### **Table of Contents**

1/ Get-on-Board Programme ————	01
2/ Community Activity Programme	02
3/ Edu-Skate Classes ——————————	06-11
4/ Enrichment Activities	12-13
5/ Homework Programme	14-15
6/ Girls Skate Programme	16-17
7/ Social Work Report	18
8/ The Freedom Skatepark Foundation ————	19
9/ Finances	20-24
10/ Recommendations ————	25

'We always work together and share ideas to insure everyone's on the same page. I always feel supported

- Skatepark Manager

This season of programming has been
made possible by the Embassy of the
United States through a grant made to
Seprod Foundation.

Sandals Foundation funded the Homework and Girls Skate Programme.





### Impact Report

Period: May1 - July 31, 2023 Subject: Programming Location: Freedom Skatepark, Jamaica

Date Prepared: 11 September of 2023 By: Tim van Asdonck & Gina May Mair

# ✓ Introduction

This report summarises the 11th Session of Edu-Skate that ran at the Freedom Skatepark from May 1 - July 31, 2023.

The season consisted of 6 programmes:

### **Get-On-Board Rental Programme**

This programme is in place to facilitate people that would like to skate but don't have a skateboard. Anyone can access the programme upon registration and rent a skateboard and/or protection material for \$100 JMD each. All income from this programme is reinjected into the maintenance of the skatepark.

#### The Community Activity Programme

This programme intertwines with the Get-on-Board programme, as a lot of children from the community around the Freedom Skatepark are not able to pay board rental on a daily basis. The Community Support Programme allows an exchange of board rental for time spent in community activities, where we work together with the skatepark community on the maintenance developments around the Freedom Skatepark.

#### Homework Programme (sponsored by Sandals Foundation)

The skatepark aims serve children for their most effective personal development. Therefore, an educational support session was organised on a regular basis to suport their academic development in a small group setting with the intention of improving personal development and academic outcomes.

#### **Enrichment Activity Programme**

A variety of enrichment activities that focus on education and personal development have been offered to kids and adolescents visiting the skatepark. Complementing the Homework Program, the offered activities have the purpose of providing our youth with the opportunity to explore their interests and potential in what lies outside of their school curriculums.

#### **Girls Skate Sessions**

Girls Skate Jamaica, founded by Kayla Wheeler and Kadiya McDonald, is envisioned to provide a safe and encouraging space for girls and women to skate and learn to skate. The programme is critical to our gender equity objective and creating a safe space for girls and women to build self confidence.

### **Edu-Skate Classes**

This is Concrete Jungle Foundation's core youth programme: skateboarding classes with a focus on life skills important in both skateboarding and in life in general. The programme is free of charge with open participation for anyone between 6-16 years old that is registered for the programme. Through the grant from the people of the United States and Seprod Foundation, we have been able to further expand the reach of the programme this season and for the first time included youth from downtown Kingston.



- The Homework Programme and Girls Skate Programme were funded by Sandals Foundation. All other programme activity was funded by the Embassy of the United States.
- Concrete Jungle Foundation organised and executed the programmes with the support of 8 local staff members, under the guidance of CJF's Project Manager (Blake Burnett)
  and Programmes Director (Tim van Asdonck).
- Data was collected on all programmes and will be presented in the following report, concluded with recommendations for the next season of the programme.

## 1/ Get-on-Board Programme

The Get-on-Board programme was set up to serve people that would like to give skateboarding a try but don't have a skateboard to use. Upon registration, a board or protective gear can be rented for \$100 JMD (\$0.65 USD) each (based on the socio-economic status of the surrounding community). For the people that are not able to afford this price, the programme can be accessed for free in exchange for participation in community activities (see 2. Community Activities Programme).

The Skatepark Managers ran this programme during the opening times of the skatepark (1 pm - 7 pm) and kept track on a daily basis of how the materials were used and by whom. In the following, you find the result of the eleventh season of running the Get-on-Board Programme.

826 Total amount of uses



### - 7%

of uses was in exchange for Community Support Jobs (56 uses)

**- 93%** 

of uses was in exchange for money (770 uses)

\$ Programme income in season 11: \$77,000 JMD / \$498 USD

All income was reinvested in the maintenance of the Freedom Skatepark (see Skatepark Expenses under 9/ Finances.

**612** Total amount of registrations



**14 years old** Average age



## 2/ Community Activity Programme

The Community Activity Programme is implemented for 3 reasons:

- 1. Involving the skatepark community in the work and development of the skatepark to instil a sense of ownership.
- 2. Community building: providing fun and educational activities through which the skatepark visitors can bond.
- 3. Some of the skatepark visitors do not have the financial means to rent a board or protection gear. This programme serves as a 'trade-off' for free board rental: if you help with some work around the park, you get to rent a board for free.

Total participation in Community Activities in Season 11:

Engagement Community Activities





voluntary jobs executed.

56

Unpromoted small activities were organised to engage the youth and community in educational and small communal activities. Throughout the season, community members (predominantly -18 youth) participated in the following activities:

- Gardening
- Painting
- Harvesting and cooking vegetables
- Watering plants

- Trash clean-up
- Recycling
- Planting

### Skatepark Management

Their responsibilities included supervising the park, running the Get-on-Board programme and executing community support jobs, keeping the skatepark clean and watering the greenery.

By working closely together with the Skatepark Managers on a daily basis, the Project Manager maintained close communication and quick response to arising challenges.

'This season we did a lot of work gardening and landscaping to make the space presentable for the kids and visitors.'

Skatepark Manager

The Skatepark Management identified a few significant challenges this season:

- 1. Counselling children, behaviour management and conflict resolution are services that come naturally to the needs of the community that we serve. Our team is the first line of contact with the youth and users of the park.
- 2. Enforcement of park rules ensures fair access and and safety for all users. Enforcement can often be difficult for the team to manage simultaneously along with board rentals, teaching, facilitating programming park maintenance and upkeep.
- 3. Use-defined space is limited. One-on-one counselling and homework instruction is currently being delivered without the benefit of privacy and is frequently subject to distraction and interruption. Security and adequate storage of tools and equipment is limited.
- 4. Limited and dated technical equipment including the following: outdoor lighting, security camera system, camera and computer.

### **Recommendation:**

1. Counselling, behaviour management and conflict resolution:

Dialogue and communication: Support continued dialogue between our social worker and the team to address incidents.

Community engagement: Organize community events or activities that encourage the development of positive relationships among children and between the team and youth and developties with the families of the children.

Training: Schedule regular workshops for the team to identify and anticipate behaviour challenges and outline an appropriate response protocol.

### **Recommendation:**

2. Enforcement of park rules:

Creating rules and guidelines: Clearly communicate and enforce rules that promote a safe and respectful environment for all users of the skatepark. This may include designated areas for specific activities, restrictions on certain behaviours, and consequences for violating the rules.

Engagement of a security service: Outsource management of entry / exit to park, enforcement of park rules including appropriate location of parking particularly during peak days and hours, ensure safety of closing staff.

### Skatepark Management cont'd.



### 'At this point I feel I'm heard 100% of the time, it's just action that can be an issue.'

- Project Manager

### **Recommendation:**

3. Purpose defined spaces

Create a private area for one-on-one counselling and homework instruction that allows those programmes to be delivered in an optimal manner without distraction and interruption. Increase designated and secure storage of tools and equipment.

Increase designated and secure storage of tools and equipment.

### **Recommendation:**

4. Equipment

Upgrade and replace outdoor lighting, security camera system, phones, cameras for capturing content critical to documenting and communicating and promoting the vital programming of the project and computers for uploading critical communication and documentation for core functions of the project. **Events** 

#### **Open Skateboarding Competition**

Monthly skateboarding competitions have become a regualr fixture of the events calendar at Freedom Skatepark. A mood of celebration and camaraderie characterises the staging. This May, in partnership with local skate collective SK876, the management team staged its first open competition. No preregistration is required and both an under-18 and over-18 category was fielded. A total of 13 people participated in the event. Music and encouraging commentary was provided by the elder skaters from the community.

#### Go Skate Day

In celebration of International Go Skate Day, a small event was organised for the youth from the Freedom Skatepark community on June 30th, 2023. Activities included, Game of Skate, a community gardening activity and a general meeting of the SK876 collective. In addition, participants enjoyed a BBQ and the distribution of prizes. A total of 21 children participated in the event.

#### **Season Finale**

In July 29th, 2023, a small event was organised for the younger children from the Freedom Skatepark community and the available students from the Denham Town High School and RISE Life cohorts to conclude the Edu-Skate season. Participants had to complete a list of tricks as quickly as possible. In addition, the contest included a race where participants raced from one end of the skatepark to the other. A total of 12 children participated in the event. Prizes were distributed and certificates were presented to the winners. The management team feted the youth with grilled burgers, beverages and ice cream.



Throughout the season, the prizes donated by Donate forSkate, Ace Trucks, Vans, Element, Clown Skateboard, and a donation from Lucien Clarke provided via Jamaica Skate Culture really made such a great impact for the youth.

Project Manager

## 3/ Edu-Skate Classes

The Edu-Skate Programme offers free skateboarding classes with a focus on life skills. The marquis programme of Concrete Jungle Foundation was developed using academic research from the self-determination theory on child psychological development and has been administered in collaboration with with schools and NGOs globally.

The Embassy of the United States, through a grant made to Seprod Foundation, has provided funding for Season 11 of Edu-Skate Programme. The programme continued to serve RISE LIFE, a Kingston-based NGO, our local Bull Bay youth and was expanded to include students from Denham Town High School. The funding provided through the grant also provided transportation for the participants to and from the Skatepark. . Registered children from the Bull Bay community were free to join these classes as well.

A total of 36 Edu-Skate classes were scheduled. 32 were executed and 4 were c ancelled in Season 11. Reasons for cancellations included inclement weather and logistical challenges. No injuries were recorded during the Edu-Skate classes this season.

<u>Recommendation</u>: Breaking up the groups with consideration to each skaters ability. Class could be run more efficiently, consistently and on time if the Management team was able to be more responsible for the transportation.







Every lesson had a Head Teacher and an Assistant Teacher that were present to run the class. Classes were organised as follows:

Intro:	The classes started with everyone sitting in a circle to introduce the life skill of the week.
Warm-up and trick/activity:	The teachers would proceed with a warm-up exercise for the students before getting into the trick/activity of the lesson through which they would work on the life skill. Students were divided into smaller groups per teacher, so each student got sufficient attention and support from their teacher.
Break:	After around 45 minutes into the class, it was break time: the students got some water and fruits in the youth centre and a moment in the shade.
Free skate:	After the break, it is free skate time. The students can skate for themselves, but the teachers are still present to supervise and help students out in case they need help or want to learn something new.
Reflection:	The sessions ended with all the students in a circle. The students have a moment here to share their experience of the class, of the life-skill and their accomplishments.



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### What went down in the Edu-Skate youth programme?

As Concrete Jungle Foundation's core youth programme, the execution of this programme is closely monitored and evaluated. The Edu-Skate programme is delivered via instruction from Skatepark managers Ronley Lewis and Nicholoas Thompson. Teachers manage organisation, instruction and evaluation of the Edu-Skate classes with support from the Project Manager. The Edu-Skate curriculum is outlined below. : Each week either a social skill or a competence-building skill is designed to contribute to positive personal development and paired with a suitable skateboarding activity/ challenge for an immediate practical application of this skill.

Lesson 1. Positive Mentality	Lesson focus: "Teach the kids to develop a positive mental attitude to
Lesson 2. Awareness	Lesson focus: "Lesson goal was being aware of other skaters and the general surroundings of the skatepark".
Lesson 3. Self-Confide	nce Lesson focus: "To build self-confidence with the students."
Lesson 4. Respect	Lesson focus: "Establish respect towards the park and each other".
Lesson 5. Resilience	Lesson focus: "The lesson goal was focused on being persistent and perseverant in trying new things on your board".
Lesson 6. Perseverance	esson focus: "To never give up".
Lesson 7. Encouragement	on focus: "Finding different ways to encourage each other".
Lesson 8. Courage	focus: "To overcome fear with courage, be courageous".
Lesson 9. Lesson foc Creativity expression	us: "The lesson goal was based on having fun through creative ".
esson 10. Lesson focus	s: "Team work helping one another".

Lesson 1 Teamwo





'This is our first class with our newest young skate crew in the community. These guys are fired up that we have set a class for them and seem to be attracting more kids to join.' Teacher Observation

'We spent much of our time working with the kids that lack confidence. They seem to have the hardest time with the concept of perseverance' Teacher Observation

'Motivation has been our greatest influence." Teacher Observation 'We were happy to see these two kids attending class after school was out for summer. It took a lot of effort for them to do that' Teacher Observation



### Season Highlights



'You have to have courage to get stronger.'

' I would come here every day. Here, I can just be, be free.' Student Quote

' When we cheer each other on, that is encouragement.' Student Quote

'What tricks can we learn today?!!???' Student Quote



### **Challenges and improvements**

#### Consistency: transportation and scheduling

"I just wish we had a better organization of getting the kids to the park at the final stages of the season. We noticed that these kids improvement during one session was significant, and most of the kids missed out on that experience. " Skate Teacher

"School was out early this week, so the kids stayed late in order to be able to attend the Edu-Skate class. " Skate Teacher

### **Recommendation:**

Consideration of the academic calendar in planning the Edu-Skate class schedule and making adjustments where necessary.





## 4/ Enrichment Activity Programme

This season was the sixth season that enrichment activity programming was offered at The Freedom Skatepark. The intention of the enrichment activity is to focus on education and personal development and is offered to kids and adolescents visiting the skatepark. Complementing the Homework Program, the offered activities have the purpose of providing our youth with the opportunity to explore their interests and potential in what lies outside of their school curriculums. These activities can be 1-off workshops, a short lesson series or a continued lesson series. This season the Educational Enrichment Activity programme was executed by Davion James in the form of music lessons.



#### **Enrichment Activities Programme**



12

### **What** went down in the Enrichment Activity Programme?

Three educational sessions were organised this season. Participant data was collected by verbal submission by the staff from the facilitator. Scheduling and availability challenges of the facilitator plagued the delivery of this programme this season. It continues to be highly engaging and desired by the youth.

The following subjects were covered in the sessions:

— Music (3 sessions)

### **Recommendation:**

Scheduling adjustment:

Adjust the programme to alternate facilitators and subject matter so that the responsibility of the sessions does not fall solely on a single facilitator. Suggested programming includes, art, yoga, coding, gardening, business/entrepreneurship and financial literacy.



## 5/ Homework Programme

### (Sponsored by Sandals Foundation)

With a focus on personal development, the skatepark should not be a distraction from the education of the children we engage but rather an amendment. Therefore, an educational support session was organised on a regular basis to suport their academic development in a small group setting with the intention of improving personal development and academic outcomes.

The Homework Programme was funded by Sandals Foundation, and the educational sessions this season were executed by Icah Wilmot. Additionally, the programme was supported with snacks for the students by Seprod Foundation.



#### Homework Programme





### • What went down in the Homework Programme?

5 educational sessions were organised this season, with 8 unique users and 11. 72% of the participants were girls.

The Homework Programme Teacher tried to keep the students on track with their schooling through the sessions despite the low turn out and frequent disruptions during lessons and to attendance. Assignments were adjusted to the different levels of the students.

The following subjects were covered in the sessions:

- Maths (5 sessions)
  - ------ Multiplication and division
  - ------ Addition and subtraction
  - ----- Rounding off numbers
  - —— Ratios
  - Factoring
  - —— Algebra
  - ----- Compound equations
- English language (5 sessions)
  - ------ Singular and plurals of different words
  - ------ Spelling
  - ------ Subject-verb agreement
  - ------ Short form composition
  - ----- Creative writing
  - ----- Sentence structure
  - ----- Antonyms

Geography / History (2 sessions)

- ------ Food chains





'Just one student attended but she stayed strong and worked all the way through. She took the time and made sure to finish everything.' - Icah Wilmot

## 6/ Girls Skate

### (Sponsored by Sandals Foundation)

Girls Skate Jamaica, founded by Kayla Wheeler and Kadiya McDonald, is envisioned to provide a safe and encouraging space for girls and women to skate and learn to skate. Two free sessions were organised weekly on Thursdays and divided into 2 groups between under 18 and over 18 girls and open for anyone to join upon registration. the programme is critical to our gender equity objective and creating a safe space for girls and women to build self confidence. Equipment for the sessions is provided free of cost to Girls Skate and their participants.



### Girls Skate Programme



### What went down in the Girls Skate Programme?

Five sessions were organised this season. Participants were led by both Kayla Wheeler and Kadiya McDonald in group and one-on-one modalities of instruction.

The following subjects were covered in the sessions:

----- Skill-based skate instruction



'Loving the Girls Skate Jamaica Community! I got the opportunity to come out and learn and also experience something new and met alot of new cool people'

- NattyB

## 7/ Social Work Report

CJF employs Negita Brown, a social worker who delivers life-skills, emotional intelligence training, conflict resolution facilitation and one-on-one counselling sessions at the Freedom Skatepark skatepark. In addition, her responsibilities included:

- Contacting and communicating with the parents of skatepark visitors.
- Solving conflicts at the skatepark.
- Supporting and asserting the skatepark rules.
- Overseeing the transportation of youth participants from Kingston for weekly Edu-Skate sessions.

The employment of the social worker at the Freedom Skatepark has been made possible by the grant from the Embassy of the United States in collaboration with Seprod Foundation.

'I believe the park is doing much better in regards to behaviour and discipline. The park staff is doing much better in handling certain situations at the park in my absence. I find that commendable on the staff side, soon they can do without me there.'

-Negita Brown

### Challenges and improvements

'Getting the parents of participants more involved in disciplinary actions. This is very hard, there seems not to be that much guidance or care in that area. But between Blake and I we do our best.'

<u>Recommendation:</u> It is recommended to find a more private space for consultation sessions with the social worker. The youth centre could be used to schedule consultation sessions regularly. While the session takes place the space should serve only for this sole purpose to ensure a comfortable setting for service users.

## 8/ The Freedom Skatepark Foundation



Any day-to-day issues and developments at the Freedom Skatepark were discussed with the Freedom Skatepark Foundation in monthly meetings, followed by the necessary planning and financial and operational decisions to move forward.

The following developments were achieved through the Freedom Skatepark Foundation board:

- Submission for canada leaf grantto expand food garden, recyling project and establish a plastic processing project
- Submission for United Way grant to fund the corner library
- CJF transition plan initiated
- Development of a new fundraising deck

Pending items:

- Fundraising for skatepark operational expenses
- Cawna Library project
- Fundraising / networking night hosted at the French Embassy





### 9/ Finances

### Programming expenses May - July 2023

The programming expenses are all related to the Freedom Skatepark's programming activities. The Homework Programme and Enrichment Activities were sponsored by Sandals Foundation. The Embassy of the United States and Seprod Foundation sponsored all other programme activities.



Items	Cost (USD)
Payroll	\$4,922
Water and Food	\$230
Transportation (Travel)	\$3,250
Operations Management (Contractual)	\$2,900
US Embassy subtotal:	\$11,302
Homework Programme & Girls Skate (Sandals Foundation)	\$433
TOTAL	\$11,735

### Payroll (Personnel) (\$4,922 USD)

Staff were paid every Friday for their services the past week with the following rates:

- Project Manager: \$25,000 JMD full time
- Junior Skatepark Manager: \$9,000 JMD for 3.5 days
- Senior Skatepark Manager: \$11,000 JMD for 3.5 days
- Edu-Skate Teacher: \$2,000 JMD per session
- Media Management: \$1,500 JMD for photos, \$1,500 JMD for social media management
- Social Worker: \$7,500 JMD per week

51 weekly pay slips have been paid for a total of \$757,500 JMD

### Water and food (Contractual) (\$230 USD)

Water and fruits were provided for the students in every skate class. Costs consisted of water bottles, cups and fruits.

### Transportation (Travel) (\$3,250 USD)

These costs consisted of the weekly transportation of the children from the organisation RISE and Denham Town Highschool between downtown Kingston and the Freedom Skatepark for the Edu-Skate classes.

### **Operations Management (Contractual) (\$2,900 USD)**

These include the costs of coordination, monitoring, evaluating and learning (MEL) and reporting on the programmes implemented at the Freedom Skatepark. More specifically:

- Designing the programmes that run at the Freedom Skatepark based on the needs and resources available
- Supporting the implementation of the programmes at the Freedom Skatepark
- Developing structures to collect data on the implementation of designed programmes
- Evaluating and reporting on the collected data through a seasonal report
- Further developing the programmes currently running, and assessing the needs for implementation of additional programmes.

This season, there costs consisted of 10% overhead costs from Concrete Jungle Foundation, and the installment of the Operations Manager at \$500 USD per month (starting in July).

### Homework Programme & Girls Sessions (\$433 USD) Sponsored by Sandals Foundation)

These costs consisted of the expenses to make these programmes run.

- Homework Programme Teacher: \$3,000 JMD per session
- Girls skate session instructors: \$3,000JMD per session
- Printing registration forms
- additional supplies for activities



### Skatepark expenses May - July 2023

These are the day-to-day maintenance costs of the skatepark: all the costs outside of programming costs to keep the skatepark running. These costs were paid from the skatepark income, which will also be discussed here. The total skatepark expenses from May - July were to \$731 USD equivalent to \$108,176 JMD.

### **EXPENSES**

Items	Cost (USD)
Freedom Skatepark Electricity Bill	\$191
Maintenance Expense	\$300
Sanitary Expenses	\$5
Salary for Private Class / Social Media	\$239
TOTAL	\$731



### Skatepark income May - July 2023

In support of the goal for the operations of Freedom Skatepark to be self sustaining, great attention by planning committees and staff have been invested income generating activities. All income generated at the Freedom Skatepark has been directly reinvested into the maintenance of the skatepark.

From May - July 2023, the Freedom Skatepark generated a total of \$1,043 USD equivalent to \$162,000 JMD. The skatepark income exceeded the skatepark expenses: this was the third consecutive season this occurred.

### INCOME

ltems	Cost (USD)
Roxy Photoshoot	\$286
Get-on-Board Programme	\$500
Private Skateboard Classes	\$208
T-shirt sales	\$49
TOTAL	\$1,043

22



- The electricity bill is paid on a monthly basis.
- Maintenance expenses included skatepark repair, plumbing, welding, hardware supplies, whacker repair.
- Sanitary expenses included trash barrels, trash bags, disinfectant spray, hand soap and cleaning supplies.
- Local teachers executed 2 private classes this season. One of the local teachers received weekly compensation to keep the @freedomskateparkja IG account active and up to date.

- The skatepark can be rented for a video shoot in exchange for a donation of \$20,000 JMD to the skatepark. 1 video shoot was executed.
- The board/protection gear rental programme had 770 paid uses this season (\$100 JMD (per rental)
- Private skateboard classes were provided for \$2,000 JMD for 1 person and \$1,000 JMD for every additional person for 1.5 hours. A total of 2 private classes have been executed by local teachers. A private party which required closure of the park and garnered \$20,000 JMD.
- The Freedom Skatepark makes and sells t-shirts with their own designs. 3 T-shirt was sold this season.

### **Skatepark Income and Expenses in USD**

Skatepark Income Skatepark Expenses



## 10/ Recommendations

In the following you find a summary of the recommendations that came forward from this season of programming at the Freedom Skatepark, to improve the working structure the next seasons.

Since every department was running their activities autonomously this season, all recommendations come from the staff themselves.

### Skatepark Management

1. Counselling, behaviour management and conflict resolution:

Dialogue and communication: Support continued dialogue between our social worker and the team to address incidents.

Community engagement: Organize community events or activities that encourage the development of positive relationships among children and between the team and youth and developties with the families of the children.

Training: Schedule regular workshops for the team to identify and anticipate behaviour challenges and outline an appropriate response protocol for the team.

### - 2. Enforcement of park rules:

Creating rules and guidelines: Clearly communicate and enforce rules that promote a safe and respectful environment for all users of the skatepark. This may include designated areas for specific activities, restrictions on certain behaviours, and consequences for violating the rules.

Engagement of a security service: Outsource management of entry / exit to park, enforcement of park rules including appropriate location of parking particularly during peak days and hours, ensure safety of closing staff.

\_ 3. Purpose defined space

Create a private area for one-on-one counselling and homework instruction that allows those programmes to be delivered in an optimal manner without distraction and interruption. Increase designated and secure storage of tools and equipment.

#### — 4. Equipment

Upgrade and replace outdoor lighting, security camera system, phones, cameras for capturing content critical to documenting and communicating and promoting the vital programming of the project and computers for uploading critical communication and documentation for core functions of the project.

### Social Worker

It is recommended to find a more private space for consultation sessions with the social worker. The youth centre could be used to schedule consultation sessions regularly. While the session takes place the space should serve only for this sole purpose to ensure a comfortable setting for service users.

