

# THE PURSUIT OF **PROGRESS**



**ANNUAL REVIEW 24|25**

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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 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

To inspire the nation through Olympic Boxing success

### OUR MISSION

To 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

## FOREWORD

# TALENT AND TEAMWORK AT GB BOXING DELIVERS MAGIC MOMENTS THAT INSPIRE THE NATION



**DR KATE BAKER** Director of Performance, UK Sport

It is an absolute pleasure to provide this Foreword for GB Boxing's Annual Review 2024-25.

As Director of Performance at UK Sport I've had many opportunities to spend time with athletes and staff from GB Boxing over the years, both in training at the Lions' Den in Sheffield and in the glare of competition, and I've always come away with a profound sense of the spirit and shared purpose of the team.

**"BOXING HOLDS A SPECIAL AND UNIQUE PLACE IN OUR HIGH PERFORMANCE SYSTEM - AND WITH THE WIDER PUBLIC OF COURSE - AND THE SPORT HAS PROVIDED SO MANY MAGICAL MOMENTS THAT HAVE MADE THE NATION PROUD."**

Boxing holds a special and unique place in our high-performance system - and with the wider public of course - and the sport has provided so many magical moments that have made the nation proud. Consistent medal success in recent decades has been made possible by both stellar talent in the ring and as importantly by the passionate, committed and hard working people around them. People are of course our greatest asset, and GB Boxing has some of our best.

Alongside performance, the culture and ethos of the programme is something I have long been impressed by. It truly is a family and like all good families it has its moments, but its people are always there for each other. Perhaps there is no greater mark of this than Cindy Ngamba's brilliant victory in Paris; the love and support that was wrapped around Cindy to enable her to achieve her dream was incredible to witness. Unconditional and all in. Our sporting system at its best. Cindy is an inspiration and a fantastic role model and UK Sport was delighted to honour her achievements with the Social Impact Award at PLx 2024.

Boxing never stands still of course, and in this ultracompetitive global sport we simply cannot afford to sit on our haunches. GB Boxing has never left a stone unturned and is prepared to face up to the unique challenge of 'going again' time after time. Seeing the brutally honest review of the Paris cycle and hearing the plans for Los Angeles 2028 (LA28) gave us great confidence in our investment and I am pleased that it is bearing fruit already.

**"GB BOXING HAS NEVER LEFT A STONE UNTURNED AND IS PREPARED TO FACE UP TO THE UNIQUE CHALLENGE OF 'GOING AGAIN' TIME AFTER TIME."**



Strong performances in the new World Boxing Cup series and the U23 European Championships were a sign of the new talent that is emerging and was confirmed by four medals at the World Boxing Championships 2025 in Liverpool.

The Championships were a huge success and congratulations to everyone involved. We know hosting major events has a performance impact and we also know that it inspires and excites the public like nothing else. Seeing our boxers perform in front of their people - their communities, families and friends - and seeing them engage with a brilliantly diverse wider audience was great.

GB Boxing is much more than a performance vehicle of course and its partnerships with mental health and homelessness charities in the Sheffield area have driven tangible social impacts. A sport that can make young people feel part of a family and encourage them to have big dreams and one that can act as a catalyst for positive wider societal change is a sport that we should all celebrate. The road to LA28 and beyond will be filled with opportunities and challenges. I look forward to continuing working together with GB Boxing to deliver more extraordinary moments.



## CHAIR'S REVIEW

RELENTLESS PURSUIT OF PROGRESS  
DRIVES BID FOR SUCCESS AT LA28

JASON GLOVER Chair

In my role at GB Boxing I have had the opportunity to speak with many people in elite sport and two themes which have consistently emerged are that the pursuit of success is utterly relentless and, that at the highest levels of elite sport, the difference between winning and losing is frequently determined by the finest of margins.

To put it simply, winning in elite sport is exceptionally difficult and if you stand still you lose. To be successful

**"TO BE SUCCESSFUL OVER ANY LENGTH OF TIME IS TOUGH AND REQUIRES CONTINUOUS COMMITMENT AND A WILLINGNESS TO EMBRACE NEW IDEAS."**

over any length of time is tough and requires continuous commitment and a willingness to embrace new ideas and find ways of gaining the vital edges that can be the difference between victory and defeat.

The harsh reality of fine margins was highlighted in the experiences of our boxers at Paris 2024 where the team's delight at the bronze medals won by Lewis Richardson and Cindy Ngamba (who represented the Refugee Team, but has been trained and coached by GB Boxing for over three years) was offset in-part by the frustration of seeing six of our seven boxers exit the competition by the narrowest of 3-2 split decisions.

Likewise, the relentless nature of elite sport was vividly illustrated by the fact that, no sooner had the Olympic flame been passed from Paris to Los Angeles, than the GB Boxing team was back in our gym in Sheffield and planning for LA28.

Reviewing the team's performance in Paris and ensuring that we learn the right lessons from both the Games itself and the whole cycle was a central part of the planning process for LA28 and had a big influence on the development of GB Boxing's 2025-29 strategy.

A recognition of the significance of fine margins and the need to be persistent in the pursuit of progress, sits at the heart of this strategy. And even though we are still in the early stages of the Los Angeles cycle, signs of the tweaks and refinements we have made to the World Class Programme (WCP) as part of the new strategy are already visible in the day-to-day work of the team at GB Boxing.

In terms of the make-up of the squad, we have seen the inevitable churn that always happens post-Olympics as some boxers choose to pursue careers in the professional ranks. However, in regenerating our elite Podium squad, more stringent criteria have been applied to the selection and retention of boxers

resulting in a highly focused group that the coaches believe have genuine Olympic potential and the capability to win medals at major tournaments.

In terms of day-to-day activities, our approach to the development of boxers has become much more individualised. This way of working looks holistically at every aspect of each boxer's development and identifies the specific areas that they need to work on. It is a complete 360-degree approach that not only looks at each boxer's technical, physical and mental attributes but also assesses their lifestyle, personal habits and behaviours when they are away from camp and identifies ways that each boxer can make improvements that will help them to acquire the attributes that are needed to be successful at world level.

This relentlessness in the pursuit of progress has been applied across all aspects of our work.

To give just one example, data and analysis has always played a big part in the WCP and we are increasingly looking at ways we interrogate and interpret this, to ensure the performance team is taking the best possible insights from the data.

The aim is to create a situation where our WCP is learning faster than our opponents and turn this into a competitive advantage that enables our boxers to understand the small details that can give them a vital edge in a bout and make a difference when the margins are finest.

Using data and statistics as intelligently as possible is an example of how GB Boxing is trying to make the most of all the resources that we have as part of the WCP and is something that we have to do if Great Britain is going to be able to continue to compete with countries with huge populations (such as China, USA, Brazil and India) or those where boxing is the leading sport (like Kazakhstan, Uzbekistan and Cuba) as these nations have a significant advantage in the number of boxers at their disposal.

Overcoming this structural disadvantage means GB Boxing has to work smarter than our biggest competitors and maximise all its assets. I have no doubt that one way we have done this over the last 15 years has been through the quality of our coaches, the expertise of the sport science and medical professionals that support them, and the unparalleled knowledge and experience of our Performance Director, Rob McCracken. The work of all of these people has been vital in enabling GB Boxing to level the playing field to some degree.

However, the coaches and support staff are not the



only people in the gym that can positively influence our boxers. Through the 'Podium2Pro' programme (which provides a career path into the professional ranks for former squad members that want to remain in the GB Boxing set-up) our squad is able to train alongside professional boxers, such as Tokyo 2020 medallists Lauren Price and Karriss Artingstall, who know what it takes to win an Olympic medal.

I know from speaking to Lauren and Karriss in the gym that they both have an enormous amount of knowledge to pass on. They are also superb role models in the way that they conduct themselves and go about their training and preparation. I believe that it is a huge benefit for our boxers to share a gym with such fantastic mentors and am certain that having the opportunity to train, spar and talk to athletes of the calibre of Lauren and Karriss can only help them to get better.

It all adds up to a positive start to the Los Angeles cycle from a performance perspective, which has been complemented by developments outside of the gym.

This has been most pronounced in international relations where GB Boxing and the home nation governing bodies have continued to play a prominent role in supporting the new International Federation, World Boxing, most notably by hosting the 2024 World Boxing Cup Finals in Sheffield and winning the bid to

host the inaugural World Boxing Championships in 2025.

The ability to deliver high-quality competitions is one of the factors that has helped to firmly establish World Boxing as a credible International Federation and it received a massive boost in the early part of 2025 when the International Olympic Committee (IOC) granted World Boxing provisional recognition and confirmed that boxing will be restored to the programme for LA28.

**“THE CONFIRMATION THAT BOXING WILL BE PART OF LA28 IS THE NEWS WE HAD ALL BEEN WAITING FOR AND HAS BROUGHT CERTAINTY AND RENEWED VIGOUR TO THE WCP WHICH CAN BE SEEN IN THE SIGNIFICANT PROGRESS MADE OVER THE LAST 12 MONTHS.”**

This is fantastic for boxing, at all levels of the sport throughout the world, and I think that GB Boxing and in particular our Chief Executive Matt Holt, who is a Vice President of World Boxing, deserve huge credit for their roles in establishing World Boxing and getting it to the place where it is today.

The confirmation that boxing will be part of LA28 is the news we had all been waiting for and has brought certainty and renewed vigour to the WCP which can be seen in the significant progress made over the last 12 months.

As we look forward to the rest of the cycle, I am confident that GB Boxing is well placed to meet the challenges that it will face and will continue to be relentless in its pursuit of progress and ensuring that it delivers more success for Great Britain at the Olympic Games in Los Angeles.

# PERFORMANCE REVIEW

## Paris 2024 Olympic Games

The centrepiece of the competitive calendar in 2024-25 was the Paris Olympic Games, which ran from 26 July – 11 August 2024. Following a lengthy campaign, GB Boxing qualified six boxers to represent Team GB: Charley Davison, Rosie Eccles, Chantelle Reid, Lewis Richardson, Pat Brown and Delicious Orie. They were joined by Cindy Ngamba who had trained with GB Boxing for more than two years and represented the Refugee Olympic Team as she has not secured a British passport.

**“THE BRONZE MEDALS WON BY LEWIS AND CINDY WERE A WELL-DESERVED REWARD FOR TWO PEOPLE THAT HAD ALWAYS BEEN SUPERB AMBASSADORS FOR GB BOXING.”**

After 14 days of competition, which began at the North Paris Arena and concluded at Roland Garros Stadium, boxers from the GB Boxing gym came away with two medals as Lewis Richardson won a bronze for Team GB while Cindy Ngamba became the first refugee in history to win an Olympic medal in boxing as she also took bronze.

The two medals were the highpoints of a tournament that illustrated the unyielding demands of elite international boxing and included a challenging start as four of the first five boxers to compete for Team GB produced good performances but lost on 3-2 split decisions in bouts that many observers felt they deserved to win.

The bronze medals won by Lewis and Cindy lifted the team after a difficult start and were a well-deserved reward for two people that had overcome significant adversity in their lives and careers yet had always been superb ambassadors for GB Boxing.

## Building for the future

The immediate post-Games period was marked by a degree of churn as the process of rebuilding for the future began with the departure of many senior boxers, including all three of the male Olympians.

A review of the Paris cycle and the experiences of the team at the Games led to an evolution in the workings of the World Class Programme (WCP) with an increased focus on individualised training regimes accompanied by a deep analysis of what it takes to win in an international boxing environment that is getting consistently harder, where the margins of victory are increasingly tight.

One outcome of this has been the application of more rigorous criteria to decisions around the selection and retention of boxers with an ever-increasing focus on men and women that the coaches believe demonstrate the right level of potential to win medals at major international tournaments and the Olympic Games.

It has resulted in a smaller but tightly focused squad that has already begun to demonstrate its potential with a series of excellent performances post-Paris at seven international tournaments where Great Britain's men and women won 52 medals, including 20 golds.

Highlights included the U23 European Championships in Sofia in October 2024 where a relatively inexperienced team won nine medals which included golds for Sacha Hickey and Teagn Stott, four silvers and three bronze. A month later, the World Boxing Cup Finals in Sheffield saw boxers from the squad contest six finals in a high-class competition as Odel Kamara, Dimeji Shittu and Dionne Burman won gold and Vivien Parson, Kayla Allen and Ellis Trowbridge took silver.

As GB Boxing heads into the Los Angeles cycle, the







performances of this talented new cohort provide significant grounds for optimism. With further World Boxing Cup events in 2025 and a home World Boxing Championships in Liverpool in September 2025, the outlook is positive.

## Performance Pathways

The consistent requirement to re-build and refresh means that GB Boxing has to ensure a steady flow of new talent into the squad and over the last year it has worked closely with the national governing bodies (NGBs) in England, Scotland and Wales to host nine Assessment Camps that have been attended by 22 boxers (18 men and 4 women).

The two or three-day camps all took place in the GB Boxing gym at the English Institute of Sport Sheffield and provided an opportunity for the boxers to train and work with coaches and sport science and medical staff from the WCP. Most boxers attended multiple camps, which gave the coaches an opportunity to work with them over a prolonged period and resulted in seven men and two women being offered a place on the WCP.

At the other end of the career path, GB Boxing's 'Podium2Pro' programme, which provides a pathway into professional boxing for ex-squad members that want to remain in the GB Boxing environment, has continued to thrive as Lauren Price and Karriss Artingstall enjoyed more success.

In the course of the year, Lauren enjoyed three wins and became the first 'Podium2Pro' boxer to win a professional world title when she defeated the USA's Jennifer McCasckill to land the IBO and WBA welterweight belts. Karriss continued the unbeaten start to her career with two victories.

The highlight came in March 2025 when both starred in a historic all female card at the Royal Albert Hall in London where Karriss defeated former GB Boxing squad member, Raven Chapman, while Lauren outpointed 2012 Olympian and one of GB Boxing's first ever female boxers, Natasha Jonas, to unify the welterweight division.

Having boxers of the calibre of Lauren and Karriss in the GB Boxing gym is a major benefit to the WCP,

particularly the women, who have the opportunity to spar and learn from two Olympic medallists. It also sends a message to the whole squad that GB Boxing can deliver a pathway to support their career aspirations at every stage through Olympic boxing and into the professionals.

## Coach development

Coach development activities have focused on creating individual learning opportunities and experiences for all the coaches at major tournaments and championships.

All the full-time coaches travelled to the Olympic Games and, while they were not all able to be ringside, they were with the team throughout the preparation camp and competition and had the opportunity to experience working at a massive global event.

Although she boxed for the Refugee Olympic Team, Cindy Ngamba was cornered by GB Boxing's, Darren Maher, which gave him a fantastic opportunity to coach at the highest level and delivered a successful outcome as Cindy won bronze.

The importance of developing all of GB Boxing's coaching team was shown in the early part of 2025, when its two most experienced members, Dave Alloway and Lee Pullen, announced their retirement from full-time coaching.

The departure of two experienced and universally admired coaches, who had played a massive part in a 15-year period of unprecedented success, was a disappointment for everyone connected with GB Boxing. However, the work that has gone into developing the next generation of senior coaches means the succession has gone smoothly. It has created new opportunities for full-time coaches, Gary Hale, Graham Alderton, Darren Maher, Paul Bennett and Phill Sellars and allowed an opening for two part-time Performance Coaches, Ben Stewart and Jason Gledhill, to take on full-time roles.

**"AS GB BOXING HEADS INTO THE LOS ANGELES CYCLE, THE PERFORMANCES OF THIS TALENTED NEW COHORT OF BOXERS PROVIDES SIGNIFICANT GROUNDS FOR OPTIMISM."**



# OPERATIONS REVIEW

Being an efficient and well-run organisation is central to the successful delivery of the World Class Programme (WCP) and over the last 12 months, GB Boxing has made significant progress and delivered achievements in a number of operational areas, particularly international relations; delivering competition opportunities; diversity and inclusion; communications and stakeholder relations; and community relations.

These have delivered benefits to the boxers and assisted the smooth running of the WCP in a number of ways, as what happens outside of the ring and the boxing gym, does have the potential to impact on what happens inside of it.

## International relations

In the last 12 months GB Boxing has continued to play an important role in the development of the new International Federation (IF), World Boxing, whose continued progress and achievements have helped to create a more stable environment in international Olympic-style boxing.

In his role as one of World Boxing's three Vice Presidents, GB Boxing's Chief Executive, Matt Holt,

has played a key part in this and has helped the organisation to make significant progress in growing its membership, delivering high-quality competition opportunities and increasing financial stability.

All of this has helped to boost the credibility of the organisation in the eyes of the International Olympic Committee (IOC) and in February 2025, it gave a massive boost to the sport when World Boxing was granted formal recognition as the IF at world level. Three weeks later, the IOC confirmed that boxing would be restored to the Olympic programme at Los Angeles 2028 (LA28).

This was fantastic news for GB Boxing and everyone connected with the sport, as the continued exclusion of boxing from the Olympic programme had posed an existential threat to the WCP. The announcement that boxing would be restored for LA28 was a source of huge relief and completely justified all of the time and effort that GB Boxing and the home nation governing bodies had put into helping establish World Boxing in December 2022, and providing many of the resources that enabled it to grow to become a credible IF in a very short period of time.

## Delivering world class events

One of the many ways in which GB Boxing and the home nation governing bodies have supported World Boxing is through the delivery of events that have helped to bolster its standing with the IOC and demonstrated that it had the capability to deliver a calendar of high-quality competition opportunities for its members boxers.

In January 2024, GB Boxing and England Boxing hosted the 'World Boxing Cup: GB Open' at the English Institute of Sport in Sheffield and in November of the same year they teamed-up again to stage the Final of the World Boxing Cup series for 2024 in the same venue.

**"THE ANNOUNCEMENT THAT BOXING WOULD BE RESTORED FOR LA28 WAS A SOURCE OF HUGE RELIEF AND COMPLETELY JUSTIFIED ALL OF THE TIME AND EFFORT THAT GB BOXING HAD PUT INTO HELPING TO ESTABLISH WORLD BOXING"**





More than 120 boxers from over 20 countries took part in the four-day Finals event which received very positive feedback from boxers and coaches relating to both the delivery of the competition and the quality of the staging.

Having the opportunity to compete at home was also a major bonus for boxers in the GB Boxing squad, who enjoyed great success and won three golds and three silvers across the 13 men and women's weight categories. It provided a great opportunity for boxers in the squad to earn valuable competitive experience in a high-class tournament featuring top quality opposition from around the world and provided a platform for some of the men and women to show that they had what it takes to be successful and win medals at world level.

The success of these events has helped to establish Great Britain as a place with the capability to deliver major boxing events and in September 2024, World Boxing announced that Liverpool had won the bid to host the inaugural World Boxing Championships for Elite men and women in September 2025.

The bid to host the World Boxing Championships was developed by a group of partners including GB Boxing, England Boxing, Liverpool City Council and the M&S Bank Arena and supported by the National Lottery and UK Sport. It is a fantastic opportunity for boxers in the GB Boxing squad to compete at a major global event on home soil and would not be possible without the support of all the event partners and, particularly, the investment provided by UK Sport's Major Events team.

## Anti-doping

GB Boxing supports clean sport and in the last 12 months it has delivered an extensive programme of anti-doping education to its boxers with a specific focus on rights and responsibilities for athletes, the testing process and the use of supplements, particularly CBD (Cannabidiol).

This education work is of critical importance to both the career development of the boxers and the reputation of GB Boxing and has contributed to another

positive year in which boxers from the squad returned zero adverse analytical findings from 38 out-of-competition tests.

## Performance Lifestyle

Providing opportunities for boxers to develop as people and pursue interests and activities away from the gym is an important part of the WCP experience and the broader, holistic support provided by GB Boxing.

Over the last 12 months, GB Boxing's Performance Lifestyle coach has continued to engage with boxers from the squad in a series of one-to-one activities to support their personal and professional development goals. In many cases that has involved boxers participating in community activities through GB Boxing's partnerships with Sheffield based charities, Roundabout and Sheffield Mind. As part of this, several boxers have delivered training sessions and talks to people from both charities which has provided an outlet for them to make a positive contribution to the community on issues that they care about.

## Diversity & Inclusion

GB Boxing is committed to creating a culture where everyone, in and out of the ring, feels welcome, safe, valued and included regardless of their background. In the last year it has continued to make progress in this area through the delivery of its Diversity & Inclusion plan, most notably in increasing organisational awareness of diversity within GB Boxing and by continuing to communicate organisational progress.

Internally, GB Boxing conducted an all-staff consultation and data gathering exercise to establish a benchmark of the diversity make-up of the organisation which is being used to inform organisational plans in recruitment and workforce wellbeing.

**“GB BOXING IS COMMITTED TO CREATING A CULTURE WHERE EVERYONE, IN AND OUT OF THE RING, FEELS WELCOME, SAFE, VALUED AND INCLUDED REGARDLESS OF THEIR BACKGROUND”**

Externally, GB Boxing has continued to use its social media platforms and engaged boxers from the squad to showcase its work in this area and promote diversity and inclusion by supporting a range of national and international campaigns, religious holidays and days of action including Mental Health Awareness Day, Pride, Ramadan, Eid Mubarak and Black History Month.

One example of this related to the historic all female boxing show at the Royal Albert Hall in March 2025, which featured 'Podium2Pro' boxers, Lauren Price and Karriss Artingstall, and GB Boxing's 2012 Olympian, Natasha Jonas. The event took place the day before International Women's Day 2025 and to mark this occasion, GB Boxing celebrated the night in a feature article on its website and a series of social posts that

**"GB BOXING CELEBRATED THE HISTORIC ALL FEMALE CARD, WITH A FEATURE ON ITS WEBSITE AND A SERIES OF SOCIAL POSTS THAT SHOWCASED THE KEY ROLE THAT WOMEN FROM THE WCP HAD PLAYED IN INSPIRING THE GROWTH OF FEMALE BOXING IN GREAT BRITAIN."**

showcased the key role that women from the WCP had played in inspiring the growth of female boxing in Great Britain over more than a decade.

GB Boxing's support for athletes from a range of backgrounds was also acknowledged

at the British Diversity Awards in March 2025 when Cindy Ngamba won the 'Athlete Powering Positive Change Award' in recognition of her powerful role as a medallist for the Refugee Olympic Team and her advocacy for inclusion, representation and the unifying power of sport.

Cindy's willingness to speak out in support of LGBTQ communities was also honoured at the Virgin Atlantic Attitude Awards in October 2024 where she won 'The Sport Award' and the Metro Pride Awards 2025, where she was named 'Sports Hero of the Year'.

## Communications, media and stakeholder relations

As an Olympic year, 2024-25 provided a great opportunity to highlight the achievements of the boxers and showcase the work of the WCP to enhance the positive reputation that GB Boxing has built-up over many years

An extensive range of media activities were delivered throughout the year which were supported by a regular flow of social media posts, featuring content created and originated by GB Boxing, which highlighted the successes and achievements of the WCP.

In the build-up to Paris 2024, the communications team created and delivered a series of media opportunities and managed multiple enquiries from press and broadcast outlets to create numerous interview and profile-raising opportunities for the boxers in the team.

Two of the opportunities were delivered in conjunction with Team GB's communications team and included a Media Day in the GB Boxing gym to announce the team for Paris 2024 and a second one at Kitting Out in Birmingham.

Boxers from the squad also featured in a wide-range of media activities to support Olympic-themed campaigns delivered by Team GB partners, such as Aldi and Tik Tok, and key stakeholders including UK Sport and The National Lottery.

At Paris 2024, one of GB Boxing's communications team was accredited by Team GB to work with the boxers throughout the Games period and support them during pre and post competition media activities.

On digital and social media, GB Boxing delivered a news service throughout the Games period using content created in-person, remotely and by colleagues at the Games, which was viewed on GB Boxing's social media channels on more than 3.5 million occasions in June, July and August 2024. In July and August, films and interviews posted on GB Boxing's video based social platforms received more than 555,000 views, which is a very high figure given the IOC's stringent guidelines on social media usage during the Games period.

Throughout the year, GB Boxing maintained a daily flow of daily social media activity to showcase the WCP and raise awareness of the boxers achievements which has seen its following continue to rise. For the period 1 April 2024 – 31 March 2025, GB Boxing's total social media footprint grew by 3.5 per cent and finished the year with more than 143,000 followers across its four main channels. The largest platform continues to be Instagram which has just under 65,000 followers.

## Commercial

GB Boxing's main commercial partner is kit and equipment supplier, Sting, and over the last 12 months it has continued to amplify this relationship with a range of content creation and social media activations. This included two photoshoots with a host of boxers from the GB Boxing squad. The shoots featured a mix of performance and lifestyle images and provided content to enable both GB Boxing and Sting to promote the relationship across their respective channels in the build-up to Paris and post-Games.







## Community relations and social Impact

As an organisation that benefits from public funding, GB Boxing is committed to having a positive impact on society and over the last 12 months it has delivered a host of community focused activities to support the work of its two charity partners, Roundabout, which works to prevent youth homelessness in South Yorkshire and Sheffield Mind, which provides mental health support and wellbeing services across the city.

During 2024-25, coaches and boxers from the squad have delivered a series of coaching classes to service users from Roundabout, and GB Boxing employees have taken part in a number of fundraising initiatives for both partners, including sponsored 10K runs and cake sales.

As part of these fundraising activities, GB Boxing's lead Strength & Conditioning Coach, Gary Hutt raised more than £1,000 for Roundabout as part of a 'Sleep Out' event in November 2024, when he was one of a group of people that braved the cold to spend the night sleeping on the streets of Sheffield. Gary's efforts were recognised at GB Boxing's Annual Awards night in December 2024 when he was a joint recipient of the Community Award, along with Podium Coach, Gary Hale.

Outside of its work with Roundabout and Sheffield Mind, the vast majority of boxers in the Podium squad have undertaken some form of community activity in the course of the last 12 months with a programme of school visits, community appearances and by continuing to support their own boxing clubs by delivering coaching sessions and appearing at club events and awards evenings.

The wide-ranging impact of Cindy Ngamba's achievement in becoming the first refugee in history to win an Olympic medal in boxing was also recognised at the UK Sport PLx awards in December 2024, where she won the 'Social Impact Award' for her role as an athlete who has harnessed the power of her platform

to contribute towards societal change.

After receiving her Award from Dame Katherine Grainger at the ceremony in Manchester, Cindy said: "I want to thank GB Boxing very much from the bottom of my heart. They took me in with open arms when I arrived three and a half years ago. They never treated me differently as a refugee, but as a teammate. I've been giving back to the community in my town, Bolton. I try to give back by motivating the next generation as well as the whole community, to show them that I am like them and if I can achieve what I've achieved, then they could be the next person like me, or even better."

The WCP will build on these activities in the next 12 months to ensure that GB Boxing can continue to engage with local communities and have a positive impact on society.

**"GB BOXING HAS DELIVERED A HOST OF INITIATIVES TO SUPPORT THE WORK OF ITS TWO CHARITY PARTNERS, ROUNDABOUT AND SHEFFIELD MIND"**





# FINANCIAL REVIEW

The Financial Review contains extracts from the audited accounts for the year end March 2025. 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, 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 chair, the Chief Executive of GB Boxing, two representatives from each of the three home nations and four independent directors appointed for their 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 2024 – 31 March 2025.

Board member	Sub-committee function
<b>Jason Glover, Chair</b>	Audit, Remuneration (Chair) and Nominations Committees (Chair)
<b>Matthew Holt, Chief Executive Officer</b>	
<b>Richard Brooke, England Boxing</b> (Resigned 4 February 2025)	Audit Committee
<b>Michael Norford, England Boxing</b> (Resigned 1 May 2024)	
<b>Chris Smith, England Boxing</b> (Appointed 15 May 2024)	
<b>Craig McEvoy, Boxing Scotland</b>	Remuneration Committee
<b>Colin Metson, Welsh Boxing</b> (Resigned 11 March 2025)	
<b>Paul Thorogood MBE, Welsh Boxing</b>	Nominations Committee
<b>David Chadwick, Independent</b>	Audit Committee
<b>Christine Ohuruogo MBE, Independent</b>	Nominations Committee
<b>Lucy Walker, Independent</b>	Audit (Chair), Remuneration and Nominations Committee

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 2025

	2025	2024
	£	£
Income	3,132,553	3,198,276
Direct expenses	(1,799,781)	(1,727,276)
<b>Gross profit</b>	<b>1,332,772</b>	<b>1,471,000</b>
Other operating income	30,762	30,762
<b>Less: overheads</b>		
Administration expenses	(1,602,816)	(1,695,724)
<b>Operating (loss)/profit</b>	<b>(239,282)</b>	<b>(193,962)</b>
Interest receivable	3,512	5,843
Tax on surplus/(deficit) on ordinary activities	(4,531)	-
<b>Surplus/(Deficit) for the year</b>	<b>(240,301)</b>	<b>(188,119)</b>

## Schedule to the detailed accounts for the year ended 31 March 2025

Income	2025	2024
	£	£
UK Sport income	3,003,895	3,035,613
Foreign nations and other recharges	41,361	79,029
Sponsorship and other income	87,297	83,634
	3,132,553	3,198,276
<b>Direct expenses</b>	<b>2025</b>	<b>2024</b>
	£	£
Podium boxers	470,960	495,502
Development boxers	21,911	27,566
Female boxers	3,601	6,322
Talent Group ID	134,297	113,810
Equipment and clothing	10,000	10,000
Coaches	233,451	231,204
Camps	67,792	134,366
Sports science and sports medicine	520,291	540,516
Cost of boxers' accommodation	176,825	167,990
Olympic Games delivery	160,653	-
	1,799,781	1,727,276
<b>Other operating income</b>	<b>2025</b>	<b>2024</b>
	£	£
Net rents receivable	30,762	30,762

Administration expenses	2025	2024
	£	£
Directors salaries	105,481	103,218
Directors pension costs	25,291	27,590
Staff salaries	805,497	801,902
Staff national insurance	95,668	96,787
Staff pension costs	51,302	52,970
Staff training	4,928	8,178
Hotels, travel and subsistence	18,902	26,544
Consultancy	56,534	67,738
Printing, postage and stationery	5,881	5,914
Telephone	11,134	9,576
Legal and professional	7,835	59,456
Auditors' remuneration	13,875	16,268
Equipment hire	1,827	3,870
Bank charges	271	449
Difference on foreign exchange	584	442
Sundry expenses	72,139	75,713
Rent and rates	175,419	177,025
Insurances	24,491	22,377
Repairs and maintenance	10,498	13,370
Depreciation	44,390	51,774
Profit/loss on sale of tangible assets	-	1,942
Disallowable input VAT	45,888	49,286
Credit card charges	1,097	918
Tickets	23,884	22,417
	1,602,816	1,695,724
<b>Interest receivable</b>	<b>2025</b>	<b>2024</b>
	£	£
Bank interest receivable	3,512	5,843



## Balance sheet as at 31 March 2025

	2025	2024
<b>Fixed assets</b>	<b>£</b>	<b>£</b>
Tangible assets	1,024,128	1,065,328
Investments	1	1
	<b>1,024,129</b>	<b>1,065,329</b>
<b>Current assets</b>		
Debtors: amounts falling due after more than one year	10,000	20,000
Debtors: amounts falling due within one year	66,980	382,365
Cash at bank and in hand	172,426	220,326
	<b>249,406</b>	<b>622,691</b>
Creditors: amounts falling due within one year	(64,545)	(238,729)
<b>Net current assets</b>	<b>184,861</b>	<b>383,962</b>
<b>Total assets less current liabilities</b>	<b>1,208,990</b>	<b>1,449,291</b>
<b>Net assets</b>	<b>1,208,990</b>	<b>1,449,291</b>
<b>Capital and reserves</b>		
Profit and loss account	1,208,990	1,449,291
	<b>1,208,990</b>	<b>1,449,291</b>

## THE ROAD TO LOS ANGELES

# LEARNING FROM EXPERIENCE POINTS THE WAY TO A BRIGHT FUTURE



**ROB MCCRACKEN CBE** Performance Director

One of the key characteristics of the World Class Programme (WCP) that has enabled GB Boxing to be successful over a long period of time has been the ability to use experiences – good and bad – to help us learn and get better.

This has certainly been the case in the post-Games period, where the team has worked together to review, dissect and analyse the lessons of the Paris cycle. The

**“WE HAVE BEEN ABLE TO ASSESS THE PERFORMANCES OF OUR BOXERS AGAINST THOSE AT THE ELITE LEVEL AND MAKE A JUDGEMENT ON WHICH ONES SHOW SIGNS OF POSSESSING THE TECHNICAL, PHYSICAL AND MENTAL ATTRIBUTES THAT ARE NEEDED TO THRIVE AT THE HIGHEST LEVEL.”**

insights from this have been put into practice and we are already seeing positive signs.

In truth, much of this is about small tweaks or responding to changes in the environment around us. But already, when I look back over the last 12 months, I can see several ways in which the adaptations we have made to the WCP are making a difference.

The biggest change from the Paris cycle is that the international boxing environment is much more settled under the leadership of the new International Federation,

World Boxing.

This has created far greater stability and means that over the last 12 months we have been able to take our boxers to overseas training camps and high-quality international competitions like the World Boxing Cup series, which features the best boxers from the top nations and has been fantastic for the development of our squad.

This contrasts with the previous cycle where – for reasons that were way beyond the control of GB Boxing – our boxers were denied the opportunity to compete at major international tournaments and not able to gain the top-level experience and exposure to a range of styles that is so important to the development of elite athletes.

This change in the international environment has been good for GB Boxing and means that we have been able to assess the performances of our boxers against those at the elite level and make a judgement on which ones show signs of possessing the technical, physical and mental attributes that are needed to thrive at the highest level.

From a performance perspective, this is enabling

us to make quicker and better-informed decisions on the make-up of our squad. And though one outcome of this is that some boxers have sadly departed the WCP, it means that the GB Boxing gym is a truly elite environment, where the most talented young boxers have the opportunity to work with experienced coaches who know what it takes to win Olympic medals.

I know from all my years of experience that the relationship between boxer and coach is critical, and another small change we have made since Paris has been to assign each boxer a lead coach. It means that while the boxers continue to work with all the coaches in the gym, their overall development plan is overseen by a designated coach.

This has been a very healthy development as it has created greater accountability in the relationships between the boxers and coaches and is helping to forge the strong bonds of trust that are so vital in boxing, where competition takes place over three, three-minute rounds and the difference between winning and losing often comes down to fine margins.

Speaking of coaches, one big change since Paris is that two of our most senior coaches, Dave Alloway and Lee Pullen, have retired. Dave and Lee have made a huge contribution to GB Boxing and have been central to a period of unprecedented success for boxing in Great Britain, where at least one of them was in the corner for every one of the 15 medals won by Team GB boxers from London 2012 to Paris 2024.

Dave and Lee gave fantastic service to GB Boxing and while we miss their presence in the gym, they were great sharing coaches who were brilliant at passing on knowledge, so their insight and know-how is retained within the WCP.

Added to this, we have an excellent team of experienced coaches, particularly Gary Hale and Graham Alderson, who have both been to multiple Olympic Games, and are very well equipped to continue Dave and Lee's excellent work and ensure that GB Boxing continues to set world-class standards in the quality of its coaching.

It is another example of the importance of learning from experience, which has been a big theme of the last 12 months. It has shaped much of our work at GB Boxing and means we are now in a very positive place and looking forward to the rest of the cycle with optimism and confidence.

**“DAVE AND LEE HAVE MADE A HUGE CONTRIBUTION TO GB BOXING AND HAVE BEEN CENTRAL TO A PERIOD OF UNPRECEDENTED SUCCESS FOR BOXING IN GREAT BRITAIN, WHERE AT LEAST ONE OF THEM WAS IN THE CORNER FOR EVERY ONE OF THE 15 MEDALS WON BY TEAM GB BOXERS FROM LONDON 2012 TO PARIS 2024”**







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