CORE CONCEPT

Community Sport Participation Course: Grassroots Programmes, Inclusion and Mass Events

10 – 14 January 2027
Dammam - Eastern Province five-star

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Ref: 2004_29563 **Date:** 10 – 14 January 2027 **Location:** Dammam - Eastern Province five-star **Fees:** 19500 SAR

Introduction:

Community sport participation training on grassroots programmes, inclusion and mass events is a 1-week course for sports ministry, federation and municipal sport development staff, ending with a Community Sport Participation Plan for a case organisation. Population activity stalls when programmes are planned without survey data on inactive groups, community clubs lack volunteers and coaches, school pupils drop out before joining a club and open events attract the already active. Nominees already run local sport and activity schemes and work through case studies on survey data and event reports. CoreConcept Training Center delivers this community sport participation course.

Course Objectives:

- Segment a population by activity level, age, gender and disability using survey data and set a participation baseline for a target area
- Apply the WHO Global Action Plan on Physical Activity and a logic model to select community sport interventions for priority groups
- Develop community clubs through volunteer recruitment, coach deployment and shared use of school and municipal sport spaces
- Design school-to-club pathways and mass-participation events that convert one-off attendance into regular weekly activity
- Remove barriers for women and girls, people with disabilities and older adults through adapted formats, venues and staffing
- Produce a Community Sport Participation Plan with outcome indicators, partner roles and an evaluation schedule for a case organisation

Target Audience:

- Sport development units responsible for local participation targets and physical activity schemes in a ministry or municipality
- Federation development departments accountable for grassroots membership, community clubs and entry-level competitions
- Municipal recreation and parks teams that schedule public sport spaces, open events and neighbourhood activity sessions
- Inclusion and community outreach teams that widen access for women, girls, people with disabilities and older adults
- School sport and youth development coordinators who link physical education, extracurricular sport and local clubs
- Monitoring and evaluation staff who report participation outcomes to funders, boards and partner agencies

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Course Outline:

Day 1: Physical Activity Evidence and the Participation Baseline

- WHO Physical Activity Recommendations by Age Group and Intensity
- Inactivity Burden Evidence for Adults and Adolescents
- Grassroots Participation, Sport for All and Elite Pathway Boundaries
- Population Activity Survey Segments of Active, Fairly Active and Inactive
- Participation Baseline Map by Area, Age, Gender and Disability

Day 2: Population Activity Frameworks and Intervention Logic

- Global Action Plan on Physical Activity Policy Actions
- Systems-Based Whole-of-Community Approach to Activity Promotion
- Logic Model Linking Inputs, Activities, Outputs and Participation Outcomes
- Behaviour Change Model for Moving Inactive Residents to Regular Activity
- Evidence-Based Investment Areas from Schools to Active Transport

Day 3: Community Clubs, School Pathways and Mass-Participation Events

- Community Club Development Plan with Volunteer and Coach Roles
- Shared Use Agreement for School and Municipal Sport Spaces
- School-to-Club Pathway Design with Taster Sessions and Referral Cards
- Free Weekly Timed Community Run Model and Volunteer Role Rota
- Mass-Participation Event Plan with Follow-Up Conversion Offers

Day 4: Inclusion Barriers, Programme Risks and Outcome Measurement

- Women and Girls Participation Barrier Audit and Women-Only Session Design
- Disability Sport Adapted Format, Accessible Venue and Trained Staff Checklist
- Older Adult Balance and Strength Session Planning
- Drop-Out Analysis and Retention Actions for New Participants
- Outcome Indicator Set with Attendance, Frequency and Activity Level Change

Day 5: Case Study: Community Sport Participation Plan

- Case Organisation Brief with Survey Data and Facility Inventory
- Case Priority Group Selection Using Segment and Barrier Evidence
- Case Partner Roles for Clubs, Schools and Municipal Departments
- Case Evaluation Schedule with Baseline and Follow-Up Surveys
- Community Sport Participation Plan Completion and Peer Defence

Skills You Will Gain:

- Participation Data Segmentation
- Intervention Logic Modelling
- Volunteer Workforce Planning
- Shared Facility Use Negotiation
- Participant Pathway Design
- Inclusive Session Planning
- Participant Retention Analysis
- Outcome Indicator Design

Why Attend This Course:

- Deliver a Community Sport Participation Plan, with priority groups, partner roles and outcome indicators, to the sport development director or municipal sport committee
- Choose which inactive groups, venues and session formats receive funding first, using segment and barrier evidence rather than past habit
- Prevent spending on one-off events and short schemes that attract already active residents and leave no lasting rise in weekly activity
- Brief club volunteers, school coordinators and event teams on referral routes, inclusive formats and the attendance data they must record

Conclusion:

Back at work, the participant presents the Community Sport Participation Plan to the sport development director, the municipal sport committee or the federation development board. Decision makers use it to fund priority groups, agree shared use of school and municipal spaces and assign roles to clubs, schools and event teams. After the first season of sessions and events under the plan, the organisation should compare attendance, weekly frequency and activity level change in each priority group against the baseline, then move funding toward the formats that kept new participants active.

Frequently Asked Questions FAQ:

What should participants know before community sport participation training?

Participants should already plan, fund or run local sport or physical activity sessions. No statistics background is needed. Bringing local survey results, a club list or a recent event report helps them apply the case work to their own area.

How does community sport participation training differ from a sports club governance or high-performance sport course?

It focuses on getting inactive residents active through community clubs, school links, open events and inclusive sessions. Governance courses cover boards, finance and statutes, and high-performance courses cover talent identification and elite athlete support.

Why do mass-participation events need follow-up in community sport participation planning?

A single event mostly attracts people who are already active. Follow-up offers such as weekly sessions, club taster vouchers and volunteer roles turn event attendance into regular activity, which is the outcome that population surveys measure.

What do participants take back from community sport participation training?

Participants take back a Community Sport Participation Plan with a participation baseline, priority groups, club and school pathways, an event follow-up design, inclusion actions and an outcome indicator set they can adapt to their own organisation.