

**STREET
GAMES**

Changing young people's lives through sport

matchroom.



MATCHROOM BOXING

YEAR 1 EARLY LEARNING

www.streetgames.org

A registered charity

THE STORY SO FAR

Matchroom Boxing and StreetGames are working together to make boxing more accessible to young people living in underserved communities. Through this three-year partnership, community organisations are being supported with funding, training and equipment to deliver boxing activities in non-traditional settings, helping to inspire young people to take up boxing, expand opportunities to participate and spectate, and build confidence and life skills.

A key feature of the programme is its focus on reaching young people who may not otherwise access the sport. By working through StreetGames' network of trusted community partners, boxing is being delivered closer to home and within wider youth provision, helping to remove barriers to participation and create new pathways into the sport.

The programme builds on an established relationship between StreetGames and Matchroom Boxing. Since 2022, Matchroom has provided more than 6,800 tickets to major boxing events for young people across the StreetGames network in England and Wales, creating inspirational experiences and helping connect new audiences with boxing.

While it is still too early to assess longer-term outcomes, feedback from community partners suggests the programme is already laying strong foundations for impact. Across different settings, boxing is proving to be a powerful engagement tool, helping organisations attract new young people, broaden their offers, and create positive environments where young people can build confidence, skills and aspirations.

YEAR 1 PROGRESS AT A GLANCE

Although the programme is still in its early stages, community partners are making strong progress towards the programme's intended outputs.

So far, the programme has:



Engaged 12 community partners across the network.



Trained 21 staff members to support boxing delivery.



Distributed 12 kit bags to community organisations.



Distributed 84 inspiration tickets across 7 community partners.



Engaged more than 200 young people in boxing activity.

BOXING IS REACHING YOUNG PEOPLE IN NEW WAYS

A consistent message from partners was that boxing offers something different. Organisations were motivated to join the programme because boxing appealed to young people who may not engage with more traditional activities and allowed them to diversify their existing youth offers.

Partners described boxing as a strong hook for engagement, an opportunity to attract new participants and a way of broadening existing youth provision.

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"Boxing has proven to be a strong hook for engagement, particularly with those who are less interested in traditional youth club activities."

"The programme offered a valuable opportunity to strengthen our engagement, broaden participation and add something new and exciting to the support we already provide."

Theory of Change:

More young people are inspired by and feel connected to boxing.



THE MATCHROOM CONNECTION IS CREATING ASPIRATION

Partners consistently highlighted the value of being connected to Matchroom. The association with a high-profile boxing organisation brought credibility and excitement to local delivery, whilst helping young people see new possibilities for themselves within the sport.

For organisations working with girls and young women, the programme is also helping challenge perceptions about who boxing is for and increasing visibility of pathways into the sport.



"The connection with Matchroom was particularly appealing due to the credibility and inspiration linked to a high-profile boxing organisation."

"For our girls, connecting with a professional, high-level environment helps to build confidence, raise aspirations and show them that pathways in boxing are possible for them too."

Theory of Change:

More young people are inspired by and feel connected to boxing.

EARLY SIGNS OF CONFIDENCE, RESILIENCE AND ENGAGEMENT

Although still in the early stages of delivery, partners are already observing positive changes in young people taking part. Increased confidence, improved focus, stronger peer relationships and greater willingness to step outside comfort zones were all highlighted as emerging outcomes.

Several organisations reported that young people are eager to continue participating and develop their skills further, suggesting strong levels of engagement and enjoyment.



"We are already seeing increased confidence, improved focus and better engagement from some participants."

"We're also seeing growing confidence, stronger connections within the group, and a willingness to step outside of their comfort zones."

Theory of Change:

Young people become more successful through opportunities to participate in boxing activities.

STORIES THAT SHOW THE POTENTIAL OF BOXING

Early stories from delivery partners illustrate how boxing is creating opportunities for young people to develop confidence and engage positively.

One partner described how a young person who had previously struggled with engagement and behaviour was now attending regularly, showing greater focus and encouraging others during sessions. Another highlighted the experience of a young girl who initially lacked confidence entering what she perceived to be a male-dominated space but had gone on to embrace the sessions.

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"Seeing her step forward, push past that barrier, and start to enjoy and engage with the sessions has been really powerful."

"These early changes highlight the potential of boxing as a tool for engagement and personal development."

Theory of Change:

Young people become more successful through opportunities to participate in boxing activities.



STRONG FOUNDATIONS FOR SUSTAINABLE DELIVERY

Partners spoke positively about the support received through Matchroom and StreetGames, particularly access to equipment, training and ongoing guidance. These elements were viewed as critical in enabling organisations to establish boxing provision quickly and effectively.

Whilst some challenges around staff confidence, volunteer capacity and sustainability remain, partners reported finding practical solutions and developing new local partnerships to strengthen delivery.

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"The initial funding and provision of core boxing equipment has been really helpful in getting sessions up and running quickly."

"The equipment provided has been incredibly valuable in helping us get our boxing delivery up and running."

Theory of Change:

The programme is helping community organisations build the capacity to deliver boxing and create opportunities for young people.



CASE STUDY: BUILDING CONFIDENCE THROUGH BOXING

J's Story

J initially struggled with concentration, managing his emotions and staying engaged in activities due to his ADHD. His high energy levels could sometimes lead to negative behaviours and difficulties in social situations.

Through the Matchroom Boxing programme, J found a positive outlet for his energy. The structured nature of boxing provided an activity that kept him engaged while helping him develop greater discipline, focus and self-control.

Over time, staff observed significant improvements. J became more confident, found it easier to socialise with others and developed stronger emotional regulation skills. He also emerged as a positive role model, encouraging other young people to join in and participate.



"The results have been remarkable. J's behaviour has improved significantly, and he has become a positive role model for others, encouraging peers to take part in sessions."

Theory of Change:

J's journey demonstrates how regular participation in boxing can support young people to develop confidence, resilience, focus and positive relationships with others.

"The whole experience has been inspirational for all young people."

Early Year 1 learning suggests that the Matchroom Boxing Programme is successfully building young people's connection to boxing whilst creating opportunities to develop confidence, skills and resilience. Community partners report strong enthusiasm for the programme, positive engagement from participants and encouraging signs that the programme's intended pathways to impact are already beginning to emerge.



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