

ROCK CHALLENGE®
J ROCK™
BE YOUR BEST FOUNDATION

R
2018
CHALLENGE®

K
ANNUAL
REVIEW
2018

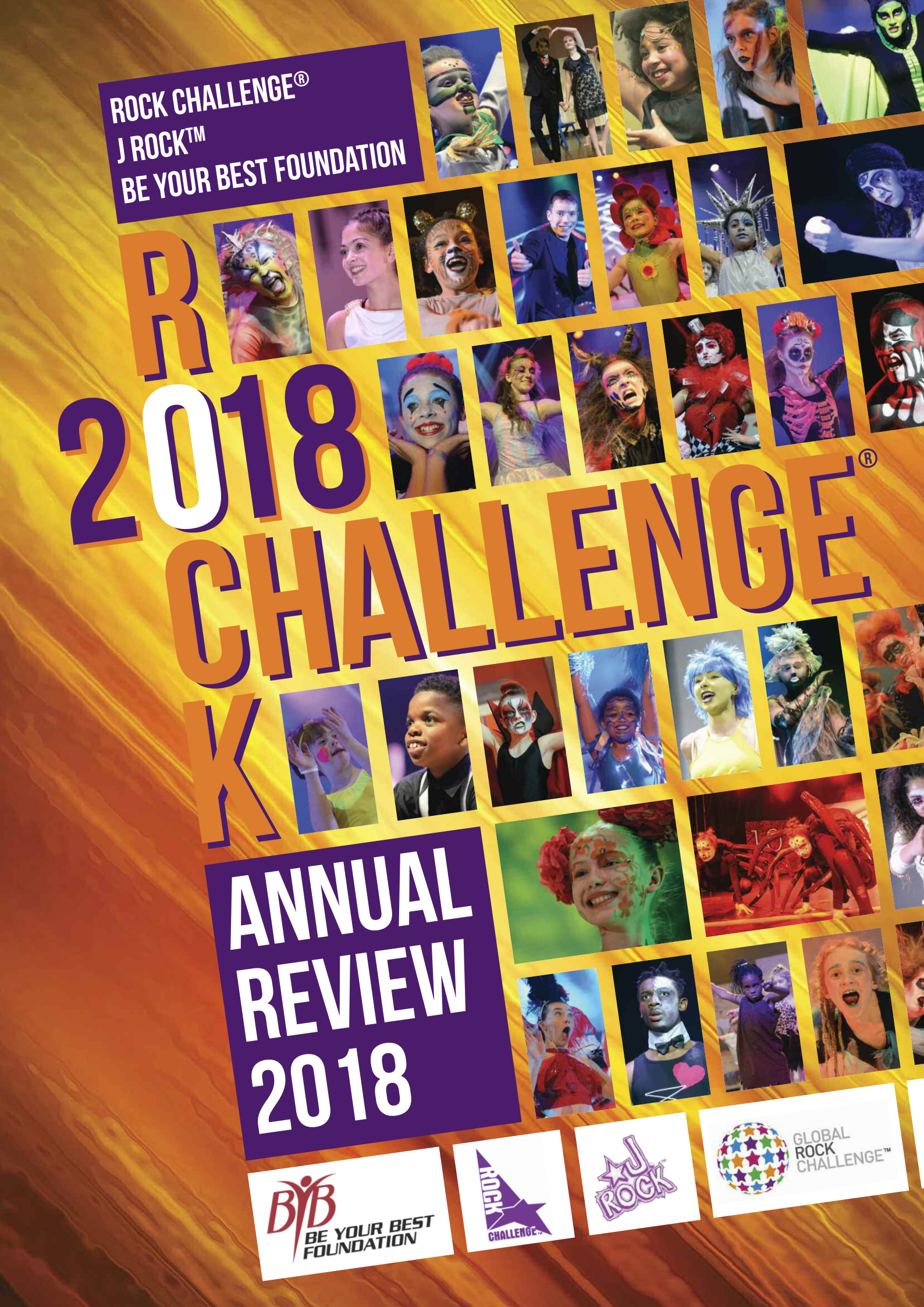


Photo Competition



FIRST PLACE

**Kirsten Shearon
Grantown Grammar School**



SECOND PLACE

**Emilie Charton
Thurso High School**



THIRD PLACE

**Emily Czerniakiewicz
Culbokie Primary School**



FIFTH PLACE

**Vicki Pater
Orgill Primary School**



FOURTH PLACE

**Emma Pattinson
West Lakes Academy**

Students' attendance has improved and we have received positive support from all subjects within the school. The school has Arts College status and this supports the Gold Arts Mark.

Robyn Dives, Winchmore School, London

Contents

two OUR SPONSORS

three CHAIRMAN'S STATEMENT / OUR PATRONS

four THE CONCEPT

five A POWERFUL VEHICLE

six BENEFITS OF PARTICIPATION

seven DIVERSITY / J ROCK™

eight 2018 ROCK CHALLENGE® NATIONAL FINAL

eleven THANK YOU TO OUR SPONSORS

twelve PARTICIPANTS' EVALUATION RESULTS

thirteen TEACHERS' EVALUATION RESULTS

fourteen PARTICIPATION

sixteen SOCIAL NETWORKING

Thank you for all of your support over the years. Rock Challenge has given our students an opportunity to shine and be recognised for their talents on a larger scale. I am not sure if you are aware, but our school has not always had a good reputation in the county. Through hard work and determination we have come out of "requires improvement" and battled underfunding to become one of the best schools in the local authority. Part of this journey has been our involvement with Rock Challenge. The completion has given our students an identity to be proud of; our parents have rallied around us and supported our efforts, often giving their time, energy, expertise and money to ensure the students can make it to the heats and finals. Many of our students are disadvantaged and receive free school meals - I am sure that you and the audience who watched us perform over the years would not know or believe the hardship they experience.

Andre Edwards, Marriotts School, Hertfordshire

Rock Challenge brings together great team and community spirit with parents and local people helping out, support in fundraising and in school attracts many students who don't normally get involved with extra-curricular events. Many stay involved with Rock Challenge throughout school and those who leave to do A levels elsewhere still stay involved. For 2 years the students have led the entire production, from concept to fundraising and more. All that staff do is supervise practical sessions. 100% of the work takes place out of school and 100% of costs are covered via fund raising as school can give no financial support to RC. We have done RC for 5 years and it is an important and recognised event within the school calendar.

Sarah Kerrigan, Campsmount Academy, South Yorkshire

It's absolutely fantastic to see the energy and the effort that everybody's put in: fantastic teamwork, people enjoying the moment and entertaining the audience. These young people have so much talent! It gives you real faith in what people do in schools- and in the future!

Mr Rob Price, Chief Executive Officer of the Association of Chief Police Officers Criminal Records Office

Our Sponsors



It is a fully inclusive event that encourages our students to be creative, lead, socialise, and commit. Lots of discussions were had around the theme of perfectionism - very good for the children.

Leah Higgins, Nyewood C of E Junior School, West Sussex

Sussex Police is really pleased to support the Be Your Best Foundation Rock Challenge for 2018. I'm always amazed by the scale of the positive impact it can have on so many young people in a relatively short period of time it's an enthralling evening and I'm delighted to be here again!

Chief Constable Giles York, Sussex Police

I think it was an absolutely incredible show, when I looked down on the audience it was a sea of joy! You could see that from the parents and children smiling, everyone was getting involved. The whole community has got behind this amazing event, and I look forward to coming next year!

Emma Hardy MP, Member of Parliament for Kingston Upon Hull West and Hessel

Well we have all enjoyed an absolutely wonderful evening, some outstanding performances from the students and it's great to see so many families supporting the event.

Mr Andrew Marr, Andrew Marr International

The students were absolutely so professional, so committed, full of confidence. It was absolutely amazing to see the children, and for the judges- what a hard task! They were all superb, a fantastic night!

Councillor Mrs Trish Vasey, The Right Worshipful Mayor of Carlisle

Chairman's Statement

A word from our Patrons



Mervyn Bishop
MBE



Baroness Ruth
Henig CBE

Lady Sarah
McCorquodale

What a fantastic year 2018 was for the Be Your Best Foundation and Rock Challenge® in so many ways.

We were overwhelmed by the incredible number of young people involved with the 324 schools from across the UK, from as far North as the Highlands of Scotland to as far South as Bournemouth on the south coast of England.

The enthusiasm and dedication of the young people, teachers and communities speaks volumes about the importance of this national, educationally beneficial initiative and the standard of the performances they produce never fails to astonish not only me but all of the Be Your Best Foundation Trustees.

Whilst the 2017/18 production year has proved financially challenging due to increasing costs to stage the events and the economic situation of the country generally meaning it is harder than ever to raise the funds required, we are confident that we have the expertise on the Board and in our staff body (as well as the staff of Rock Challenge®) to navigate these challenges and become stronger in the long-term.

The Board of Trustees would like to thank our sponsors, without whom we simply could not continue to produce these events; the staff and volunteers of the Be Your Best Foundation and Rock Challenge® who regularly go above and beyond expectations to ensure the events continue in the extremely professional and enjoyable way they have since 1996; the organisations providing contracted services in lighting, sound, staging, video and photography, and of course, the teachers, schools and communities who give so much to enable so many young people to benefit from this incredible experience.

I am very much looking forward to seeing what 2019 has in store!

Mervyn J Bishop MBE, Be Your Best Foundation Chair

The 2018 Rock Challenge® and J Rock™ Tour was incredible and what a fantastic way to end it at the 4th National Final at Magna Science and Adventure Centre in South Yorkshire!

As Patrons of the Be Your Best Foundation we are always delighted to attend the shows and thoroughly enjoy seeing so many young people participating. They are all so committed to their productions which leads to many and varied ways in which they ultimately benefit from their involvement.

We are extremely grateful to the Rock Challenge® and Be Your Best Foundation team for their work behind the scenes enabling so many young people to benefit. Our heartfelt thanks also go to our wonderful and generous sponsors, to the teachers, parents, friends and, of course to the students themselves.

The evaluation results highlight many of the ways young people benefit - from increased enjoyment of school and improved relationships with teachers to increased school attendance and many health benefits.

We are extremely excited and very much looking forward to seeing many more fantastic Rock Challenge® performances in 2019 and beyond!

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

The evening's been really inspirational, all the young people have been a credit to each of the schools, but most importantly, to themselves!

Mark Scott, Yorkshire Builders Federation

Unbelievable performances by all the schools tonight, I'm really proud to be here to support Rock Challenge for the years to come.

Paul Mitchell, Efficiency North,
Social Value Manager



The Concept

The Rock Challenge® and J Rock™ is a national performing arts initiative for schools, colleges and youth groups that promotes a healthy lifestyle message. Students between the ages of 7 and 18 create a five to eight minute dance, drama and design 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 presented 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 17 local authority areas across the UK involving over 300 schools and 20,000 young people. Schools begin to create their entries early in the school year, 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 teamwork 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.



A sense of community, leadership and teamwork. Experiencing dedication and commitment over a period of time. Sense of coming together and pride in their contribution to the event.

Carolyn Wells, EGA School, London



A real sense of celebrating individual's talents and passions. It's a great opportunity for students across different year groups to work together and learn from one another. It also gives great scope for leadership opportunities.

Vikki Jonsmyth-Clarke,
Wycombe High, Buckinghamshire



Celebrating our value of community (as a church school) Bringing all year groups together.

Kay Duffin, All Saints Federation,
East Riding of Yorkshire

A Powerful Vehicle

Rock Challenge® and J Rock™ provide 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. 2018 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 students relationships with their teachers, decreasing anti-social behaviour, increasing school attendance and participants' enjoyment of school. 93% of the schools reported that self-esteem was improved in their students since they became involved in Rock Challenge® and 84% 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® or J Rock™ experience and receive all of the associated benefits of taking part.

Rock Challenge is a big highlight that boosts our recruitment for GCSE, the students involved love the experience and as we audition, they feel they have a level of ability that allows them to participate in the event and take dance further.

Vickie Haste, George Abbot School, Surrey

Building self-esteem, inclusion of all pupils, community and school spirit, sense of belonging, developing a skillset that they may not otherwise build out with school. Pupils who don't achieve educationally are achieving through their J Rock performance and are very proud of themselves and their team.

Elaine Macintosh, Clerkhill School, Aberdeenshire

It allows our students to widen their knowledge of current topics/issues. It also develops their confidence and communication skills. The project has helped build resilience in the students as they have taken feedback on board and applied this with determination. Rock Challenge allows us to choose a stimulus that develops students knowledge of different cultures, current topics or events, historical events and human experiences which we try to include into the schools programme.

Laura Talbot, Mark Rutherford School, Bedfordshire

It's the biggest extra-curricular activity in the diary and helps pull kids and staff from across the school together.

John Duncan, Inverurie Academy, Aberdeenshire



Benefits of Participation

Rock Challenge® and J Rock™ events encourage students to make positive life choices and be their best without the use of tobacco, alcohol and other drugs. These original objectives are also enriched with a multitude of benefits for the young people, teachers, school and the wider community. Below we will highlight how our events can be used to promote a healthy lifestyle, support educational Government aims and provide a compelling learning experience to all those involved.

HEALTH AND WELLBEING

Dance can be an appealing physical activity for those that may be resistant to getting involved in sports and through participation, young people can be physically active for sustained periods of time. In addition to improving physical health, the process of creating a Rock Challenge® or J Rock™ performance enables young people involved to develop a range of life skills and character traits important for personal growth and development. The event is seen by students and teachers alike as a key part of their improved resilience, confidence-building and

understanding of teamwork. It also provides wonderful opportunities for student leadership in many areas including choreography, fundraising and project management.

ENGAGEMENT

Rock Challenge® and J Rock™ offers young people an activity to engage in with their peers that is a credible alternative to less desirable behaviour. It encourages the formation of positive relationships not only between students but also the student - teacher relationships and, year-on-year, improved attendance and the reduction in anti-social behaviour is reported in a large proportion of the schools. Teams can be made up of students with a range of religions, ethnicities, behavioural and special educational needs. Performances can be created to bring out the strengths of each and every student involved with no barriers to every pupil achieving. The whole experience also helps schools to promote the fundamental British values of democracy, tolerance and mutual respect.

CURRICULUM

Involvement and creation of a Rock Challenge® / J Rock™ piece is strongly placed to

supplement the Purpose of Study, Aims and Attainment set out in numerous statutory aspects of the English National Curriculum. This is possible by allowing a different platform for learning which can engage and deepen the understanding of more young people. The Education Scotland Curriculum for Excellence is intended to help children and young people gain the knowledge, skills and attributes needed for life in the 21st century. The personal and social health benefits the young people experience through involvement help to achieve this aim, whilst the self-reported overall enjoyment of school contributes to raising the levels of attainment - also a key Government focus.

COMMUNITY BUILDING

The Foundation works in partnership with various police forces around the UK, humanising officers and offering an access point for young people involved if required. A positive profile of the school and young people in the community is established and schools regularly report the community support increases year after year. The events are a good opportunity for secondary school Rock Challenge® students to assist the J Rock™ entries of their feeder schools which in turn has positive implications for the primary school students in their transition to secondary school.

Being able to work together and learn what it is to focus on something positive. The focus is on health and wellbeing which is a focus of our school improvement plan.

Jason Waters, Millais School, West Sussex

Bringing the community together and student leadership, OFSTED watched rehearsals and loved it!

Lizzie Brown, Barnwell School, Hertfordshire

Diversity

A priority for the Be Your Best Foundation is to ensure that the Rock Challenge® and J Rock™ event are 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 taking part in 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.

2018 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® and J Rock™. 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.

Inclusion in the community across the district between mainstream schools and SEN schools.

Carrie Gledhill, Southfield School, West Yorkshire

The benefits have been fantastic for our group, especially in terms of inclusion and dealing with negative issues in a positive way. Self-esteem and confidence have been greatly improved. The group have worked together so well. Many didn't know each other before Rock Challenge and have formed very supportive friendships. Staff have worked well as a team for the best outcomes for the young people- it has been an amazing experience!

Melanie Clark, Cornerhouse Crew, Hull

JRock™

This year J Rock™ schools took part in 21 events nationally. We had stand-alone events in Aberdeen, Bridlington, Carlisle, Hull, Inverness, Portsmouth, Southampton and Stevenage whilst there were showcasing J Rock™ schools or mixed junior/senior competitions at our Crawley, Dundee, Grantham, Grimsby and Rotherham events.

In 2018 we saw 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, 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 look forward to continue growing the J Rock™ events in 2019.

The students gain confidence, improve self-esteem, and most importantly for an SEN school, better independence and communication skills.

Kelly Jo Peters, Great Oaks School, Hampshire

A chance to meet and compete against other schools/colleges on the same stage. OFSTED were really excited to hear about our participation in Rock Challenge and the HUGE benefits for our pupils- spiritual, moral, cultural, social.

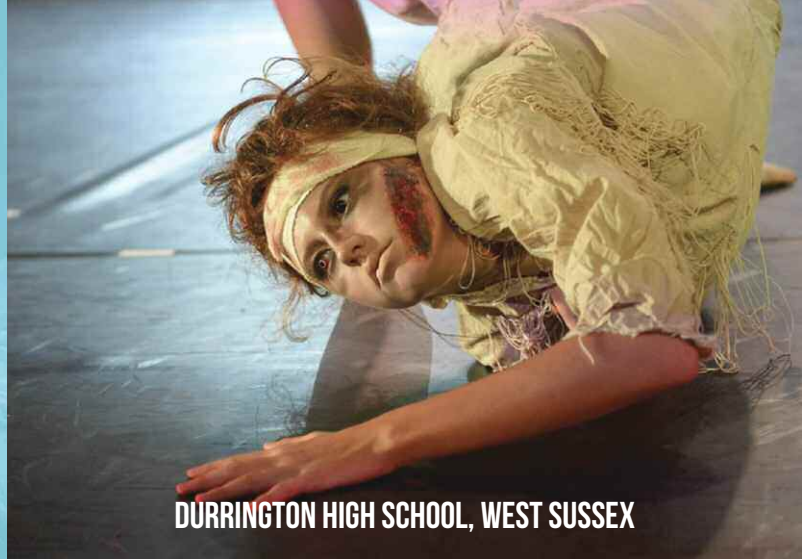
Kirsty Troughton, Mary Rose Academy, Hampshire

2018 Rock Challenge® National Final

On Saturday 14th July 2018, we held our 4th National Final at Magna Science Adventure Centre, Rotherham. Involving 9 schools from across Scotland and England and over 800 students, the excitement throughout the day was palpable and energy levels were high from the moment the students arrived at around 9am! Every single student, teacher and volunteer embraced the Spirit of Rock Challenge® throughout the day, supporting one another and cheering for every school and performance. The evening show was absolutely spectacular, and really showcased the hard work the schools had put into their performances, not to mention the incredible talent of all the young people involved, a truly unforgettable event!

Some National Final facts!

- The team that travelled the furthest to attend the National Final was Peterhead Academy who travelled 417 miles!
- The closest team was Sheffield Springs Academy, who came from 8 miles away!
- The largest team contained 127 participants and the smallest team size was 31.
- LeAF Studio School won the Performers Choice Award and Kinross High School won the Spirit of Rock Challenge® Award, the two awards voted for by the other participating teams.



DURRINGTON HIGH SCHOOL, WEST SUSSEX



DURRINGTON HIGH SCHOOL, WEST SUSSEX



KINROSS HIGH SCHOOL, PERTH AND KINROSS

It was one of the best events we have attended in the last 5 years - the atmosphere was incredible and the standard was phenomenal! Wish we could re-live the day all over again.

@TobiasTraves on Twitter

BIG thanks to @LeAF_studio @KinrossRC @PPSPurbrook @SirHenryFloyd @WLA_RockChall @DurringtonHigh @Rodillian_Ac & Sheffield Springs for making the best @ukrockchallenge day yesterday, we loved sharing it with you all! So much passion, creativity and spirit at #RCNFis

@PeterheadRC on Twitter

Back stage the atmosphere was fantastic, all 9 schools were so happy to have reached the national finals and there was a real sense of the occasion being a celebration of performance.

Durrington High School website

There was such a good energy and of course the performances were all outstanding.

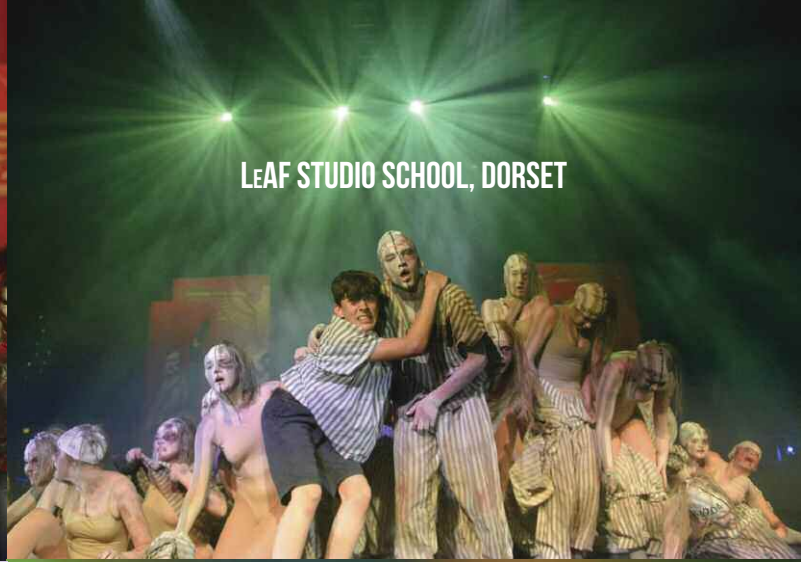
whatkatiedidnext Blog

KINROSS HIGH SCHOOL, PERTH AND KINROSS





LeAF STUDIO SCHOOL, DORSET



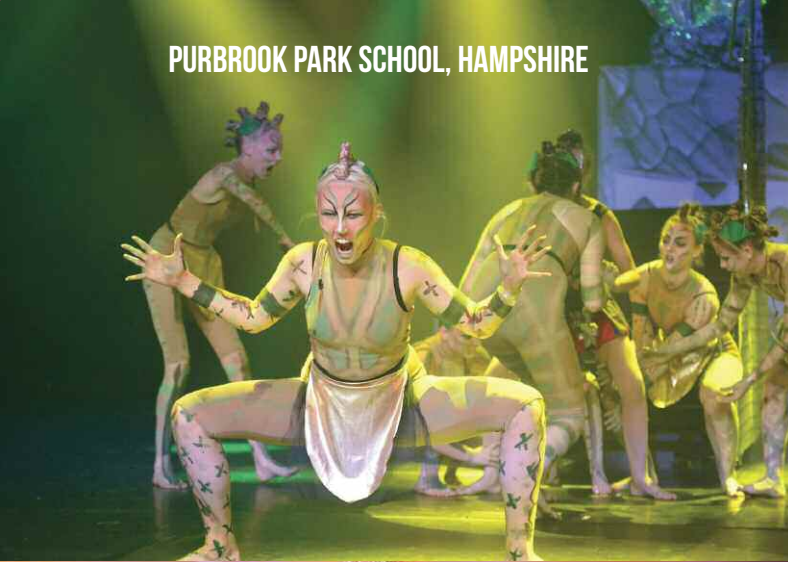
LeAF STUDIO SCHOOL, DORSET



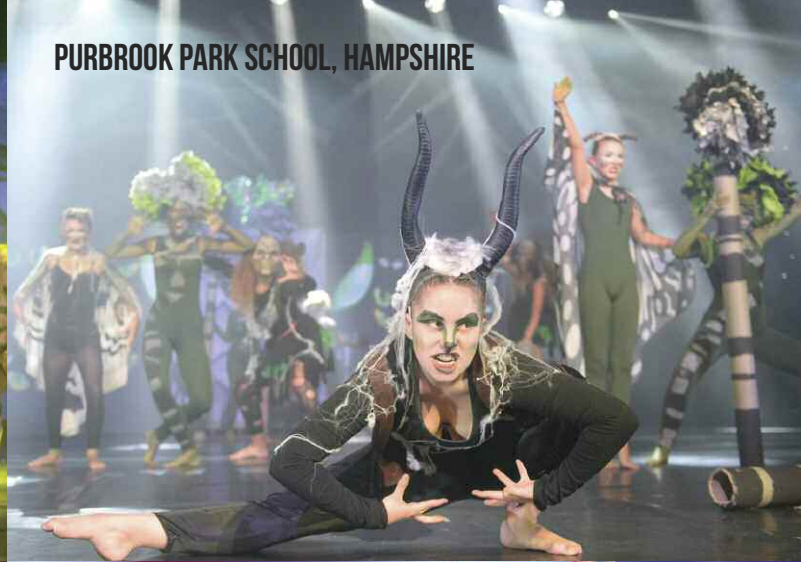
PETERHEAD ACADEMY, ABERDEENSHIRE



PETERHEAD ACADEMY, ABERDEENSHIRE



PURBROOK PARK SCHOOL, HAMPSHIRE



PURBROOK PARK SCHOOL, HAMPSHIRE



**RODILLIAN ACADEMY,
WEST YORKSHIRE**



**RODILLIAN ACADEMY,
WEST YORKSHIRE**



**SHEFFIELD SPRINGS ACADEMY,
SOUTH YORKSHIRE**



SHEFFIELD SPRINGS ACADEMY, SOUTH YORKSHIRE



*Going to Nationals is about celebrating, getting to perform this piece again, getting to be together again, watching the most amazing performances & getting caught up in the RC bubble once again!
#goodvibesonly #righttypeofmood
@KHS_RMPS on Twitter*

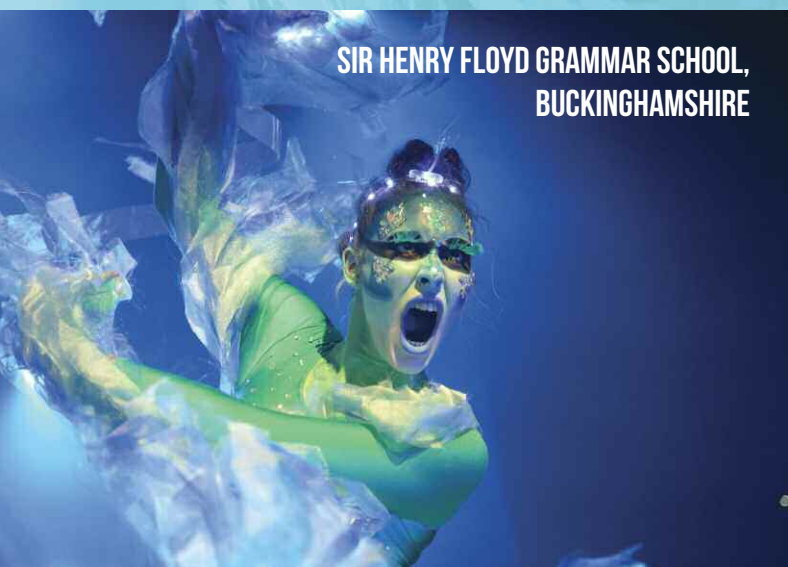


*It's been an absolutely brilliant event! I know that all the schools have been here all day and have had a really good time- you can see how excited they are and how much feeling they're putting into the performances. It's been a fantastic evening and everyone here has really enjoyed it!
Baroness Ruth Henig*

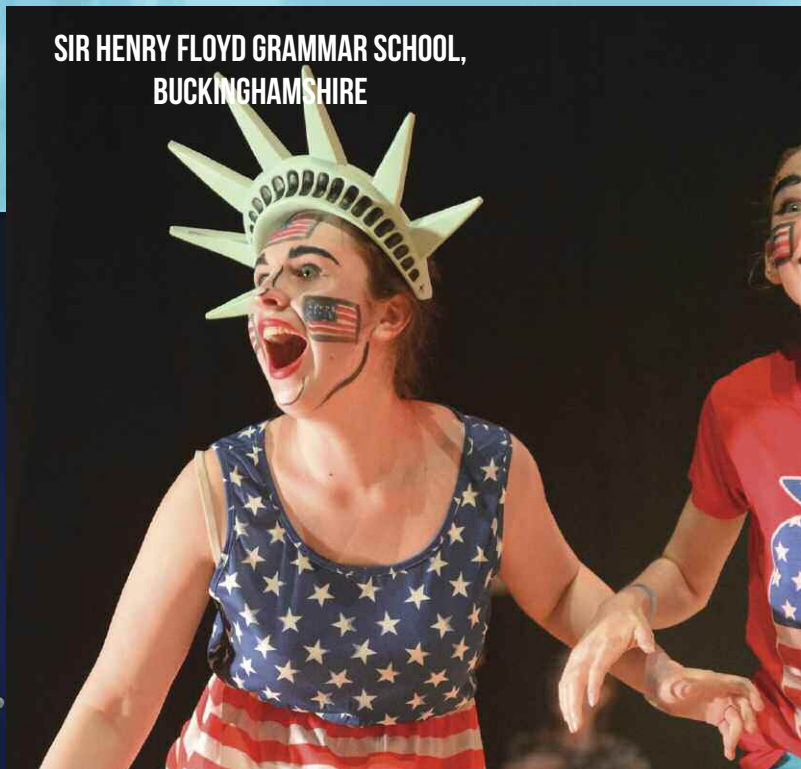


Well done to everyone onstage & off. It was an amazing night of entertainment.

Lori Hurhangee on Facebook



**SIR HENRY FLOYD GRAMMAR SCHOOL,
BUCKINGHAMSHIRE**



**SIR HENRY FLOYD GRAMMAR SCHOOL,
BUCKINGHAMSHIRE**



**WEST LAKES ACADEMY,
CUMBRIA**

ten



**WEST LAKES ACADEMY,
CUMBRIA**

Thank you to our sponsors

ABERDEEN

Aberdeenshire Community Safety Partnership
Aberdeenshire Council
NHS Grampian Endowment Fund
John Gordon Charitable Trust
Police Scotland - Choices for Life

BOURNEMOUTH

George Temperance Trust
Radian

CRAWLEY

Sussex Police
West Sussex County Council (Think Family)

CUMBRIA

Cumbria Community Foundation
Cumberland Charitable Foundation
West Cumbria Community Safety Partnership

DUNDEE

Angus Council
Police Scotland - Choices for Life

GRANTHAM

Castle Square Developments
Grantham Rotary
Lincolnshire Community Foundation
Lincolnshire High Sheriff's Trust

HAMPSHIRE

Hampshire County Council
Ian Wright Consulting
Radian
Southampton City Council

HIGH WYCOMBE

Shanly Foundation
Wycombe District Council

HUMBERSIDE

Andrew Marr International
ARCO
BAE Systems
Clugston Transport
Hull and East Riding Charitable Trust

Hull City Council

Hull College
Humberside Police
Humberside Police Youth Engagement Team
NHS Hull CCG
The Tribune Trust

INVERNESS

Highland Council
Highland Child Protection Committee
Highland Alcohol and Drugs Partnership
NHS Highland
Police Scotland - Choices for Life
Scottish Fire and Rescue Service

MOTHERWELL

North Lanarkshire Council
Police Scotland - Choices for Life

ROTHERHAM

Efficiency North
EN:Able CIO
Yorkshire Builders Federation

STEVENAGE

Follett Trust
Hertfordshire Police

NATIONAL

Ansvar Insurance Company Ltd
ACRO
Enterprise Holdings
Janome
Securigroup
Stage Coach



I think tonight was an excellent opportunity for the children in North Lanarkshire Council to be able to express themselves in a variety of different ways. The opportunity to come tonight and to see the children was absolutely fantastic - it has certainly developed their own personal skills, but most importantly their confidence in performing in front of a large audience which was outstanding!

Gerard McLaughlin, Head of Education Central at North Lanarkshire Council



It was a real privilege to be here tonight, I thought the standard was so high and I particularly liked the themes. The word that came through on virtually everybody was teamwork and the benefits they got from taking part in Rock Challenge so I think it was absolutely superb.

Mrs Jane Stichbury CBE, Deputy Lieutenant of Dorset



The standard tonight is extraordinary. I've been to a number of Rock Challenges over the years and tonight was a real joy to be here. For me Rock Challenge is such a great organisation and the event helps young people make good choices, stretch themselves, learn about working together and what they can achieve when they do that.

Olivia Pinkney, Chief Constable for Hampshire Constabulary



Participants Survey Results

NATIONAL ROCK CHALLENGE® PARTICIPANTS SURVEY RESULTS SUMMARY

Each participant in the 2018 Rock Challenge® events was asked to complete a questionnaire. These were anonymous and 8,909 questionnaires were returned.

76% 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). Over 210,000 student-hours were spent rehearsing for Rock Challenge®.

785 participants said that they smoked before becoming involved in the Rock Challenge®. Of those, 610 have stopped or reduced the amount they smoke since taking part in the initiative.

Of the participants, 1,142 reported they drank alcohol regularly before becoming involved in the event. Of those, 995 have stopped drinking or reduced their alcohol intake since becoming involved in the Rock Challenge®.

112 of the students who completed and returned the survey told us they used illegal substances before involvement, 99 of those students have as now reduced or stopped their drug usage.

Of the respondents, 7,865 felt their self-esteem had improved, with teamwork skills improving in 93% since they became involved in Rock Challenge®.

1,110 students said they had played truant from school before becoming involved in the event. 953 of those have stopped playing truant due to their involvement.

An amazing 6,996 of the 8,909 students reported they enjoy school more since becoming involved in the event.

A staggering 6,512 of the 8,909 students reported they have better relationships with their teachers following their involvement.

Of the participants, 89% reported they have made new friends through the Rock Challenge®.

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.

Helps to establish positive relationship between students and staff, helps to make a positive profile from school in the community. It was mentioned in our recent Ofsted inspection about providing opportunities for young people.

Pippa Smith, Noadswood School, Hampshire

J Rock has been great for giving children an insight into career possibilities, for building friendships, confidence and inclusion.

Laura Livingstone, Calderbridge Primary School, North Lanarkshire

NATIONAL J ROCK™ PARTICIPANTS SURVEY RESULTS SUMMARY

Each participant in the 2018 J Rock™ was asked to complete a questionnaire. These were anonymous and 6,122 questionnaires were returned.

4,652 participants in the J Rock™ event said that they spent 3 or more months rehearsing their production (outside of curriculum time).

4,956 of the 6,122 students surveyed 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 participating students, 5,001 reported they have made new friends at their own school through J Rock™.

4,323 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.

Rock Challenge has had a huge impact on school pride, confidence for individual pupils, leadership and teamwork skills for pupils. They have really made the most of the opportunity to work together and be creative. Through fundraising events it has also promoted healthy lifestyles and taking responsibility for each other and themselves in a range of environments. It has also formed fantastic links with the local community as well as growing parental involvement.

Kathleen McKie, Invergordon Academy, Highlands

Teachers Evaluation Results

2018 ROCK CHALLENGE® & J ROCK™ TEACHER EVALUATION RESULTS SUMMARY

The 2018 Be Your Best Rock Challenge® and J Rock™ involved 19,736 young people from 324 schools; of these 49 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.

308 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 / 13%
Year 7 / 15%	Year 8 / 21%
Year 9 / 21%	Year 10 / 12%
Year 11 / 3%	Years 12 and 13 / 4%

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

School time / 15%
Out-of-school time / 85%

The time schools spent preparing their entries ranged from 3 weeks to 12 months. The average time spent was 4 months.

84% of participating schools reported that average attendance within the team had been improved. On average 13 students per school had improved attendance. Nationally, 4,004 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 24%.

93% of the schools reported that self-esteem was either improved or greatly improved in their students.

85% said that their student's understanding of the importance on teamwork had improved.

Aside from the day of the event, 20% 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, 89% 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 34% of responding schools.

PUPIL PREMIUM

In 2018 schools were asked how many students involved in their team qualified to receive the pupil Premium. 82% of schools answered this question and reported that a total of 3,654 students involved in the events in 2018 did qualify for the Pupil Premium, this equates to approximately 19% of young people involved.

Helps to establish positive relationship between students and staff. Thornhill is an area of extremely high deprivation falling within the UK the top 5% and as a result our pupils often don't have the opportunity to participate or experience enriching activities such as Rock Challenge. Other barriers the children within this school face include parents of carers with low incomes, low employment, poor level of education and skills, high crime rate, and high levels of ill-health and disability. One of our aims is to break this cycle and raise the aspirations of our pupils. The opportunity of being a part of Rock Challenge allows our children to become part of the wider community and develop many important skills needed to thrive in the future. Participating in Rock Challenge is allowing us to share experiences with other adults and children from our wider community and develop many important skills needed to thrive in the future. Participating in Rock Challenge is allowing us to share experiences with other adults and children from our wider other schools that we may not have otherwise been involved with.

Lewis Tribbeck, Thornhill Primary School, Hampshire

Participation



Extra-curricular activity for those who don't normally do anything and creativity and commitment.

Peter Gale, Christ the King College, Isle of Wight

LOCATION AND VENUE	TEAMS				PARTICIPANTS				AUDIENCE	
	2018 Snr	2018 Jnr	2017 Snr	2017 Jnr	2018 Snr	2018 Jnr	2017 Snr	2017 Jnr	2018	2017
Aberdeen AECC	9	-	9	-	576	-	818	-	1803	1746
Aberdeen AECC	-	12	-	9	-	663	-	447	1699	920
Bournemouth Pavilion	8	-	10	-	589	-	759	-	931	1043
Bridlington Spa	5	-	6	-	404	-	458	-	560	614
Bridlington Spa	-	6	-	4	-	400	-	291	806	491
Carlisle Sands Centre	2	7	2	6	121	293	92	323	680	690
Carlisle Sands Centre	2	6	3	6	184	405	309	342	998	1013
Crawley The Hawth	8	-	8	-	494	-	415	-	571	450
Crawley The Hawth	8	-	8	-	556	-	591	-	614	637
Crawley The Hawth	5	3	4	3	283	188	225	192	654	615
Dundee Caird Hall	5	4	4	-	402	203	287	-	931	400
Dundee Caird Hall	-	-	4	5	-	-	282	282	-	808
Grantham Meres Centre	5	3	4	3	266	127	231	164	535	395
Grimsby Auditorium	1	3	2	3	62	149	108	189	355	362
High Wycombe	6	-	-	-	395	-	-	-	588	-
Hull Ice Arena	4	3	6	-	211	175	363	-	455	602
Hull Ice Arena	-	6	-	7	-	427	-	482	647	768
Hull Ice Arena	-	7	-	6	-	433	-	407	810	649
Hull City Hall (Humbeside Youth Division)	6	-	5	-	159	-	166	-	667	669
Inverness Eden Court	6	-	7	-	519	-	464	-	734	682
Inverness Eden Court	5	2	7	-	350	121	-	501	703	667
Inverness Eden Court	-	9	-	7	-	505	-	384	705	671
Milton Keynes MK Theatre	-	-	7	-	-	-	424	-	-	493
Motherwell Concert Hall & Theatre	3	5	-	-	131	240	-	-	655	493
Portsmouth Guildhall	9	-	10	-	811	-	639	-	997	725
Portsmouth Guildhall	10	-	11	-	604	-	849	-	751	1089
Portsmouth Guildhall	9	-	11	-	673	-	810	-	1008	1100
Portsmouth Guildhall	-	9	-	10	-	516	-	654	961	1145
Portsmouth Guildhall	-	10	-	10	-	696	-	729	1351	1506
Portsmouth Guildhall	-	10	-	8	-	576	-	455	858	764
Rotherham Magna Science Adventure Centre	10	-	9	-	541	-	443	-	317	252
Rotherham Magna Science Adventure Centre	2	3	7	-	151	106	395	-	171	181
Rotherham Magna Science Adventure Centre	-	3	5	2	-	-	237	72	-	275
Southampton O2 Guildhall	9	-	9	-	535	-	570	-	752	558
Southampton O2 Guildhall	9	-	9	-	583	-	548	-	806	659
Southampton O2 Guildhall	9	-	8	-	737	-	590	-	796	757
Southampton O2 Guildhall	-	-	-	9	-	570	-	726	970	1075
Southampton O2 Guildhall	-	8	-	9	-	590	-	599	1071	982
Southampton O2 Guildhall	-	9	-	6	-	418	-	414	933	766
Stevenage Leisure Centre	10	6	10	-	645	-	614	-	280	329
Stevenage Leisure Centre	-	-	-	8	-	281	-	442	421	687
Stevenage Leisure Centre	9	5	9	-	620	-	502	-	591	392
TOTALS	174	136	194	121	11602	8082	12189	8095	30135	28627
	310		315		19684		20284			

Rock Challenge creates a sense of magic within our school as all the students are interested in what the theme is and who the school is up against. It was a huge selling point for open days with upcoming students/ parents. We have a student with aspergers and ADHD doing Rock Challenge and it has really helped with his focus and helped him focus and be calm around school.

Kate Stride, Upper Shirley High School, Hampshire

Our school is based in a deprived area so many of the children do not have access to free groups like this. This is an opportunity above and beyond what they have experienced before.

Catrina Macrae, Hilton of Cadboll Primary School, Highlands

LOCATION AND VENUE	TEAMS				PARTICIPANTS				AUDIENCE	
	2018 Snr	2018 Jnr	2017 Snr	2017 Jnr	2018 Snr	2018 Jnr	2017 Snr	2017 Jnr	2018	2017
Northern J Rock™ Final Grimsby Auditorium	-	10	-	10	-	644	-	772	982	995
Northern Open Final Grimsby Auditorium	10	-	11	-	609	-	785	-	543	701
Northern Premier Final Grimsby Auditorium	10	-	11	-	868	-	944	-	572	600
Scottish Final Caird Hall Dundee	9	1	10	-	646	25	1029	-	1371	1723
Southern J Rock™ Final Portsmouth Guildhall	-	12	-	10	-	870	-	760	1693	1452
Southern Open Final A Portsmouth Guildhall	11	-	10	-	854	-	685	-	1105	770
Southern Open Final B Portsmouth Guildhall	11	-	10	-	816	-	774	-	964	998
Southern Premier Final Portsmouth Guildhall	10	-	11	-	915	-	1030	-	1400	1508
National Final Magna Science and Adventure Centre	9	-	-	-	871	-	-	-	829	-
TOTALS	70	23	63	20	5579	1539	5247	1532	9405	8747
GRAND TOTALS	403		398		26802		27063		39540	37374

Social Media

2018 has yet again seen our Social Networks grow in popularity. Through our Facebook, Instagram and Twitter accounts we are able to connect with a wide range of our participants, schools and their communities all over England and Scotland, and share all the hard work they put into Rock Challenge® and J Rock™. We see young people from different schools engaging with and supporting one another, truly embracing the Spirit of Rock Challenge®. Our Social Networks also allow us the opportunity to connect with those who are no longer current participants and want to remain involved, as well as our fantastic team of Volunteers and Ambassadors, and the wider community.

As Social Media is now central to so many people's lives, we will continue to connect with people via these channels, developing and expanding our content and following as we do so. The continued support and communication that is shown through our platforms is truly overwhelming and indicative that the content we are creating is resonating with our audience.

We encourage you to join us on our Facebook, "The UK Rock Challenge" Twitter, @ukrockchallenge and Instagram, @ukrockchallenge as we continue to expand these avenues in 2019.

FACEBOOK 2017: 33,699 page likes, 2018: 35,682 page likes

Our Facebook page continues to be our most popular Social Network account. The page allows us to engage and share news with our schools, participants and teachers, as well as allowing a platform for parents and the local community to get involved and celebrate the success of all the young people. Facebook is an incredible resource for all to appreciate and support each other, and is the base for our photo competition, national awards and badge competition, as well as a forum of important and helpful information. It also allows us to communicate in a more personal and instant way via Facebook Messenger. This year we continued to stream the results ceremonies via Facebook Live, these videos proved to be some of our most popular posts. The Scottish Final, for example, reached 34,158 people.

TWITTER 2017: 11,684 followers, 2018: 11,898 followers

This year we have maintained our interactive Twitter presence, gaining over 200 followers. Twitter is an excellent site for communicating with local communities, schools and sponsors. We always keep our Twitter updated with all the latest news, and live-tweet throughout the day at events, sharing the results from the side of the stage as they happen. This year, our most popular tweet saw us announce Westhill Academy as the winners of our Aberdeen event. It earned 28,038 impressions, and was engaged with more than 5700 times, gaining 334 likes and 78 retweets! This is an indication of just how much support is shown to teams via Twitter. We hope to continue growing our engagement and encouraging everyone to get involved in 2019!

INSTAGRAM 2017: 11,515 followers, 2018: 11,972 followers

We are delighted that our Instagram account has gained over 450 new followers this year! We use the platform to share photographs of the winners of each event, as well as behind the scenes pictures, information and statistics. Our most popular photograph on Instagram in 2018 was a post containing a picture of each National Finalist, which received an amazing 1,080 likes and 43 comments! This is a huge improvement on our most liked photo of 2017, which received 689 likes.

SUMMARY

Overall we have a fantastic total of 59,551 followers across Facebook, Twitter and Instagram.

Getting to work with the most amazing people you could ask to meet on the @ukrockchallenge tour, it's so hard to explain to people the #RockaFamily you get from being a volunteer at venues and with schools.

@set_guy_steve on Twitter

What a brilliant @ukrockchallenge National Final - amazing standard and good times had by all! Personal highlights include getting my Gold Volunteer pin with my sis, meeting the lovely people of Kinross High, seeing all my volly and ambassador pals, rocking out in that air guitar competition and most importantly, watching the PARC fam killing it up on that stage and sharing their energy and love all day - you guys make me so so proud to be part of the best team. What a way to end the 2018 tour, and onto the next one....!

@katiedanielrc on Twitter

I can't stress enough how refreshing it was to see a whole auditorium of young teenagers rush to the front to dance and cheer like crazy when our school performed, teenagers get a lot of stick for their attitudes when actually a day like Rock Challenge just shows how polite and encouraging they are to all types of people. Wishing every student good luck and a high five at every opportunity! Really lovely day.

Nicola Sutton on Facebook

Home safe and sound and that's it for another year of @ukrockchallenge I've honestly had the most amazing year with everyone and being a part of the most incredible team what a way to end the tour at the National Finals in Rotherham, bring on 2019!

@ChloeJarvis14 on Twitter

Well and truly thankful for this amazing experience, volunteering for rock challenge has made me as a person more confident and have a stronger love for dance. Big love for the team and crew for making this experience special and hope to be back again next year.

@georgiaknipe on Twitter



Thank you for a fabulous evening yet again, our school Lsst every year thoroughly enjoy performing at rockchallenge and love meeting new people. It's such an amazing experience being there coming together as a team and meeting other fabulous dancers that are all so friendly to talk to! I'm so proud of the rest of the Lsst team that performed so brilliantly for Hannah and we hope she and her family would be proud and hope we've done her story justice.

@alysabrock_x on Instagram

Actually so excited for rock challenge next year, no dancing for six weeks stresses me out ahhh. Roll on #rc2019

@katiecornfieldx on Twitter

Fantastic event, amazing performances @beworkwise on Twitter

When you work so hard and kids perform like they did last night, that's all you really want from them! They smashed it and we couldn't find a fault!

@MrGLake on Twitter

R 2018 CHALLENGE[®]

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