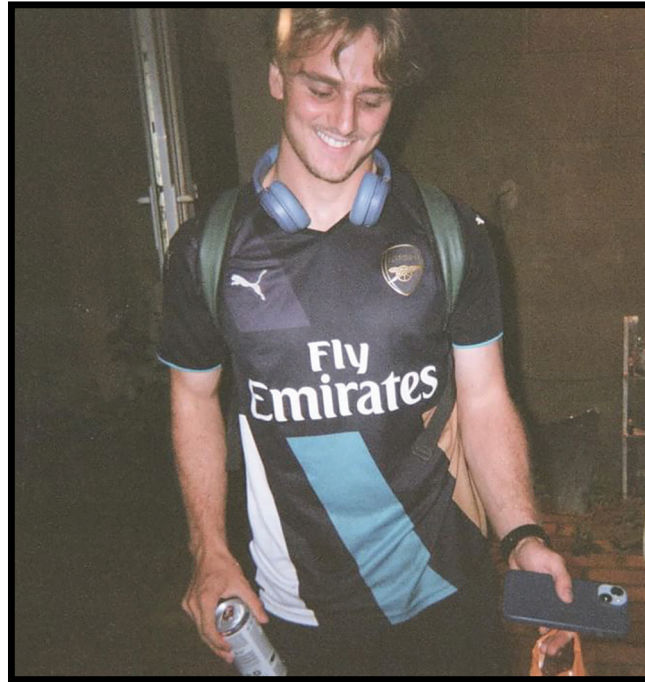


Ground-Up

Spring
2025



Editor's Note



It's easy to undermine grassroots sport. It's not polished, professionally packaged, or played under stadium lights. However, it's real, and the game still belongs to everyday people.

Popular media is devoid of the essence of sport: all the flash and no fight, trophies without training, and strictly celebrations, not sacrifices.

We want to change that.

Ground-Up aims to be a photographic and editorial project highlighting where the essence of sport really resides, at the bottom of the pyramid.

We're here to pay homage to those who are really making moves on the margins and to spotlight the intersection of culture and sport that's so often overlooked.

This spring issue is for the unapologetically amateur. Our nation's cage ballers. Hoopers with no nets. Boxers with duct tape on the heavy bag. Marginalised individuals turned into managers, mentors and shot callers. Everyone who makes up the real world of sport.

I would like to thank everyone involved in producing this project. It has been a pleasure to see what seemed like a vague idea materialise into something real that we are proud to hold in our hands in the space of a few months. We hope you enjoy this first issue as much as we enjoyed making it.

– Jerry Boyd.

DREAM ON





Website:



Spotify playlist:



Photo by Ground-Up

£6.99



@groundupmag