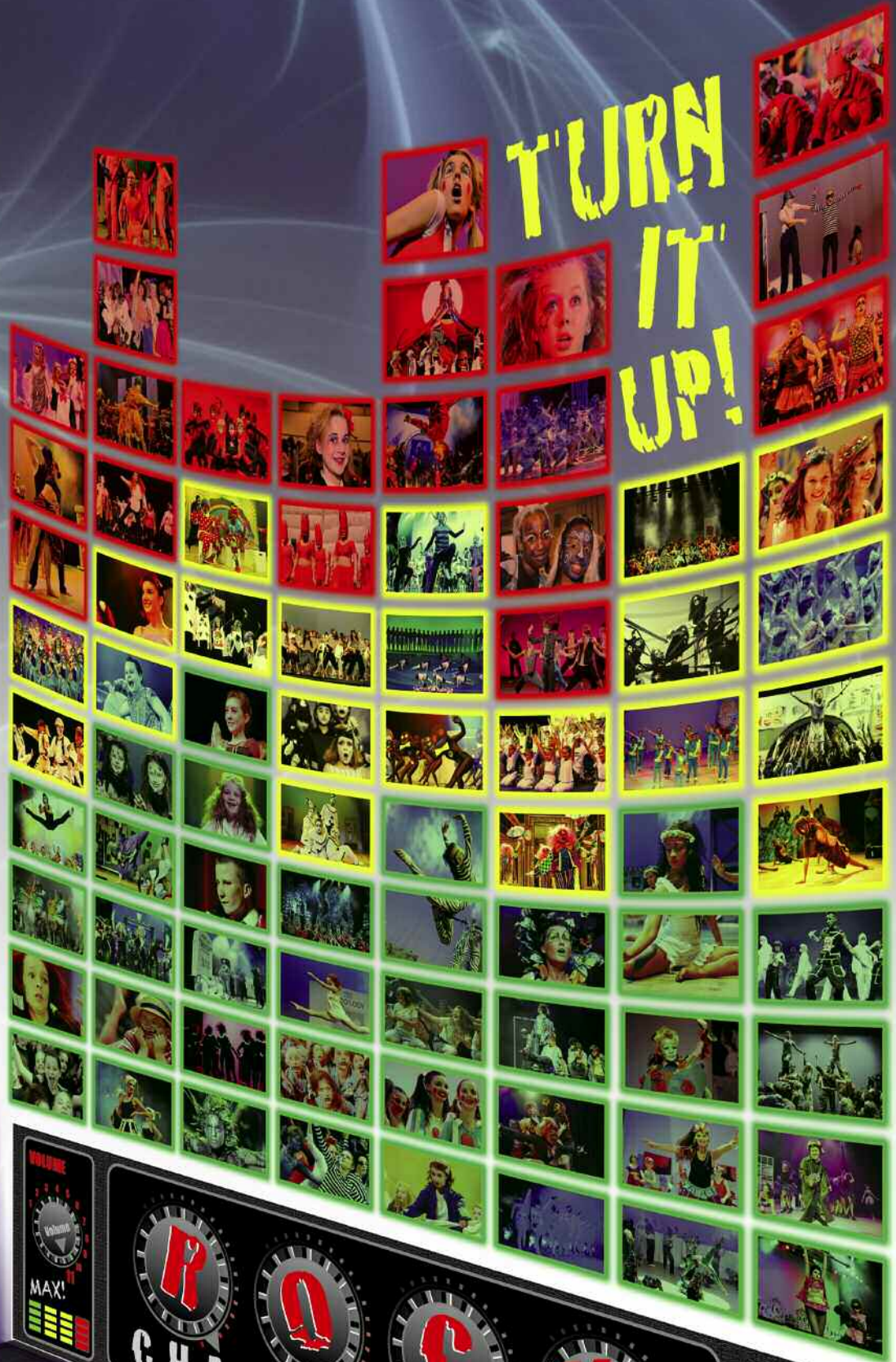


Annual Review 2012



TURN IT UP!

**VOLUME**  
MAX!  
CHALLENGE<sup>®</sup> 2012  
ROCK ON!



Rock Challenge<sup>®</sup>



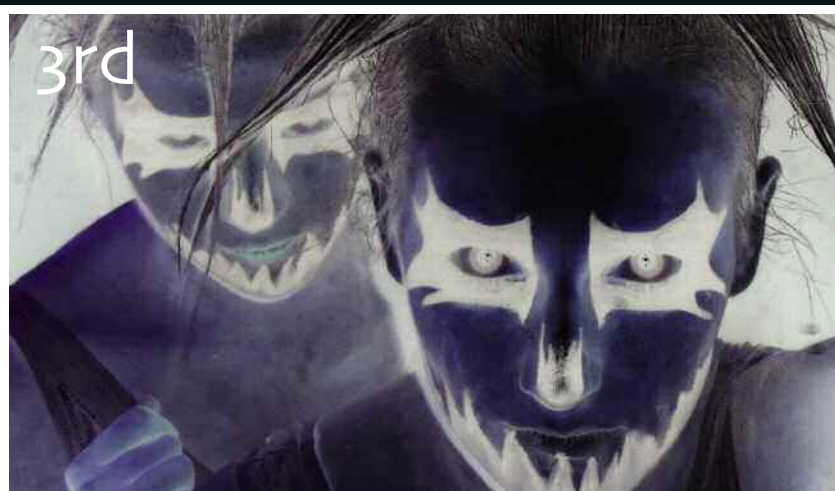
Photography Competition



**Katie Bell - Cockermouth School** Cockermouth, Cumbria



**Ross Hudson - Kings Langley School** Kings Langley, Hertfordshire



**Ashton Wiseman - Peterhead Academy** Peterhead, Aberdeenshire

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**Sam Athawes**  
**St. John's College, Hampshire**



*Our school had a wonderful experience. Many of our pupils are very driven to win with a lot of things, but they learnt that it wasn't about the awards and prizes. They made lots of friends and they had a fabulous time. There were a number of our staff watching and they were blown away by the whole evening, so we hope that we will have more support from school in the future.*

**Jonathan Lewis**  
**Christ's Hospital School, West Sussex**



*In a School where academic success is so important it is so refreshing to see the students make progress in lifelong learning skills. They all want to do it again and so do all their friends who did not do it.*

*We cannot begin to thank you all enough. You have allowed us to instigate major attitudinal change, enabling many people in School to appreciate holistic learning to see success not as a number, but also as personality growth and development. I now have 80 confident and empowered responsible students in my School. Thank You.*



Sponsors



With thanks to the Department for Transport  
for their support of the 2012 National Final



Introducing the Humberside Youth Division  
with thanks to Vivergo Fuels



## Chairman's Statement



2012 was, as expected, another financially challenging year for the Be Your Best Foundation.

The continued economic downturn has impacted severely on the public sector meaning for the third year in a row contributions from both the private and the public sectors are at lower levels than we had previously experienced. We have, however, been extremely grateful to receive support from the Department for Transport through their Think! campaign.

This funding along with a lot of hard work from the staff and volunteers as well as the schools themselves allowed us to stage our second National Final, an event we truly believe captured the essence of what Rock Challenge® really is all about, the supportive atmosphere all day and evening really had to be seen to be believed.

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 attendance, self-esteem, and teacher-students relations 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 2013.

**George Cooil, Be Your Best Foundation Chairman.**

## A word from our Patrons



What a great year for the Be Your Best Foundation 2011/12 was. We had 19,739 students taking part in 44 shows, and reached the grand climax of the season with the second National Final, held in Milton Keynes at the end of July. What a fantastic evening that turned out to be. Thanks are due to so many regular supporters, without whose continuing help and encouragement we could not carry on: our generous sponsors, the staff in the participating schools, all the performers - whether front or back stage - and their long-suffering families and friends. In these challenging economic times, it is even more crucial that the Be Your Best Foundation is able to offer young people such a range of creative opportunities - so a big thank you to the management and production teams for all the hard work involved in overseeing another successful year.

**Baroness Ruth Henig DL**



2012 has been a tremendous year for all at the Be Your Best Foundation and I have been incredibly impressed with all of the performances this year. A personal highlight for me was seeing the Youth Division launch so successfully in the Humberside area and a lot of that has to do with the fantastic support of Humberside Police and Vivergo Fuels. I am looking forward to 2013 already!

**Lady Sarah McCorquodale**

**Lorraine Hepburn, Mayville High School, Hampshire**

*Our kids gain so much from it and I personally believe it helps to shape the future of so many children. I too have gained so much from my involvement and hope to continue to do so for a few more years yet!*



Congratulations to everyone who took part in the 2012 Be Your Best Foundation Rock Challenge®. The final was fantastic to watch. The performances were exciting, technically advanced and had wonderful themes. It was a great event, and I particularly enjoyed meeting with and talking to some of the performers. Well done to everyone involved!

**Talulah Riley**

**Marguerite Howick, former Be Your Best Foundation Director, following the National Final**

*Loved the theatre; I loved the youngsters in full costume and make up who joined us in the guests lounge; I loved the presenters; I loved that I had no idea who was going to win; I loved that the students had no idea who was going to win; and I loved that it really did not seem to matter who won!*

**Lauren Moss, Kinross High School, Kinross-shire**

*I think this event has done a huge amount for the confidence of those involved; it has turned some of them completely around already. I see enthusiasm from our Lighting Director Assistant that I have honestly never seen from him before! As well as this, the school and parents as a community have come together in support of the team and I think the fact that our students did everything themselves has really impressed on parents how responsible and capable our students are.*



## The Concept



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

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

The event, which originated in Australia in 1980 and was brought to the UK in 1996, has grown to the extent that in 2012, 19,739 students from 298 teams took part in 44 events throughout England, Scotland and Northern Ireland.

**Jasmine Balmer, student,  
Cockermouth School, Cumbria**



*There is nothing I've ever experienced in my life so far that compares to the rush of adrenaline, happiness, spirit & love of Rock Challenge® & that's why I've been coming back each year.*







## 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. 2012 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.

### "Added Value"

In 1996 the Rock Challenge® was introduced into the UK to combat use of cigarettes, alcohol and illegal substances by young people; however, through extended consultation with schools and other partners as well as experience gained by the Be Your Best Foundation in staging the event and realising the seemingly limitless benefits attached, we are very pleased to recognise that anti-social behaviour is reduced in 117 secondary and primary school across the UK and self-esteem is increased in 18,554 young people. We are very pleased to report that as a positive use of spare time the participants engaged in a grand total of 246,342 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.

*Julie Good, High Sherriff, East Riding of Yorkshire*



*The commitment from the schools and the kids is incredible and they certainly do experience a drug and alcohol free high!*





## 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 primary schools 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.

### **Stephen Davidson, High Sherriff of West Yorkshire**



*The enthusiasm, vibrancy and extraordinary talent of those young people was inspirational... It was a real privilege to have the opportunity to talk to some of the participants 'back stage' which simply went to reinforce how much they had gained from all the challenge offers them. As I said at the time, I wish some of those across all political parties who would have us measure a school simply by the cold objectivity of the 'measurable', had been there to witness what these youngsters can achieve when they are engaged. You should be so proud of the programme and all it has, does and will continue to achieve.*





## 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.

2012 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 2013 tour with an overall aim of targeting areas of disadvantage and deprivation.

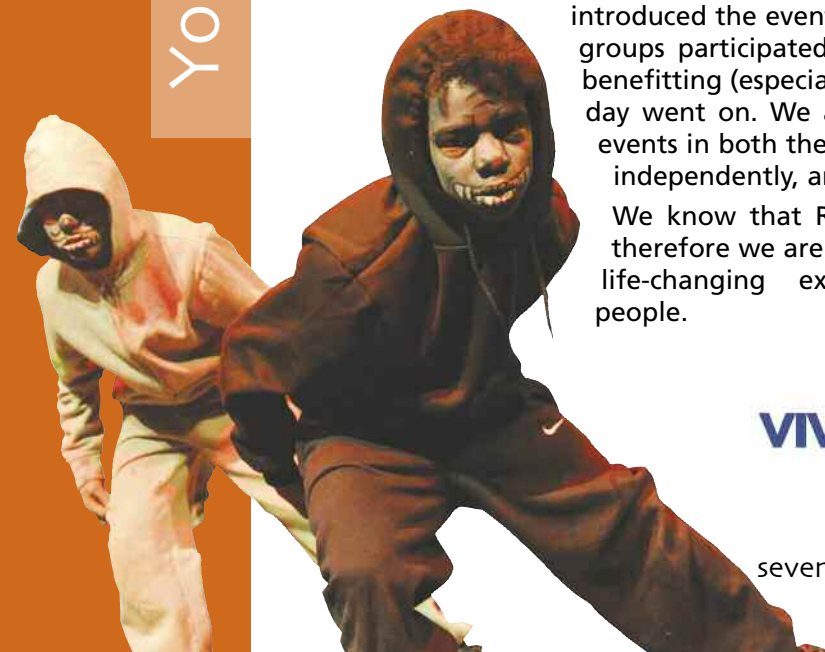
## Youth Division

2012 saw the fourth year of the Youth Division event for the Rock Challenge®. This event has opened the project up beyond mainstream education to a diverse range of groups within the communities we operate targeting vulnerable young people. This is a truly life-changing experience for those involved, many of whom are amongst the most vulnerable of peer groups and communities, some visiting their local theatre for the very first time.

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

In 2012, with the help of Vivergo Fuels and Humberside Police we introduced the event into Hull and were extremely pleased that four groups participated, producing some exceptional work and visibly benefitting (especially in terms of confidence and self-esteem) as the day went on. We are very excited to see how the Youth Division events in both the North and South of the UK continue to develop independently, and as a concept, in future years.

We know that Rock Challenge® is a very powerful vehicle and therefore we are delighted to be able to offer what we know is a life-changing experience to new groups of vulnerable young people.








## 2012 Think! Rock Challenge® National Final

The 22nd of July, 2012 saw 10 qualifying UK Rock Challenge® schools appear at the Milton Keynes Theatre for the second-ever UK Rock Challenge® National Final.

Qualification for the National Final was a long process for all schools, but the journey to Milton Keynes was longer for some than others; most schools arrived the day before and spent the night in Milton Keynes (one school slept on a sports hall floor) just so they could be there bright and early and not miss a minute of what was a fantastic day.

The final was truly national; Oakmead and Fraserburgh were separated by 607 miles (or an 11-hour and 42 minute drive). Ryde crossed the Solent to get there and Peterhead and Arbroath both 'enjoyed' 8-hour drives home.

By 9am the schools had started to arrive at the theatre; they were chatting, making friends and celebrating the achievement that was qualification.

As the day went on, through rehearsals, production meetings and pre-performance preparations the atmosphere remained one of friendly, supportive encouragement between the schools; one thing became clear; more so than ever the participants did not care if they won, they were having such a great day it really didn't seem to matter.

1,005 young people and 1,060 audience members enjoyed what, for many, was the highlight of the school year and, for some, their school-life. Examples of the comments on the social networks and Rock Challenge® website are spread across this page for you to read and enjoy.



*Our thanks must go to the Department for Transport and the Think! campaign, specifically Mike Penning MP and his hard-working marketing team, without whom the event really would not have happened. We hope to stage another National Final in 2014; watch this space.*



**Jan Clarke, Be Your Best Foundation Vice-Chair**

I see Rock Challenge® from so many different perspectives - as a director, someone involved at a local level, as an audience member - and the National Final delivered on every level. Even on the stage before the presentation ceremony the students were saying it didn't really matter who won, and genuinely meaning it. Everything about the whole day reinforced my hope and belief in the spirit of Rock Challenge®.



# National Final: Stay Alert on the Roads



**Joshua Dale-Barton** - Cockburn School Specialist Status in the Performing Arts Student: *I can't think of any better thing to finish off high school!*

Comments from our Facebook page

**Darren Firth** - Thornton Grammar School Parent: *As a father of one of the contestants, it really pleases me to see that although this is a competition, it seems to unite all the schools who are so keen meet and to make friends with each other, get out there tomorrow do your best enjoy make new friends and entertain, your all winners.*

**Brogan Faye Ballantyne** - Cockburn School Specialist Status in the Performing Arts Student: *Sat in the marquee waiting for the results, don't care whether we place or not:) good luck everyone!!!! X x x*

**Michelle Chury** - Kings Langley Parent: *AMAZING does not even come close to describe the talent and performances on show tonight from EVERYONE involved. Wow.. Thank you all at rock challenge for giving us the opportunity to see all these fabulous schools. Every single participant should be very proud of themselves.*

**Katie Daniel** - Peterhead Academy Student Choreographer: *First thank you so much to the Rock Challenge crew, this has been one of the best days of my life - being at a national final was beyond my dreams!*

**Jamie Wood** - Fraserburgh Academy Student: *I would just like to say a huge well done to all the competing schools! Everyone was outstanding! I have met some new friends that I hope to meet in future rock challenge events:)*

**Geoff Lake** - Oakmead College of Technology Liaison Teacher: *Massive congratulations to every single student, performer, crew member, teacher and all of the rock challenge crew for pulling of a fantastic National Grand Final! Huge congratulations to KLS!! See you all next year from all at Oakmead!*

**Gemma Thornley** - Kings Langley School Liaison Teacher: *As the outgoing liaison teacher of Kings Langley School I would like to say on behalf of my school a huge thank you to the UK Rock Challenge Crew and the Be Your Best Foundation for believing in the youth of today and giving them something that they can be so proud of and will remember forever. I can quite simply say that yesterday was one of the best days of my life (and I'm old enough to have had a few good days lol), and I only wish Rock Challenge was around when I was at school.*

**Natalie Havard Rocky** - Cockermouth School Liaison Teacher: *Thank you to all of the Rock Challenge team for an amazingly slick event! You and all the volunteers have worked so hard to give so many young people (and their young at heart teachers and helpers) such a fantastic experience. I know all at Cockermouth School won't forget this day in a hurry!*

**Kimberly Walker** - Arbroath High School Student Choreographer: *Yesterday was one of the best days of my life!*

**Katrina Clark** - Fraserburgh Academy Student Choreographer: *What a way to end my 6 years at school... This was simply a dream come true!!!*

**Steven Whyte** - Fraserburgh Academy Student: *I am honestly gutted that this was my first and last year of Rock Challenge :(! I genuinely had the best day ever on Sunday as you got such a sense of teamwork and team spirit amongst the other schools!*

**Laura Nicholson** - Cockburn School Specialist Status in the Performing Arts Liaison Teacher: *Congratulations to everyone involved on Sunday - what an amazing day!!*



# Participants Survey

Each participant in the 2012 Rock Challenge® events was asked to complete a questionnaire. These questionnaires were anonymous and **10,084** secondary (and **3,738** primary) questionnaires were returned by the **19,739** participant.

Of the participants, **66%** said that they spent 3 months or more rehearsing with **52%** of schools spending 1-3 hours per week on their production outside of curriculum time. This means the young people involved spent 246,342 hours rehearsing (outside of normal school hours) in the lead up to their event.

**10% (1,530)** of the secondary students smoked before becoming involved with the Rock Challenge®; of those, **63% (964)** have stopped or reduced the amount they smoke due to their involvement.

Of the secondary participants, **14% (2,142)** reported they drank alcohol at least once a week before becoming involved in the event; of those, **71% (1,521)** have stopped or reduced their alcohol intake since becoming involved in the Rock Challenge®.

**1.5% (230)** reported they used drugs before becoming involved in the Rock Challenge®; **78% (179)** of these have now stopped or reduced their drug usage.

**94% (18,555)** of young people felt their self-esteem had improved, with teamwork skills also improving in **93% (18,357)** of participants since becoming involved in the Rock Challenge®.

**246,342**

Hours spent rehearsing!

Of the secondary students, **20% (3,060)** said they had played truant from school before; of those, **68% (2,081)** have stopped playing truant due to their involvement in the Rock Challenge®.

**89% (17,561)** of participants reported they enjoy school more since becoming involved in the event.

**90% (17,765)** of students reported they have better relationships with their teachers following their involvement.

Of the students, **74% (14,607)** reported they have made new friends through the Rock Challenge®.

**99% (19,541) of Rock Challenge® participants described the initiative as excellent or good** when given the choice of excellent, good, average or poor.

Decrease in Anti-Social Behaviour in

**43%**

of participating schools!

Carrie Batchelor, Wellow School, Hampshire



I could not explain to the other staff and parents the amazing atmosphere and buzz you get from experiencing it first-hand.....they now know what I was on about.....and can't wait until next year. The support, advice and help from your team was first rate.

Increased self-esteem in

**18,555**

young people!

Fiona Carr, Park View Junior School, Hampshire



A lot of our children who were part of our Team have huge social and emotional needs and for them to achieve something as big as this is just brilliant. By about 11am so many of the children who didn't do it last year came up to me saying "I'm defo doing this next year Miss" and that really is thanks to all the ENERGY and FUN your team put into the day.



# Teachers Survey

The 2012 Be Your Best Rock Challenge® involved **273 schools**; of these **45 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.

**270 liaison teachers** completed and returned an evaluation questionnaire representing **99%** of the teams involved.

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

Year 5 **9%** Year 6 **7%** Year 7 **7%**

Year 8 **22%** Year 9 **21%** Year 10 **24%**

Year 11 **4%** Years 12 and 13 **6%**

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

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

The time schools spent preparing their entries ranged from **3 weeks** to **12 months**. The average time spent was **4.5 months**.

Of the schools who responded, **54%** reported that **average attendance within the team had been improved**. On average **9** students per school had improved attendance. A total of **2,430** 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 **14%**.

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

**91%** of the schools that responded said that their student's understanding of the importance on teamwork had either improved or greatly improved.

Aside from the day of the event, **27%** 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 **43%** of responding schools.

**84%**

of rehearsals take place outside of normal school hours

Improved attendance in

**2,430**

students!

**1,521**

Young people who stopped drinking alcohol or reduced the amount they drink!

**Gill Escott, Cantell School and Bassett Green School, Hampshire**



Just had to send my heartfelt thanks for ALL you do in allowing young people the life changing experience of Rock Challenge®. I worked with 2 schools this year and have the grey hair and wrinkles as evidence but I wouldn't have missed entering for anything.

Feedback from one 11 year old 'hard-nut' who never says thank you - "Thank you Miss for giving me this opportunity - I'm so grateful to you."

**Students from Kemnay Academy, Aberdeenshire**



Thank you to all the Rock Challenge® staff for organising another amazing and eventful day, all the pupils thoroughly enjoyed themselves from start to finish!



# 2012 Participation

LOCATION AND VENUE	TEAMS		PARTICIPANTS		AUDIENCE	
	2012	2011	2012	2011	2012	2011
<b>Aberdeen</b> AECC	8	9	739	855	1,285	1,465
<b>Arbroath</b> Webster Theatre	4	4	239	221	384	284
<b>Arbroath</b> Webster Theatre	4	4 / 1	181	212 / 38	297	391
<b>Stevenage</b> Leisure Centre	7 / 4	9 / 3	427 / 215	631 / 190	544	768
<b>Stevenage</b> Leisure Centre	7 / 5	8 / 3	542 / 205	472 / 139	843	488
<b>Stevenage N London</b> Leisure Centre	9 / 1	-	498 / 34	-	398	-
<b>Crawley</b> The Hawth	10	8	671	526	706	685
<b>Southampton Junior</b> Guildhall	9	9	583	602	522	1,047
<b>Southampton Junior</b> Guildhall	7	6	387	320	823	601
<b>Southampton</b> Guildhall	6	9	433	619	817	693
<b>Southampton</b> Guildhall	8	10	653	726	696	1,035
<b>Southampton</b> Guildhall	8	9	605	743	1,018	865
<b>Southampton</b> Guildhall	9	7	605	537	628	581
<b>Southampton YD</b> Guildhall / Off-site	1	2	40	66	-	250
<b>Bournemouth</b> Pavilion	11 / 1	12	882 / 87	956	1,308	1,304
<b>Bridlington Junior</b> Spa	5	9	342	692	950	1,070
<b>Bridlington Junior</b> Spa	6	-	424	-	686	-
<b>Bridlington</b> Spa	9	9	755	824	840	971
<b>Grantham</b> Meres Centre	5 / 3	5 / 8	209 / 193	308 / 370	555	875
<b>Skegness</b> Embassy Theatre	4	4	214	264	382	411
<b>Eastbourne</b> Congress Theatre	7	6	426	371	532	445
<b>Bradford</b> St George's Hall	7	9	548	640	584	609
<b>Bradford</b> St George's Hall	7	7	482	563	641	779
<b>Belfast</b> Waterfront Hall	5	6	377	419	1,017	1,565
<b>Grimsby</b> Auditorium	7 / 1	7 / 1	503 / 53	521 / 57	560	398
<b>Portsmouth</b> Guildhall	12	14	689	1,137	773	1,181
<b>Portsmouth</b> Guildhall	10 / 1	12	695 / 77	866	364	989
<b>Portsmouth</b> Guildhall	10 / 1	13	634 / 84	1,015	690	1,691
<b>Portsmouth</b> Guildhall	11	6	972	458	1,110	398
<b>Portsmouth</b> Guildhall	-	8	-	535	-	584
<b>Derby</b> Assembly Rooms	-	7	-	507	-	260
<b>Carlisle</b> Sand Centre	9	9	631	664	789	993
<b>Hull</b> Ice Arena	4 / 4	9	378 / 257	543	1,097	1,261
<b>Hull Junior</b> Ice Arena	6	8	406	712	773	912
<b>Portsmouth Junior</b> Guildhall	9	9	506	506	1,138	921
<b>Portsmouth Junior</b> Guildhall	13	11	639	681	1,206	1,346
<b>N London</b> Arts Depot, Barnet	-	7	-	415	-	355
<b>N London Jnr</b> Arts Depot, Barnet	-	4	-	240	-	375
<b>Inverness</b> Eden Court	5 / 6	4	203 / 216	179	349	245
<b>Carlisle Junior</b> Sands Centre	12	7	699	441	983	661
<b>Carlisle Junior</b> Sands Centre	-	8	-	332	-	632
<b>Humberside YD</b> New Theatre, Hull	4	-	131	-	750	-
Total 1	204	232	15,302	16,962		
Total 2	94	88	4,437	5,151		
<b>SUB TOTAL</b>	<b>298</b>	<b>320</b>	<b>19,739</b>	<b>22,113</b>	<b>27,038</b>	<b>30,634</b>

Red 2011 Tour Blue Junior Black 2012 Tour



**Katy Lautman,**  
Bournehall Primary School, Hertfordshire



*This year's experience has been a memorable occasion for the whole school community. We would like to thank everyone at Rock Challenge® for their support.*

LOCATION AND VENUE	TEAMS		PARTICIPANTS		AUDIENCE	
	2012	2011	2012	2011	2012	2011
<b>Northern Open A</b> Grimsby Auditorium	10 / 2	12	894 / 174	983	773	700
<b>Northern Open B</b> Grimsby Auditorium	10 / 2	12	845 / 130	1,075	870	800
<b>Northern Premier</b> Grimsby Auditorium	8 / 4	12	782 / 318	1,144	969	977
<b>Southern Open A</b> Portsmouth Guildhall	12	12	1,093	1,109	1,086	1,301
<b>Southern Open B</b> Portsmouth Guildhall	12	12	928	1,047	1,128	1,174
<b>Southern Premier</b> Portsmouth Guildhall	12	12	1,095	1,142	1,756	1,749
<b>Scottish Final</b> Caird Hall, Dundee	11	-	843	-	771	-
<b>National Final</b> Milton Keynes Theatre	10	-	1,005	-	1,060	-
<b>Total 1</b>	289	304	22,742	23,462		
<b>Total 2</b>	102	88	5,059	5,151		
<b>TOTAL</b>	391	392	27,801	28,613	35,451	37,335

**Sharon White, Nursling Primary School, Hampshire**



*I cannot express in words what that day meant to all the children, it really was inspirational and fun for everyone.*



**Students from Hamble Community Sports College, Hampshire**

*There is no other experience that can compare to Rock Challenge®: the feeling you get is indescribable!... Such a big confidence booster, makes you really feel part of something when you're on stage with your team...Rock Challenge® makes you so proud of yourself, so proud of your team, and so proud of your school.*





This year we held sixteen Junior Rock Challenge® events in Southampton, Portsmouth, Stevenage, Inverness, Bournemouth, Hull, Bridlington and Carlisle with great success. Junior schools also showcased performances at the Grimsby, Bournemouth 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.

**Morven Snodgrass, Head Teacher, Kingussie Primary and Nursery School, Highlands**

*We can already see the benefits to children, staff and the wider community.... definitely signing up for next year!*





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### *Tracey Parker, Queen Elizabeth's Girls' School, Barnet, London*



*As I line-manage PE and this year it was the first time at Rock Challenge®, I was really pleased with the organisation of the event as it meant school staff could support and focus on their own school rather than being stationed on doors, etc.*



### *Yvonne Hayton, Paull Primary School, East Riding of Yorkshire*

*A big thank you for all you help and emails leading up to Wednesday; we all had a great day and will never forget it!*



In 2012 the Be Your Best Foundation and Rock Challenge® have experienced another excellent year in media and social network coverage.

This year we have been incredibly proud to be working with the Department for Transport's **THINK!** campaign. With their support, the Rock Challenge® held its second National Final held at Milton Keynes Theatre on Sunday July 22nd and the event was truly exceptional.

By working with the Rock Challenge®, the **THINK!** campaign was able to deliver road safety messages directly to one of the most vulnerable groups on the road as teens are more likely to be involved in a road accident than any other age group. **THINK!**'s main message for the young performers and their friends to help keep safe on the roads is to 'stay alert and look out for your mates'.

The National Final was a huge event across our social media pages. With over 13,000 users linking to us on Facebook and twitter alone this has been an exceptional year for the Rock Challenge® in strengthening its position in this ever-growing area of popular media.

On more traditional media platforms we again had a very prosperous year. Across traditional print formats of the press we have had tremendous coverage. Many of the newspapers in areas of the nation where the event is well established have been champions of the Rock Challenge® and we are very confident this will continue into 2013. We have also noted that many more of the schools and participants in the event are getting in touch with their local paper and conveying their excitement and passion for the Rock Challenge®. This is certainly something we will look to encourage even more across the country in 2013.

Our aim for the coming year is to build from our current position nationwide and make sure that the success and passion shown by each of the participants is given the coverage it deserves. We will once again look to actively encourage larger media partners to take an interest in the event and showcase the spectacular achievements of all of the Rock Challenge® performers.

### Corporate Social Responsibility

The Be Your Best Foundation is always pleased to form partnerships with commercial organisations and is a perfect vehicle for the delivery of many organisations corporate social responsibility policy. In 2012 we received funding from many commercial organisations including (but not exclusively): Ansvr Insurance, Vivergo Fuels and Branston Ltd. We welcome communication from any organisation, commercial or otherwise, with regards funding and fulfilment of corporate social responsibility guidelines.

*Claire Juggins, Victoria Dock Primary School, Hull*



*Even though the result did not go in our favour, we all felt like winners! I have had many comments of praise from the children's parents to say what a great experience this has been for them!*

## NEWSPAPERS • RADIO • TELEVISION • WEB •

*Annie Levack, Bishop Bell Church of England School, East Sussex*



*We absolutely loved our day. Everyone involved was kind and friendly and they couldn't be helpful enough.*





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## SOCIAL NETWORKING • ONLINE MAGAZINES • AMBASSADOR'S SCHEME

**Carly Wilkinson, Hazel Wood Infant School, Hampshire**

“ A massive heartfelt thank you to you and the team for giving the children at Hazel Wood the opportunity to take part yesterday. The children had an amazing day and I am sure they will be buzzing from it for the rest of the year.

**Fiona Robertson, Angus Council**

“ A great experience for all concerned and a lot of very happy young people. I look forward to working with you again next year.





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