

Chantelle Cameron - Sportivate Boxing project

Sporting Champions



Aspiring GB boxing star [Chantelle Cameron](#) was selected to visit the [Sportivate Broseley Innovation Fund Boxing Project](#) which specifically targeted [inactive young people](#) between the ages of 11 and 16. With two male deliverers and an increase in female participants [Chantelle Cameron](#) was requested to inspire the young females of the group and show them what she has achieved as a young female in the sport. [Chantelle Cameron](#) also interacted with the young males in the group to help them raise their own aspirations.

Special feature of this [Sportivate](#) project

[Broseley Innovation Fund Boxing Project](#) is a [Sportivate Innovation project](#). It is part of a joint strategic approach to sport for 11-25 year olds in [Shropshire, Telford and Wrekin](#) and involves a range of local, regional and national partners to give participants the opportunity to get free sports coaching over eight weeks. [Chantelle Cameron](#) visited this project three times to maximize the impact to the young people. The visits took place on the 19th January 2016, 9th February 2016 and finally on the 4th March where [Chantelle Cameron](#) visited the exit route club [Bright Star Boxing Academy](#) to support the sustain KPI element.

Media Activity



Joe Lockley @joeylockez · Mar 4
A big thanks to team GB athlete @chantellecam for visiting Bright Star boxing academy tonight. Hope you enjoyed it 🌟

Joe Lockley Retweeted

Sporting Champions @SportingChamp1 · Feb 8

TMRW! look out for @chantellecam who visits @EnergizeCSP satellite boxing club to #raiseaspirations @Sport_England

A bespoke media invite to attend the Sportivate sessions with [Chantelle Cameron](#) were sent out by the deliverer (the [Energize STW County Sports Partnership](#) team) in conjunction with [Sporting Champions](#) to local media outlets

A bespoke press release agreed by [Sporting Champions](#) and the deliverer was sent out featuring quotes from [Chantelle Cameron](#). Social media guidelines (including Twitter hashtags) were sent to Chantelle Cameron - who was briefed to stay involved in social media chats throughout the project.

Post visit

Post event follow up was carried out on social media and also formed local news stories on the boxing clubs website <http://brightstarboxing.com/chantelle-cameronto-bright-star-juniors>

Sporting Champion [Chantelle Cameron](#) said:

“On my first visit I made sure I spoke to as many as I could individually. I talked about finding a sport or activity you enjoy and this is readily available at after school clubs.

On my final visit I think I made a really positive impact I really enthused and motivated some great talent in the room to think about getting carded up and compete in the ring or to continue to regularly train to have fun and socialise with others.”



Joe Lockley Club Development Manager at [Energize STW County Sports Partnership](#) and coach at [Bright Star Boxing Academy](#) said:

“Having Chantelle visit the session attracted a lot of children to the youth club. A Lot of people had their picture with her which encouraged social media attention. Chantelle was great and encouraged others to be passionate about Sport (not just boxing). I think having Chantelle attend the exit route will also increase the impact of the Sporting Champion visits as it will motivate the participants to continue past the Sportivate 8 week sessions.”

Social Media

Impressions: 4,982

Total engagements: 103 (no of times people interacted with tweets)

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