



Executive Summary:

Royal Berkshire Boxing aims to establish a boxing and fitness club servicing the Mortimer, Burghfield and Tadley areas to provide an inclusive and accessible space for people of all ages and backgrounds to engage in physical activities, specifically boxing and related fitness programs. By offering an affordable and supportive environment, Royal Berkshire Boxing aims to divert individuals from negative influences, motivate personal growth, and provide opportunities for skill development. Through strategic partnerships, community engagement, and a comprehensive business model, Royal Berkshire Boxing seeks to make a positive impact on the lives of individuals and the broader community.

1. Objectives:

- a. To create a safe and inclusive environment that encourages individuals to engage in boxing and fitness activities, keeping them away from negative influences and encouraging them make the right choices in life.
- b. To offer affordable membership rates, ensuring access to individuals from all socioeconomic backgrounds.
- c. To develop a comprehensive range of programs that cater to all skill levels, providing opportunities for personal growth, skill development, and competitions from all ages and backgrounds.
- d. To establish partnerships with local schools, community centres, and youth organisations to expand our reach and collaborate on community-driven initiatives.
- e. To educate about the importance of fitness, discipline, and self-confidence, promoting overall well-being.

2. Target Market:

Royal Berkshire Boxing focuses on targeting young people from the age of 8 upward, particularly those residing in communities characterised by high crime rates, limited recreational facilities, and socioeconomic challenges. Additionally, Royal Berkshire Boxing is inclusive and welcomes participants from all ages, backgrounds, genders, and skill levels, fostering a diverse and accepting community.

3. Services and Programs:

- a. **Boxing Classes:** Offering various programs designed for different skill levels, including beginners, intermediate, and advanced boxing classes. Employing certified trainers who provide technical instruction, fitness routines, and personal mentorship.
- b. **Fitness Conditioning:** Providing strength and conditioning classes, cardiovascular classes and general fitness classes tailored to suit all skill and overall fitness levels accessible by all.
- c. **Personal Development Workshops:** Organising workshops on topics such as leadership, communication skills, goal setting, and resilience to cultivate personal growth.
- d. **Community Outreach:** Collaborating with local schools, community centres, and youth organisations to offer boxing and fitness workshops, hosting educational seminars on health and wellness.
- e. **Competitions and Events:** Organising and attending regular boxing events, to provide opportunities for participants to showcase their skills and build camaraderie.

4. Marketing and Promotion:

- a. **Social Media Presence:** Utilising various social media platforms to promote Royal Berkshire Boxing's services, share success stories, offer free trials, and engage with the target audience.
- b. **Partnerships:** Collaborating with local schools, community organisations, and youth centres to spread awareness about Royal Berkshire Boxing 's mission and programs.
- c. **Flyers and Local Advertising:** Distributing flyers and placing advertisements in local newspapers, community centres, and school notice boards.
- d. **Positive Media Coverage:** Engaging with local media outlets to highlight success stories, community impact, and promote Royal Berkshire Boxing as a positive force within the community.
- e. **Competitive Events:** Attending and hosting local, national, and international events for boxers to compete in structured competition.

5. Financial Planning:

- a. **Startup Costs:** Determining all initial expenses such as facility, equipment purchase, licensing, and marketing – Funding will be secured via accessible grants from England Boxing and Sport England.
- b. **Membership Fees:** Setting affordable membership rates to ensure inclusivity, while maintaining a sustainable revenue stream.
- c. **Grant Funding and Sponsorship:** Seeking grants, fundraising opportunities, and local sponsorship to supplement revenue and provide financial support for community outreach programs.

d. Strategic Alliances: Establishing partnerships with other fitness studios or health clubs to offer additional services, shared resources, and potential income sharing opportunities.

6. Organisational Structure:

Royal Berkshire Boxing will be structured as a charitable incorporated organisation (CIO). The management team will consist of a board of trustees as set out in the requirements of the charity commission. Qualified trainers, support staff, and volunteers will be hired as needed to facilitate smooth operations and community engagement activities.

7. Conclusion:

Royal Berkshire Boxing seeks to fill the void of recreational opportunities for marginalised youths, offering a structured and supportive environment where physical fitness, discipline, and personal growth are nurtured. By providing a boxing and fitness club accessible to all, Royal Berkshire Boxing aims to empower individuals, enhance their overall well-being, and positively impact the community.