



CASE STUDY

March 2026

Help for Heroes Women's Sports Session For Veterans

On Saturday 21st March 2026, Pulse Social was commissioned by Help for Heroes to deliver a multi-sports disability session for women veterans in London. Designed as a welcoming, women-only space, the session brought together veterans of all abilities for an afternoon of adapted sport with boccia, curling, basketball and classic sports day games on the menu.

The aim was simple: give women veterans a fun, pressure-free environment to get active, connect with one another, and rediscover the joy of sport and regardless of experience, fitness level or disability.

What Pulse Social delivered:

- Fully inclusive multi-sport delivery — every activity was adapted so that everyone could take part at their own pace, seated or standing, whatever their needs.
- Boccia & curling — precision and tactics-friendly games perfect for accessible, social play.
- Basketball & sports day games — high-energy favourites that got everyone moving, laughing and cheering each other on.
- A safe, supportive atmosphere — qualified, DBS-checked coaches on hand, with activities structured around confidence-building and connection rather than competition.

HELP for
HEROES



A participant from the session told us:

"What a brilliant day. it was so much fun! I wasn't sure what to expect, but Coach Marlon made everything feel so warm and welcoming. Every activity was inclusive and no one was left out, and because everything was so adaptable, I could join in at my own pace and feel part of the team. I came away smiling, feeling fitter and more confident than I have in ages. I'd love to do it all again!"

Why it matters

For many women veterans, staying active after service can feel daunting and especially when living with disability, injury or long-term health conditions. Women-only, fully adapted sessions like this create the confidence and connection that help veterans re-engage with sport in the long term, and many go on to join mixed-gender sessions afterwards.

The impact

- A fun, inclusive and adaptable sports experience for women veterans in London.
- Increased confidence, wellbeing and social connection for participants.
- Adapted sport (boccia, kurling, basketball, sports day games) made accessible to all abilities.
- A growing partnership between Pulse Social and Help for Heroes in support of the Armed Forces community.

Pulse Social is a not-for-profit community sports social enterprise creating inclusive sporting opportunities for all ages and abilities. Want us to deliver a session like this for your organisation?

Visit: www.pulsesocial.co.uk/community-outreach

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