



DREAM BIG - SHINE BRIGHT

Annual Review 2016



PHOTO COMPETITION



1st *Tina Tang,
Forfar Academy*



2nd *Shania Evans,
Arbroath Academy*



3rd *Natascha Nelson,
Ryde Academy*



4th *Kim Taylor,
Campsmount Academy*



5th *Darren Wilson,
Fraserburgh Academy*

“They will honestly cherish these memories for years to come!” - Polly Cripps, Blackfield Primary School, Southampton, Hampshire





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The buzz in the school and community has been absolutely incredible- everyone wants to be involved and support the team. Kathleen McKie, Invergordon Academy, Invergordon, Highlands

OUR SPONSORS



“ Rock Challenge encourages team work, creativity, experimentation and resilience. It encompasses the four capacities as outlined by curriculum for excellence. The pupils come together to apply a whole range of skills that they have learned to create the piece, showcasing the application of skills in new and different contexts. The school gets more confident pupils who are willing to try things and make mistakes. The community is encouraged to become involved with fundraising activities and also by helping us with costume/set/props etc. - Keep up the good work! Kids love it and love being a part of it. It's wonderful to see them taking ownership of their work and using the skills they have learned to create, develop and perform these pieces with minimal staff input. The experience that they get is one that they take with them forever and the knowledge and skills they gain are so valuable for college, university and the workplace. The kids become so involved, that I almost have a former participant following as large as my team! **Selina King, Montrose Academy, Montrose, Angus** ”

“ This truly is an amazing thing for young people; it brings them together, brings teachers together and it keeps people safe. It takes young people off the streets and into the dance studio and that's an amazing thing so well done to Rock Challenge. **Police and Crime Commissioner for Dorset Martyn Underhill** ”

“ They are so excited! It really helps their motivation, they get to see the reward for all their hard work and effort. **Helen Gillingham, Barnhill Community High School, Hayes, Middlesex** ”

“ We feel that working together towards a common goal supports our learning and students succeed more in their studies because of it. **Robyn Dives, Winchmore School, Enfield, London** ”



Juno Hollyhock

CHAIRMAN'S STATEMENT

I am delighted to have taken over as Chair of the Be Your Best Foundation this year. My thanks go to George Cooil for his skilled and wise leadership over the last six years.

Through my previous employment as Producer of UK Rock Challenge® and, before that leading a team into the event, I have experienced first-hand how powerful the Rock Challenge® is as a vehicle to change the lives of young people around the UK.

As a school governor I am extremely pleased to see that, through thorough evaluation, we can continue to demonstrate that the Rock Challenge® delivers a number of benefits. Participation encourages young people to attend school more and improves relationships with teachers, both known factors in increasing in-school attainment and leading to students leaving school, not only with improved GCSE results, but also as more socially-able and active members of their local communities.

Financially, the Foundation has made some extremely difficult decisions in the last few years, and will continue to have to make further tough choices in times ahead. We believe that as a Board, we have the expertise and understanding to manage each situation we face, always keeping the young people and the medium to long term future of the event in the UK as our main priority.

We are indebted to the support from our many sponsors who enable us to keep delivering this life changing event across the UK. Without them, quite literally, the show would not go on and we are extremely grateful to everyone who donates funds, time and other resource.

Our thanks, of course go to the schools, who work so tirelessly to put together the wonderful performances we see every year, but also to the staff and volunteers of the Be Your Best Foundation and the UK Rock Challenge®, who regularly go the extra mile to ensure a first class event and a wonderful experience for all involved.

Thank you too to all of you for continuing to support the Be Your Best Foundation and the Rock Challenge® events. By attending events, working with schools and communities and encouraging young people to be the very best that they possibly can be you are contributing to a brighter future.

I, along with my colleagues on the Board of Directors for the Be Your Best Foundation, look forward to seeing what 2017 holds!

OUR PATRONS

What a fantastic Rock Challenge® tour 2016 was!

As Patrons of the Be Your Best Foundation we are always delighted to attend the shows and thoroughly enjoy seeing so many young people benefitting from participation, enjoying spending time and performing with their peers and working with their teachers.

We are extremely grateful to all the people working tirelessly behind the scenes to enable the young people to benefit: from our wonderful and generous sponsors, to the teachers, parents, friends and, of course, the students.

The evaluation results are, as always, extremely positive. We were especially interested to see the statistic identifying the number of participants who qualify for the Pupil Premium and you can find this on page 13 of this report.

We are extremely excited and very much looking forward to seeing many fantastic Rock Challenge® performances in 2017!

Baroness Ruth Henig DL and
Lady Sarah McCorquodale,
Be Your Best Foundation Patrons



Baroness Ruth
Henig DL



Lady Sarah
McCorquodale



THE CONCEPT

Rock Challenge® is a national performing arts initiative for schools, colleges and youth groups that promotes a healthy lifestyle and anti-drugs message. Students between the ages of 7 and 18 create a five to eight minute dance and drama performance about a theme of their choice which they then

perform at a professional venue in front of a panel of expert judges. The event is produced by the Be Your Best Foundation, (registered charity

1077291). Originating in Australia in the

1980s Rock Challenge® was brought to the UK by Hampshire Constabulary in 1996 and has since grown from one event in Portsmouth to 49 events in 16 counties across the UK involving over 300 schools and 19,000 young people. Schools begin to create their

entries in September, picking their theme and soundtracks before creating set designs, props and costumes and devising their choreography. Rock

Challenge® provides the opportunity for young people to learn new skills by working in a local venue with industry experts as well as improving team work and communication skills and decreasing anti-social behaviour. Rock Challenge®

aims to increase resilience in young people by increasing self-esteem and confidence and providing the opportunity for students to realise that they do not need artificial stimulants to realise a natural, adrenalin-based high.

“Rock Challenge provides a creative outlet for me as a teacher whilst boosting confidence, self-esteem and invaluable social skills for my students. **Hannah Reich-Riley, Brighton and Hove High School, Brighton, East Sussex**

“An amazing, collaborative experience for all involved which promotes teamwork, respect and an appreciation of the creative process. **Phil Ormerod, Ormiston Victory Academy, Norwich, Norfolk**

A POWERFUL VEHICLE

The Rock Challenge® provides young people with a unique opportunity to be their best and experience the adrenaline rush associated with live performance. Schools create a piece which gives them ownership of creative ideas and fuels student's imaginations whilst they strive to reach their goals. 2016 evaluations show proven and evidenced benefits above and beyond the original aims and objectives of increasing resilience, raising awareness of the dangers of drugs and alcohol and promoting a healthy lifestyle. Whilst these aims are still at the core of Rock Challenge® the event is also shown to provide other seemingly limitless benefits such as improving student teacher relationships, decreasing anti-social behaviour, increasing school attendance and increasing participants' enjoyment of school. 93% of the schools reported that self-esteem was either improved or greatly improved in their students since they became involved in Rock Challenge® and 88% said that their student's understanding of the importance on teamwork had improved (a full breakdown of Evaluation Results is available on pages 12 and 13). The event has grown year on year with more students wanting the chance to have the Rock Challenge® experience and receive all of the associated benefits of taking part.

“Rock Challenge can benefit all aspects of school life, even those who are not actively involved. It creates a positive attitude and atmosphere in the school during the lead up and in particular if the school achieves great results when competing. There is a great team ethic with all involved and the sense of achievement is incomparable with anything that I have experienced in a school environment. There are students who move to our school from other Isle of Wight schools, just to partake in our Rock Challenge entry, so the positive ethos it creates in the local community is great. Rock Challenge is one of Ryde Academy's greatest achievements to date. I consider it to be one of the greatest initiatives that young people can take part in during their youth. I would promote it to any non-participating school and as long as I work at Ryde Academy I will ensure that we always take part. **Thom Goodey, Ryde Academy, Ryde, Isle of Wight**

“The chance for our school, in quite a challenging area, to shine and show pride. Our students suffer from low self-esteem generally; RC gives us an incomparable opportunity to help combat this. **Tim Macfarlane, King Richard School, Portsmouth, Hampshire**

“Our students have been able to work effectively as part of a diverse team. They have become more resilient as time has gone by - both as part of Global Rock and in school. Thank you for continuing to provide this for our young people. I loved it as a child myself and it's great now to be the teacher! **Rachael Hansford, Medina College, Newport, Isle of Wight**

“I spend a lot of my time dealing with the tiny minority of youngsters that are causing problems in communities, coming to an event like this recharges my batteries and makes me realise that 99% of our kids are committed, dedicated, caring youngsters who we can be really proud of and who we know will be there in the future to work for us, care for us and look after us. **Police and Crime Commissioner for Humberside, Matthew Grove**



BENEFITS OF PARTICIPATION

Although much of the preparation for performing in Rock Challenge® happens in out-of-school time, benefits to the school are tremendous.

Wellbeing

The wellbeing of children and young people, particularly their emotional well-being, remains a Government and OfSTED priority.

Rock Challenge® is also seen by students and teachers alike as a key part of their improved resilience, confidence-building and pride in

participation. It also provides wonderful opportunities for student leadership in many areas including choreography, fundraising and building community links.

Add to this the self-reported rise in self-esteem, pride and respect for others, and improved attendance, coupled with a reduction in truancy rates, and it becomes obvious why so many schools participate year-on-year in Rock Challenge®.

PSHE

Traditionally, Rock Challenge® has been seen as an enhancement to the drugs, alcohol and tobacco element of the PSHE curriculum; it encourages positive peer pressure and attracts young people who would not otherwise participate in extra-curricular activities. It is therefore an effective diversionary activity for young people who may be at risk. Participants talk of the 'high' they experience through participation and this can support key messages within the drug education element of the curriculum.

Broader curriculum links

In addition to the drugs, alcohol and tobacco messages there are obvious links to dance, art and design, drama, physical activity, theatre studies, textiles, and business studies - some schools use Rock

Challenge® as a vehicle for measuring and monitoring pupil fitness, stamina and commitment to healthy eating as part of the process.

Rock Challenge® can also help schools to address citizenship issues, develop communication skills and increase responsibility of team membership. It helps to increase understanding of social issues through research of chosen themes, and helps the school to link with the wider community working with community police, other agencies and parents.

Participants in Rock Challenge® and J Rock™ (the equivalent event for primary schools) have to finance their own productions meaning there are also clear links to the Economic Well-Being and Financial Capability Curriculum.

The spiritual, moral, social and cultural (SMSC) development of children can be promoted, in the rehearsals and preparation for the event, throughout the day of the event and the final performance. Students from varied backgrounds and cultures come together to celebrate, support each other and work together. The whole experience also helps schools to promote the fundamental British values of democracy, tolerance and mutual respect.

Rock Challenge® and J Rock™ provide excellent interventions to support the personal development of all children especially those who are more vulnerable. Many schools are now using J Rock™ to explore and develop themes that arise through the curriculum, aiding pupils' understanding of some complex issues.

Youth Division

With the success of our Youth Division event we are also set to see the benefits of participating in the Rock Challenge® reach a far wider community in the many diverse groups now taking part.



“It's such a fantastic showcase of talent for young pupils to be involved in! The sense of achievement for the pupils involved is a benefit, it feeds the morale back into the school.
Pauline Gibb, Forfar Academy, Forfar, Angus

“Rock Challenge gives the whole school a sense of community and team. It involves the whole school and all abilities.
Hannah Richardson, Redwood Park School, Portsmouth, Hampshire

DIVERSITY

A priority for the Be Your Best Foundation is to ensure that the Rock Challenge® is open to all young people in the UK.

We strive to make participation in this amazing event as inclusive as possible and allow every young person a chance to experience the incredible 'buzz' that comes from being part of something so unique.

Building self-esteem and encouraging young people to be the best they can be is our focus, and therefore we are proud to see a diverse spectrum of young people entering the event.

2016 has been an incredible year and it is a pleasure to see the continued involvement of schools catering for students with special needs in the Rock Challenge®. The performances by these schools have been stunning and thoroughly enjoyed by their audiences. The commitment and support of their staff is a credit to the teaching profession.



J ROCK™

This year J Rock™ schools took part in 18 events nationally. We had stand-alone events in Bridlington, Carlisle, Hull, Inverness, Portsmouth, Southampton and Stevenage whilst there were showcasing J Rock™ schools or mixed junior/senior competitions at our Bournemouth, Dundee, Grantham, Rotherham, Scunthorpe and York events.

In 2016 we had thousands of primary school children working within their schools to put together these entries. We also found that some schools entering J Rock™ also used this opportunity to seek support and connect with their local secondary schools. Not only can secondary schools that enter the senior competition offer assistance and advice from their own experience but it was reported that these connections have proven effective in supporting students' transition from primary to secondary school.

Overall, the events were a huge success, not only establishing the message of 'achieving a natural, adrenalin-based high' but also helping to build relationships, develop teamwork and building confidence from a young age.

We were also extremely pleased to be able to stage both standalone southern and northern J Rock™ Finals again this year and look forward to continue growing the J Rock™ events in 2017.



“ We love taking part every year - the children aim high and love to be their best! ”
Chloe Johnson, Lanesend Primary School, Cowes, Isle of Wight

Each year the Be Your Best Rock Challenge® and J Rock™ announce National Award winners to help celebrate the outstanding achievements of schools across the nation, many of whom may not have qualified for a final, but still deserve appreciation for excelling in a certain area. The announcements are made via email and social media with a set of nominated schools published prior to the winners in all categories. All winners receive an award certificate to commemorate their achievement.



41/43/45



8



36



10



44



25

- 1 National J Rock™ Award for Choreography - Craven Primary Academy, Hull
- 2 National Rock Challenge® Open Award for Choreography - The Angmering School, Angmering, West Sussex
- 3 National Rock Challenge® Premier Award for Choreography - West Lakes Academy, Egremont, Cumbria
- 4 National J Rock™ Award for Performance Skill - Oldfleet Primary School, Hull
- 5 National Rock Challenge® Open Award for Performance Skill - Fraserburgh Academy, Fraserburgh, Aberdeenshire
- 6 National Rock Challenge® Premier Award for Performance Skill - Sir Henry Floyd Grammar School, Aylesbury, Buckinghamshire
- 7 National J Rock™ Award for Stage Use - St Paul's C of E Primary School, Chipperfield, Hertfordshire
- 8 National Rock Challenge® Open Award for Stage Use - Denbigh School, Milton Keynes, Buckinghamshire
(Special Mention Alness Academy, Alness, Ross and Cromarty)



29/38



41



31



27



4/13/47



20/40

2016 NATIONAL AWARDS

- 9 National Rock Challenge® Premier Award for Stage Use - Arbroath High School, Arbroath, Angus
- 10 National J Rock™ Award for Concept - East Bridgford St Peter's C of E Academy, East Bridgford, Nottinghamshire
- 11 National Rock Challenge® Open Award for Concept - Campsmount Academy, Doncaster, South Yorkshire
- 12 National Rock Challenge® Premier Award for Concept - The Whitehaven Academy, Whitehaven, Cumbria
(Special mention Sir Henry Floyd Grammar School, Aylesbury, Buckinghamshire)
- 13 National J Rock™ Award for Drama - Oldfleet Primary School, Hull
- 14 National Rock Challenge® Open Award for Drama - Tong High School, Bradford, West Yorkshire
- 15 National Rock Challenge® Premier Award for Drama - Sandown Bay Academy, Sandown, Isle of Wight
- 16 National J Rock™ Award for Soundtrack - Craven Primary Academy, Hull
- 17 National Rock Challenge® Open Award for Soundtrack - St Benedict's Catholic High School, Whitehaven, Cumbria
- 18 National Rock Challenge® Premier Award for Soundtrack - West Lakes Academy, Egremont, Cumbria
- 19 National J Rock™ Award for Set Design and Function - St Paul's C of E Primary School, Chipperfield, Hertfordshire
- 20 National Rock Challenge® Open Award for Set Design and Function - Park High School, Stanmore, Middlesex
(Special mention- Mary Rose Academy, Portsmouth, Hampshire)
- 21 National Rock Challenge® Premier Award for Set Design and Function - Arbroath High School, Arbroath, Angus
- 22 National J Rock™ Award for Costuming Character - Orgill Primary School, Egremont, Cumbria
- 23 National Rock Challenge® Open Award for Costuming Character - Richard Taunton Sixth Form College, Southampton, Hampshire
- 24 National Rock Challenge® Premier Award for Costuming Character - Sandown Bay Academy, Sandown, Isle of Wight
- 25 National J Rock™ Award for Visual Enhancement - Lanesend Primary School, Cowes, Isle of Wight
(Special mention- Stenbury Federation, Wroxall, Isle of Wight)
- 26 National Rock Challenge® Open Award for Visual Enhancement - Tong High School, Bradford, West Yorkshire
- 27 National Rock Challenge® Premier Award for Visual Enhancement - Oak Academy Le-AF Campus, Dorset, Bournemouth
- 28 National J Rock™ Award for Stage Crew - St Paul's C of E Primary School, Chipperfield, Hertfordshire



- 29 National Rock Challenge® Open Award for Stage Crew - Marriotts School, Stevenage, Hertfordshire
(Special Mention- Tong High School, Bradford, West Yorkshire)
- 30 National Rock Challenge® Premier Award for Stage Crew - Arbroath High School, Arbroath, Angus
- 31 National J Rock™ Award for Video Performance - Nettlestone Primary School, Seaview, Isle of Wight
- 32 National Rock Challenge® Open Award for Video Performance - Noadswood School and Clayhill School Dibden Purlieu and Lyndhurst, Hampshire
- 33 National Rock Challenge® Premier Award for Video Performance - Thornton Grammar School, Bradford, West Yorkshire
- 34 National J Rock™ Award for Lighting - Nursling C of E Primary School, Southampton, Hampshire
- 35 National Rock Challenge® Open Award for Lighting - Mayfield School, Portsmouth, Hampshire
- 36 National Rock Challenge® Premier Award for Lighting - Durrington High School, Worthing, West Sussex
- 37 National J Rock™ Award for Entertainment - Orchards Junior School, Worthing, West Sussex
- 38 National Rock Challenge® Open Award for Entertainment - Marriotts School, Stevenage, Hertfordshire
- 39 National Rock Challenge® Premier Award for Entertainment - Sir Henry Floyd Grammar School, Aylesbury, Buckinghamshire
- 40 National Rock Challenge® Award for Artwork - Park High School, Stanmore, Middlesex
- 41 National J Rock™ Award for Positive Inclusion - Biggin Hill Primary School, Hull and Medina House School, Newport, Isle of Wight
- 42 National Rock Challenge® Award for Positive Inclusion - Winchmore School, Enfield, London
- 43 National J Rock™ Award for Healthy Lifestyle - St Paul's C of E Primary School, Chipperfield, Hertfordshire and Biggin Hill Primary School, Hull
- 44 National Rock Challenge® Award for Healthy Lifestyle - Inverurie Academy, Inverurie, Aberdeenshire and Mary Rose Academy, Portsmouth, Hampshire
- 45 National J Rock™ Award for Achievement in Drug Awareness - Biggin Hill Primary School, Hull
- 46 National Rock Challenge® Award for Achievement in Drug Awareness - Campsmount Academy, Doncaster, South Yorkshire
- 47 National J Rock™ Award for Student Leadership - Oldfleet Primary School, Hull
- 48 National Rock Challenge® Award for Student Leadership - The Gryphon School, Sherborn, Dorset and The Priory Academy LSST, Lincoln, Lincolnshire
- 49 National J Rock™ Award for Cultural and Educational Achievement - Bridgend Primary School, Alness, Ross and Cromarty
- 50 National Rock Challenge® Award for Cultural and Educational Achievement - Headlands School, Bridlington, East Riding of Yorkshire



THANK YOU TO OUR SPONSORS

ABERDEEN

Aberdeenshire Council
Aberdeen City Council
Aberdeenshire Community Safety Partnership
NHS Grampian
Police Scotland – Choices for Life

BOURNEMOUTH

Police and Crime Commissioner for Dorset
Radian

CARLISLE

Cumberland Building Society

CRAWLEY

West Sussex County Council (Think Family)

DUNDEE

Angus Council
Police Scotland – Choices for Life

GRANTHAM

Castle Square Developments
Lincolnshire High Sherriff's Trust
Police and Crime Commissioner for Lincolnshire

GUILDFORD

Guildford Borough Council
The High Sheriff of Surrey
Police and Crime Commissioner for Surrey
Surrey County Council
Surrey Police

HUMBERSIDE

Andrew Marr International
Arco Ltd
BAE Systems
Clugston Group
East Riding of Yorkshire Council
High Sheriffs' & Humberside Police Tribune Trust
Houlton Building Contractors
Hull and East Riding Charitable Trust
Humberside Police
Jackson's Bakery
Kingston upon Hull City Council
NHS Hull Clinical Commissioning Group
North Lincolnshire Council
Police and Crime Commissioner for Humberside
Vivergo Fuels

INVERNESS

Highland Alcohol and Drugs Partnership
Highland Council
NHS Highland
Police Scotland - Choices for Life
Safer Highland Partnership
Scottish Fire & Rescue Service

PORTSMOUTH

Hampshire County Council
Hampshire Drug and Alcohol Action Team
HC3S
Ian Wright Consulting
Portsmouth City Council

ROTHERHAM

Efficiency North

SOUTHAMPTON

Hampshire County Council
Hampshire Drug and Alcohol Action Team
HC3S
Ian Wright Consulting
Southampton City Council

STEVENAGE

Druglink
Hertfordshire Police
Stevenage Community Trust

YORK

North Yorkshire Police
Police and Crime Commissioner for North Yorkshire

FINALS / NATIONAL

Ansvar Insurance Company Ltd
ACRO Criminal Records Office
Garfield Weston Foundation
Janome
Pauline Quirke Academy
Zeamu Music

“ We totally adore RC. It is the event of the year. Students from across the Academy want to be a part of the team. It is about friendship, bonding and working together as a team. Deborah Jackson, West Lakes Academy, Egremont, Cumbria



NATIONAL ROCK CHALLENGE® PARTICIPANTS' SURVEY RESULTS SUMMARY

- Each participant in a 2016 Rock Challenge® event was asked to complete a questionnaire. These were anonymous and 8,178 questionnaires were returned.
- 73% of students said that they spent 3 or more months rehearsing with 66% spending 3 or more hours per week on their production (outside of curriculum time). Around 215,000 student-hours were spent rehearsing for Rock Challenge®.
- 780 participants said that they smoked before becoming involved in the Rock Challenge®. Of those, 562 have stopped or reduced the amount they smoke since taking part in the initiative.
- Of the participants, 998 reported they drank alcohol regularly before becoming involved in the event. Of those, 715 have stopped drinking or reduced their alcohol intake since becoming involved in the Rock Challenge®.
- 139 of the students who completed and returned the survey told us they used illegal substances before involvement, 112 of those students have now reduced or stopped their drug usage.
- Of the respondents, 7,696 felt their self-esteem had improved, with teamwork skills improving in 94% since they became involved in Rock Challenge®.
- 1,125 students said they had played truant from school before becoming involved in the event. 1,005 of those have stopped playing truant due to their involvement.
- An amazing 6,921 of the 8,178 students reported they enjoy school more since becoming involved in the event.
- A staggering 6,852 of the 8,178 students reported they have better relationships with their teachers following their involvement.
- Of the participants, 88% reported they have made new friends through the Rock Challenge®.
- In the month leading up to their event, the participants told us they have communicated about Rock Challenge® in the following ways: 40% have tweeted about Rock Challenge® more than 5 times (that's a total of 16,353 tweets), 45% have posted on Facebook about the event more than 5 times (over 18,400 Facebook statuses) and 52% have sent more than ten texts about Rock Challenge®, that's a total of over 42,500 text messages.
- We are very proud to report that 99.5% of respondents described the initiative as excellent or good when given the choice of excellent, good, average or poor.

NATIONAL J ROCK™ PARTICIPANTS' SURVEY RESULTS SUMMARY

- Each participant in the 2016 J Rock™ was asked to complete a questionnaire. These were anonymous and 4,011 questionnaires were returned.
- 2,956 participants in the J Rock™ events said that they spent 3 or more months rehearsing their production (outside of curriculum time).
- 3,785 of the 4,011 students surveyed reported they enjoy school more since becoming involved in the event.
- 96% of respondents reported they have better relationships with their teachers following involvement in the event.
- Of the participating students, 3,622 reported they have made new friends at their own school through J Rock™.
- 2,693 reported they have made new friends at other Rock Challenge® schools through J Rock™.
- 100% of respondents described the initiative as excellent when given the choice of excellent, good, average or poor.

“Fantastic experience! Pupils so enthusiastic and love being involved. Participating has a positive effect across the school and creates a real buzz. **Benedicte Mulot**, Millburn Academy, Inverness, Inverness-shire

2016 ROCK CHALLENGE® & J ROCK™ TEACHERS' EVALUATION RESULTS SUMMARY

- The 2016 Be Your Best Rock Challenge® and J Rock™ involved 311 schools; of these 64 were schools new to the event.
- Each team nominated a liaison teacher who was asked to complete an evaluation questionnaire and return it prior to being supplied their judge's critiques.
- 302 liaison teachers completed and returned an evaluation questionnaire, representing 97% of the teams involved.
- The age spread of participating students was:
Year 5 9% Year 6 13% Year 7 17% Year 8 21%
Year 9 19% Year 10 13% Year 11 3% Years 12 and 13 5%
- The percentage of school time and out of school time taken to prepare for the Rock Challenge® and J Rock™ was:
School time 12% Out-of-school time 88%
- The time schools spent preparing their entries ranged from 3 weeks to 10 months. The average time spent was 4 months.
- 81% of participating schools reported that average attendance within the team had been improved. On average 12 students per school had improved attendance. Nationally, 3,692 students experienced improved school attendance.
- The percentage of the students involved in the Rock Challenge® who would not have otherwise taken part in school extra-curricular or sporting activities was 19%.
- 93% of the schools reported that self-esteem was either improved or greatly improved in their students.
- 88% said that their student's understanding of the importance on teamwork had improved.
- Aside from the day of the event, 24% of the schools were able to use the Rock Challenge® or J Rock™ to promote a healthy lifestyle.
- Out of all the schools that responded, 88% reported that their students' participation in the Rock Challenge® had helped them realise a 'natural high'.
- Of all the schools that responded, 10% said that the participants' consumption of tobacco, alcohol and other drugs decreased or greatly decreased.
- Anti-social behaviour has decreased in 35% of responding schools.

PUPIL PREMIUM

- For the first time in 2016 schools were asked how many students involved in their team qualified to receive the Pupil Premium. Approximately 75% of schools answered this question and reported that a total of 3,025 students involved in the events in 2016 did qualify for the Pupil Premium, this equates to approximately 20% of all students involved.

“ J Rock and Rock Challenge forms an important part of our prevention strategy. Feedback from previous events has shown that participating helps to avoid, delay and reduce drug and alcohol use among young people. Deborah Stewart, Coordinator of Highland Alcohol & Drugs Partnership

“ It's changed my life and it'll never be something that I'll move from easily. It gave my life meaning, a meaning that'll linger and stay from this night and onwards. Thank you, for not just changing my life, but the many lives of others that are involved. Youth Division participant from Freedom Road Creative Arts

PARTICIPATION

LOCATION AND VENUE	TEAMS				PARTICIPANTS				AUDIENCE	
	2016 Snr	2016 Jnr	2015 Snr	2015 Jnr	2016 Snr	2016 Jnr	2015 Snr	2015 Jnr	2016	2015
Aberdeen AECC	9	-	11	-	664	-	1020	-	1519	2041
Arbroath Webster Theatre	-	-	-	5	-	-	-	319	-	416
Bournemouth Pavilion Theatre	9	1	10	-	756	-	651	-	877	903
Bridlington Spa	5	-	-	7	346	-	-	488	490	940
Bridlington Spa	-	8	-	7	-	592	-	481	1020	830
Bridlington Spa	-	-	-	7	-	-	568	-	-	740
Carlisle Sands Centre	3	4	5	4	299	142	251	192	740	603
Carlisle Sands Centre	2	7	2	7	151	381	222	298	923	815
Crawley The Hawth	8	-	9	-	515	-	548	-	591	438
Crawley The Hawth	8	-	9	-	429	-	488	-	494	490
Dundee Caird Hall	6	-	4	-	441	-	342	-	576	670
Dundee Caird Hall	4	3	6	-	302	188	463	-	914	668
Grantham Meres Centre	7	3	5	4	380	151	358	253	532	667
Guildford G Live	7	-	7	-	324	-	360	-	596	555
Hull Ice Arena	3	-	6	-	143	-	348	-	220	502
Hull Ice Arena	-	8	-	8	-	578	-	536	1024	948
Hull Ice Arena	-	5	-	-	-	225	-	-	349	-
Hull New Theatre (Humberside Youth Division)	3	-	7	-	84	-	171	-	810	800
Inverness Eden Court	7	-	-	6	413	-	-	243	680	443
Inverness Eden Court	-	6	7	-	-	227	376	-	490	638
Inverness Eden Court	7	-	-	-	382	-	-	-	616	-
Leeds West Yorkshire Playhouse	-	-	5	-	-	-	293	41	-	422
Leeds West Yorkshire Playhouse	-	-	7	-	-	-	502	-	-	500
Milton Keynes MK Theatre	6	-	-	-	355	-	-	-	339	-
Portsmouth Guildhall	7	-	9	-	411	-	496	-	483	589
Portsmouth Guildhall	8	-	9	-	665	-	717	-	948	979
Portsmouth Guildhall	11	-	10	-	726	-	833	-	900	864
Portsmouth Guildhall	9	-	10	-	714	-	718	-	1000	875
Portsmouth Guildhall	-	12	-	11	-	855	-	787	1833	1660
Portsmouth Guildhall	-	12	-	11	-	763	-	705	1546	1427
Rotherham Magna Science Adventure Centre	6	-	-	-	303	-	-	-	318	-
Rotherham Magna Science Adventure Centre	9	-	-	-	529	-	-	-	484	-
Rotherham Magna Science Adventure Centre	5	3	-	-	301	113	-	-	327	-
Scunthorpe Baths Hall	3	1	1	4	120	61	65	204	169	228
O2 Guildhall Southampton	8	-	8	-	606	-	551	-	982	619
O2 Guildhall Southampton	8	-	9	-	571	-	693	-	837	1027
O2 Guildhall Southampton	9	-	9	-	689	-	715	-	877	783
O2 Guildhall Southampton	-	10	-	7	-	708	-	462	1054	735
O2 Guildhall Southampton	-	8	-	7	-	572	-	435	1064	779
O2 Guildhall Southampton	-	8	-	8	-	469	-	513	925	978
Stevenage Lifestyles	8	-	9	2	499	-	496	76	330	632
Stevenage Lifestyles	-	10	8	4	-	599	470	223	773	505
Stevenage Lifestyles	11	-	9	3	752	-	501	198	458	683
York Barbican	5	1	5	1	228	60	277	25	332	253
TOTALS	201	110	203	106	13098	6684	13493	6479	29440	28645
	311		309		19782		19972			

“After 10 years being involved, it was an amazing experience and honour to be a part of something bringing young people together. **Andrea Clayton, Twitter**

LOCATION AND VENUE	TEAMS				PARTICIPANTS				AUDIENCE	
	2016 Snr	2016 Jnr	2015 Snr	2015 Jnr	2016 Snr	2016 Jnr	2015 Snr	2015 Jnr	2016	2015
Northern Open Final										
Grimsby Auditorium	12	-	12	-	777	-	-	877	494	716
Northern J Rock™ Final										
Grimsby Auditorium	-	11	-	12	-	870	-	855	1002	1026
Northern Premier Final										
Grimsby Auditorium	11	-	9	-	961	-	836	-	799	672
Scottish Final										
Caird Hall Dundee	11	-	10	-	971	-	963	-	1676	1515
Southern J Rock™ Final										
Portsmouth Guildhall	10	-	-	12	-	920	-	943	1622	1822
Southern Open Final A										
Portsmouth Guildhall	10	-	12	-	589	-	1051	-	622	1296
Southern Open Final B										
Portsmouth Guildhall	-	12	12	-	744	-	750	-	772	972
Southern Open Final C										
Portsmouth Guildhall	8	-	-	-	620	-	-	-	881	-
Southern Premier Final										
Portsmouth Guildhall	12	-	11	1	959	-	901	65	1257	1345
National Final										
Milton Keynes Theatre	-	-	9	-	-	-	892	-	-	716
TOTALS	74	23	75	25	5621	1790	6270	1863	9125	10080
GRAND TOTALS	408		409		27193		28105		38565	38725

“Rock Challenge has helped to raise the profile of our school in the local community. Students enjoy coming together and learning the discipline of dance but in the fun environment of RC. **Fiona Thompson, Appleton Academy, Bradford, West Yorkshire**

“In a relatively isolated and small community Rock Challenge attracts a huge range and variety of students giving them a really valuable extracurricular activity they are passionate about. **Kathy Shanks, Thurso High School, Thurso, Caithness**

SOCIAL NETWORKING

We are delighted that our Social Networks continue to provide a platform to share, acknowledge and appreciate the hardworking teachers, students and supporters involved in Rock Challenge® up and down the country. Not only have we seen young people engage across the networks but once again are pleased to see our online reach extends beyond our current participants and also to a bigger cross-section of society and to both their peers and members of their local communities.

We have acknowledged that Social Media is now an integral part of many people's lives and we are committed to finding new ways of reaching people through these online communication channels.

For another consecutive year we are overwhelmed by the level of support we have received and this positive engagement (with some responses in their thousands) indicates that the content we are creating is resonating with our audience.

We encourage you to join us on Facebook, Twitter, Instagram and YouTube as we continue to develop each of these avenues in 2017!

PRESS COVERAGE

Over the last twelve months we have also continued to develop our media exposure with articles published and online content written in regional newspapers and magazines across over twenty counties. In the year ahead we are dedicated to building on this to further increase these solid foundations that have been created.



“ Our highlight of the academy calendar for students and staff alike @OakmeadRockC

“ #RCquotes @ukrockchallenge my Rock Challenge experience has been incredible! Competing for 2 years and now off to volunteer in Portsmouth! @ChloeJarvis14

“ The thing I look forward to the most every year #RCquotes @ukrockchallenge @eveelaineblack

“ We've been competing in @ukrockchallenge for 17 years now, and every year keeps getting better and better!! #Rcquotes @MightyBennies



FACEBOOK 2015: 26,821 page likes 2016: 31,245 page likes

This year we have seen an unwavering growth with our Facebook audience as the number of people that like our Facebook page has increased by 16% exceeding our target of 30,000 page likes.

In the last twelve months we also held our first ever Scene / Moment of the year competition which completely surpassed all previous interaction records.

We had two senior teams West Lakes Academy and Peterhead Academy that each both reached the newsfeeds of 180,000 people whilst our nominated video clip of Riders Junior School, recorded a reach to 233,796 people. To date the video of Peterhead Academy has 86,561 views and records 8,531 interactions in total made up of 5,543 likes, 544 comments and 2,444 shares.

Across the eighteen nomination videos a total of 25,423 likes, 7,253 shares and 3,356 comments were recorded adding up to an impressive total of 36,032 interactions. A 138% increase on last year's record of interactions. We hope to make this competition annual following its success in the initial year.

We also have a group on Facebook which has 4,434 members that we wish to continue to build into a supportive community for the current participants.



TWITTER 2015: 9,425 followers 2016: 10,818 followers

The popularity of our Twitter page has again increased this year as we approach the 11,000 Followers mark.

Once again we have broken our own record for the most interactions on a Tweet and this year the record went to our Tweet with a photograph of the winners of the Northern Premier Final, Arbroath High School. It picked up 172 retweets, 359 likes and was seen by 25,750 people!

During the month of June we earned on average 42 retweets and 132 likes per day and we hope to keep building on this success and break our own record as we enter 2017.



INSTAGRAM 2015: 8,403 followers 2016: 9,682 followers

Our Instagram page has also been developing this year and we look likely to break our target of 10,000 followers by the end of the year. In the last 12 months we have received an average of 304 likes and 12 comments per post with a total of 21,561 likes to date.

Our most popular photograph on Instagram in 2016 was of the winners of the Scottish Final, Alness Academy and this received 606 likes and 30 comments.



YOUTUBE 2015: 1,957 subscribers 2016: 2,451 subscribers

We are continuing to increase the amount of digital activity available to our audience and have added 14 new videos to our YouTube channels over the last 12 months.

In total our channel has amassed 513,451 views with one video that has currently been viewed 45,471 times.

SUMMARY

Taking into account all of the numbers above, we are extremely delighted to record a total of 54,196 connections across all social networks.

My Rock Challenge experience has been life changing and confidence boosting #RCquotes @SaraTorrance

"I don't know how I would have coped 6 years of secondary school without being able to escape to Rock Challenge @jaacqueelyn



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Registered Office: Portsmouth Guildhall, Guildhall Square, Portsmouth, PO1 2AB
 Directors: Mervyn Bishop, Jan Clarke, George Cooil, Paul Godfrey, Ian Readhead, Juno Hollyhock, Glyn Wright
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