

# IMPACT AWARD

## GLENDALE AMATEUR BOXING & FITNESS CLUB

**SOCIAL &  
COMMUNITY  
DEVELOPMENT**

Glendale Amateur Boxing Club is a volunteer led club, based in the small Northumberland Village of Wooler, close to the Scottish Borders. Due to the rural location, services are limited and the nearest sports facility is over a 30 minute drive.

The club was established in 2014 using Sport England's Satellite Club funding to provide local people in the rural community with the opportunity to take part in regular boxing and/or fitness sessions.

### Effective use of insight & customer engagement

The club was established from local demand. Head Boxing Coach David Milburn and Treasurer Alastair Sharp, were making a 40 mile round trip to take their sons and friends to boxing training 2-3 evenings per week.

A community meeting was organised with a range of local partners attending, including Northumberland Sport, the local Sports Development Team and over 60 local residents. Demand was clearly identified for the boxing facilities and a committee was formed.

At this same meeting it also became clear that there was also demand for local delivery of fitness classes and it was agreed to develop a fitness element to the club. A clear statement that the club was prepared to deliver for the community needs not just what the sport of boxing dictated.

Northumberland Sport provided the first initial funding to enable the club to launch. Initially planned for the local auction mart, the club soon developed a key relationship with the new Headteacher at Glendale Middle School, who provided use of the school hall and gym for the club.

"We are delighted that the new boxing and fitness club is operating using the facilities at Glendale Middle School. This school is an important part of the community with facilities that can benefit the children who attend the school, their families and the wider community. We are looking forward to a long and successful association between the club and school".

Mike Deane-Hall, Headteacher, Glendale Middle School

## Evidence of achievement against the set objectives

Since its establishment the club has engaged over 50 14-25 year olds either into boxing or fitness classes. They have supported 4 local volunteers to become qualified fitness instructors and have 3 further volunteers waiting to undertake England Boxing qualifications.

The club was also awarded the North East Satellite Club of the Year Award by Sport England for 2016.

"I have been a member of the club for 18 months now along with my two daughters aged 15 and 8. Its great as a family to have a club nearby that fits our needs. I have witnessed my daughter's fitness improve along with their confidence and overall well being".

Becky Robinson

## Effective local leadership - brokering relationships, influencing stakeholders & co-ordinating delivery

The club was community driven but without the support of the CSP it would not have been established. As well as the initial grant Northumberland Sport has provided additional support around club development, with the preparation of a Club Development Plan. This has resulted in the club identifying local volunteers to become trained and further funding secured to support the club via year 4 of the Satellite Club programme.

A CSP event has resulted in the club becoming a Sported member and being able to access the Box On project which will draw in further finances for the club. Sported has also provided a Business Mentor which has supported the club to develop a Business Plan. The CSP has also supported the club to access the Club Matters programme. The club has been recognised by NCC Public Health as a best practice case study delivering substantial change within their local community and has facilitated visits from other communities within Northumberland to learn from their experience.

"This is a great and friendly club! The gym is right on my doorstep with local coaches and instructors. Whether you go purely for fitness or boxing or just for the social benefit it is welcoming to everyone. As I go into my second season of boxing the support from the club and locals is really important and has a huge impact on me".

Russel Walsh

## Innovative practice

The success of the club has been the combination of boxing coaching and fitness classes. Locally the club is seen as a 'family' and works to encourage all ages to take part and get active. They are a real community club who work hard with partners in the village to develop local opportunities for local people.

The club is now working with the school to develop the use of their on-site swimming pool to provide even more opportunities for local residents.

Check out the club's YouTube video!

[www.glendaleboxingandfitness.co.uk](http://www.glendaleboxingandfitness.co.uk)  
[www.northumberlandsport.co.uk](http://www.northumberlandsport.co.uk)

For more information on the Glendale Amateur Boxing & Fitness Club please contact Gail Ballance, Funding Manager on 01670 623515 or email [gballance@activenorthumberland.org.uk](mailto:gballance@activenorthumberland.org.uk)