the last 12 months and are now thriving on the WCP.



There have been occasions when the boxers have been thrown in at the deep end, most notably at the men and women's world championships in October 2021 and May 2022 respectively where the majority of those selected were taking part in their first major.

Competing at such a high level has shown the boxers have what it takes to be an elite international performer and while we did not win any medals at either of these events that is par for the course with an inexperienced group at this stage in the Olympic cycle.

More importantly, all of the boxers benefitted from the experience and it is clear to me that we have secured their buy-in into what we are trying to achieve. The boxers know that our coaches and staff are the best people to help them be successful and this is reflected in both the positive atmosphere in the gym and the performances of the boxers at subsequent competitions in the latter part of the year.

Winning five medals at the European U22 Championships in March 2022 was an important marker as it created real belief amongst the squad. The men then carried this into the senior European Championships in Yerevan in May 2022, where they won eight medals and finished top of the boxing medal count table.

It was a fantastic end to a momentous year and gave everyone connected with the WCP a huge lift as it showed that we are heading in the right direction and that this new group of boxers have what it takes to win medals at major international championships. It demonstrated the WCP is getting-to-grips with the challenges it faced post-Tokyo and has given everyone at GB Boxing the confidence to believe we can continue to sustain the success we have enjoyed over the last decade.

**"IT IS SIGN OF THE RELENTLESSLY DEMANDING NATURE OF ELITE SPORT THAT EVEN AS THE TEAM CELEBRATED ITS SUCCESS IN TOKYO, MY MIND WAS ALREADY BEGINNING TO CONSIDER THE SCALE OF THE CHALLENGE THAT WOULD FACE THE WORLD CLASS PROGRAMME WHEN WE RETURNED HOME."**





**“IT WAS A FANTASTIC END TO A MOMENTOUS YEAR AND GAVE EVERYONE CONNECTED WITH THE WCP A HUGE LIFT AS IT SHOWS THAT WE ARE HEADING IN THE RIGHT DIRECTION AND THAT THIS NEW GROUP OF BOXERS HAVE WHAT IT TAKES TO WIN MEDALS AT MAJOR INTERNATIONAL CHAMPIONSHIPS.”**





## GB BOXING

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