

# Annual Review 2011



Rock Challenge®



# 2011 'Spirit of Rock Challenge'<sup>®</sup>

## Photography competition

# 1st

First Place went to  
**Jaoa Schiavinato**  
from **St Peter's**  
School, Dorset.



# 2nd

Second Place went to  
**Andrew Ibbott**,  
**Rickmansworth**  
School, Hertfordshire.

# 3rd

Third Place this year  
went to **Meghan**  
**Wood**, **Montrose**  
Academy, Angus.



# Contents

- 3 Chairman's Statement
- 3 A word from our Patrons
- 4 The Concept
- 5 A Powerful Vehicle
- 6 Benefits of Participation
- 7 Entry Day
- 8 Participants Survey
- 9 Teachers Survey
- 10 Participation Statistics
- 12 Junior Rock Challenge®
- 13 Diversity / Youth Division
- 14 Positive Peer Pressure
- 15 Thank you to our Sponsors
- 16 Communication



*The benefits of Rock Challenge for our students include commitment, motivation and the offer of positive learning experiences - great team work. I think Rock Challenge is a well organised event.*

**Webster's High School, Angus – Karen Ling**

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# Chairman's Statement



As expected 2011 proved to be a challenging year for the Be Your Best Foundation and for Rock Challenge®. The national economic downturn impacted severely on the public and private sectors, so contributions from both are at lower levels than we had previously experienced. The enthusiasm for Rock Challenge® from those who had supported us in the past is however undiminished and this gives us great confidence for the future. Those who have been able to find resources have shown tremendous commitment and overall it is clear that there is no loss of faith in Rock Challenge® and what it provides for young people.

The emerging situation has placed tremendous pressure on the team of staff and volunteers, but once again they did a great job and produced a tour to be proud of and indeed one that has had a tremendous positive impact on the lives of many young people.

Things will undoubtedly continue to evolve in the light of changing circumstances, but together with the schools, families, communities and sponsors who are involved we can continue to make a difference, improving the aspirations of the young people involved by improving school attendance, self-esteem, and teacher-student relationships whilst giving them a credible alternative to smoking, drinking, and using illegal substances.

We look forward to seeing you and your team at an event somewhere in the UK in 2012.

*George Cooil*

## A word from our Patrons



Once again we have had a really excellent year, despite the economic gloom. Over 22,000 young people took part in 45 events and entertained audiences up and down the country with their colourful, vibrant and creative shows. Congratulations and thanks are due to all the students who appeared on stage or who worked off it; to their teachers and schools; to their families and to all their local supporters and sponsors. We also owe a big debt to the Be Your Best Foundation sponsors whose continuing generous contributions in this difficult financial climate made it possible for so many young people to reap such positive benefits from participation in Rock Challenge®. Recent events across England have shown how vital a role charities like the Be Your Best Foundation play in motivating young people and in channelling their energies constructively - so a big thank you is also due to the management and production team for their continuing enthusiasm and hard work in organising and overseeing yet another successful year.

*Baroness Ruth Henig DL*



Congratulations firstly to all that took part in all the 2011 performances - I was lucky enough to attend some, and, as usual, was extremely impressed with both the talent and enthusiasm on display. A special mention too to all the backstage teams - both from all the schools and also the Be Your Best Foundation staff. I am already looking forward to 2012 with fingers crossed for sufficient funding to be found. Good luck to everyone preparing for the 2012 events, I'll look forward to hopefully seeing you there!

*Lady Sarah McCorquodale*



## 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), and was initially introduced into the UK by the Hampshire Constabulary in 1996.

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 2011, 22,113 students from 320 teams took part in 45 events throughout England, Scotland and Northern Ireland.





# 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 a top class opportunity to perform live onstage at major theatre venues across the country. The event gives young people a 'drug-free high' by striving to be the best they can be and achieving their goals. 2011 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 policy. Every year, the Be Your Best Foundation sees a dramatic 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.



*Rock Challenge brings different year groups together, giving students responsibility, teaching them about teamwork and the moral message.*

**Monks Walk School, Hertfordshire -  
Tammy Rodgers**



# 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. Despite the ending of the National Healthy Schools Programme (March 2011), the well-being of children and young people, particularly their emotional well-being, remains a Government priority with Education and Health working closely together towards a new partnership in 2013. 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 'natural 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, helping to develop 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 and other agencies. Many primaries are now using Junior Rock Challenge® 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 revised National Curriculum (2008) for Economic Well-Being and Financial Capability.

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.



“ Rock Challenge brings increased motivation and desire for school, positive choices and relationships.

Harlington Upper School, Bedfordshire - Emma Atkins

“ Rock Challenge helps provide pupils with enthusiasm and confidence - this clearly has a huge impact on the ethos around the school.

Turriff Academy, Aberdeenshire - Liz Paterson



# Entry Day



Imagine the scene; it's 5.30am on a rather grey, but warm September morning. The Rock Challenge® staff stumble into the offices at UK Rock Challenge® headquarters, still rubbing the sleep from their eyes, ready for what they know is likely to be the busiest day of the year. They certainly had no idea just how busy it was going to be.

## ***After all, this is entry day***

In the few weeks before, much had been made of the importance of getting applications in as early as possible and when the big day came it was apparent that this had been heard loud and clear. Entries officially opened at 6.00am and from that moment the office was alive with noise. By 6:15am, several of the more popular events were already full with over 150 entries received and by midday there had been over 280 applications received breaking all previous records for entries. The forms continued to arrive and the phone continued to ring for the next few days and in the end, with a lot of shuffling about and schools accepting 2nd and often 3rd choices for events, most teams eventually got a space;



**Rock Challenge® Producer Zoie Bartlett says** *"It really is a case of the earlier the better. It's fantastic to see the Rock Challenge® events are so popular, but it's devastating that some people have to miss out. We always urge teachers to send in your forms as close to 6.00am on entry day as possible and this year that was more important than ever".*

Entry forms are available on the Rock Challenge® website [www.rockchallenge.co.uk](http://www.rockchallenge.co.uk)

Schools who are unsuccessful in gaining a place in the 2012 Rock Challenge® are urged to contact their local council in an attempt to engage them in staging a new Rock Challenge® event in their local area.

# Participants Survey

## National Participants Survey

**Each participant in the 2011 Rock Challenge® events was asked to complete a questionnaire. These questionnaires were anonymous and 10,597 questionnaires were returned.**

Of the respondents, **64%** said that they spent 3 months or more rehearsing with **51%** of schools spending 1-3 hours per week on their production outside of curriculum time.

**8%** of the respondents smoked before becoming involved with the Rock Challenge®; of those, **52%** have stopped or reduced the amount they smoke due to their involvement.

Of the respondents, **14%** reported they drank alcohol at least once a week before becoming involved in the event; of those, **72%** have stopped or reduced their alcohol intake since becoming involved in the Rock Challenge®.

Of the respondents, **2%** reported they used drugs before becoming involved in the Rock Challenge®; **70%** of these have now stopped or reduced their drug usage.

Of the respondents, **90%** felt their self-esteem had improved, with teamwork skills also improving in **90%** of respondents since they became involved in Rock Challenge®.

Of the respondents, **23%** said they had played truant from school before; of those, **82%** have stopped playing truant due to their involvement in the Rock Challenge®.

**90%** of respondents reported they enjoy school more since becoming involved in the event.

**91%** of responding students reported they have better relationships with their teachers following their involvement.

Of the respondents, **77%** reported they have made new friends through the Rock Challenge®.

**99%** of respondents described the initiative as excellent or good when given the choice of excellent, good, average or poor.



*Rock Challenge is a fantastic opportunity for pupils who never get out of Slough or ever get the opportunity to perform.*

Baylis Court School, Berkshire - Lisa Jimmison



*Rock Challenge gives the opportunity to perform on a major stage and meet other schools.*

Woodlands Community College, Hampshire - Michelle Pearce



*Rock Challenge proves great for Ofsted reports.*

Howden School & Technology College, East Riding of Yorkshire - Jennie Doyle & Hannah Jackson



*It promotes positive behaviour, attendance increases and highlights huge extra-curricular involvement.*

Regents Park Community College, Hampshire - Lia Chance



# Teachers Survey

The 2011 Be Your Best Rock Challenge® involved **323 teams** from **326 schools**; of these **63 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.

**314 liaison teachers** completed and returned an evaluation questionnaire representing **97%** of the teams involved.

The age spread of participating students from schools which responded to the questionnaire was:

Year 5 .....	<b>8%</b>	Year 6 .....	<b>6%</b>	Year 7 .....	<b>7%</b>
Year 8 .....	<b>23%</b>	Year 9 .....	<b>22%</b>	Year 10 .....	<b>26%</b>
Year 11 .....	<b>3%</b>	Years 12 and 13 .....	<b>5%</b>		

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

School time **12%**                      Out-of-school time **88%**

The time schools spent preparing their entries ranged from **3 weeks** to **10 months**. The average time spent was **4.5 months**.

Of the schools who responded, **52%** reported that **average attendance within the team had been improved**. On average **10** students per school had improved attendance. A total of **3,194** students experienced improved 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 **18%**.

**98%** of the schools that responded to the questionnaire reported that self-esteem was either improved or greatly improved in their students.

**93%** of the schools responded that their students' understanding of the importance of teamwork had either improved or greatly improved.

Aside from the day of the event, **34%** of the schools were able to use the Rock Challenge® to promote a healthy lifestyle.

Out of all the schools that responded, **94%** reported that their students' participation in the Rock Challenge® had helped them realise a **'natural high'**.

Of all the schools that responded, **18%** said that the participants' consumption of tobacco, alcohol and other drugs decreased or greatly decreased.

Anti-social behaviour has decreased in **52%** of responding schools.



*Rock Challenge raises the profile of the school developing links with neighbouring schools.*

**The Forest School, West Sussex**  
- Laura Ward



*Allows mixed ability, races, religions and genders to form one team with one goal.*

**The Warwick School, Surrey**  
- Kayleigh Warburton

# 2011 Participation

LOCATION AND VENUE	TEAMS		PARTICIPANTS		AUDIENCE	
	2010	2011	2010	2011	2010	2011
<b>Aberdeen</b> AECC	13	9	1,073	855	1,774	1,465
<b>Arbroath</b> Webster Theatre	5	4	218	221	275	284
<b>Arbroath</b> Webster Theatre	-	4 1	-	212 38	-	391
<b>Stevenage</b> Leisure Centre	9 3	9 3	698 156	631 190	545	768
<b>Stevenage</b> Leisure Centre	7 2	8 3	450 76	472 139	475	488
<b>Stevenage</b> Leisure Centre	9 3	-	753 146	-	790	-
<b>Stevenage</b> Leisure Centre	7 3	-	460 142	-	592	-
<b>Crawley</b> The Hawth	9	8	611	526	689	685
<b>Croydon</b> Ashcroft Theatre	5	-	231	-	352	-
<b>Southampton Junior</b> Guildhall	9	9	566	602	841	1,047
<b>Southampton Junior</b> Guildhall	5	6	321	320	747	601
<b>Southampton</b> Guildhall	8	9	620	619	801	693
<b>Southampton</b> Guildhall	6	10	447	726	642	1,035
<b>Southampton</b> Guildhall	9	9	772	743	1,051	865
<b>Southampton</b> Guildhall	8	7	670	537	871	581
<b>Southampton YD</b> Guildhall	5	2	152	66	525	250
<b>Bournemouth</b> Pavilion	13	12	779	956	1,269	1,304
<b>Bridlington Junior</b> Ice Arena	9	9	672	692	1,027	1,070
<b>Bridlington</b> Ice Arena	4 2	9	334 120	824	375	971
<b>Grantham</b> Meres Centre	4 1	5 8	250 55	308 370	392	875
<b>Skegness</b> Embassy Theatre	5	4	319	264	539	411
<b>Eastbourne</b> Congress Theatre	9	6	592	371	720	445
<b>Bradford</b> St Georges Hall	8	9	763	640	929	609
<b>Bradford</b> St Georges Hall	7	7	521	563	544	779
<b>Lincoln</b> Epic Centre	5 4	-	210 254	-	332	-
<b>Belfast</b> Waterfront Hall	6	6	489	419	1,285	1,565
<b>Grimsby</b> Auditorium	7	7 1	679	521 57	647	398
<b>Portsmouth</b> Guildhall	12	14	702	1,137	702	1,181
<b>Portsmouth</b> Guildhall	11	12	769	866	865	989
<b>Portsmouth</b> Guildhall	13	13	761	1,015	843	1,691
<b>Portsmouth</b> Guildhall	11	6	974	458	1,139	398
<b>Portsmouth</b> Guildhall	12	8	980	535	863	584
<b>Portsmouth</b> Guildhall	12	-	907	-	843	-
<b>Derby</b> Assembly Rooms	5	7	211	507	150	260
<b>Carlisle</b> Sand Centre	7	9	519	664	533	993
<b>Carlisle</b> Sands Centre	7	-	626	-	1,003	-
<b>Hull Junior</b> Ice Arena	10	9	623	543	938	1,261
<b>Hull</b> Ice Arena	7	8	595	712	1,189	912
<b>Portsmouth Junior</b> Guildhall	8	9	466	506	653	921
<b>Portsmouth Junior</b> Guildhall	12	11	623	681	1,318	1,346
<b>Portsmouth Junior</b> Guildhall	12	-	728	-	950	-
<b>N London</b> Arts Depot, Barnet	-	7	-	415	-	355
<b>N London Jnr</b> Arts Depot, Barnet	-	4	-	240	-	375
<b>Inverness</b>	-	4	-	179	-	245
<b>Carlisle Junior</b> Sands Centre	7	7	362	441	883	661
<b>Carlisle Junior</b> Sands Centre	10	8	517	332	555	632
<b>Total 1</b>	265	232	19,135	16,962		
<b>Total 2</b>	100	88	5,827	5,151		
<b>TOTAL</b>	365	320	24,932	22,113	32,465	30,634



LOCATION AND VENUE	TEAMS		PARTICIPANTS		AUDIENCE	
	2010	2011	2010	2011	2010	2011
<b>Northern Open A</b> Grimsby Auditorium	12	12	906	983	900	700
<b>Northern Open B</b> Grimsby Auditorium	12	12	820	1,075	900	800
<b>Northern Premier</b> Grimsby Auditorium	12	12	1,252	1,144	972	977
<b>Southern Open A</b> Portsmouth Guildhall	12	12	1,031	1,109	1,441	1,301
<b>Southern Open B</b> Portsmouth Guildhall	12	12	969	1,047	1,165	1,174
<b>Southern Premier</b> Portsmouth Guildhall	11	12	970	1,142	1,461	1,749
<b>Total 1</b>	<b>336</b>	304	<b>25,038</b>	23,462		
<b>Total 2</b>	100	88	5,827	5,151		
<b>TOTAL</b>	<b>436</b>	<b>392</b>	<b>30,865</b>	<b>28,613</b>	<b>39,294</b>	<b>37,335</b>

Red 2010 Tour   Blue Junior   Black 2011 Tour

“ The event showcases the schools work with mainstream schools in a public event.

Mary Rose School, Hampshire - Lin Turner

“ Through Rock Challenge, students learn to take control of their own learning and work with a big mix of pupils communicating with each other.

Lady Margaret School, London - Hollie Mellor



“ Through Rock Challenge the students have achieved class unity, curriculum focus, improved fitness and the chance to perform to a larger audience.

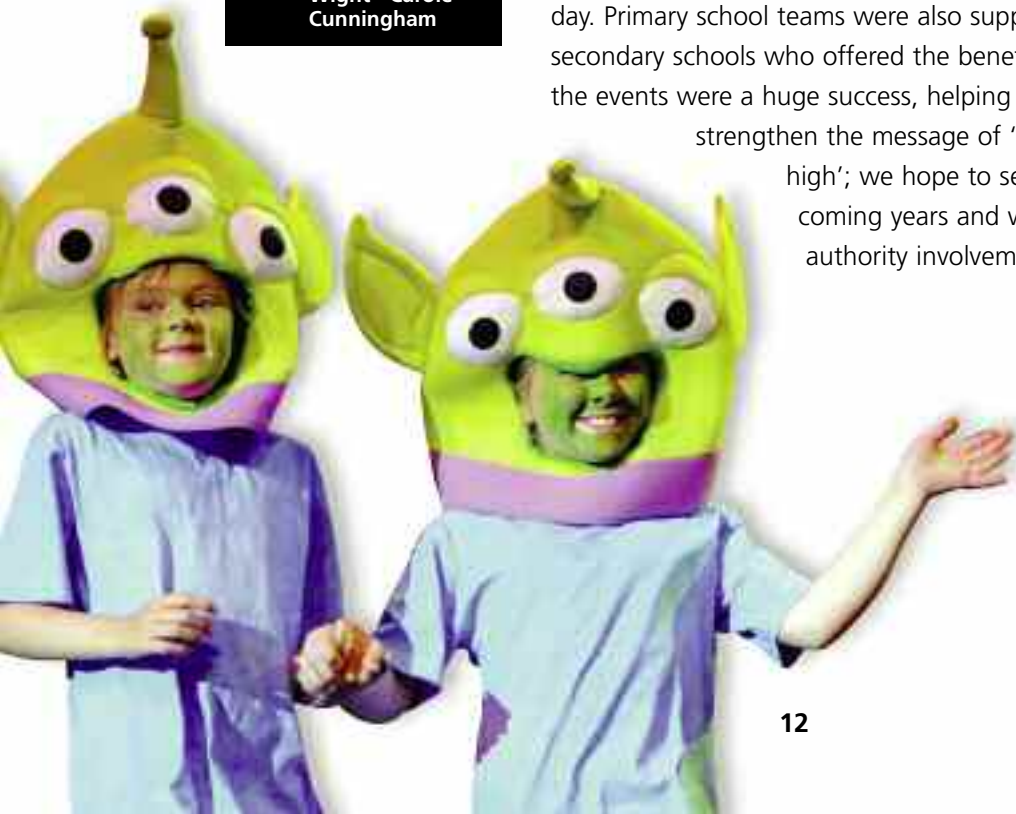
Colsterworth C of E Primary School, Lincolnshire - Jo Cawkwell

## Junior Rock Challenge®

“ Rock Challenge brings increased participation in extra-curricular activities and team spirit.

Barton Primary School, Isle of Wight - Carole Cunningham

This year we held nine Junior Rock Challenge® events in Southampton, Portsmouth, Barnet, Hull, Bridlington and Carlisle with great success. Junior schools also showcased performances at the Stevenage, Grimsby, Arbroath and Grantham events. Hundreds of primary school children worked together to put in entries and activities such as fire safety, drama skills 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, drug-free high’; we hope to see this continue over the coming years and welcome police and local authority involvement in the events.



“ Rock Challenge promotes team spirit and cross-year interaction. All children involved make new friends. We see them embrace new experiences and their confidence soar.

South Hill Primary School, Hertfordshire - Kerry Deane



# 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 'natural high' 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.

2011 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 2012 tour with an overall aim of targeting areas of disadvantage and deprivation.

**“** *As a special needs school, Rock Challenge offers a good chance for our children to join in with mainstream kids.*

**Great Oaks School,  
Hampshire -  
Clodagh Dorgan**



# Youth Division

2011 saw the third 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. 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.

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 young people.

The Be Your Best Foundation are also very excited at the potential of expanding the Youth Division around the UK starting in 2012; work has already begun towards a first Youth Division in Humberside.



# Positive Peer Pressure

Peer pressure is a term more commonly associated with negative lifestyle choices such as smoking and use of artificial stimulants, but in terms of Rock Challenge® it is central in helping a school grow a team and encourage participation especially within the more difficult-to-reach peer groups such as girls in Key stages 2 and 3. The following model has proven successful in many Rock Challenge® schools throughout the 16 years the event has existed in the UK.

## Step 1

In the first year of participation a school will use a number of techniques to enrol team members, from simply posting adverts on notice boards to advertising within dance and drama classes. In many first-time entry situations teachers will only use students from one class to make it easier to find rehearsal time.

## Step 2

Following a year involved and having attended an event, invariably enjoying the experience, young people will start to talk with friends and encourage them to get involved the following year and teams typically grow, roughly doubling in size between year one and two. Teachers are now more comfortable with the process and rehearsals help relationships between students and teachers improve making for a better and more positive atmosphere in classrooms. The young people involved are beginning to re-define their view of teachers and are enjoying school more in general.

## Step 3

By the third or fourth year of involvement the school team is running close to capacity; relationships between students and teachers are excellent and the general atmosphere within the school is improved. The school has started to use the Rock Challenge® to help in areas in which it struggles, for example, in some schools students are not allowed to participate in Rock Challenge® unless they have 95% attendance or better; the school could then allow under-attending students to attend after-school lessons to catch up and get them to the 95% required to be involved (on average 10 students per school involved in Rock Challenge® experience improved attendance).

## Step 4

Through increased attendance and enjoyment of school, exam results are improving. Also, through reduced anti-social behaviour and improved citizenship within participants (through mixing with other students they would not normally mix with), graduates are leaving school more socially-able and active members of society. In many cases the parents of participants become involved with the schools entry through making scenery or costumes, some remaining involved even after their child has left the school.

**This is an idealistic model that, in many cases, is disturbed by elements such as teachers leaving the school, finance, or even difficulty getting participant numbers for the first year of entry. However, this model is proven in many Rock Challenge® schools. One thing that has continually been proven to make no difference in the success of the concept within the school however, is success in the competition itself. Whilst a team might grow quicker following success in the competition, the end results within the school remain similar. The key to the event succeeding and growing within schools is the young people's enjoyment of participation both on the event day and throughout rehearsals; this way the positive peer pressure will expand participation naturally and teachers can focus on their team and school benefitting as much as possible.**

**“** Rock Challenge has helped the pupils to have a more positive attitude towards teachers and the school.

Thurso High School, Caithness -  
Kathryn Shanks



# Thank you to our sponsors

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Hampshire Healthy Schools  
Hampshire County Council  
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Lord Mayor's Appeal (Lord Mayor of Portsmouth)

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Humberside Police Lifestyle  
Andrew Marr International  
Aunt Bessie's  
North East Lincolnshire Council  
High Sheriffs' & Humberside Police Tribune Trust  
Humberside Police Federation

## **HULL**

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Humberside Police Lifestyle  
Andrew Marr International  
Arco Ltd  
Aunt Bessie's  
Joseph & Annie Cattle Trust  
Hull and East Riding Charitable Trust  
High Sheriffs' & Humberside Police Tribune Trust  
Humberside Police Federation  
KC

## **BRIDLINGTON**

Humberside Police Authority  
Humberside Police Lifestyle  
Andrew Marr International  
Aunt Bessie's  
East Riding of Yorkshire Council  
High Sheriffs' & Humberside Police Tribune Trust  
Hull and East Riding Charitable Trust  
Humberside Police Federation  
Joseph & Annie Cattle Trust  
KC

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Carlisle and Eden CDRP

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“ Encourages team-building  
across the year groups,  
confidence, student  
leadership and networking.

Farnham Heath End School,  
Surrey - Alison Rudd

# Communications

NEWSPAPERS • RADIO • TELEVISION • WEB • SOCIAL NETWORKING • ONLINE MAGAZINES • AMBASSADOR'S SCHEME

We have had an excellent year in 2011 showcasing the tremendous work of all of the participants in this year's Rock Challenge®. The incredible standard and spectacular atmosphere nationwide created an environment that was very easy to convey to media outlets across the country and that has been shown by the large amount of coverage the event has received across the tour.

Our presence on television has been strong throughout the year. As well as strengthening our relationship with numerous local news desks and appearing on a number of local evening news reports we also rounded out our year with strong promotion across the BBC. Appearing on BBC Breakfast News was the largest audience we have ever had to promote our message and successes. We also appeared on BBC News 24 as well as Radio 1 and BBC Radio 5 Live. It is a tremendous testament to our growing reputation as one of the strongest youth culture events in the country.

Our work in social media this year has surpassed all of our expectations. We have had a very strong presence across all platforms including our launch onto Twitter this year. Our use of Facebook and Twitter has been excellent and we have been really pleased with all of the feedback that we have received through these sources, both of the social media tools have been paramount in advertising Rock Challenge® and during the period that Rock Challenge® was on the BBC they were inundated with emails and tweets about the benefit of the event. A BBC Producer from the show made a point of commenting about the amount of support we received.

Our traditional forms of press have also been incredibly supportive this year. Our newspaper coverage across the country has been excellent with publications across the country taking our success stories and pushing them in a very positive nature. We are really pleased with everything that has been written this year and look forward to focusing this positive energy into our exciting 2012 tour.







“ The benefits of Rock Challenge include teambuilding, engaging the disengaged, raising self-esteem, profiling the school and delivering the health message in an innovative way.

Ashfield Girls’ High School, Belfast - Eileen Watson

“ Rock Challenge brings recognition of high-quality work; the chance to collaborate between staff, parents and pupils working towards a rewarding goal.

Airedale Academy, West Yorkshire - Rachel Nickerson



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