

GB BOXING STRATEGY 2025 - 2029

INSPIRING THE NATION



DELIVERING SUCCESS



**GBBOXING
STRATEGY** 2025-2029



OUR ETHOS

GB Boxing exists to win medals and give its boxers the best possible opportunity to make the most of their talent and succeed in both sport and life. We want to create champions and provide the boxers with the best coaching and support in a team culture and training environment that they relish being part of. We want to help our boxers to be the best they can be and do all we can to help them win medals on the international stage and at the Olympic Games. We want them to achieve great things with GB Boxing and to continue to achieve great things after they leave. We want to develop and support them as boxers and as people and make sure that together we have a positive impact on society and represent the sport of boxing at its best.

OUR VISION

Inspiring the Nation through Olympic Boxing Success

OUR MISSION

Deliver a world leading performance programme that provides

opportunities, guidance and support to male and female boxers which enables them to achieve their full potential in boxing and in life.



OUR AMBITIONS

It is our ambition to be competitive at the 2028 Olympic Games in Los Angeles (LA28) across the weight categories and enjoy medal success. We want our boxers to be competitive at major international competitions in support of our primary Olympic ambition. We will focus our resources on Olympic-competitive boxers. We will bring new boxers through the home nation and GB pathways to support these performance ambitions.

STRATEGIC AMBITION

- To have the best coverage of medal competitive boxers across the LA28 Olympic weight categories.

ATHLETE AMBITIONS

- New medallists at major international competition (continental, world, Olympics): 5 to 10
- Graduates from Academy to Podium: 10 to 18

PERFORMANCE AMBITIONS

- 2025 World Championships: 1 to 3 medals
- 2026 European Championships: 4 to 6 medals
- 2027 World Championships: 2 to 4 medals
- 2028 Los Angeles Olympic Games: 2 to 4 medals



OUR APPROACH

TO ACHIEVE OUR VISION, MISSION AND AMBITIONS WE WILL:

Recruit and retain – Create the best system for recruiting and retaining boxers with the most Olympic medal winning potential.

Environment – Build and enhance a supportive, inclusive, and enjoyable environment where everyone (boxers, coaches, and support staff) works collaboratively to provide the boxers with the best possible support to enable them to make the most of their talent and ability as elite athletes and develop and grow as people.

Opportunity – Provide the boxers with opportunities that can significantly change the trajectory of their lives and enable them to make the most of their potential in boxing and in their life outside and beyond sport. **Performance** – Improve every boxer that is part of the GB Boxing squad and support them to win medals at major championships and the Olympic Games. **Inspire** – Inspire the nation by showcasing the accomplishments of the World Class Programme (WCP) and highlighting the successes and achievements of the boxers inside and outside of the ring.

OUR STRATEGIC PRIORITIES

The following strategic priorities have been identified to set the direction for LA28 and beyond to achieve our organisational ambitions.

1. AN INDIVIDUALISED APPROACH TO THE BOXERS' LEARNING JOURNEY

- Promote a competitive yet nurturing environment where boxers have the time to grow, learn, and develop both as athletes and as people and are supported by a collaborative team.
- Understand the boxers as people and athletes and support them to achieve their full potential.
- Deliver a structured system for reviewing progress and facilitating continuous, accelerated learning and improvement.
- Give the boxers the best possible experience to retain them within the Olympic sport, and to demonstrate the high value, both in the present and the future, of being a GB boxer.



2. PERFORMANCE OPPORTUNITIES

- Provide high-quality performance opportunities at competitions and training camps around the world, with exposure to high-calibre opponents of varying styles, which is targeted and specific to each boxer and the stage in their respective journeys as elite international athletes.
- Implement comprehensive and individualised training programmes within strategic squad systems to nurture boxers effectively, ensure effective transitions, and optimise preparation for the Olympic Games.
- Engage internationally with key stakeholders to understand and influence the rules and scoring systems of Olympic boxing.
- Build the profiles of GB Boxers individually and collectively through participation at major international events and other key competitions.

OUR STRATEGIC PRIORITIES

3. A SYSTEM OF COACHING EXCELLENCE

- Provide high-quality coaching and training to ensure that WCP boxers can excel in Olympic boxing.
- Maintain a coaching workforce system where exceptional expertise in the essentials of achieving success in Olympic boxing is retained, understood and passed on to the next generation.
- Ensure that coaches provide unwavering support, act as role models, and instil confidence and knowledge in the boxers to help them reach their full potential.
- Work with partner organisations, to address the gap in gender and ethnic representation within the coaching system.



4. A COLLABORATIVE TEAM

- Facilitate the boxers' development by offering expertise and an environment that is world-leading.
- Enhance WCP delivery through improved collaboration, well-defined roles, and optimal communication, recognising and valuing the enhanced contributions of the team.
- Support staff with continuous professional development, learning from other organisations and sports.
- Continue to create an environment and culture where all voices are heard and valued, to facilitate psychological safety within the team.
- Sustain a team of experts, working in close collaboration with coaches and boxers and to work innovatively to devise winning strategies for Olympic boxing success within the framework of the WCP.

OUR STRATEGIC PRIORITIES

5. A ROBUST PATHWAY

- Collaborate with the national governing bodies (NGBs) for boxing in England, Scotland, and Wales to ensure close alignment between the GB Boxing and home nation pathways to ensure that young boxers are provided with the best possible opportunity to succeed on the WCP.
- Work with home nation partners to ensure that each boxer is training within their optimum environment based on their individual journey and needs.
- Refine the assessment and selection process to ensure GB Boxing continues to identify men and women with the necessary technical, tactical, physical, and behavioural qualities to thrive and succeed as part of the WCP.
- Educate boxers (and their families and support networks) on what it takes to be successful as a member of the WCP, navigating the different phases of the journey from joining as an Academy boxer to qualifying for the Olympic Games and the personal, professional, and financial benefits of being successful with GB Boxing and winning an Olympic medal.
- Provide professional boxing opportunities to the best boxers wishing to remain a part of the GB Boxing family through the Podium2Pro programme.



OUR FOUNDATIONS

The delivery of performance strategy will be built on strong organisational foundations. These foundations will have three pillars, which include: strong governance and financial management; a strategic approach to communications, public relations and stakeholder relations; and building a strong presence for Great Britain and the home nations in the international environment.



GOVERNANCE AND FINANCIAL MANAGEMENT

- The board will oversee the strategic direction and plan of the organisation and operate with a strong collective, collaborative and supportive purpose.
- We will aim to meet the highest standards of financial management as measured by independent auditors.
- We will comply with the requirements of the Code of Governance for Sport.
- We will work to identify and mitigate key organisational risks.
- We will seek additional revenues through commercial partnerships and working closely with the home nations to improve our commercial offer as a sport, and by managing a stable of professional boxers through the Podium2Pro programme.

COMMUNICATIONS, PUBLIC RELATIONS AND STAKEHOLDER RELATIONS

- We will build the audience for GB Boxing and the boxers through broadcast, print and digital and social media.
- We will protect and enhance the reputation of GB Boxing through effective media and PR strategies.
- We will use the profile and assets of GB Boxing to have social impact.
- We will proactively build strong relationships with all key stakeholders, including funders, commercial partners, National Governing Bodies, and other sporting institutions.

INTERNATIONAL RELATIONS

- We will seek to ensure that international boxing is governed to the highest standards.
- We will aim to work with the international federation to ensure sporting integrity on the field of play.
- We will work collaboratively with the home nations and other National Federations to gain representation on the international bodies, and to play a positive and constructive role in shaping the future development of international boxing to deliver a better future for the sport.



OUR CULTURE AND VALUES

In all aspects of our strategy and its delivery, we aim to ensure that everyone that supports the WCP, including boxers, staff, board members and volunteers, respects and lives the GB Boxing GREAT values, creating the best possible performance structure.

GIVING OUR ALL

We work as hard as we can and take responsibility. We are always professional, committed, accountable and do whatever it takes, leaving no stone unturned.

AMBITION

We challenge ourselves and each other with honesty. We learn, adapt, innovate and improve. We set clear goals and aim for gold.

RELATIONSHIPS

We treat everyone as a person and as part of the GB boxing family. We show support and respect for each other and aim to positively influence each other's lives.

TEAMWORK

We operate as one team with a common purpose. We pull together and share success and we respect and use the expertise of everyone in the team.

ENJOYMENT

We enjoy ourselves while working hard. We create an informal, relaxed environment and value humour in bringing people together.



GB BOXING

English Institute of Sport, Coleridge Road, Sheffield, S9 5DA
t: 0114 223 5693 f: 0114 223 5657 e: info@gbboxing.org.uk
Company Registered in England 6582489

