

UNDER CARD

USING
APPRENTICESHIPS
TO TRANSFORM
YOUNG LIVES

matchroom.
Charitable Foundation

 **COACH CORE**
FOUNDATION

WHO WE ARE

Coach Core Foundation is a multi-award-winning education and employment charity that uses sport and apprenticeships to support young people facing barriers to employment into meaningful careers and long-term positive futures

Since 2012, Coach Core has:

- Supported 1,150+ apprentices nationally
- Worked with 250+ employers across the UK
- Delivered over 100,000 community sessions reaching c.1.5 million participants in 2025
- Achieved progression rates above national averages, with 74% progressing into employment, education, or training
- Generated £9.34 in social value for every £1 invested into the programme model

We focus on supporting young people from under-represented and marginalised communities, including young people from lower socio-economic backgrounds, ethnically diverse communities, disabled young people, and those facing additional barriers to employment.

The Matchroom Charitable Foundation was established to centralise the benevolent efforts of Matchroom Sport, the global sports promotion company headed by Eddie Hearn, and its subsidiaries, including the Professional Darts Corporation, Matchroom Boxing, World Snooker and Matchroom Multi Sport.

For over 30 years, Matchroom has donated millions of pounds to charitable causes, supporting community organisations, sports initiatives and hospices across the UK.

Matchroom now promotes more than 200 event days per year in the UK, selling over 400,000 tickets in the process. Part of the Foundation's funding comes from a contribution equivalent to £1 from every ticket sold, helping create significant and sustainable impact for causes that make a difference to people's lives.

Through the Undercard, the Foundation is helping create pathways into employment across sport, events and community development. Together, Coach Core and the Matchroom Charitable Foundation share a commitment to harnessing the power of sport to create opportunities, break down barriers and support young people towards positive futures.

ABOUT THIS PROGRAMME



Undercard is a partnership programme creating inclusive pathways into careers within sport, community delivery, events, and the wider sport and physical activity sector.

The programme supports between 10 and 18 young people aged 16–24 through paid, 13–16 month apprenticeships — with a particular focus on those facing the greatest barriers to employment, including young people from lower socio-economic backgrounds, ethnically diverse communities, disabled young people, and those who are unemployed, excluded, or otherwise marginalised.

Apprentices complete their journey through one of two delivery strands, depending on the host employer and role focus:

Community Delivery — Apprentices use boxing, darts, snooker, pool, fishing and wider physical activity to increase participation, support wellbeing, and act as positive role models in their local communities. Delivered through grassroots clubs, community organisations, and trusted delivery partners.

Careers in Sport — Apprentices support marketing, communications, event operations, administration, and logistics — the behind-the-scenes work that grows Matchroom-linked sports at every level, from grassroots delivery through to world-leading events.

Across both strands, apprentices gain accredited qualifications, paid roles, and real workplace experience, alongside wraparound pastoral support and connection to Matchroom's world-leading sporting events and Coach Core's national network of employers and alumni.

Together, Undercard will create a clear youth employment legacy — helping a new generation of young people step from the under card into meaningful, long-term futures within sport.

Press play to hear from some of the organisations we work with about the benefits of bringing on an apprentice — including insights into the funding and support Coach Core provides.



HOW COACH CORE SUPPORTS EMPLOYERS

Coach Core works alongside employers throughout the full apprenticeship journey, helping organisations create high-quality opportunities for young people while reducing the pressures often associated with recruitment, onboarding, and support.

Our team provides practical guidance and ongoing relationship management to ensure both employers and apprentices can succeed throughout the programme.

Support includes:

- Grant funding contributions towards apprenticeship salary costs
- Guidance on apprenticeship funding, levy processes, and government incentives
- Support with recruitment, outreach, and inclusive hiring practices
- Help designing meaningful apprenticeship roles
- Ongoing pastoral and wellbeing support for apprentices
- Regular employer check-ins and reviews
- Dedicated support from the Coach Core team and training provider
- Access to employer development sessions, resources, and best practice
- Support with safeguarding and creating inclusive workplaces
- Connections to wider local and national sport sector networks

We understand that many organisations, particularly grassroots clubs, charities, and SMEs, may be new to apprenticeships or have limited internal capacity. Coach Core's role is to make apprenticeships more accessible, manageable, and impactful for employers of all sizes.

Alongside supporting employers operationally, Coach Core also works strategically across the sector to improve apprenticeship quality, increase workforce diversity, and strengthen pathways into careers within sport and physical activity.

“Before joining Empire, I struggled with confidence and finding my place. Through my apprenticeship, I developed skills, experience, and belief in myself — and now I support young people facing similar challenges.”

— Jen, Empire Fighting Chance & Coach Core Graduate

Jen's journey with Empire Fighting Chance highlights the power of sport and apprenticeships to build confidence, skills, and long-term opportunities for young people. Since completing her apprenticeship, Jen has become a positive role model supporting young people within her community.

Watch Jen's story here:

[Empire Fighting Chance Instagram Video](#)



HOW THE FUNDING MODEL WORKS

Undercard has been designed to make apprenticeships more financially accessible for employers, particularly grassroots organisations, charities, clubs, and SMEs.

Employers recruit apprentices directly into paid roles, with the programme combining employer investment, government apprenticeship funding, and grant support from Coach Core and the Matchroom Charitable Foundation.

As part of the programme, employers will receive a £5,000 grant contribution from Coach Core and the Matchroom Charitable Foundation towards salary and employment costs.

Coach Core will also support organisations involved in the programme to access wider government apprenticeship incentives and grant funding where eligible. These government grants are typically a minimum of £2,000 and in some cases can be £3,000 or more. Combined, this means many employers could access between £7,000 and £8,000+ worth of funding support towards the apprenticeship, helping cover approximately 40% of the total salary costs across the 13-16 month programme.

The example model shown below is based on a 15-month apprenticeship at 30 hours per week, using a £10 per hour salary example. Actual salary levels can vary depending on employer policy, role type, age, and location.

Employers are encouraged to pay above the apprenticeship minimum wage wherever possible. Alongside financial support, employers also benefit from recruitment support, apprenticeship expertise, training delivery, and ongoing pastoral support provided through the wider Coach Core programme model.

Contract Duration	15 months
Hours	30 hours
Est. Total Salary	£19,552 (£10phr)
GOV Incentive	£2,000 - £3,000+
CC/MRF Grant	£5,000
Employer Co-investment	£12,552 - £11,552

APPRENTICESHIP STANDARDS

Potential apprenticeship standards delivered through the programme may include:

- Community Activator Coach Level 2
- Business Administrator Level 3
- Content Creator Level 3
- Events Assistant Level 3

Roles and apprenticeship pathways can be tailored to employer need, depending on the organisation, role focus, and local delivery model.

EXAMPLE ROLES APPRENTICES CAN SUPPORT

Marketing, Media & Communication

- Content Creator
- Boxing/Darts/Snooker/Pool/Fishing Promotions Assistant
- Event Marketing Assistant
- Community Campaigns Assistant
- Athlete & Ambassador Engagement Support
- Fan Engagement/Audience Insights Assistant

Community, Workforce & Engagement

- Community Engagement Assistant
- Sport & Activity Coach
- Youth Engagement Assistant
- Schools Engagement Assistant
- Women & Girls Participation Support
- Accessibility & Inclusion Support Assistant

Engagement, Delivery & Activation

- Community Engagement Assistant
- Volunteer Programme Support
- Sport & Activity Coach
- Fan Zone & Event Day Activator
- Health & Wellbeing Coach (Legacy/Outreach)
- Schools & Education Programme Support
- Legacy Programme Support Officer

Business & Operations Support

- Business Administration Assistant
- Operations & Delivery Coordinator
- Office & Project Support Assistant
- Planning & Scheduling Assistant
- Partnerships & Sponsorship Assistant
- Finance & Compliance Support Assistant
- Data, Insight & Reporting Assistant

EMPLOYER ELIGIBILITY & SELECTION CRITERIA

Undercard is designed to support organisations that are committed to creating meaningful opportunities for young people through sport, events, and community delivery.

As places within the programme are limited, organisations will be assessed against the following high-level criteria.

Core Eligibility Criteria

Employers should:

- Currently work within, deliver within, or demonstrate a clear ambition and commitment to deliver within boxing, darts, snooker, pool, or the wider sport and physical activity sector
- Be able to provide a meaningful apprenticeship role with clear responsibilities and development opportunities
- Demonstrate commitment to supporting young people aged 16–24, particularly those facing barriers to employment
- Provide appropriate day-to-day supervision, mentoring, and pastoral support
- Have appropriate safeguarding, wellbeing, and health & safety processes in place
- Be willing to work collaboratively with Coach Core, Matchroom Charitable Foundation, and the training provider throughout the programme
- Support apprentices to attend education, training, and development activities linked to the apprenticeship
- Demonstrate values aligned to inclusion, opportunity, and positive community impact

Where relevant, organisations should also be appropriately affiliated to, recognised by, or working in partnership with the relevant National Governing Body (NGB), National Organisation, or recognised delivery network.

“During the apprenticeship, my confidence has grown massively... I've built strong relationships, developed problem-solving skills and gained experience across so many departments.”

— Sophie, Business Administrator Apprentice, England Boxing

Sophie joined England Boxing as their first Business Administrator apprentice. Her primary focus was to support the Championships & Events Manager with administration and delivery of national competitions, while also providing day-to-day support across the Membership, Workforce, and Performance Departments.

Press play to hear from Sophie and Ash, England Boxing's Competitions and Events Manager.



Priority May Be Given To Organisations Who:

- Are existing Matchroom Charitable Foundation funded or supported organisations
- Operate within underserved or high-need communities
- Are based in, or connected to, key Matchroom event cities such as London, Newcastle, and Sheffield
- Demonstrate strong commitments to diversity, inclusion, and social mobility
- Can offer progression opportunities beyond the apprenticeship
- Are looking to build long-term workforce capacity through apprenticeships
- Can provide apprentices with exposure to events, community delivery, or wider careers within sport and physical activity

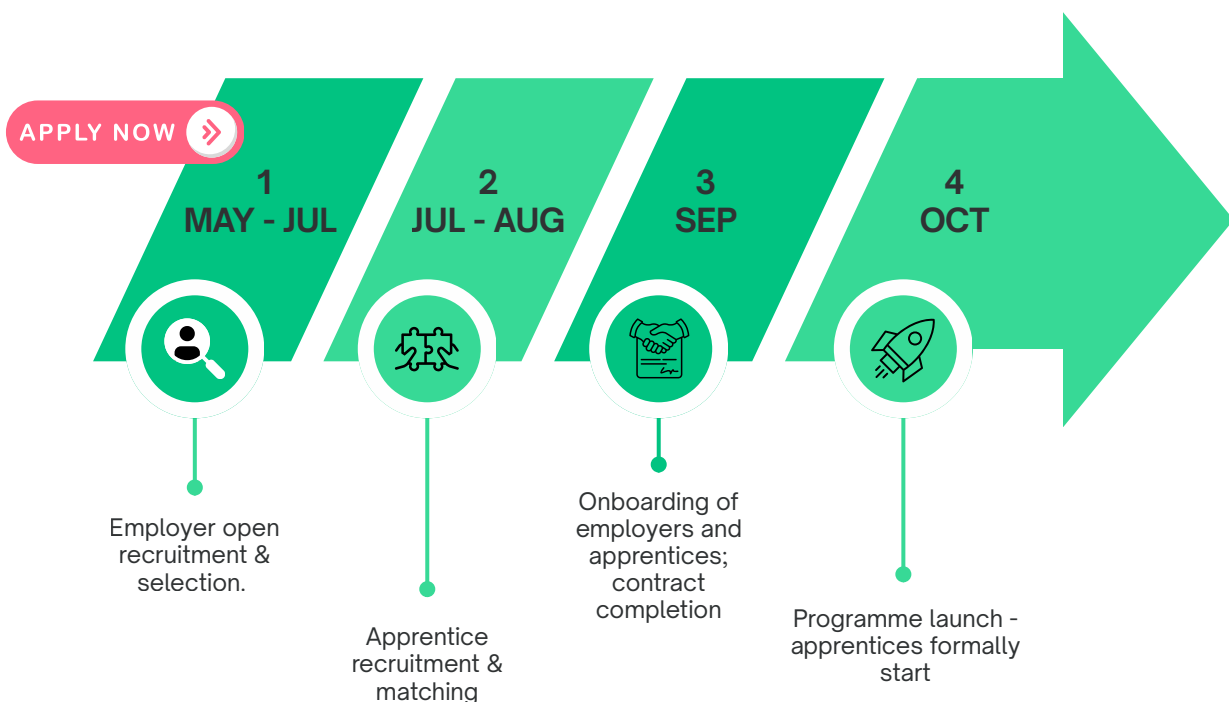
Particular consideration may also be given to organisations already connected to, funded by, or aligned with the Matchroom Charitable Foundation network and wider community strategy.

Employer Commitment

Organisations selected to join the programme will be expected to:

- Employ the apprentice for the full duration of the programme
- Work positively and proactively with Coach Core and delivery partners
- Provide a supportive, inclusive, and safe working environment
- Participate in programme reviews, monitoring, and impact reporting
- Champion the values and aims of the Undercard programme within their local community and sector network

PROGRAMME TIMELINE



OUR IMPACT & APPROACH

“Before Coach Core, I really struggled with anxiety and low confidence. I was sick when I had to speak in public and couldn’t find work. But this programme changed that.”

— Hermione, Coach Core Bristol Graduate



1,150

Total Apprentices supported

Includes **113** Apprenticeship starts and **153** Apprentices supported in 2025

1.5 million

Over **100,000** community sessions delivered and **c.1.5 million** participants reached



74% of participants progressed into confirmed employment, further education, or additional training



LET’S CREATE LEGACY TOGETHER

Together, we can use the power of sport to create life-changing opportunities for the next generation.

Whether you are already delivering within the sector or exploring apprenticeships for the first time, Undercard by Coach Core – Powered by The Matchroom Charitable Foundation can help your organisation grow its workforce, strengthen community impact, and support more young people into meaningful futures.

For more information or to register your interest, please see [here](#) or contact:

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