Strategic Programming for Community Recreation and Social Impact Training Course



16 - 20 Nov 2026

Cape town

4600 € (Per Person)

Ref: #EL5737_269075

Course Introduction / Overview:

This comprehensive training course is designed to empower professionals with the knowledge and skills to develop and manage impactful community recreation and social programming. The curriculum delves into the principles of creating leisure activities that not only engage participants but also foster social cohesion, improve public health, and address community-specific needs. Drawing on the academic framework found in "Foundations of Recreation, Parks, and Leisure" by Jay S. Shivers and Holly R. Blanchard, this program provides a systematic approach to program design, implementation, and evaluation. Participants will learn how to transition from traditional recreational offerings to purposeful, mission-driven programming that creates tangible social change. This includes understanding the role of needs assessments, resource allocation, and stakeholder collaboration. BIG BEN Training Center has developed this training to be highly practical, incorporating real-world case studies of successful community initiatives. The course emphasizes the importance of inclusivity and accessibility, ensuring that programs are designed to serve diverse populations and contribute to the overall well-being of a community.

Target Audience / This training course is suitable for:

- Recreation and park professionals.
- Community program managers.
- Public health officials and educators.
- Social workers and non-profit leaders.
- Urban planners and community developers.
- Human resources and employee wellness managers.
- Corporate social responsibility (CSR) professionals.

Target Sectors and Industries:

- Municipal recreation and parks departments.
- Non-profit organizations and foundations.
- Public health and social services.
- Education and youth development.
- Housing and community development.
- Corporate employee wellness programs.
- Government agencies and equivalent public services.

Target Organizations Departments:

- Parks and recreation.
- Community development and engagement.
- Public affairs and public services.
- Corporate social responsibility (CSR).
- Human resources and training.
- Grant writing and fundraising.
- Social impact and non-profit operations.

Course Offerings:

By the end of this course, the participants will have able to:

- Design and implement strategic community recreation programs with measurable social outcomes.
- Conduct thorough needs assessments to identify and address community challenges.
- Develop sustainable funding and resource models for social impact initiatives.
- Create inclusive and accessible programming for diverse populations.
- Utilize data and evaluation methods to measure program effectiveness and impact.
- Build and maintain strong partnerships with community stakeholders.
- Master the principles of ethical and responsible recreation programming.

Course Methodology:

This training course utilizes a project-based and collaborative methodology to provide a hands-on learning experience. The program combines expert-led sessions with group work on a comprehensive case study, where participants will design a full community recreation program from conception to evaluation. This includes tasks such as conducting a mock community needs assessment, developing a program budget, and creating an evaluation framework. The course also features interactive workshops, where participants will practice key skills such as stakeholder engagement, grant writing, and risk management. This practical approach, offered by BIG BEN Training Center, ensures that participants not only grasp the theoretical underpinnings of social impact programming but also develop the practical skills necessary for successful implementation. The training encourages a peer-to-peer learning environment, where participants can share their diverse experiences and insights, fostering a deeper understanding of the challenges and opportunities in the field. This immersive and practical methodology prepares participants to become strategic leaders who can drive meaningful changes within their communities.

Course Agenda (Course Units):

Unit One: The Foundations of Social Impact Programming

- Defining community recreation and social impact.
- The role of recreation in public health and well-being.
- Conducting a comprehensive community needs assessment.
- Asset-based community development.
- Understanding social determinants of health.
- The ethics of community-based work.
- Stakeholder mapping and engagement strategies.

Unit Two: Strategic Program Design and Development

- Translating community needs into program objectives.
- Designing inclusive and accessible programming.
- Creating a logic model for social impact.
- Budgeting and financial sustainability.
- Staffing and volunteer management.
- Marketing and promoting community programs.
- Risk management for public activities.

Unit Three: Implementation and Operational Excellence

- Operational planning and logistics.
- Registration and participant management.
- Creating a positive and safe program environment.
- Conflict resolution and behavior management.
- Community outreach and participation.
- Leveraging technology for program administration.
- Building a culture of inclusivity.

Unit Four: Program Evaluation and Impact Measurement

- Defining and measuring social outcomes.
- Qualitative and quantitative evaluation methods.
- Data collection tools and techniques.
- Reporting program results to stakeholders.
- Using evaluation data for program improvement.
- Case studies of successful and unsuccessful initiatives.
- Communicating impacts funders and the public.

Unit Five: Leadership and The Future of Community Recreation

- Securing funding through grants and partnerships.
- Building and managing a high-performing team.
- Navigating political and institutional challenges.
- Trends in community recreation and social impact.
- Advocacy and policy development.
- Personal leadership and professional growth.
- Creating a legacy of community well-being.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In what fundamental ways does a strategic focus on "social impact" change the way a community recreation professional evaluates the success of a program beyond simple participation numbers or revenue generation?

What unique qualities does this course offer compared to other courses?

This training course stands out by bridging the gap between traditional recreation management and the emerging field of social impact. Unlike programs that focus solely on operational logistics, this curriculum, offered by BIG BEN Training Center, is built on the principle that recreation is a powerful tool for social change. It provides a strategic framework for designing programs that are not just fun but are also purposeful, measurable, and aligned with core community needs. The course is deeply practical, emphasizing skills such as needs assessment, stakeholder collaboration, and impact evaluation, which are critical for securing funding and demonstrating a program's value. The focus on inclusivity and accessibility ensures that participants are prepared to serve a broad spectrum of the population. By teaching professionals how to measure and communicate their social outcomes, the course empowers them to become leaders who can drive real, lasting improvements in the health and well-being of their communities.