



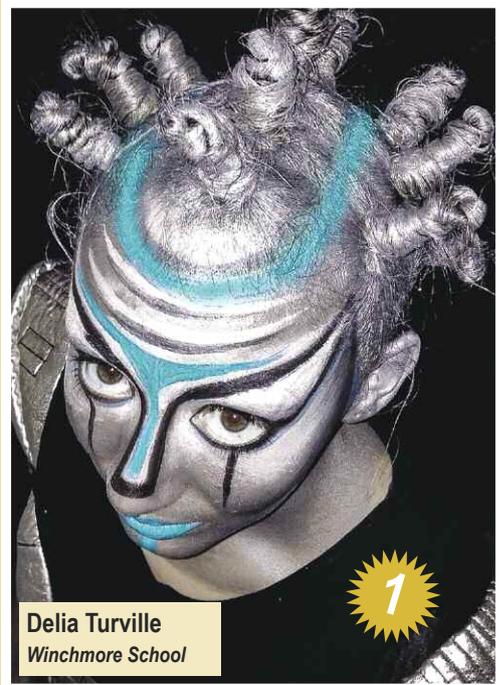
Annual Review 2014



GLOBAL
ROCK
CHALLENGE™



Photo Competition



Delia Turville
Winchmore School

1



PEOPLE'S CHOICE (702 Facebook Likes)
Cassandra Willis *Belfast Model School for Girls*



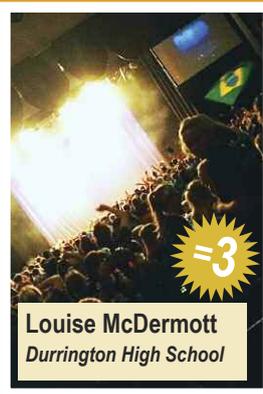
Carl Coolbear
Brighton Hill Community School

=3



Leah Black
Forfar Academy

2



Louise McDermott
Durrington High School

=3



Lauren Stroud-Lees
Oak Academy - LeAF Academy

4



Dominic Tyler
Maple Primary School

=5



Nicole Sangster
Kemnay Academy

=5

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The event allows prolonged work with a group of students and enhances student-teacher relationships.

Theresa Lowe, Wyvern Technology College, Eastleigh, Hampshire

Sponsors



As a school, we believe Rock Challenge® has a positive impact on exam results as it encourages engagement and strengthens relationships.
 Laura Nicholson, Cockburn School, Leeds, West Yorkshire



The students have a sense of pride, whether they performed or not.
 Helen Davis, Northern Parade Junior School, Portsmouth, Hampshire



Chairman's Statement



2014 has been another successful year for Rock Challenge®. Thousands of young people throughout the country have displayed enthusiasm, energy and commitment of the highest order and have provided a feast of exciting entertainment. They have been supported by their schools, teachers, local communities, and parents, all of whom are an integral part of Rock Challenge®. The continued contribution of our volunteers and our sponsors has also been central to this year's success and we thank them for their loyalty. Everyone in the Rock Challenge® 'family' knows the difference the initiative makes to the young people involved and this has driven the achievements of this year and will stand us in good stead for 2015. Well done everyone and thank you.

George Cooil - Be Your Best Foundation Chair

Our Patrons



Baroness
Ruth Henig DL



Lady Sarah
McCorquodale



Talulah Riley

2013-14 was another action packed and exciting year for Be Your Best Foundation; well done to everyone involved - all the feedback shows that it was another really successful tour. Around 20,000 students took part in 45 shows right across the United Kingdom, and 54 new schools joined us for their first season. We hope they will enjoy the Rock Challenge® experience alongside our regular participating schools for many years to come.

As ever, grateful thanks are due to all our sponsors, great and small, and to everyone - teachers, parents, friends and students - who has worked so hard behind the scenes and at home to enable the shows to take place to such a high standard. As ever, surveys show that the students who took part in the Rock Challenge® experience enjoyed it enormously and gained a lot from it, particularly in terms of increasing their own self-confidence and life skills. And of course, no shows could have taken place without the experience, hard work and enthusiasm of the Be Your Best management and production teams, and the wise guidance of the directors - so a big thank you to them too. On to next year!...

Baroness Ruth Henig DL



Rock Challenge® is something that stays with you forever no matter where you come in the competition. You can clearly see in the faces of those older pupils who are performing in it for the last time... their joyful, heartfelt memories and the heartbreak of knowing it's all coming to an end. It makes school so much more enjoyable even though it takes a huge amount of time and energy. It's a dream that no one wants to wake up from or forget. Its hope and friendship and the sense of belonging we all need disguised as a dance competition. I couldn't imagine school without Rock Challenge® and hope it continues for a very long time, to create more good partnerships and joy for others! Rock Challenge® hasn't only helped me to form good memories, but entirely brilliant ones.

Katy Dalzell, Belfast Model School for Girls, Belfast



The Concept

The Rock Challenge® is a performing arts initiative that delivers positive healthy lifestyle messages to young people aged 7 - 18 years in schools, colleges and youth groups throughout the UK. It aims to increase the resilience of young people to negative influences through developing their self-esteem, improving their teamwork skills and building on their talent, commitment, and enthusiasm. The event is produced by the Be Your Best Foundation, (registered charity 1077291).

Participation in the Rock Challenge® begins for schools in September when young people start planning their themes and performances; they begin building sets, making costumes, choreographing, and rehearsing; this is a process that culminates in schools coming together at a recognised, local venue. At their event they will experience working with professional stage and production staff where they spend the day rehearsing in front of their peers and supporting one another; it is through performing in this professional environment that the students realise they do not need artificial stimulants to realise this natural, adrenalin-based high.

The event, which originated in Australia in 1980 and was brought to the UK in 1996, has grown to the extent that in 2014 19,717 students from 305 teams took part in 45 events throughout England, Scotland and Northern Ireland.



It is clear to me, having attended this terrific event, how good it is for the young people who participate, how it boosts their future 'life chances' and how it benefits communities and society generally. I very much enjoyed the show, meeting a number of the participants face-to-face and having the opportunity to present some prizes. Thank you to all concerned for treating us to a splendid evening.

Angus Campbell, Her Majesty's Lord Lieutenant for Dorset

A Powerful Vehicle

The Rock Challenge® is a high-impact and professionally-produced event that captures the imagination of young people by providing them with an excellent opportunity to perform live onstage at major theatre venues across the country. The event gives young people an ‘adrenalin-based high’ by striving to be the best they can be and achieving their goals. 2014 evaluations show proven and evidenced benefits above and beyond the original aims and objectives. In particular, the Rock Challenge® delivers outcomes in line with current Government thinking and policy, and is constantly striving to produce evidence-based outcomes for changes to Government legislation. Every year, the Be Your Best Foundation sees an increase in the numbers of young people taking part in the UK Rock Challenge®; their commitment, talent and enthusiasm is testament to the success of this fast-growing, dynamic and effective event.

‘Added Value’

In 1996 the Rock Challenge® was introduced into the UK to combat use of cigarettes, alcohol and illegal substances by young people; however, through extended consultation with schools and other partners as well as experience gained by the Be Your Best Foundation in staging the event and realising the seemingly limitless benefits attached, we are very pleased to recognise that anti-social behaviour is reduced in 44% of participating secondary and primary schools across the UK and self-esteem is increased in 91% of young people. We are very pleased to report that, as a positive use of spare time, the participants engaged in over 500,000 man-hours of rehearsals away from curriculum time in the lead-up to the Rock Challenge® events. A full breakdown of benefits and their reach is available on pages ten and eleven.



I myself am an excellent example of how Rock Challenge® can change lives. Last year I experienced a difficult time involving mental health issues. These issues led to many stress-related behaviour such as smoking, alcohol abuse and drug taking. After about a month of our rehearsals I had stopped taking drugs and drinking alcohol completely. I was encouraged by my director to seek help from specialist. I now feel a lot happier with myself and the support network that has opened up for me at school through this year's Rock Challenge®. I have slowly cut down on cigarettes since the start of Rock Challenge® and stopped completely at the end of last year.

**Student from Turriff Academy,
Turriff, Aberdeenshire**



Days like these remind me why I work in school! So proud of my students right now. Could actually burst!

Catherine Ward, Warblington School, Havant, Hampshire



Benefits of Participation

Although much of the preparation for performing in Rock Challenge® happens in out-of-school time, benefits to the school day are tremendous. The wellbeing of children and young people, particularly their emotional well-being, remains a Government and OfSTED priority.

Rock Challenge® is seen by students and teachers alike as a key part of their development in resilience, confidence-building and pride in participation, all vital skills that permeate the whole curriculum.

Traditionally Rock Challenge® has been seen as an enhancement to the drugs, alcohol and tobacco curriculum; it encourages positive peer pressure and attracts young people who would not otherwise participate in extra-curricular activities, and is therefore an effective diversionary tool 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.

In addition to the drugs, alcohol and tobacco curriculum 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 secondary schools to deliver on citizenship issues, developing communication and responsibility of team membership, increasing understanding of social issues through research into chosen themes, and joining school with the wider community including opportunities for working with community police, other agencies and parents.

Many primary schools are now using J Rock™ to explore and develop themes that arise through the curriculum, aiding pupils' understanding of some complex issues.

Because participants have to finance their own productions, there are also clear links to the Economic Well-Being and Financial Capability curriculum, highlighted as a priority for schools again from Autumn 2014.

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®.

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.



Thank you!! I actually can't thank you enough for last night's event. It was just brilliant. I have been a Police Officer for nearly 14 years and I can safely say there hasn't been a moment in my career when I have felt more proud. You are all absolute legends and Rock Challenge® wouldn't be what it is without you. Thank you for all your patience and unending support over the last few months, I very much appreciate it. And roll on Rock Challenge® 2015!
PC Suzanne Asquith,
North Yorkshire Police

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 want 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.

2014 has been an amazing 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. We aim to increase the number of schools catering for students with special needs participating in the 2015 tour with an overall aim of targeting areas of disadvantage and deprivation.



I just wanted to drop you a quick email to thank you and your team for a fantastic day at the Guildhall yesterday. The pupils absolutely loved it as usual and they are already asking when next year's performance will be! Everyone on the Rock Challenge® production crew made our day so wonderful and it was lovely for our pupils to mix with their mainstream peers and become that little bit more independent.

Clodagh Dorgan, Great Oaks Special School, Southampton, Hampshire

Youth Division

2014 saw the sixth year of the Youth Division event for the Rock Challenge®. This event has opened the project up beyond mainstream education to a diverse range of groups within the communities we operate targeting vulnerable young people. This is a truly life-changing experience for those involved, many of whom are amongst the most vulnerable of peer groups and communities, some visiting their local theatre for the very first time.

The event was introduced in Hampshire in 2009 with an event at Southampton Guildhall showcasing two teams of young people. The event was hailed as a great success with many reports coming in after the event day of young people involved returning to semi-formal education. The challenge for 2010/11 was to continue the success and expand the event to its full potential. A further two groups participated in 2011 and gave a very high standard of performance.

In 2012, with the help of Vivergo Fuels and Humberside Police we introduced the event into Hull and were extremely pleased that four groups participated, producing some exceptional work and visibly benefitting (especially in terms of confidence and self-esteem) as the day went on, with the event returning to Hull in 2013 featuring 7 groups; one group withdrew as they didn't have enough young people left (they had all returned to formal education following their involvement).

In 2014, the event in Hull continued to grow, hosting 8 groups from the area and holding workshops run by Humberside Police, Humberside Police Dog Section, Humberside Fire and Rescue Service and Hull NHS Clinical Commissioning Group.

We are very excited to see how the Youth Division events in both the North and South of the UK continue to develop independently, and as a concept, in future years. We know that Rock Challenge® is a very powerful vehicle and therefore we are delighted to be able to offer what we know is a life-changing experience to new groups of vulnerable young people.



When I was younger I used to hide behind my hand and I didn't speak to anyone because of bullying. I felt so vulnerable that I often felt suicidal. However Youth Division has inspired me to have trust not only in others, but myself also. I'm autistic and Rock Challenge® and the people at my youth group have changed my life.

Participant following Rock Challenge® Youth Division.



vivergo fuels



Hull Clinical Commissioning Group

NHS

2014 National Awards

Each year the Be Your Best Rock Challenge® and J Rock™ announces 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 plaudits for excelling in a certain area. The announcements are made via email and social media with a set of nominated schools published a week prior to winners in all categories. All winners receive an award certificate to commemorate their achievement.

- 1 **National J Rock™ Awards for Choreography, and Performance Skill - Halterworth Primary School, Romsey, Hampshire**
- 2 **National J Rock™ Awards for Set Design and Function, and Entertainment - Quay Academy, Bridlington, East Riding of Yorkshire**
- 3 **National Rock Challenge® Open Award for Concept - Joint Winner - Holy Family Catholic Academy, Cleethorpes, North East Lincolnshire**

Creepy Crawly Lessons

Walking through the park Emily becomes upset with her boyfriend's selfish, womanising ways. Distraught, she is surprised when a cricket leads her into the insect world of free-loving butterflies, hierarchical ants and possessive dung-beetles. Through the life of the insects she begins to see more clearly her boyfriend's flaws and wonders if she would be better off without him?

- 4 **National Rock Challenge® Open Award for Concept - Joint Winner - Bucksburn Academy, Aberdeen, Aberdeenshire**

TOXIC

It's time to play our computer game. The game follows the Greek Myth of the journey to find and destroy Medusa. Medusa represents all that is toxic in our society - from nuclear waste to drugs and alcohol. There are many challenges for you on the way. Can you defeat the evils ahead or will you be turned to stone?

- 5 **National Rock Challenge® Premier Award for Stage Use Hazelwood Integrated College, Newtownabbey, County Antrim**
- 6 **National Rock Challenge® Premier Awards for Performance Skill, Set Design and Function, Entertainment, and Stage Crew Oak Academy – LeAF Campus, Bournemouth, Dorset**

The complete list of National Award Winners is on our website



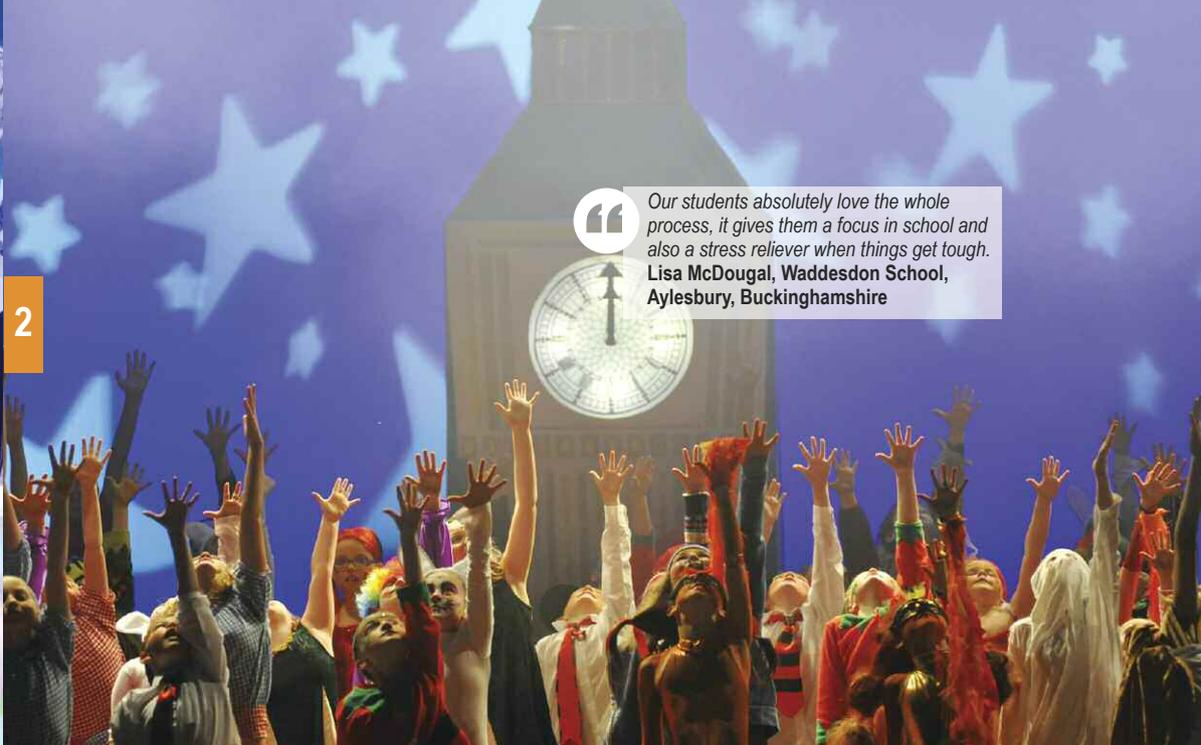
It's great being able to put so much time into something the children love.

Maria Turner, Finchley Catholic High School, London





2



Our students absolutely love the whole process, it gives them a focus in school and also a stress reliever when things get tough.
Lisa McDougal, Waddesdon School, Aylesbury, Buckinghamshire



4



As teachers we feel that this project give us personal challenges and has bought out skills and qualities we didn't know we had. It is also a great project for the students and our subjects.
Lauren Moss, Kinross High School, Kinross



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Participants Evaluation Results

NATIONAL ROCK CHALLENGE® PARTICIPANTS SURVEY

Each participant in the 2014 Be Your Best Rock Challenge® events was asked to complete a questionnaire. These were anonymous and 9,826 questionnaires were returned.

70% of respondents said that they spent 3 or more months rehearsing their production outside of curriculum time with 63% spending between 1 and 3 hours a week rehearsing.

In total, over 300,000 man-hours were spent rehearsing for Rock Challenge® around the UK.

8% of the respondents reported they smoked before becoming involved in the event; of those, 69% have stopped smoking or reduced the amount they smoke due to their involvement in the Rock Challenge®.

14% of the respondents reported they drank alcohol before becoming involved in the event, 62% of those have stopped or reduced their alcohol intake since becoming involved in the Rock Challenge®.

2% of the respondents reported they used drugs before involvement, 88% of those have stopped or reduced the amount they use as a result of participation in Rock Challenge®.

Of the respondents, 96% felt their self-esteem had improved and 92% felt the same of their teamwork skills.

Of the respondents, 14% said they had played truant from school before; of those, 72% have stopped playing truant due to their involvement in the Rock Challenge®.

86% of respondents reported they enjoy school more since becoming involved in the event.

90% of respondents reported they have better relationships with their teachers following their involvement.

Of the respondents, 86% reported they have made new friends through the Rock Challenge®.

The participants told us that they communicated about Rock Challenge® in the month leading up to the event in the following ways: 59% have tweeted about Rock Challenge® more than 5 times, 51% have posted on Facebook about the event more than 5 times and 61% have sent more than ten texts about Rock Challenge®.

99.7% of respondents described the initiative as excellent or good when given the choice of excellent, good, average or poor.

NATIONAL J ROCK™ PARTICIPANTS SURVEY

Each participant in the 2014 J Rock™ events around the UK was asked to complete a questionnaire. These were anonymous and 3,590 questionnaires were returned.

70% of respondents said that they spent 3 or more months rehearsing their production outside of curriculum time.

93% of respondents reported they enjoy school more since becoming involved in the event.

93% of respondents reported they have better relationships with their teachers following involvement in the event.

Of the respondents, 83% reported they have made new friends at their own school through J Rock™.

Of the respondents, 57% reported they have made new friends at other J Rock™ schools through J Rock™.

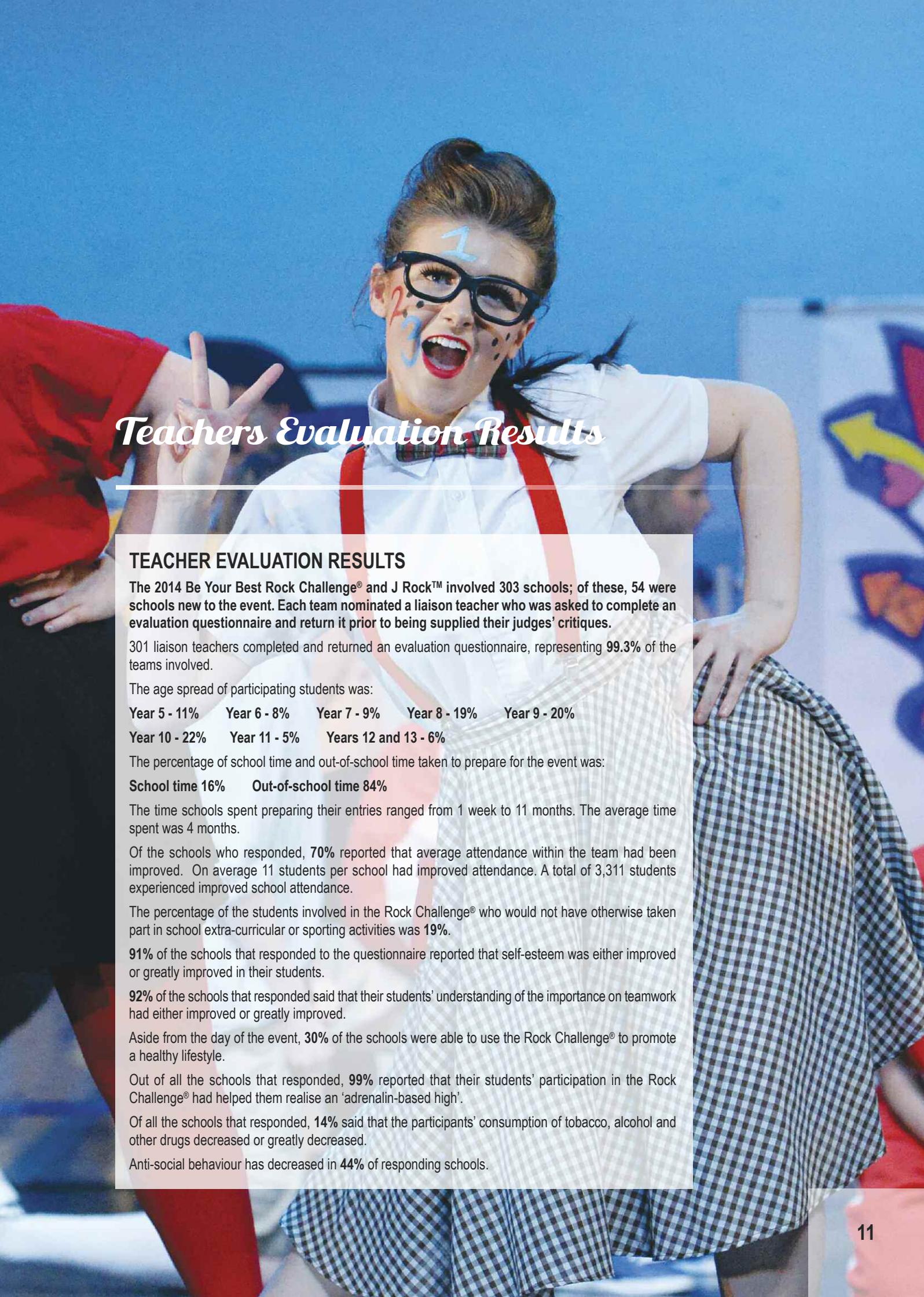
100% of respondents described the initiative as excellent when given the choice of excellent, good, average or poor.



We have been out of the Rock Challenge® for a few years and it has had a really detrimental effect on the schools dance department. We are so glad to be able to participate again, numbers choosing the subject have already increased!
Michelle Pearce, Woodlands Community College, Southampton, Hampshire



Rock Challenge® helps our team value themselves as individuals, it boosts confidence and improves school attendance.
Anna McBride, Wick High School, Wick, Highlands



Teachers Evaluation Results

TEACHER EVALUATION RESULTS

The 2014 Be Your Best Rock Challenge® and J Rock™ involved 303 schools; of these, 54 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 judges' critiques.

301 liaison teachers completed and returned an evaluation questionnaire, representing 99.3% of the teams involved.

The age spread of participating students was:

Year 5 - 11% Year 6 - 8% Year 7 - 9% Year 8 - 19% Year 9 - 20%
Year 10 - 22% Year 11 - 5% Years 12 and 13 - 6%

The percentage of school time and out-of-school time taken to prepare for the event was:

School time 16% Out-of-school time 84%

The time schools spent preparing their entries ranged from 1 week to 11 months. The average time spent was 4 months.

Of the schools who responded, 70% reported that average attendance within the team had been improved. On average 11 students per school had improved attendance. A total of 3,311 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%.

91% of the schools that responded to the questionnaire reported that self-esteem was either improved or greatly improved in their students.

92% of the schools that responded said that their students' understanding of the importance on teamwork had either improved or greatly improved.

Aside from the day of the event, 30% of the schools were able to use the Rock Challenge® to promote a healthy lifestyle.

Out of all the schools that responded, 99% reported that their students' participation in the Rock Challenge® had helped them realise an 'adrenalin-based high'.

Of all the schools that responded, 14% said that the participants' consumption of tobacco, alcohol and other drugs decreased or greatly decreased.

Anti-social behaviour has decreased in 44% of responding schools.

2014 Participation

LOCATION AND VENUE	TEAMS		PARTICIPANTS		AUDIENCE	
	2014	2013	2014	2013	2014	2013
Aberdeen AECC	11	8	1027	810	2092	1,559
Dundee Caird Hall	4	7	211	352	460	434
Arbroath Webster Theatre	3 1	4 2	212 49	234 117	450	395
Arbroath Webster Theatre	3 2	4 2	263 141	222 98	481	402
Inverness Eden Court	7 4	6 6	359 111	357 204	655	491
Stevenage Leisure Centre	8 3	6 4	649 118	518 213	700	800
Stevenage Leisure Centre	7 5	6 4	484 225	490 244	756	719
Stevenage (North London) Leisure Centre	7 3	7 2	305 89	345 82	256	281
Crawley The Hawth	10	10	749	768	603	757
Southampton Junior Guildhall	9	11	469	673	1044	1077
Southampton Junior Guildhall	8	7	609	439	1059	856
Southampton Guildhall	6	7	443	463	594	622
Southampton Guildhall	7	10	439	670	492	744
Southampton Guildhall	8	9	531	628	750	760
Southampton Guildhall	6	9	515	736	747	836
Southampton Guildhall	6	-	392	-	507	-
Bournemouth Pavilion	11	11	811	890	1146	1193
Guildford G Live	5 1	-	183 138	-	452	-
Bridlington Junior Spa	7	6	353	506	721	819
Bridlington Junior Spa	7	7	555	487	1027	851
Bridlington Spa	7	8	524	689	783	949
Grantham Meres Centre	6 4	7 5	329 232	451 299	671	791
Eastbourne Congress Theatre	-	6	-	328	-	328
Hastings White Rock Theatre	5	-	261	-	384	-
Bradford St George's Hall	8	6	539	481	567	588
Bradford St George's Hall	7	6	455	575	527	500
Belfast Waterfront Hall	5	5	467	340	1270	760
Grimsby Auditorium	4 3	7 2	187 163	320 118	262	355
Portsmouth Guildhall	12	13	855	869	1040	1192
Portsmouth Guildhall	12	10	939	656	963	503
Portsmouth Guildhall	11	11	833	803	1049	845
Portsmouth Guildhall	-	10	-	774	-	900
Portsmouth Junior Guildhall	12	11	701	659	1444	1410
Portsmouth Junior Guildhall	12	13	713	768	1479	1408
Hull Ice Arena	5 1	7	351 26	543	479	786
Hull Junior Ice Arena	8	9	686	666	1185	1216
York Barbican	3 2	-	175 143	-	242	-
Carlisle Junior Sands Centre	-	11	-	555	-	818
Carlisle Senior Sands Centre	4 6	7	313 327	542	929	874
Humberside YD Hull City Hall	7	8	174	150	727	705
TOTALS	207	208	13975	15673	28216	28524
Red 2013 Tour	98	102	5822	5462		
Blue Junior	Sub Total					
Black 2014 Tour	305	310	19797	21135	28216	30524



It is a great promotional tool for the school, as well as an opportunity for me to work with students I don't teach and build relationships and develop leadership skills.
Emma McLees, Ashfield Girls' High School, Belfast



Rock Challenge® continues to change the lives of our students.
Hayley Buchan, Archbishop Sentamu Academy, Hull

LOCATION AND VENUE	TEAMS		PARTICIPANTS		AUDIENCE	
	2014	2013	2014	2013	2014	2013
NORTHERN OPEN A Grimsby Auditorium	12	74	883	663 218	676	709
NORTHERN OPEN B Grimsby Auditorium	-	74	-	673 321	-	671
NORTHERN JUNIOR FINAL Grimsby Auditorium	12	-	876	-	929	-
NORTHERN PREMIER Grimsby Auditorium	11	10	1092	1011	886	742
SOUTHERN JUNIOR FINAL Portsmouth Guildhall	12	12	934	859	1775	1520
SOUTHERN OPEN A Portsmouth Guildhall	12	12	833	949	950	1347
SOUTHERN OPEN B Portsmouth Guildhall	12	12	1027	991	1659	1218
SOUTHERN PREMIER Portsmouth Guildhall	13	10	1121	800	1232	1255
SCOTTISH FINAL Caird Hall, Dundee	9	13	733	972	1340	1407
TOTALS	277 122	279 122	19664 7632	21732 6860		
	Grand Total 399	Grand Total 401	Grand Total 27296	Grand Total 28592	Grand Total 37663	Grand Total 37393

J Rock™

This year J Rock™ schools took part in 21 events nationally with stand-alone events in Southampton, Portsmouth, Hull, Grimsby and Bridlington, and showcasing J Rock™ schools featuring at our Inverness, Grantham, Guildford, York, Carlisle, Arbroath and Stevenage events. Thousands of primary school children worked together to put in entries and activities such as fire safety, drama skills, an NHS marketplace and internet safety workshops ran throughout the day. Primary school teams were also supported through their links to secondary schools who offered the benefit of their experience. Overall, the events were a huge success, helping to build relationships and strengthen the message of 'achieving a natural, adrenalin-based high'; we hope to see this continue over the coming years and welcome police and local authority involvement in the events. We were also extremely pleased to be able to stage J Rock™ Finals in both the North and the South this year which were attended by over 2,500 live audience members.



One of our students has Down's Syndrome and this is her third year in Rock Challenge®. It was an important part of her Educational Review and highlighted the amazing progress she has made, this is why she told us she likes J Rock™ "It makes mummy proud of me."

Beth McCue, Orchards Community School, Goring-by-Sea, West Sussex



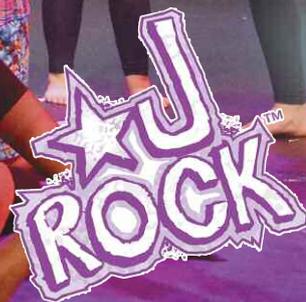
It was a great evening, Annabelle was really buzzing afterwards and definitely wants to be part of it again next year, even suggesting she might want to be a performer on stage!!! This is really developing confidence which is wonderful thanks to J Rock™.

Parent from Shirley Junior School, Southampton, Hampshire



Thank you so much Rock Challenge® team. We have had a brilliant day and parents are ecstatic! What a journey the children have come on since starting Rock Challenge®, even non-speaking shy children have blossomed. Thomas our lighting boy never speaks at school, but did all lighting plan himself unaided. Thank you for all your hard work.

Julie Marston, East Bridgford C of E Primary School, East Bridgford, Nottinghamshire



Thank you to our sponsors

ABERDEEN

- Aberdeenshire Council
- Aberdeen City Council
- Aberdeenshire Community Safety
- CashBack for Communities
- David R. Paton - Chartered Accountant
- Peterkins
- Police Scotland
- Scottish Government
- YouthLink Scotland

ARBROATH

- Angus Council
- Tayside Police

BELFAST

- Police Service of Northern Ireland

BOURNEMOUTH

- Dorset Police
- Police and Crime Commissioner for Dorset

BRIDLINGTON

- Andrew Marr International
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- East Riding of Yorkshire Council
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- Houlton Building Contractors
- Hull and East Riding Charitable Trust
- Humberside Police Community Safety Unit
- Humberside Police Federation
- Joseph & Annie Cattle Trust
- Police and Crime Commissioner for Humberside

CARLISLE

- Cumbria NHS
- West Cumbria Community Safety Partnership

CRAWLEY

- Police and Crime Commissioner for Sussex
- Sussex Police

DUNDEE

- Dundee Alcohol and Drugs Partnership
- Dundee City Council
- Perth and Kinross Council

EASTBOURNE

- Police and Crime Commissioner for Sussex
- Sussex Police

GRANTHAM

- High Sherriff's Trust
- Lincolnshire County Council
- Police and Crime Commissioner for Lincolnshire

GRIMSBY

- Andrew Marr International
- Arco
- Aunt Bessie's
- High Sheriffs' & Humberside Police Tribune Trust
- Houlton Building Contractors
- Humberside Police Community Safety Unit
- Humberside Police Federation
- North East Lincolnshire Council
- Police and Crime Commissioner for Humberside

GUILDFORD

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

HASTINGS

- Police and Crime Commissioner for Sussex
- Sussex Police

HULL

- Andrew Marr International
- Arco Ltd
- Aunt Bessie's
- BAE Systems
- High Sheriffs' & Humberside Police Tribune Trust
- Houlton Building Contractors
- Hull and East Riding Charitable Trust
- Humberside Police Community Safety Unit
- Humberside Police Federation
- Joseph & Annie Cattle Trust
- Kingston upon Hull City Council
- NHS Hull Clinical Commissioning Group
- Police and Crime Commissioner for Humberside

HUMBERSIDE YOUTH DIVISION

- Humberside Police Community Safety Unit
- NHS Hull Clinical Commissioning Group
- Vivergo Fuels Ltd

INVERNESS

- Big Lottery
- Caley Timber Supplies, Inverness
- HDAP
- Highland Council
- Police Scotland
- Scottish Courts
- Scottish Fire and Rescue Service

PORTSMOUTH

- Hampshire DAAT
- Hampshire County Council
- Hampshire Commemorates
- Police and Crime Commissioner for Hampshire
- Portsmouth City Council

SOUTHAMPTON

- Hampshire County Council
- Hampshire DAAT
- Hampshire Commemorates
- Police and Crime Commissioner for Hampshire
- Southampton City Council

STEVENAGE

- Druglink
- Police and Crime Commissioner for Hertfordshire
- Stevenage Community Foundation

YORK

- North Yorkshire Police
- Police and Crime Commissioner for North Yorkshire
- Safer York Partnership

FINALS

- Ansvr Insurance Company Ltd
- Association of Chief Police Officers (Criminal Records Office)
- CHK Charities Ltd
- Garfield Weston Foundation
- Humberside Police Community Safety Unit
- Janome
- North East Lincolnshire Council



Please pass on our thanks to your sound guy who managed to make our equipment work yesterday for our hearing impaired pupil. It really did change her view on the performance and made her feel included. We hope it will encourage her to look for solutions to any problems she might face in the future as after performing at the Guildhall we really didn't think it would be possible to access the music on the stage. Thank you all once again.

Nicki Simpkin, Foundry Lane Primary School, Southampton, Hampshire

Social Networking



Facebook

2014 Target: 20,000 likes Achieved: 23,019 likes

We hit several milestones on our Facebook page this year including gaining over 1,000 likes on a single post for the first time. The post was a picture taken during the day at the Scottish Final which ended up with 1,068 likes and a total of 1,151 interactions overall.

Our photo competition on Facebook had a total of 8,356 likes, 328 comments and 523 shares from all of the photos combined. The entries reached the newsfeed of 110,000 people which is the first time our reach has exceeded 100,000.

We also have a group on Facebook which currently has 4,337 members.



Twitter

2014 Target: 7,500 followers Achieved: 7,595 followers

Twitter has continued to be an excellent way to communicate with participants and supporters on the 2014 tour.

We broke our own record for the most interactions on a tweet once again this year. The results from the 2014 Scottish Final with a photograph of the winners, Arbroath High School, has earned 87 retweets and 168 favourites; shortly behind that are the results from the Aberdeen event which has 91 retweets and 142 retweets.



YouTube

Target Subscribers: 1,000 Achieved: 1,173 Subscribers

Target Video Views: 150,000 Achieved: 196,833 views

Our most popular video from the last 12 months was the Northern Open Finalists recap video which currently has 5,973 views. Our older videos still continue to be extremely successful with one recap video from 2013 reaching 22,000 views and another recap from the same year reaching 15,000.

We are excited to be closing in on 200,000 total views.

www.rockchallenge.co.uk

NEWSPAPER • RADIO • TELEVISION

SOCIAL NETWORKING • ONLINE MAGAZINES

AMBASSADORS AND REGIONAL REPRESENTATIVE SCHEME



@ohyeahitsmla
3 years of
@ukrockchallenge
has been one of the
highlights of my
school life to be
honest.

Instagram

2014 Target: 4,000 followers Achieved: 6,334 followers

We had another hugely successful year with Instagram, which is becoming our most popular social network. Our followers have more than doubled from this time last year.

Our most popular Instagram post this year was a photo of Fraserburgh Academy after winning the Aberdeen event which achieved 595 likes and 31 comments. Our second most popular post was a short video taken just before the morning production meeting at Aberdeen which collected 528 likes and 47 comments.



Vine

2014 Target: 400 followers Achieved: 764 followers

Despite Instagram introducing the ability to make stop motion videos, Vine has continued to thrive and remained popular on the 2014 tour.

We had a large increase in followers beyond what we expected. Our most popular Vine comes from the Scottish final; it earned over 6,000 views with 63 likes and 4 revines.



In total that means we have 43,222 connections across all social networks (last year: 28,826). A lot of those will be people who follow us across a few different mediums but all the time they are interacting with our content they are spreading our popularity further which encourages more people to join us.



Just thought I would email you to let you know how much I loved volunteering with Rock Challenge®. The crew are so friendly and welcoming and I am so glad that I got to be part of the team! I even had to go on in the results ceremony yesterday and present an award which was scary, but exciting!
Jade Fry, Rock Challenge Volunteer



@RuthAdams31 *Just love @ukrockchallenge so much as if 6 years at school wasn't enough I'm back for more to help out this year. Feel many happy memories*



@SaraTorrance *Is it weird that I want the holidays to end so I can start RC rehearsals again #dedication #rockchallenge*



@DomjayJorge *Appreciate how much Rock Challenge® has changed me for the better*

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