

Small bricks, big impact

How Stobbs' sponsorship of Brick Clubs benefited three Cambridge schools

The challenge

Play Included identified three Cambridgeshire schools where there was a clear interest in organising regular Brick Clubs. The ambition was to help small groups of children with neurodivergent thinking styles build their confidence and communication skills and forge social connections within their peer group through structured LEGO® play. However, the schools needed external funding to get the clubs off the ground, purchase resources and train staff to deliver the Brick-by-Brick programme.

Support provided

Stobbs (a global brand-focused law firm with its' HQ in Cambridge) stepped in as part of its 2025 CSR activity, sponsoring Brick Clubs at The Grove Primary School, Orchard Park Primary School, and Bottisham Primary School. Stobbs is deeply committed to providing community support, building an inclusive workplace culture and looking after employee wellbeing. Many Stobbs team members recognise themselves as neurodivergent or have neurodivergent children, and the business has an internal community that meets regularly to share experiences and support.

Impact

With Stobbs' support, and assistance from local charity, Red Hen, Play Included kicked off its Brick-by-Brick programme working closely with the three schools' Special Educational Needs Coordinators (SENCOs). In total, 24 children attended the Brick Clubs, each with different, multiple diagnoses and / or support needs including autism, ADHD, dyslexia, anxiety and general social communication difficulties. Feedback was incredibly positive. Attending children were very engaged and developed a strong sense of community and belonging. New friendships were formed. Quiet children who were initially reluctant to speak at clubs found their voice and began engaging with peers inside and outside the group. Children who struggled with conflict resolution were able to develop skills to solve problems with their peers and the need for adult intervention was drastically reduced. All three schools are keen to run further Brick Clubs.



"The support from Play Included was amazing. We had already identified the need for a social communication intervention in our school, but a Brick Club would have been much harder to introduce without the support of Play Included and Stobbs."

- **Kate Kelly, SENDCo, Bottisham Community and Orchard Park Community Primary Schools**

"Through Brick Club training and the resources provided, Play Included and Stobbs have enabled more of our children to access an exciting and inclusive intervention which has improved their social communication skills and had a positive impact on their wellbeing."

- **Kathryn Hardy, Deputy Head / SENCo, The Grove Primary School**

As a business, we care deeply about inclusion and neurodiversity. When the opportunity to sponsor Brick Clubs arose, we jumped at the chance. We love the idea of using LEGO® to help children step away from screens, build confidence, and connect with others through play — especially those who may feel on the edges of social groups. Partnering with Play Included has been incredibly rewarding. Seeing the impact of the clubs firsthand has been fantastic, and we encourage other businesses to get involved and help fund more Brick Clubs locally.

- **Chris Murray, Marketing Chief at Stobbs**

