



CASE STUDY

Since March 2023

SEND Club Bromley

SEND Club Bromley launched in March 2023 with a simple goal: give d/Deaf, disabled and neurodivergent young people aged 8–17 an inclusive, welcoming space to enjoy sport on their own terms. Bromley Methodist Church, has been our Bromley home. SEND Club Bromley offers a wide range of sports in a sociable, fun and non-competitive environment where participants, parents and siblings can all feel at home.

What makes it special

- Fully inclusive by design — every session welcomes all disabilities and abilities, with qualified, DBS-checked coaches leading activities in a safe, supportive environment.
- Participant-led fun — children are given genuine choice over activities, so they can join in as much or as little as they want.
- More than sport — the club is as much about friendship, confidence and belonging as it is about physical activity. Parents and siblings are part of the community too.
- "Creating a Sporting Smile" — every session is built around making sure each young person leaves smiling.



In a parent's words

After attending for around a year, the parent of a 16-year-old participant told us:

"My daughter's 16 and she's been coming to Pulse Social Sports Group on a Tuesday for about a year. We really like how relaxed and calm the coaches are. The sessions are fun and well planned — having said that, the children also get a choice to choose activities too, which they really like. Everyone's made to feel really welcome, and the children can get involved as much or as little as they want to. It's just a really good way to burn off some energy and have some fun with other children. It's great."

SEND Club Bromley has continued year in, year out thanks to the collective support of partners who believe in inclusive community sport:

- National Lottery — providing a lifeline of funding that has helped keep the club running and supported the delivery of our sessions.
- Access Sport — providing strategic support and partnership since 2022, helping Pulse Social expand the reach and capacity of its programmes.
- KTR Fund (Community Links Bromley) — grant funding that has directly supported the delivery and sustainability of the club's sessions.
- Bromley Football Club — supporting the club by providing us with a sports coach and championing inclusive sport within the local community.
- Smile of Hope — backing that has helped keep sessions running and enabled the club to keep serving local families.

This network of funders and partners has enabled the club to continue offering consistent, high-quality sessions and means every £5 participant contribution goes towards keeping the club sustainable for the long term.

Why it matters

For families of young people with SEND, finding activities that are truly inclusive — where their child won't be judged, excluded or left on the sidelines — can be a real challenge. SEND Club Bromley provides that rare combination: expert coaching, a calm and structured environment, and the freedom for every young person to take part at their own pace.

The impact

To date, Pulse Social has supported and enabled **105 SEND young participants** across its Club Bromley and each one has been given a safe, welcoming space to be themselves, make friends and enjoy sport on their own terms. SEND Club Bromley's specific contribution includes:

- Safe, welcoming weekly provision for SEND young people aged 8–17 in the Bromley community
- Increased confidence, social connection and physical activity for participants
- Respite and peer support for parents and carers, who stay and share the experience
- A model of inclusive community sport that Pulse Social replicates across London and the South East

SEND Club Bromley is one of several inclusive sports clubs delivered by Pulse Social, a not-for-profit community sports social enterprise. To find out more, visit <https://pulsesocial.co.uk/send-sports-clubs>

[www.pulsesocial.co.uk](https://pulsesocial.co.uk)