

Social Impact Report 2024

Training Cave



Who we are

- Based in Birstall in West Yorkshire, Training Cave Club Limited (TC) is a social enterprise that uses boxing and physical education as a vehicle to help people become 'Strong for Life'.
- Established by founder and ex professional boxer, Jack Sunderland in February 2017, Training Cave started life as a commercial boxing gym offering boxing and fitness classes for people of all ages, ability, gender and levels of experience.
- Now, in addition to the public, 'paid for' gym membership and fitness sessions, Training Cave delivers community projects, including wellness sessions for local schools and colleges, (including SEND), Violence Reduction Units and alternative education providers. These sessions are provided free to participants, funded by contracts, commissions, grant applications and sponsorship.
- When establishing the gym in 2017, Jack had no knowledge of the voluntary, charity and social enterprise sector. It was Jack's original ambition to provide personal training and group fitness sessions to members. Jack also had a long-held aim to build his own amateur boxing team.
- After a short period of time, it became clear that personal fitness was generally accessible to those who could afford to pay, and so, he started to offer free sessions to young people who could not afford the membership fees. Out of this simple act, the social enterprise was born, news spread, outreach projects developed and reputation was built.
- The Training Cave is now a vital part of the local community, has an established board, staff and volunteer workforce who are all proud of what the business stands for and the impact that it delivers. The club also has a healthy gym membership and successful boxing team.
- Training Cave now delivers across 5 districts of West Yorkshire (Kirklees, Calderdale, Bradford, Wakefield and Leeds).



What we do

- The activities of Training Cave can be split into five distinct areas:
- Gym Membership – Monthly and ‘pay as you go’ memberships to group and personal training sessions are offered to the general public. This supplies a regular revenue stream and access to professionally qualified coaches.
- Boxing Team – Open to young people of various ages, the amateur boxing team enters and hosts competitions under England Boxing supervision. All coaches are England boxing qualified to elite standards.
- Education – Physical education sessions are provided to local schools, academies and colleges. Specialist sessions are available, both individually and in groups, to young people with special needs. Training Cave works closely with Pupil Referral Units and alternative education provisions to provide specialist sessions to young people who have rejected or have been excluded from standard educational settings. Referrals are also received from the Youth Justice team, Social Care and probation service to work individually with young people on the fringes of society. Training Cave offers qualifications via AQA certification.
- Community and Social Projects – Free to attend sessions are provided to young people who cannot afford membership. Other free sessions are provided to over 50’s and those from vulnerable backgrounds. Partnerships have been built with other organisations to provide sessions to women and girls. Community outreach programmes run through the school holidays as well as providing ‘Healthy Holiday Clubs’.
- Corporate – Training Cave offers Team building sessions, and guidance on self-defence, leadership, nutrition and fitness to companies and their staff.



Strong for Life

Training Cave's mission is to assist anyone who works with us to become 'Strong for Life', both physically and mentally.

- The aims of the Training Cave are:
 - For young people to be work or education ready
 - To build positive relationships with anyone who works with the coaches and within the various groups
 - For all staff and volunteers to be positive role models

All involved at The Training Cave believe that good behaviours can be shaped by who you spend your time with and that positive habits, particularly improved physical fitness, leads to improved mental health and ultimately life prospects.



Social Inclusion

A key objective of Training Cave since establishment has been to make physical exercise available to all. Free sessions are offered to those who cannot afford to pay membership and particularly vulnerable people have been deliberately targeted.

Whilst the focus of Training Cave activities is on young people, the coaches also offer tailored sessions for the over 50's. Those sessions attract not only those 'veterans' who wish to maintain fitness levels but also those who, because of loneliness or isolation wish to be 'part of something' and to make new friends.

Training Cave sessions are available to all. Specialist sessions are provided to early years children, young people with special needs, for women and girls, and for those wanting to start their journey of fitness improvement.



1442 free
sessions in
2024

Health and Wellbeing

Key outcomes for anyone attending any Training Cave session are:

- Improved fitness and general wellbeing
- Improved self-worth and self-respect
- Improved self-confidence and confidence in their aspirations
- Positive health habits.

Training Cave aims to provide everyone who works with us a positive experience and a worthwhile time spent.

Sessions have been introduced in 2024 for early years children as a means of early intervention and to spark interest in parents and families to become involved.

Whilst some physical fitness indicators are used to measure progress, case studies, testimonials and observations are generally collected as evidence of objective achievement.



Young People
from Pivot
Academies
improved
fitness by
100%

Accessibility

In 2023, Training Cave linked up with Lighthouse Futures Trust, based in Leeds. As a result of that partnership, weekly groups of students with learning difficulties visit the gym for physical training sessions.

Following on from the partnership with Lighthouse, individual sessions are being arranged and further SEND sessions promoted.

Physical education for young people with SEND is becoming a specialism for the Training Cave coaches, and student feedback is excellent.

Whilst the current gym does present some accessibility issues, work is continuing to improve facilities to accommodate more physical disabilities.



268 sign ins to
SEND
sessions

Education

Training Cave works with 20 local schools, both primary and secondary, providing boxing and more general fitness training. This aspect of the Training Cave offering was introduced in 2020 and has increased the gym's profile as well as providing a new and growing revenue source.

The education offer was also made available to Pupil Referral Units, who work with young people who are excluded from mainstream schools. As the students find formal education difficult, some find the alternative approach of coaches at the Training Cave more attractive. As well as physical exercise, the students learn discipline, respect and resilience that can alter their behaviour and provide a foundation from which they can prosper.



3319 sign ins
from schools,
colleges and
pupil referral
units in 2024

Education

During 2024, Training Cave appointed a Youth and Community worker, to work with students from PRU's on a more individual basis as well as those referred from the Civil Justice team. This specialism is proving attractive to schools, colleges and PRU's and will be something that the Training Cave will build on. We have taken referrals from five different organisations in 2024

Through AQA, Training Cave is able to provide accredited courses in physical education and sports leadership. 56 young people completed awards in 2024.

As well as physical education, Training Cave offers training in employability skills, including CV writing, preparation for interview and job application.



Community Outreach

Training Cave gym is located within an area of high deprivation and anti-social behaviour. The Training Cave team undertake outreach sessions with a portable boxing ring in surrounding areas and we have evidence of success in drawing in those young people who are disengaged.

The appointment of a Youth Support Worker in 2024 supports community initiatives and interventions to a deeper level. Part of that role is to undertake initiatives that build pride and respect in the community. Such initiatives include group activities such as community leadership and involvement in partner organisations.

Outcomes driving that appointment include:

- Evidence of improved pride in the locality
- Improved community resilience and faith in society
- Reduction in individual offending and anti-social behaviour


Training Cave partnered with 22 different community organisations in 2024, and Jack spoke at four community events.



45
community
events
organised in
2024

Strategic Aims

- In 2023 The Board, together with Jack, designed a two-year business plan with three main strategic aims:
 - To achieve sustainability of operation through profit generation, lessening reliance on grant and foundation funding applications
 - To grow revenue through an increase in gym space, thereby increasing membership and capacity for school sessions
 - To increase social impact through business growth. Increasing the activities of The Training Cave, particularly in education, will result in increased social impact.
- 2024 has seen a revision of aims, in that an increase in gym space is not a prerequisite to increased revenue. However, the aim to increase social impact remains the key driver of the business, for every member of staff, board member and volunteer.



440 hours of
free sessions
for over 50's
in 2024

Not for Profit

The Training Cave Club Limited is a company limited by guarantee. There are no shareholders and the governance and strategic direction is provided by a volunteer board of directors, who are also the designated members.

All operations are overseen by Jack, who is the only executive director of the business.

Our stated aim registered at companies House is to:

‘Positively impact as many people as possible in the local area and to reinvest commercial profits into outreach work. The Community in which the Club operates is at the core of the identity of the business and all who work in it’

Opportunity is offered to volunteer coaches to work with the boxing team, in community events and in the gym sessions for members.



684 hours
worked by
volunteers in
2024

2024 Golden Highlights

1442 free
sessions
offered

BJC students
showed 223%
improvement
in fitness
indicators

1510 school
sessions
completed

All veterans
confirmed
improvement
in mental
health

452 sign ins
to holiday
clubs

268 sign ins
to SEND
sessions

193 hours of
community
events

29 referrals
to Youth
Worker for
one-to-one
sessions

233 people
signed into
our free
Fitness
Festivals

Referred
young people
confirm 25%
improvement
in self
confidence

3 referred
young
people went
on to jobs or
further
education

3319 sign
ins to
school
sessions

Case Studies

” My son Kyle has been attending the neurodiverse classes at Training Cave, Birstall for over 2 years now. It’s difficult to put into words how the class has helped him and the benefits he has got from it, both in and out of the gym.

From day 1 the staff have been amazing. They are friendly, compassionate and tailor their sessions to the kids/young adults’ abilities and needs, to make it fun and so they get the most out of the classes.

Physically you can see a massive improvement in his strength, stamina, fitness, and coordination. And we would have never imagined he would be remembering and hitting 15-20 punch combinations correctly and how much confidence he has gained in his walking, running, and getting out of the ring with some help.

The sessions have also helped with his maturity with been around other people, especially young children. Kyle used to have a strong dislike to young children but does not anymore. He also attends an extra 1/2-hour session with younger children and absolutely loves it. No-one treats him any differently, he is just Kyle. When he walks in it does not matter if it’s the neurodiverse or the junior session, they all say “Hi” and are high fiving and fist bumping each other, it’s a fantastic atmosphere. You can hear the joy and laughter from them way out in the car park.

As parents, we were welcomed into the neurodiverse class and were made to feel welcome straight away, as for this class parents have the privilege of sitting in this group as extra support for students. Kyle loves the class and everyone there. And it’s clear all the other children/young adults do too. We love to watch, along with the other parents, to see the fun that they have in a safe, welcoming environment, and it’s guaranteed that the students, parents and staff alike all walk out with a smile on their faces. It’s now the highlight of our family’s week.

To us Training Cave is unique. It’s not just a boxing gym, it’s a community for everyone, regardless of ability or needs. Everyone is welcomed and feels part of an amazing group.”

Competitive Success

- As well as providing members with fitness sessions, Training Cave also works with young people who wish to compete in amateur competitions.
- In 2024, our amateur boxing team won three gold medals and two silver medals at national competitions.
- As well as competing in local and national competitive shows, Training Cave hosted three shows in 2024, utilising the facilities at Halifax Boxing Club. This not only provides a showcase for the boxing team but also for the club itself.
- Funding for the boxing team is through the support of sponsors and ticketing at the home shows.



Fitness Festivals

- With the aid of grant funding from Sport England's Movement Fund, Training Cave was able to organise four Fitness Festivals in 2024.
- Working with other local sports clubs, coaches and organisations, four days of free sporting sessions were made available to local people.

Training Cave offered boxing sessions for young people and, as well as educating around the advantages of boxing as a vehicle for physical fitness improvement, were also able to illustrate the community impact of the club. Members and attendees were recruited as a result. Overall, **233** people registered into the various activities.



Aligning with UN Sustainable Development Goals

Training Cave and all associated with the club are proud of their social purpose. Members are kept up to date with all of the social and community activities and feel part of the delivery of social impact.

The Training Cave social enterprise business model directly delivers against at least 8 of the UN SDG's and supports other organisations that influence those not directly impacted.



Who we have helped

Over recent years, Training Cave has expanded the work done with local primary and secondary schools along with Pupil Referral Units and specialist SEND colleges.

Our curriculum for school's support has developed to include 1-2-1 as well as group sessions, Sports Leadership courses and AQA accreditation.

We have many testimonials to the value of our school's programmes, two of which are shared here.

"The coaches from Training Cave have had an extremely positive impact on the lives of the KS3 and KS4 students they have delivered boxing sessions to over the past 18 months.

The sessions have not only developed the student's physical health, they have also developed their emotional wellbeing.

Alongside anxiety and stress not being apparent during training, other notable benefits were very evident by the end of the programme:

1. Improvements in self-esteem,
2. Improvements in attendance and/or punctuality to lessons,
3. Developments in confidence and communication skills to lead, help and support others,
4. Learning to channel excess energy and any anger they might have,
5. Learning to manage emotions in a controlled environment and development of more resilient attitudes.

Thank you for the support you have given Spen Valley High School."

"Training Cave provides supportive coaches and environment. We have seen increased confidence gained through positive encouragement in our interns. We have seen this carry over into other areas of college through improved communication skills, teamwork and increase in support to peers." - Lighthouse Futures Trust

Social Value Calculation



We felt that it would be useful to illustrate the difference that we have made in 2024 through allocating a monetary value to the statistical evidence that we have collected.



In terms of subjective data, this can be difficult to measure and to allocate a value. It also takes time that can be better used on delivery. Therefore, not all social impact is able to be evidenced here.



We have adopted a Social Return on Investment approach as part of our evaluation of 2024 which requires judgements to be made and proxies to be used to provide a value.



Judgements made include how much of the impact can be attributed to us and realistically how long the changes in behaviour will last without our ongoing delivery.

Social Value – Social Inclusion

Activity measured	Calculation	Judgements and applied values	Social Value Result
Number of free sessions offered	1442 free sessions completed at £8 per hour (normal price)	PAYG price for normal gym membership applied (£8) to calculate straight cost discounted	£11536
Number of free over 50 session attendees	No of hours x cost of normal membership per hour. Also, mental health benefit (cost of counselling per hour)	440 attendee hours delivered x £8 to calculate straight cost discount at £3520 Survey confirms mental health improvement for each attendee. Cost of counselling rate per hour applied at £50. 440 hours at £50 = £22000 (Discounted by 20% to acknowledge improvement attributed outside Training Cave)	£20416
Number of young people referred from Youth Justice team	No of attendees x hours attended x cost of PT	29 attended 21 hours each x cost of personal trainer for 1-2-1 sessions (£30) (Discounted by 50% to acknowledge attendance)	£9135
Improvement in self-confidence of young people referred from Youth Justice team	No of attendees confirming improvement x hours x cost of counselling	29 attendees attended 21 hours each and confirmed average 25% improvement x cost per hour of counselling (Discounted by 50% to acknowledge other input)	£15225
Total 2024 Social Inclusion value			£56312

Social Value - Education

Activity measured	Calculation	Judgements and applied values	Social Value Result
Number of school sessions	No of hours x TOMS value for school visits per hour	1510 hours x £64.30 (TOMS) (Discounted by 50% to acknowledge teacher input)	£48547
Number of school and PRU attendees	Cost of TC sessions per hour x no of attendees	3319 attendees x membership cost £8 per student (straight equivalent value)	£26552
Improvement in fitness indicators of selected students	Personal training costs for those measured. (BJC 223% improvement, Pivot 100% improvement.)	BJC – 12 attendees x 12 hours x £PT cost (£30) = £4320 Pivot - 6 attendees x 12 hours x £30 = £2160 (Discounted by 50% for school input)	£3240*
Number of SEND attendees	No of attendees x cost of physio (£75 per session) (less cost of contract)	268 attendee hours x £75 = £20100 (Discounted by 50% to acknowledge job coach input)	£10050
Number of young people attending employability project	Number of attendees x hours on course x Job Coach average rate	41 attendees x 12 hours x £13 = £6396 (Discounted by 25% for outside input)	£4797
Number of young people from the employment project attaining jobs or further education	No of attendees (NEET) who went into jobs or FE x TOMs value for NEETs into employment	3 attendees x £15383 (TOMS) = £46149 (Discounted by 50% to acknowledge school/college input)	£23075
Total 2024 Education Value			£116261

Social Value - Community

Activity measured	Calculation	Judgements and applied values	Social Value Result
Number of holiday club attendees	Cost of 1 week childcare x number of attendees	452 attendees x £156.30 per week (Ref. Moneyhelper assessment of care cost) = £70647	£70647
Number of community improvement activities	Number of events (hrs) x volunteer cost	193 hours x £16.09 (TOMS volunteer cost) = £3105 (Discounted by 50% to attribute other organisation input)	£1553
Number of outreach sessions	Number of event hrs x number of volunteers at TOMs proxy	45 hours x £16.09 x 3 volunteers = £2172 (Discounted by 50% to acknowledge other input)	£1086
Volunteer hours	Number of hours x TOM's proxy	684 hours x £16.09	£11005
Total 2024 Community Value			£84291

Overall Social Value Calculation

- Using the calculations outlined, total social value in 2024 is evaluated at **£256864**
- Schools and Colleges paid Training Cave £46981 in 2024 for the delivery of the education sessions. This calculates at an overall social return of **£5.47** for every £1 spent and **£2.47** per £1 spent, purely for the calculated educational social value.
- We feel that some values, particularly marked * around attainment of physical improvement are understated due to lack of full measurement availability. We are confident that the majority of students attending our school sessions will record improvement in both physical and mental health, but we have not claimed that value in the 2024 calculation whilst firm evidence is lacking.
- We acknowledge that some of the calculations include assumptions and proxies are open to challenge. However, we are confident that the underlying data is accurate and represents significant social value in its own right.
- We are proud of our achievements in 2024 and look forward to adding greater social value in 2024.

Onto 2025

- 2025 will see us build on this substantial foundation of social value delivery.
- We would like to improve our physical space and if financially prudent, move into a larger premises to expand our work with the community.
- An update to our business plan will be due in 2025 and we look forward to exploring possibilities to grow our business in the short and medium term.
- The financial sustainability of the business is founded on the membership and education offering, it is important that we retain and build on our loyal membership and school and college clients by adding further services and accreditations. Our Sports Leadership and AQA accreditations have been well received and will be extended.
- The addition of the Youth and Community worker to the staff ranks is starting to bear fruit, and we look forward to reporting on their successes with young people and within the community as whole in 2025.

