



## Impact Report

Period: August - September 17, 2023  
Subject: Summer programming  
Location: Freedom Skatepark, Jamaica

Date Prepared: 13 November of 2023  
By: Tim van Asdonck & Gina May Mair

# Table of Contents

1/ Get-on-Board Programme	02
2/ Community Activity Programme	03
3/ Edu-Skate Classes	06
4/ Girls Skate Programme	10
5/ Enrichment Activities	12
6/ Social Work Report	16
7/ The Freedom Skatepark Foundation	17
8/ Finances	18
10/ Recommendations	23

**"This was, from my memory, our busiest summer season. We are fortunate to have a well established and experienced staff. I'm also very proud of the way the community and staff have been working together to resolve issues that arise in and outside of the park. "**

- Project Manager

— Sandals Foundation funded the the  
2023 Summer Season



# ⚡ Introduction

This report summarises the 12th Session of Edu-Skate that ran at the Freedom Skatepark from August - September 17, 2023. The season consisted of 5 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. Access is granted 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, Many children from the community around the Freedom Skatepark are unable to pay board rental on a daily basis. The Community Support Programme provides board rental in exchange for time spent in community activities. We work together with the skatepark community on maintenance and developments around Freedom Skatepark.

## **Edu-Skate Classes**

This is Concrete Jungle Foundation's core youth programme: combining skateboarding classes with life skills. The programme is free of charge, participation is open for anyone between 6-16 years old registered for the programme.

## **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. 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. For this season, Summer Sessions were delivered that provided programming in a workshop style structure by a broad variety of skilled practitioners. Offerings included, coding, dance, scootering, jewelry-making, photography and creative writing.

## **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.

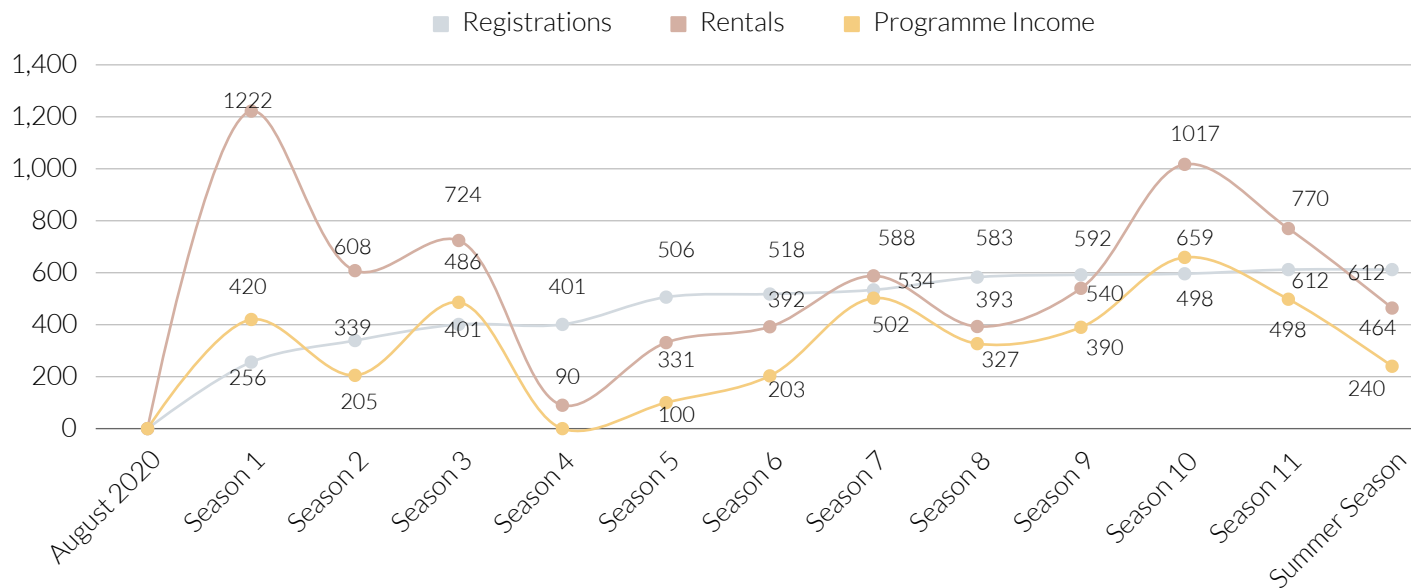


- Concrete Jungle Foundation organised and executed the programmes with the support of 3 local staff members, under the guidance of CJF's Project Manager (Blake Burnett) and FSF Operations Director (Gina Mair).
- Data was collected on all programmes and will be presented in the following report, concluded 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 and/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 in exchange for participation in community activities (see 2. Community Activities Programme).

The Skatepark Managers run this programme during the opening times of the skatepark (1 pm - 7 pm) and keep track on a daily basis of how the materials were used and by whom. In the following, you find the result of the 12th season of running the Get-on-Board Programme.



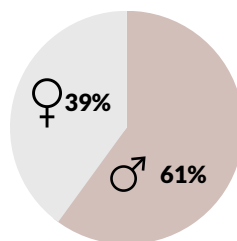
**464** Total amount of uses

- **35%** of uses was free for skate classes or in exchange for Community Support Jobs (162 uses)
- **65%** of uses was in exchange for money (302 uses)

Programme income in season 12: **\$37,000 JMD / \$240 USD**

All income was reinvested in the maintenance of the Freedom Skatepark (see Skatepark Expenses under 8/ Finances).

**612**  
Total amount of registrations



**14 years old**  
Average age



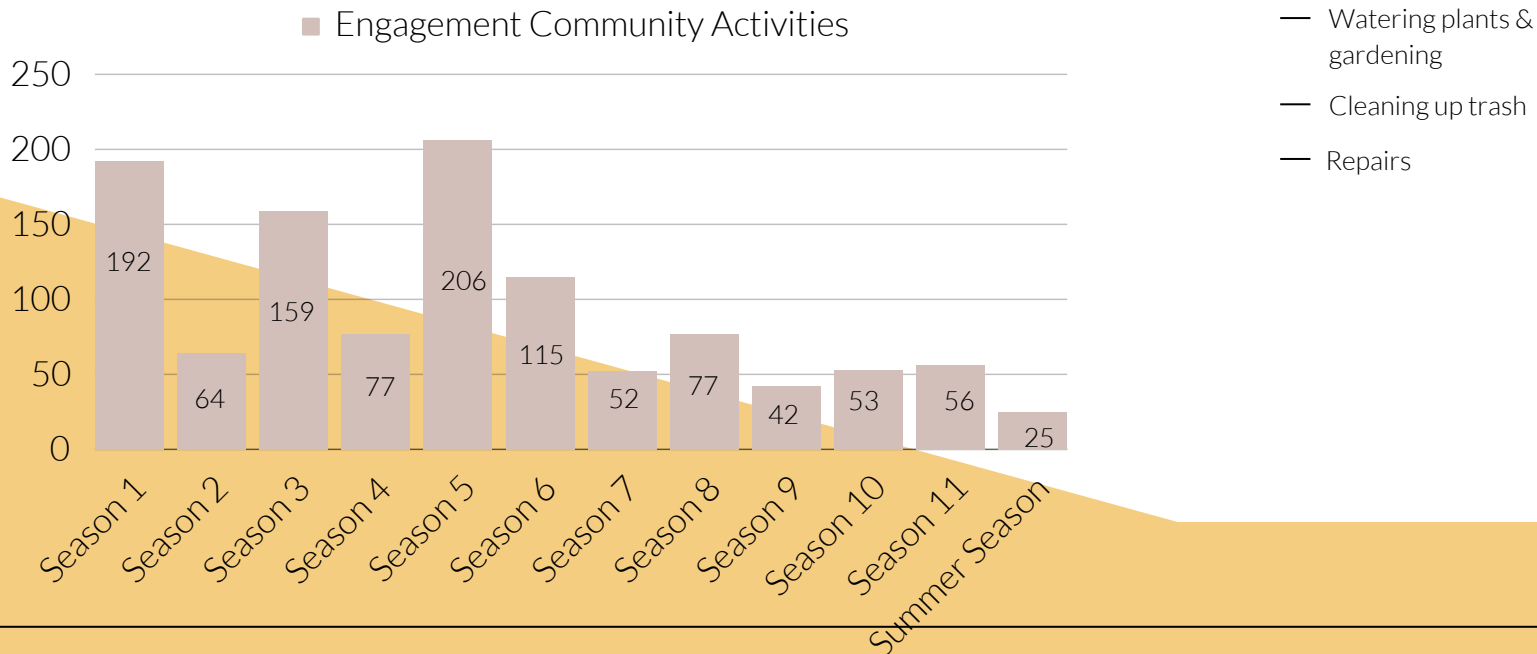
# 2/ Community Activity Programme

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.

**25** voluntary jobs executed.

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:



Total participation in Community Activities in Season 12:



## 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.

The Skatepark Management identified a few significant challenges this season:

1. Community issue that spill over into interactions in the park. Sometimes affecting attendance.
2. Effectively running skate classes with existing limited pool of personnel.
3. Managing the garbage from the surrounding environment that finds its way into the park.
4. Irregular garbage collection.

### Recommendation:

1 Community engagement: Apply the existing social worker as a resource for outreach within the community.

Organize community events or activities that encourage the development of positive relationships among children and between the team and youth and develop ties with the families of the children.

2. Hire an additional team member to run skate classes more effectively.

3. Liase parties responsible for waste management in order to improve the frequency and consistency of collection.

## Events

### Back to School Skate Contest

As the Summer Season came to a close and the youth and their families set their minds to the approaching school, our monthly skateboarding competition embraced a back to school theme. The competition is an open competition organised in collaboration with local skate collective SK876. No preregistration is required and both an under-18 and over-18 category was fielded. A total of 20 people participated in the event. Music and a good time was enjoyed as we said goodbye to the days of summer.



**As far as format and judging, we did a good job with the limited help that we had. Looking forward to more volunteers, and photos and video to tell the story and capture how the kids are improving dramatically.**

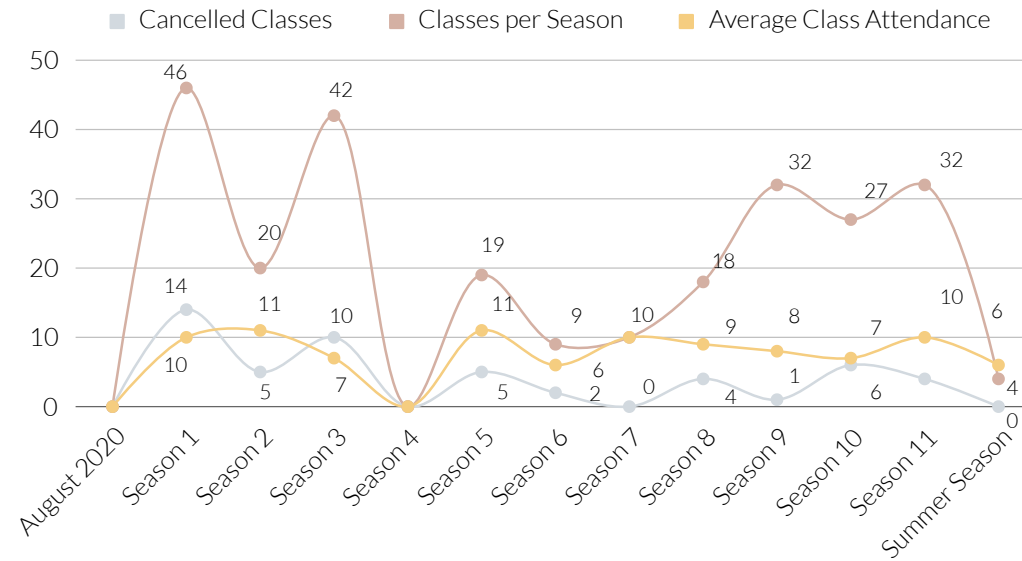
Skatepark Manager

# 3/ Edu-Skate Classes

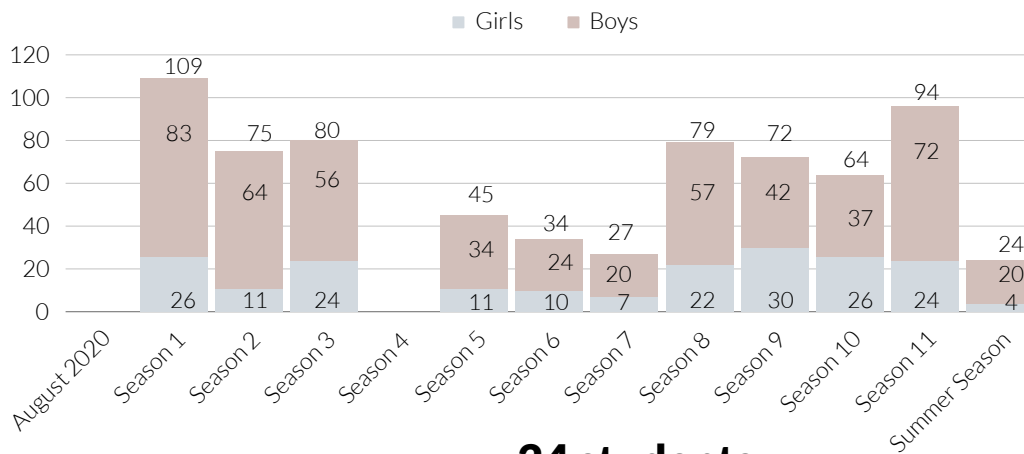
The Edu-Skate Programme offers free skateboarding classes with a focus on life skills. The marquis programme of Concrete Jungle Foundation was developed using academic research from the self-determination theory on child psychological development and has been administered in collaboration with schools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

Through support from Sandals Foundation 4 Edu-Skate classes were executed for participants largely from the Bull Bay community during this Summer Season. No injuries were recorded during the Edu-Skate classes this season.

Edu-Skate Classes

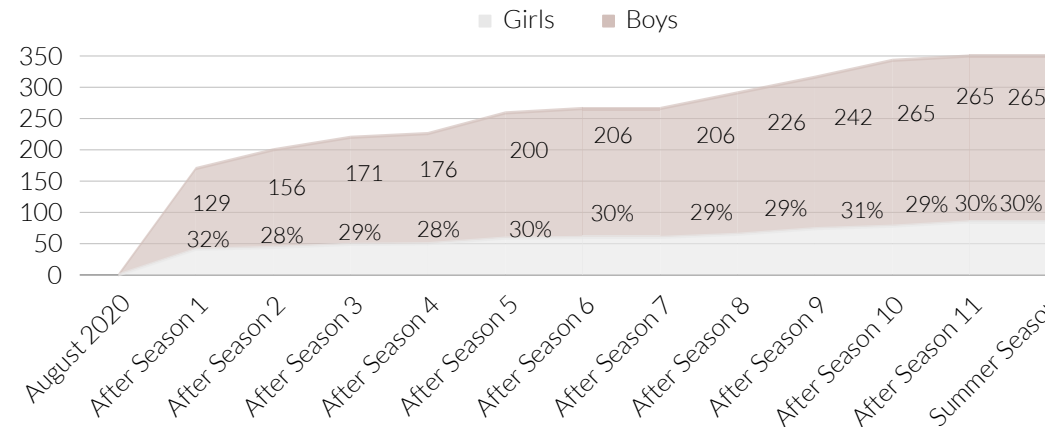


Edu-Skate Participation



Participation this Season: **24 students**

Edu-Skate Registrations



Total Amount of Registrations: **282**

Is courage when you try something  
you are afraid of?

Student Quote





Edu Skate lessons are designed to be executed with a Head Teacher and an Assistant Teacher.  
Classes were organised as follows:

<b>Intro:</b>	The classes started with everyone sitting in a circle to introduce the life skill of the week.
<b>Warm-up and trick/activity:</b>	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.
<b>Break:</b>	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.
<b>Free skate:</b>	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.
<b>Reflection:</b>	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.

**Because we skate together regularly, it's easy to identify the things that they are struggling to overcome mentally. They are also at an ability level that they can learn fast when they break down the mental block .**

Project Manager



## 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 Nicholas 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. Resilience

Lesson focus: "The lesson goal was focused on being persistent and perseverant in trying new things on your board".

### Lesson 2. Courage

Lesson focus: "To overcome fear with courage, be courageous".

### Lesson 3. Creativity

Lesson focus: "The lesson goal was based on having fun through creative expression".

### Lesson 4. Self-Confidence

Lesson focus: "To build self-confidence with the students."

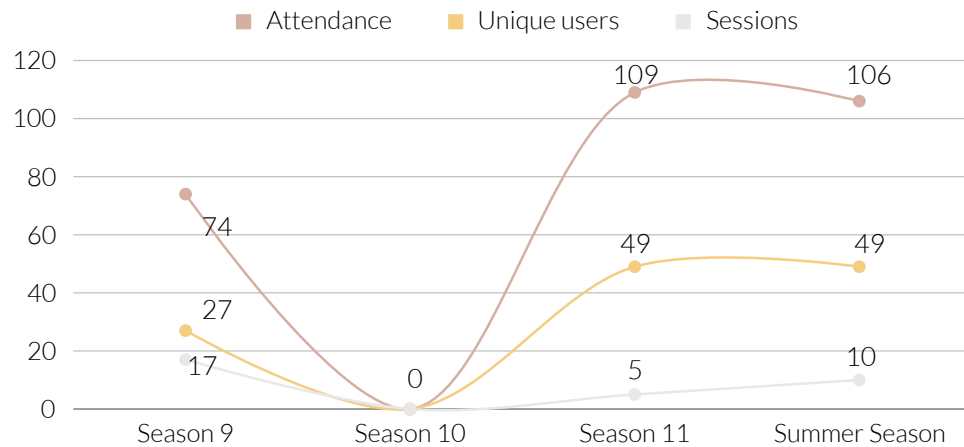


# 4/ Girls Skate Sessions

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. 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?**

Ten 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:

- Fun interactive warm-up games
- Stretching and warm up
- Skill-based skate instruction in small group structure: carving, pumping, heel-toe turning, and nose turning
- Skate games
- Community clean-up at the Skate Gully

**'OMG! I can't believe I actually did it!'**

Girls Skate Participant

**'Skateboarding teaches you perseverance, and even if you fail our coaches still encourages us.'**

Girls Skate Participant

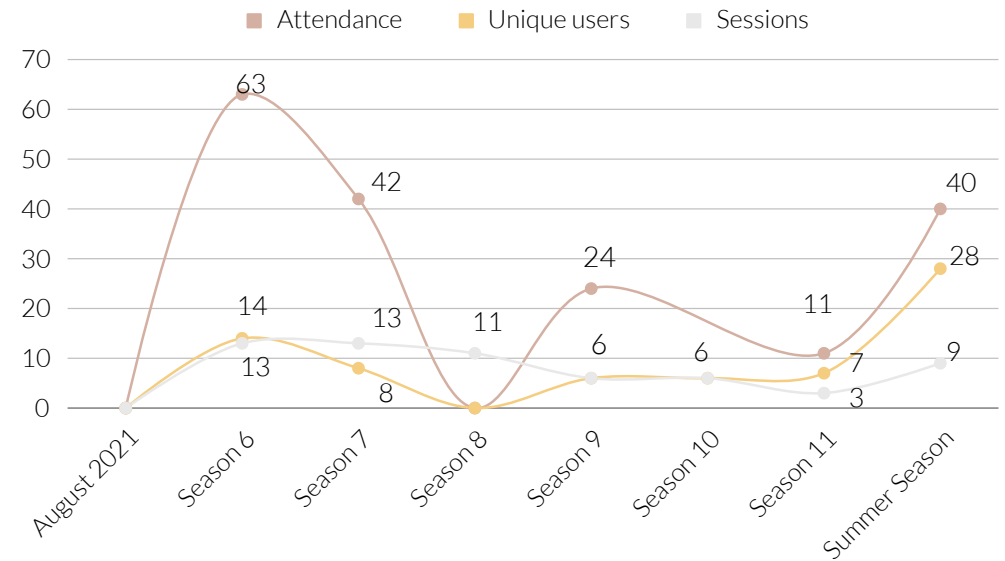


# 5/ Enrichment Activity Programme

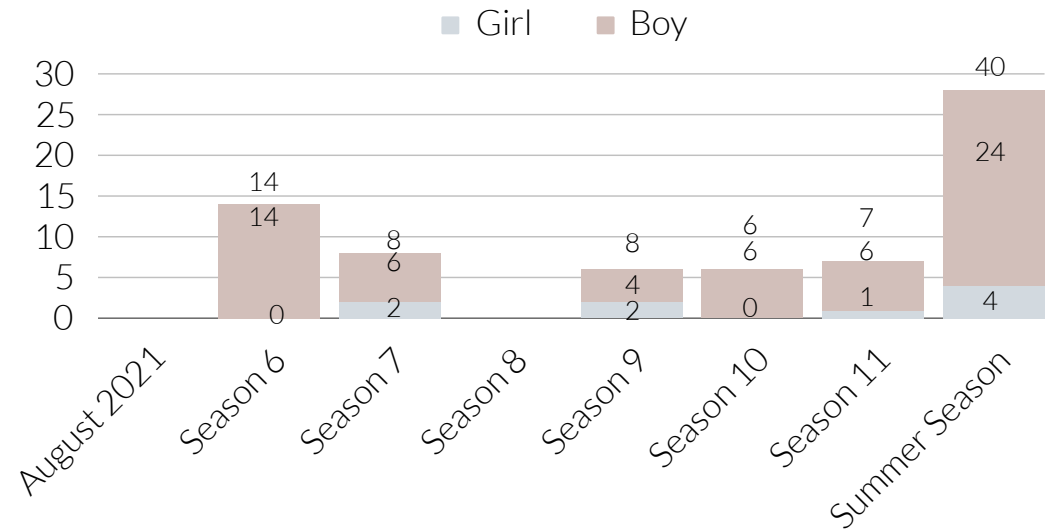
This season was the seventh season that enrichment activity programming was offered at The Freedom Skatepark. The intention of the enrichment activity is to focus on education and personal development and is offered to kids and adolescents visiting the skatepark. During Summer Sessions. Youth engaged in the opportunity to explore their interests and potential in what lies outside of their school curriculums delivered in a workshop style structure by a broad variety of skilled practitioners. Offerings included, coding, dance, scootering, jewelry-making, photography and creative writing.



Enrichment Activities Programme



Enrichment Activities Participants



## ● Season Highlights

**'I feel so pumped after working with the kids. I can't wait to come back and do more sessions. You can really see the light in their eyes.'**

Guest Teacher Observation

**Everything that I have in my career at this time in dance is through the skatepark. So it is really great to be able to continue to share here. If I am not working I come here every day. It's a positive place in my life and the community.**

Guest Teacher Observation

**The experience of building the mini ramp with Harry, the ledge under the tree and leading my own jewelry class, were achievements and experiences I really appreciated this season.**

Teacher Observation



**'The support from our local staff as well as board members and administrative team has been unwavering.'**

Teacher Observation

## ● Season Highlights

**‘It’s a good thing that the park is here. I have learned things and I don’t know where else I would come to do it.’** Student Quote

**‘I think there are other things I can do in life that never thought about before.’**

Student Quote



**“I loved being able to try new things. Are we going to have more sessions like this again?”**

Student Quote

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

Participant data was collected by verbal submission by the staff from the facilitator. The diversity of programming, guest facilitators and workshop style format proved to be highly engaging and desired by the youth.

The following topics were covered in the sessions:

- Coding
- Creative Writing
- Jewelry Making with Beads
- Scootering
- Photography
- Dance
- Drawing

### Recommendation:

Ensure all needed materials are prepared and available for the sessions.

## ● Challenges and improvements

### *Staffing*

“Just being alone and not being able to focus on the whole class is not something I'm used to.” Skate Teacher

“Encouraging them to be more playful and fun rather than trying difficult tricks.” Skate Teacher

### Recommendation:

Scheduling and additional staff





# 6/ 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 users.
- Solving conflicts at the skatepark.
- Supporting and asserting the skatepark rules.

The employment of the social worker at the Freedom Skatepark has been made possible for the Summer Season by the grant from Sandals Foundation.

**'I have learnt that there is minimal to no support from the adults of the community. The relationship with young persons that uses the park has improved, they adhere to rules when I am there and sometimes persons will come to me to talk about issues they are having or ask suggestions on certain issues.'**

**-Negita Brown**

## ● Improvements

**'The intervention with persons one and one. That way it is more effective to assist someone and to facilitate behavior change.'**

## ● Challenges

**'The community dynamics is very difficult to work with. The children are basically responsible for themselves and there is really no support from the adults of the community.'**

Recommendation: Revision of the database and engagement of the family network connected to the youth registered to the programme.





# 7/ The Freedom Skatepark Foundation

## ● The Freedom Skatepark Foundation (FSF)

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

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

- Receipt of the United Way grant to fund the Cawna Library project
- Fundraising for skatepark operational expenses

Pending items:

- Installation of Cawna Library project



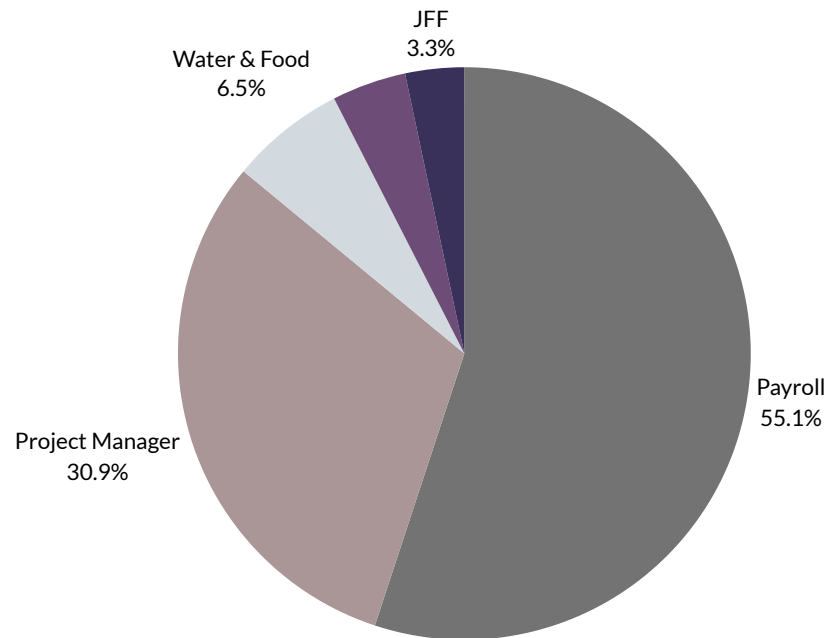
# 8/ Finances

## ● Programming expenses August - Sept 17 2023

The programming expenses are all related to the Freedom Skatepark's programming activities. Sandals Foundation sponsored all programme activities this season.

As Girls Skate Sessions extended over multiple seasons, these costs are not included in this report and covered in a separate report.

In total, the season cost **\$ 2,076 USD.**



Items	Cost (USD)
Payroll	\$1,143
Project Manager	\$642
Water and Food	\$135
Workshop costs	\$87
Jamnesia Family Festival	\$69
<b>TOTAL:</b>	<b>\$2,076</b>

### **Payroll (\$1,143 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 per week
- Social Worker: \$7,500 JMD per week

16 pay slips have been paid for a total of \$178,000 JMD

### **Project Manager (\$642 USD)**

These include the costs of the project manager to coordinate schedule, staff, activities and reporting during the summer season.

### **Water and food (\$135 USD)**

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

### **Workshop costs (\$87 USD)**

These include the costs involved in the enrichment activities this season. Costs included printing and compensation for workshop teachers.

### **Jamnesia Family Festival (\$69 USD)**

As part of the summer activities, participation was enabled to the Jamnesia Family Festival for participants of the summer sessions.



### Skatepark expenses Aug - Sept 17 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 August - September 17 were to \$718 USD equivalent to \$112,065 JMD.

#### EXPENSES

Items	Cost (USD)
Freedom Skatepark Electricity Bill	\$128
Maintenance Expense	\$70
Compensation for Private classes	\$199
Fuel stipend Project Manager	\$321
<b>TOTAL</b>	<b>\$718</b>

VS

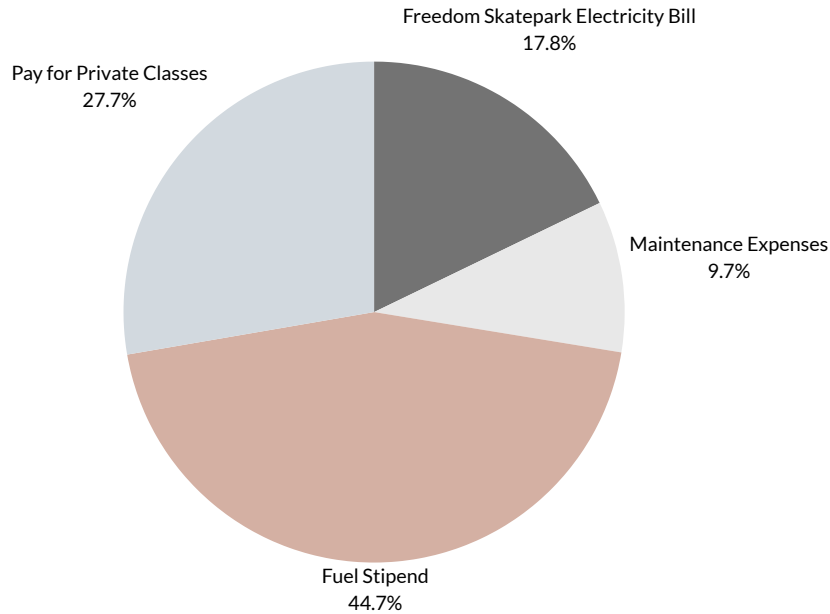
### Skatepark income Aug - Sept 17 2023

In support of the goal for the operations of Freedom Skatepark to be self sustaining, great attention have been invested income generating activities. All income generated at the Freedom Skatepark has been directly reinvested into the maintenance of the skatepark. From August - September 17, the Freedom Skatepark generated a total of \$1,009 USD equivalent to \$155,500 JMD. The skatepark income exceeded the skatepark expenses: this was the fifth consecutive season this occurred.

#### INCOME

Items	Cost (USD)
Reggae Girls Documentary	\$65
Get-on-Board Programme	\$240
Private Skateboard Classes	\$591
T-shirt & Vending	\$81
Donation	\$32
<b>TOTAL</b>	<b>\$1,009</b>

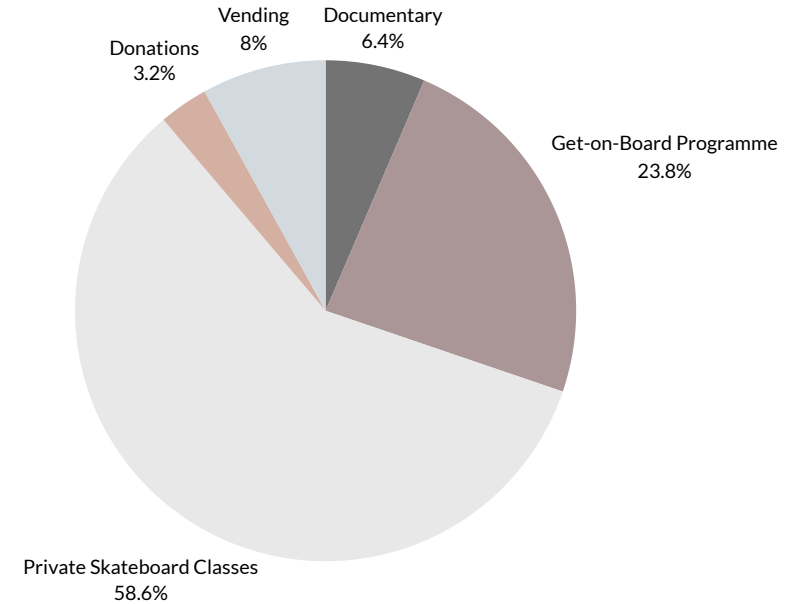
● **Skatepark expenses Aug - Sept 17 2023**



**Comments:**

- The electricity bill is paid on a monthly basis.
- Maintenance expenses included skatepark repair, welding, hardware supplies and gardening supplies.
- Local teachers executed 9 private classes this season.

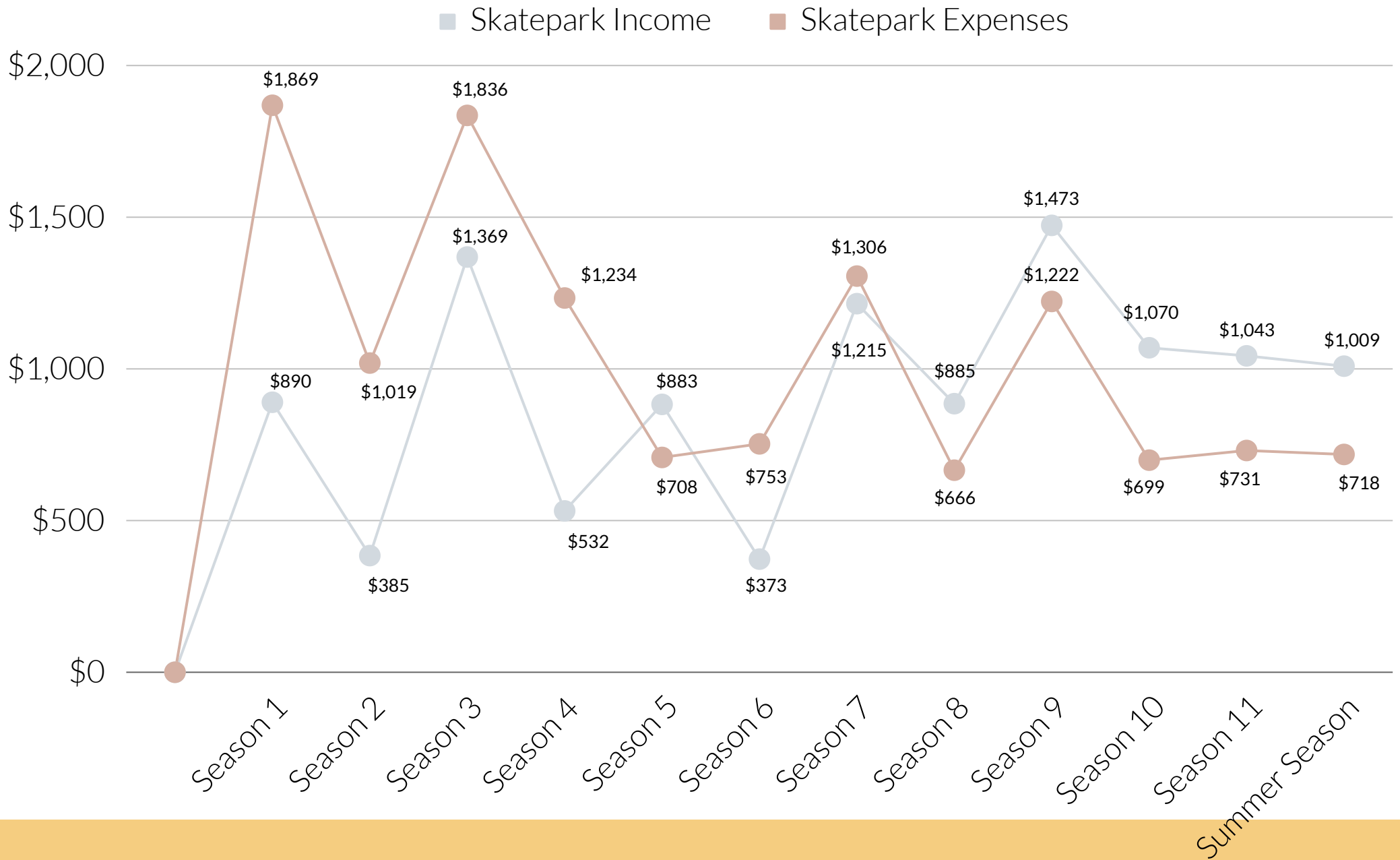
● **Skatepark income Aug - Sept 17 2023**



**Comments:**

- The skatepark was used for the screening of a documentary.
- The board/protection gear rental programme had 302 paid uses
- 9 Private skateboard classes were provided for \$2,000 JMD for 1 person and \$1,000 JMD for every additional person for 1.5 hours.
- The Freedom Skatepark makes and sells t-shirts with their own designs. Besides this, a staff member took initiative to vend items at the skatepark.
- A few visitors left donations for the park upon their visit of the place.

● Skatepark Income and Expenses in USD



# 9/ 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. Community issue that spill over into interactions in the park, sometimes affecting attendance.

Apply the existing social worker as a resource for outreach within the community.

Organize community events or activities that encourage the development of positive relationships among children and between the team and youth and develop ties with the families of the children.

- 2. Human resources: Effectively running skate classes can be challenging without adequate staffing.

Identify and engage additional instructors.

Develop a local volunteer programme.

- 3. Waste management

Liase parties responsible for waste management in order to improve the frequency and consistency of collection.

## Social Worker

- Employ strategies to engage family network connected to the youth registered in the programme.

