



2015 ROCK CHALLENGE®

ANNUAL REVIEW 2015



GLOBAL ROCK CHALLENGE™

Photo Competition



Chloe Foster, Eggar's School

1st



Emily Hobbs, Oak Academy -
LeAF Campus

2nd



Erin Llewellyn, Peterhead Academy

3rd



Mart Musekura, Finchley
Catholic High School

4th



Kimberly Walker, Arbroath
High School

=5th



Anja Johnston, Thurso High School



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An amazing evening. The range of talent, skill and ability that the young people have shown has been tremendous. The dedication, the practice and the rehearsal that went into it makes me wish I was young again!

Tim Armstrong, Head of Children and Young People for Angus Council



The energy, ambitions and aspirations expressed through the young people's dancing was magical and reminds one to be optimistic for the future. What a sparkling evening! What a splendid initiative! What an inspiring achievement (especially from my friends from Horsham's QEII). Bravo!

Jonathan Lucas, High Sheriff of West Sussex

Our Sponsors



The young people have got better and better every single year. The talent, the choreography, the costumes tonight were out of this world, they were absolutely amazing and that talent, if we could bottle it we would be the greatest Nation on Earth there's no doubt about it! Fantastic, great, talented, enigmatic they've put so much effort into what they've done and it deserves credit, it really does.
Councillor John Reynolds, Depute Provost for Aberdeen.



This has been a remarkable evening. The children have to be so committed and it's quite clear that all the participants were. The winners were just inspiring and I hope that they will carry on. They were all brilliant!
Mrs Claire Hensman, Lord Lieutenant of Cumbria



Students develop fundamental life skills such as: organisation, leadership and communication, making them more confident when applying to various situations. Learning behaviours and attendance are improved. It's a chance for student-teacher and student-student relationships to improve.
Natasha Ballard, Regents Park Community College, Hampshire



Chairman's Statement



2015 brings to an end my 6-year period as Chair of the Be Your Best Foundation and what a wonderfully successful year to finish on. I continue to be impressed by the thousands of Rock Challenge® participants throughout the country who through their enthusiasm, energy and commitment show us all the amazing things of which our young people are capable.

The entertainment provided onstage has been, as ever, exciting and innovative and this on stage success is dependent on the great support provided by schools, teachers, local communities, parents, volunteers and, of course our sponsors. The loyalty and commitment of all concerned has been evident throughout.

As I have said before, we are a Rock Challenge® 'family' and our efforts are sustained by the certain knowledge of the life-changing difference this initiative can make to the young people who are involved.

Once again, well done everyone and thank you.

George Cooil, Be Your Best Foundation Chair

Our Patrons



Baroness
Ruth Henig DL



Lady Sarah
McCorquodale



Talulah Riley

2014-15 was another action-packed and exciting year for the Be Your Best Foundation; well done to everyone involved! Over 20,000 students took part in 46 shows right across the United Kingdom, all culminating in a fantastic National Final at Milton Keynes in July.

We hope all the participants enjoyed the Rock Challenge® experience and continue for years to come.

As ever, grateful thanks are due to all our sponsors, and to everyone - teachers, parents, friends and students - who have worked so hard behind the scenes and at home to enable the shows to take place to such a high standard.

Evaluations once again 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. Of course, no shows could have taken place without the experience, hard work and enthusiasm of the production team, and the guidance of the Directors - so a big thank you to them too.

We cannot wait for the 2016 tour!

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



The Rock Challenge® is an entirely inclusive event that provides all of our students with a positive experience. We have been involved for 20 years now and so the school has attained a high level of pride in connection to Rock Challenge® events and awards. The community recognise this and support us in many ways.

Claire Jones, Crickhowell High School, Wales



The Concept



We are proud to have been able to continue to support Rock Challenge® this year; it requires a huge amount of commitment and dedication from all those involved to put on performances like these, and we are humbled each and every year by what is produced. Every participant, their families and their supporters should be very proud of what has been achieved on and off the stage.

Mark Chesworth, Managing Director at Vivergo Fuels



The event brought people together, allowed a platform for creativity, spreading the message and ethos of Rock Challenge® and integrated year groups increasing community links.

Linda Palmer, Bishop of Winchester Academy, Dorset

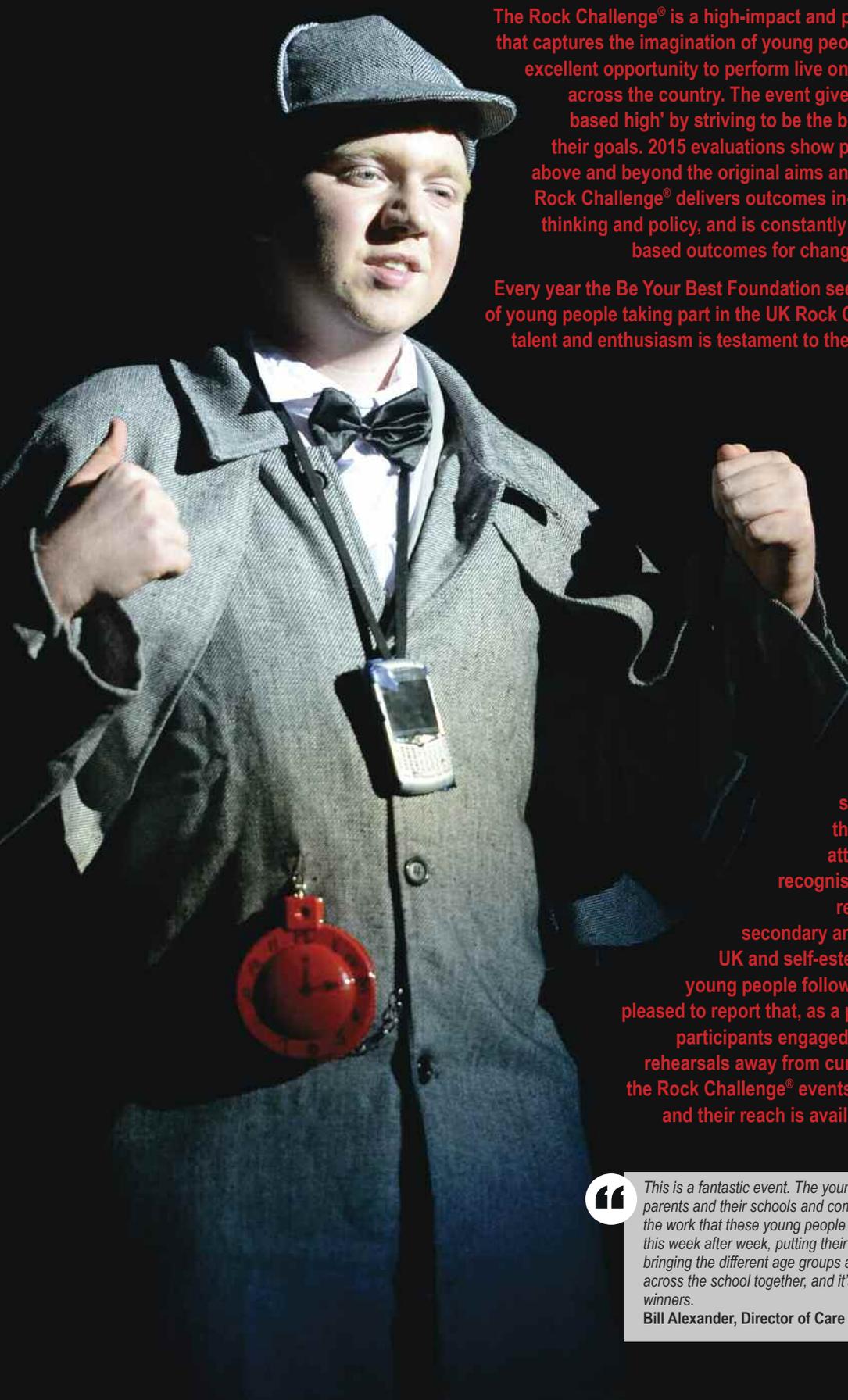
The Rock Challenge® is a performing arts initiative that delivers positive healthy lifestyle messages to young people aged 7 - 18 years in schools, colleges and youth groups throughout the UK. It aims to increase the resilience of young people to negative influences through developing their self-esteem, 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 a 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 2015 over 20,000 students from 309 teams took part in 47 events throughout the UK.

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. 2015 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. 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 42% of participating secondary and primary schools across the UK and self-esteem is increased in over 7,000 young people following participation. We are very pleased to report that, as a positive use of spare time, the participants engaged in over 178,000 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.



This is a fantastic event. The young people love it so much, so do their parents and their schools and communities, but actually the success is the work that these young people do throughout the year. They work on this week after week, putting their ideas together, working as a team, bringing the different age groups and different groups of young people across the school together, and it's a success for all of them, they are all winners.

Bill Alexander, Director of Care and Learning at Highland Council

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. 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 qualities 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.

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.

“ We want to help our next generation in Hull to make positive life choices that will lead to them achieving their full potential. The CCG is proud to support Rock Challenge® 2015 in Hull. It gives us an opportunity to engage with a really enthusiastic and motivated group of young people from schools, youth clubs and Pupil Referral Units across the city, and talk to them about healthy lifestyle issues in a fun and enjoyable way.
Julia Mizon, Director of Commissioning and Partnerships, NHS Hull Clinical Commissioning Group

“ Rock Challenge® provides an opportunity for skills development, including leadership, team-work and personal commitment whilst increasing physical awareness and fitness of our young people. Rock Challenge® has become a significant event not only in our school, but in the community. We all benefit and are uplifted.
Kate Gall, Fraserburgh Academy, Aberdeenshire

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.

2015 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. We aim to increase the number of schools catering for students with special needs participating in the 2016 tour with an overall aim of targeting areas of disadvantage and deprivation.



*"They danced all day, they smiled all day and they did themselves and us proud!
I hope more schools were encouraged by all the performances last night and that they sign up for next year, it truly is an amazing and inspirational event.
Our autistic pupil, who has communication problems, never stopped talking all day and on his return to school today, he is the same, everyone has commented on it."*
Gillian Winter, Bridgend Primary School, Ross-shire

Youth Division

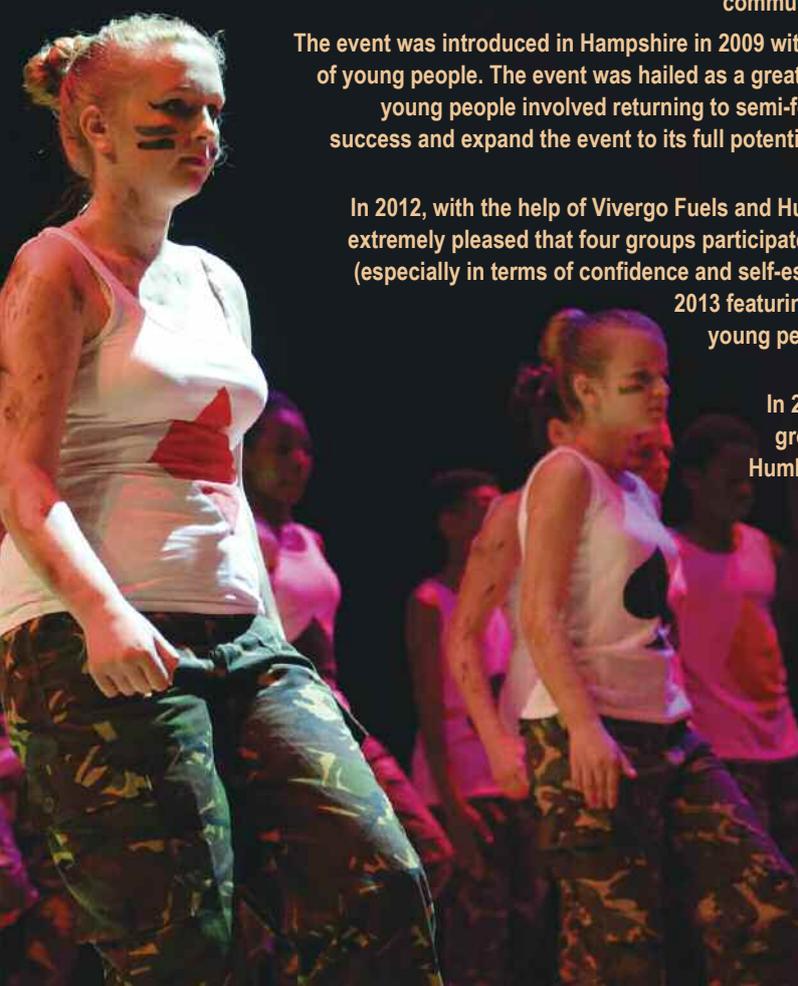
2015 saw the seventh year of the Youth Division event for the Rock Challenge®. This event has opened the project up beyond mainstream education to a diverse range of groups within the communities we operate targeting vulnerable young people. This is a truly life-changing experience for those involved, 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 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 and 2015, the event in Hull continued to grow, hosting 8 groups each year 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 the North 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.



2015 National Final

On Monday 6th July 2015, 9 teams from across the UK travelled to Milton Keynes Theatre to compete in a spectacular night of talent and imagination at the third ever Rock Challenge® National Final. The enthusiasm and commitment to the event was truly evidenced as teams from hundreds of miles away came to the National Final, not only to compete, but to support other teams taking part. From the moment the teams arrived at the venue at 8.30am they were making friends, dancing and having fun - the atmosphere was full of support and the team spirit was in full effect. Over 800 young people were involved and this was a highlight of their Rock Challenge® journey all the way from their local heats to placing successfully at their regional final; The National Final was the culmination of their hard work throughout the year and this absolutely spell-binding show was a credit to every single young person involved. By the end of the night, the competitive element of the event didn't seem to matter as everyone had enjoyed an unforgettable experience performing with the top teams in the country; a very fitting way to celebrate the end of the 20th Rock Challenge® UK Tour.

"This is the third National Final that we have had in the UK and the standard tonight is the highest that I can ever remember; it was absolutely unbelievable!" Be Your Best Foundation Patron, Baroness Ruth Henig

"Nationals was one of the best experiences I've had ever and I flooded into tears when I performed because of the amazing atmosphere! Very very well done to all of the other schools that performed, you blew me away! Thank you thank you, thank you, thank you, for making a fantastic day!" Facebook, Heidi Van-Nimwegen

"The standard was amazing and well worth the 1000 mile round trip." Facebook, Gordon Robertson, Alness Academy

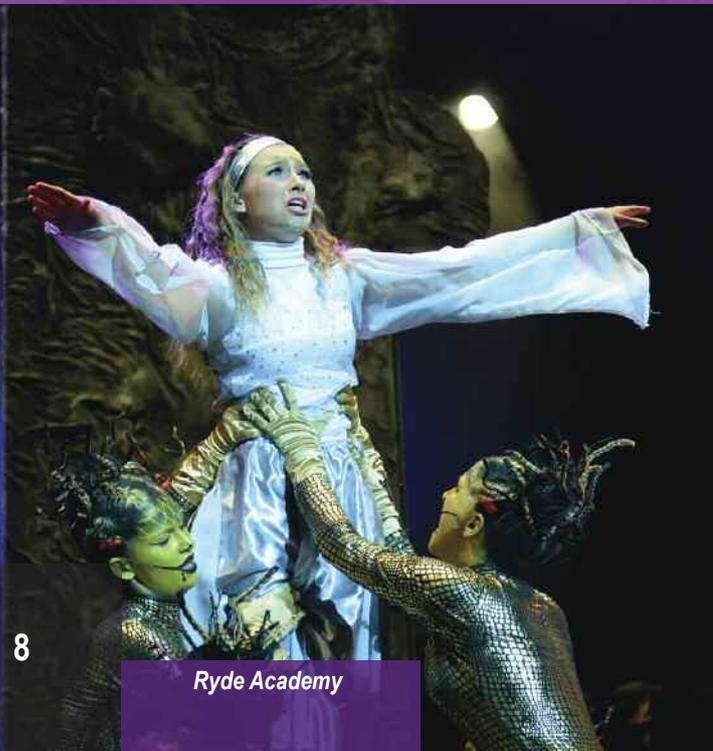
"We were extremely honoured to have had the opportunity to perform at the National Final. I know you will get told this all of the time and I know you all fully understand just how special Rock Challenge® is to thousands of students, staff and parents, but Rock Challenge® really is changing our students' lives on a yearly, if not daily basis. The passion and inspiration it gives our students is priceless. It allows them to be proud of each other and support each other endlessly. It gives them the responsibility of something special that they can call their own. It makes them understand the importance of hard work and working together to make good things happen." Jenny Metcalf, West Lakes Academy

"Thank you Rock Challenge® for having us and giving us yet another amazing day to meet and make friends and do what we love!" Facebook, Claire Daniel

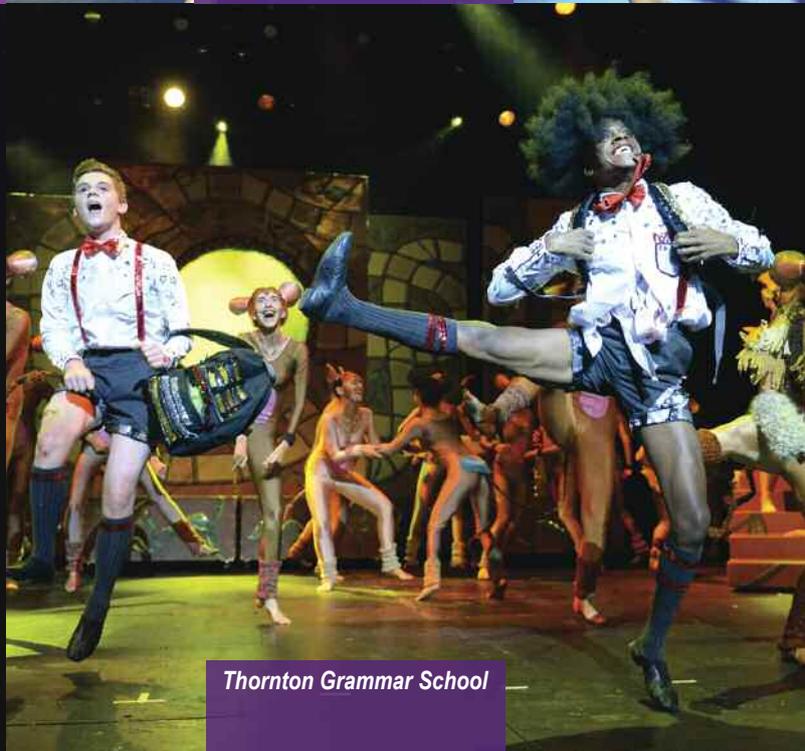
"Our students have had such an incredible experience this year and thoroughly love Rock Challenge®. For many, it is the reason why they enjoy school and even select to come to Yateley in the first place! We are thrilled to be the National Champions for 2015, something that we will treasure for the rest of our lives. This certainly does tick the social, moral, personal and cultural boxes!" Helen Wearing, Yateley School



Oak Academy - LeAF Campus



Ryde Academy



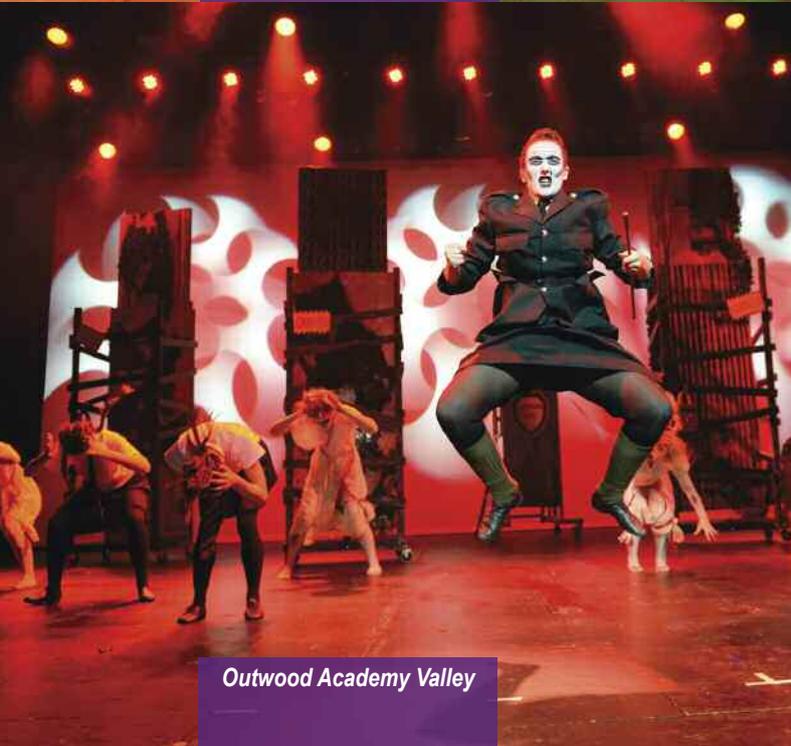
Thornton Grammar School



Arbroath High School



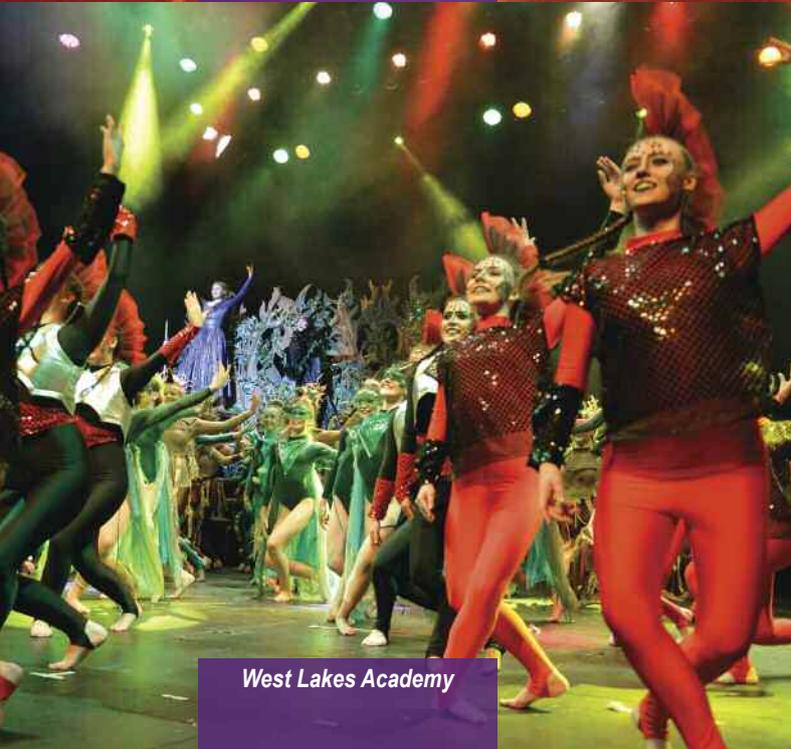
Durrington High School



Outwood Academy Valley



Peterhead Academy



West Lakes Academy



Yateley School

Participants' Evaluation Results

Each participant in the 2015 Rock Challenge® was asked to complete a questionnaire. These were anonymous and 7,752 questionnaires were returned.

- 71% of students said that they spent 3 or more months rehearsing with 64% spending 3 or more hours per week on their production (outside of curriculum time). Over 178,000 man-hours were spent rehearsing for Rock Challenge®.
- 705 participants said that they smoked before becoming involved in the Rock Challenge®, of those, 483 have stopped or reduced the amount they smoke since taking part in the initiative.
- Of the participants, 1,035 reported they drank alcohol regularly before becoming involved in the event; of those, 728 have stopped drinking or reduced their alcohol intake since becoming involved in the Rock Challenge®.
- 127 of the student who completed and returned the survey told us they used illegal substances before involvement, 108 of those students have now reduced or stopped their drug usage.
- Of the respondents, 7,364 felt their self-esteem had improved, with teamwork skills improving in 93% since they became involved in Rock Challenge®.
- 1,180 students said they had played truant from school before being involved in the event; 960 of those have stopped playing truant due to their involvement.
- 6,863 (88%) of the 7,752 students reported they enjoy school more since becoming involved in the event.
- A staggering 6,807 (88%) of the 7,752 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: 32% have tweeted about Rock Challenge® more than 5 times (that's 12,500 tweets), 40% have posted on Facebook about the event more than 5 times (15,000 Facebook statuses) and 45% have sent more than ten texts (34,000 text messages) about Rock Challenge®.
- We are very proud to state that 99.8% of respondents described the initiative as excellent or good when given the choice of excellent, good, average or poor.

J Rock™ Evaluation Results

Each participant in the 2015 J Rock™ events was asked to complete a questionnaire. These were anonymous and 3,877 questionnaires were returned.

- 2,741 participants in the J Rock™ event said that they spent 3 or more months rehearsing their production (outside of curriculum time).
- 3,692 of the 3,877 students surveyed reported they enjoy school more since becoming involved in the event.
- 94% of respondents reported they have better relationships with their teachers following involvement in the event.
- Of the participating students, 3,344 reported they have made new friends at their own school through J Rock™.
- 2,251 reported they have made new friends at other schools through J Rock™.
- 100% of respondents described the initiative as excellent when given the choice of excellent, good, average or poor.



Working with another school has benefited the students by meeting new people and understanding each others' needs. Doing it at a big venue is also an experience they would never have had.

Nina Holmes, Ridgeway Community School, Surrey

Teachers' Evaluation Results

The 2015 Be Your Best Rock Challenge® and J Rock™ involved 309 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.
- 302 liaison teachers completed and returned an evaluation questionnaire, representing 97.7% of the teams involved.
- The age spread of participating students was:

Year 5 - 12% Year 6 - 10%

Year 7 - 15% Year 8 - 18%

Year 9 - 18% Year 10 - 16%

Year 11 - 4% Years 12 and 13 - 7%

- The percentage of school time and out-of-school time taken to prepare for the Rock Challenge® was:

School time 13% Out-of-school time 87%

- The time schools spent preparing their entries ranged from 3 weeks to 10 months. The average time spent was 4 months.
- Of the schools who responded, 73% reported that average attendance within the team had been improved. On average 11 students per school had improved attendance. A total of 3,510 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 23%.
- 92% of the schools that responded to the questionnaire reported that self-esteem was either improved or greatly improved in their students.
- 90% of the schools that responded said that their students' understanding of the importance of teamwork had either improved or greatly improved.
- Aside from the day of the event, 24% of the schools were able to use the Rock Challenge® to promote a healthy lifestyle.
- Out of all the schools that responded, 97% reported that their students' participation in the Rock Challenge® had helped them realise a 'natural high'.
- Of all the schools that responded, 12% said that the participants' consumption of tobacco, alcohol and other drugs decreased or greatly decreased.
- Anti-social behaviour has decreased in 42% of responding schools.

"An outstanding extra-curricular activity. A tremendous 'on the day experience' of the professional theatre.
Peter Gale, Christ the King College, Isle of Wight

"I must say a lot of my working time is spent with schools in West Sussex and a lot of that concentration is on achievement and grades and GCSE and Ofsted reports, but it gives me fantastic pleasure to come and see the other side of education. Speaking in his interview I heard a young gentleman say what great work this is and how much it makes him more rounded and confident and I think we've seen that tonight.
Jeremy Hunt, West Sussex County Councillor

LOCATION AND VENUE	TEAMS				PARTICIPANTS				AUDIENCE	
	2014 Snr	2014 Jnr	2015 Snr	2015 Jnr	2014 Snr	2014 Jnr	2015 Snr	2015 Jnr	2014	2015
Aberdeen AECC	11	-	11	-	1027	-	1020	-	2092	2041
Dundee Caird Hall	4	-	4	-	211	-	342	-	460	670
Dundee Caird Hall	-	-	6	-	-	-	463	-	-	668
Arbroath Webster Theatre	3	1	-	5	212	49	-	319	450	416
Arbroath Webster Theatre	3	2	-	-	263	141	-	-	481	-
Inverness Eden Court	7	4	-	6	359	111	-	243	655	443
Inverness Eden Court	-	-	7	-	-	-	376	-	-	638
Stevenage Leisure Centre	8	3	9	2	649	118	496	76	700	632
Stevenage Leisure Centre	7	5	8	4	484	225	470	223	756	505
Stevenage Leisure Centre	7	3	9	3	305	89	501	198	256	683
Crawley The Hawth	10	-	9	-	749	-	548	-	603	438
Crawley The Hawth	-	-	9	-	-	-	488	-	-	490
Southampton Guildhall	-	9	-	7	-	469	-	462	1044	619
Southampton Guildhall	-	8	-	7	-	609	-	435	1059	1027
Southampton Guildhall	6	-	8	-	443	-	551	-	594	783
Southampton Guildhall	7	-	9	-	439	-	693	-	492	735
Southampton Guildhall	8	-	9	-	531	-	715	-	750	779
Southampton Guildhall	6	-	-	8	515	-	-	513	747	978
Southampton Guildhall	6	-	-	-	392	-	-	-	507	-
Bournemouth Pavilion	11	-	10	-	811	-	651	-	1146	903
Guildford G Live	5	1	7	-	183	138	360	-	452	555
Bridlington Spa	-	7	-	7	-	353	-	488	721	940
Bridlington Spa	-	7	-	7	-	555	-	481	1027	830
Bridlington Spa	7	-	7	-	524	-	568	-	783	740
Grantham Meres Centre	6	4	5	4	329	232	358	253	671	667
Hastings White Rock Theatre	5	-	-	-	261	-	-	-	384	-
Leeds West Yorkshire Playhouse	-	-	5	-	-	-	293	41	-	422
Leeds West Yorkshire Playhouse	-	-	7	-	-	-	502	-	-	500
Bradford St George's Hall	8	-	-	-	539	-	-	-	567	-
Bradford St George's Hall	7	-	-	-	455	-	-	-	527	-
Belfast Waterfront Hall	5	-	-	-	467	-	-	-	1270	-
Grimsby Auditorium	4	3	-	-	187	163	-	-	262	-
Scunthorpe Baths Hall	-	-	1	4	-	-	65	204	-	228
Portsmouth Guildhall	12	-	9	-	855	-	496	-	1040	589
Portsmouth Guildhall	12	-	9	-	939	-	717	-	963	979
Portsmouth Guildhall	11	-	10	-	833	-	833	-	1049	864
Portsmouth Guildhall	-	-	10	-	-	-	718	-	-	875
Portsmouth Guildhall	-	12	-	11	-	701	-	787	1444	1660
Portsmouth Guildhall	-	12	-	11	-	713	-	705	1479	1427
Hull Ice Arena	5	1	6	-	351	26	348	-	479	502
Hull Ice Arena	-	8	-	8	-	686	-	536	1185	948
York Barbican	3	2	5	1	175	143	277	25	242	253
Carlisle Sands Centre	-	-	5	4	-	-	251	192	-	603
Carlisle Sands Centre	4	6	2	7	313	327	222	298	929	815
Humberside YD New Theatre Hull	7	-	7	-	174	-	171	-	727	800
TOTALS	205	98	203	106	13975	5848	13493	6479	28993	28645
	303		309		19823		19972			

2015 Participation



It's been a really breath-taking evening; all of the acts have been absolutely first class. I'm really pleased that Southampton City Council have been able to support it and I'm a little bit lost for words really, it was that good! We're really pleased to be part of it, it was so professional, really well done and we look forward to supporting it in the years ahead.

Councillor Daniel Jeffery,
Southampton City Council Member
for Education and Change.

LOCATION AND VENUE	TEAMS				PARTICIPANTS				AUDIENCE	
	2014 Snr	2014 Jnr	2015 Snr	2015 Jnr	2014 Snr	2014 Jnr	2015 Snr	2015 Jnr	2014	2015
Northern Open Final										
Grimsby Auditorium	12	-	12	-	883	-	-	877	676	716
Northern JRock™ Final										
Grimsby Auditorium	-	12	-	12	-	876	855	-	929	1026
Northern Premier										
Grimsby Auditorium	11	-	9	-	1092	-	-	836	886	672
Southern JRock™ Final										
Portsmouth Guildhall	-	12	-	12	-	934	943	-	1775	1822
Southern Open A										
Portsmouth Guildhall	12	-	12	-	833	-	1051	-	950	1296
Southern Open B										
Portsmouth Guildhall	12	-	12	-	1027	-	750	-	1659	972
Southern Premier										
Portsmouth Guildhall	13	-	11	1	1121	-	901	65	1232	1345
Scottish Final										
Caird Hall Dundee	9	-	10	-	733	-	963	-	1340	1515
National Final										
Milton Keynes Theatre	-	-	9	-	-	-	892	-	-	716
TOTALS	69	24	75	25	5689	1810	6355	1778	9447	10080
GRAND TOTALS	396		409		27322		28105		38440	38725



It's the most brilliant event because not only are the children having a great time but all of us watching are really enjoying it so much as well. I find it really difficult to tell people what a brilliant thing it is, they just need to come and have a look. So, if anybody has a chance, do, because it is a really brilliant event.

Mrs Susan Cunliffe-Lister, Lord Lieutenant of the East Riding of Yorkshire Council

J Rock™

This year J Rock™ schools took part in 21 events nationally with stand-alone events in Southampton, Portsmouth, Carlisle, Hull, Arbroath, Bridlington, and Inverness and showcasing J Rock™ schools featuring at our Leeds, Stevenage and York events.

Thousands of primary school children worked together to put in entries. 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 audience members.



Tonight's Be Your Best Rock Challenge® has been full of energy and excitement and real entertainment, with some very special messages being portrayed by the young people. An absolutely fabulous event and more schools, all schools actually, ought to take part.

Councillor Sue Blatchford, Mayor of Southampton.



Thank you to our sponsors

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Tonight has been the most fantastic evening and congratulations to everybody who took part and everybody who supported all of the dancers and performers here tonight. Really, really great job, talent in North Yorkshire and the city of York is fantastic. Julia Mulligan, Police and Crime Commissioner for North Yorkshire



Social Networking



The Be Your Best Foundation and Rock Challenge® have been overwhelmed again this year by the level of support received on social networks and mainstream media. The connections made and comments and sentiments received through those connections is justification for the many hours of hard work by teachers, students and the Rock Challenge® Team. The number of features in mainstream and online media increased substantially this year, which is something we hope to build on moving into 2016. We hope you enjoy the selection of quotes featured within this report and encourage you to visit us on Facebook, Twitter, Instagram, and the Rock Challenge® website.

David Beal, Be Your Best Foundation, Chief Executive Officer



I am actually so grateful for the experience I got to have this year at Rock Challenge®. It was great to perform, watch the other schools rehearse and perform and most of all to meet all the new amazing people from other schools. It's brought me close to so many people I never knew before and I'll honestly never forget it.
Rachel Low - via Facebook



@ukrockchallenge thank you for a fantastic night never thought I would see my son enjoying himself on stage #autism @ukrockchallenge when you get so many knock backs in life to see your son achieve such a big step like being on stage it makes u very proud.
Twitter @davelbell225

www.rockchallenge.co.uk



Another amazing @ukrockchallenge Well done to organisers and @RT6THForm for coming 2nd! One very proud Governor/ Cllr @ukrockchallenge showed the best of Southampton's young talent in the city- everyone from all schools did the city proud #welldone #awesome
Councillor Satvir Kaur
 Twitter @LabourSatvir



FACEBOOK

Target: 25,000 page likes / Achieved: 26,821 page likes

The number of people who like our page increased by more than 3000 people this year.

Our three most popular individual posts in the last 12 months broke all previous records for the number of Facebook interactions.

The results from the National Final was the most popular individual post this year. It collected 1887 interactions made up of 1588 likes, 137 comments and 162 shares. That also makes this the most liked and most shared individual post since the page was created. This record breaking status reached the newsfeed of 69,440 people.

Once again, our most popular activity on Facebook has been the annual post tour photo competition. The shortlisted photographs recorded a reach of over 102,000 people. The interactions with this particular post has smashed all previous records. 13,943 likes, 326 comments and 856 shares adding up to a total of 15,125 interactions. A massive increase on last year's 9,502 interactions.

Next year we will be aiming for 30,000 page likes.

We also have a Facebook group which has 4652 members

TWITTER

Target: 9000 Followers / Achieved: 9425

This year we gained just over 2500 Twitter followers which has set us up to break 10,000 followers on the 2016 tour.

Yet again we broke the record for most interactions on a tweet. Our tweet with a photograph of the winners of the Scottish final, Arbroath High School, picked up 124 retweets and 207 favourites. The tweet was seen by 19,222 people. During the month of June, our tweets were seen and interacted with on average 35,000 times per day.

INSTAGRAM

Target: 8000 Followers / Achieved: 8403

Our Instagram continues to be popular and has kept pace with our Twitter account by gaining 2500 new followers in the last 12 months. We will also aim to reach 10,000 Instagram followers during the 2016 tour.

Our most popular photograph on Instagram this year was of the Rock Challenge® crew travelling to the Scottish heats which collected 642 likes and 21 comments. This was followed by a photo of Milton Keynes theatre which was taken the day before the National Final that got 557 likes and 34 comments.

YOUTUBE

Target: 1500 subscribers / Achieved: 1957

Our most popular video of the last 12 months was a recap video of the Northern Premier Final teams which was viewed 8352 times. Just behind that was a recap video of the Scottish Finalists which was viewed 8006 times.

In total, our YouTube channel has amassed 364,715 views. We have one video which has currently been viewed 34,884 times plus two others that have reached 23,069 and 22,513.

VINE

Target: 1000 followers / Achieved: 1110

Our Vine follower numbers continue to grow as the social network increases in popularity.

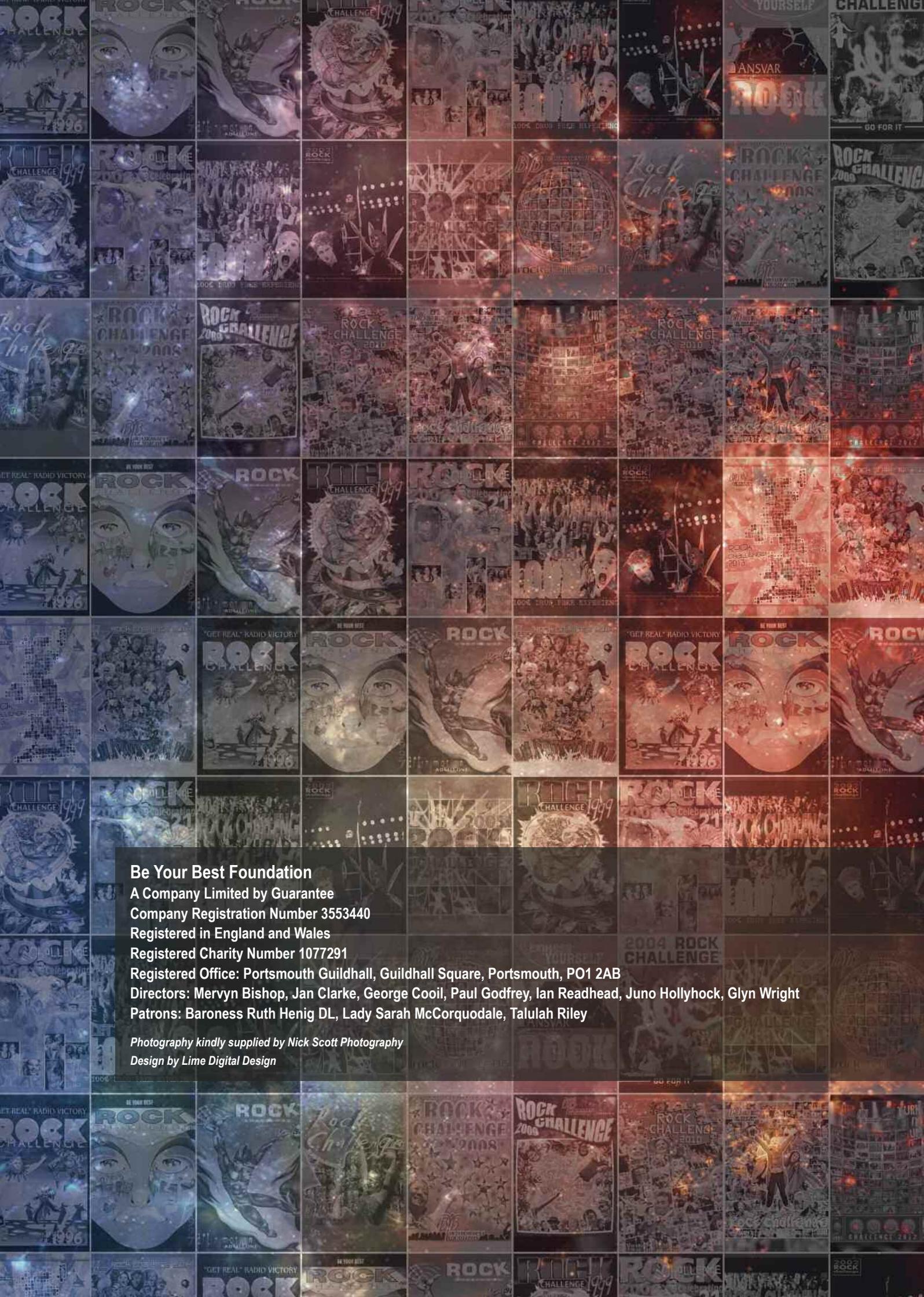
Our most popular Vine this year was from Hull J Rock™ with all of the participants dancing before the Morning Production Meeting which was viewed 1046 times.

SUMMARY

Taking into account all of the numbers above, in total we have 52368 connections across all social networks.



Another privilege to be supporting @sussex_police schools @ukrockchallenge in Crawley with @carrach and others
Giles York, Chief
 Constable, Sussex Police
 Twitter @CCGilesYork



Be Your Best Foundation

A Company Limited by Guarantee

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