

Annual Review 2013



Photography Competition



◀ 1st

Mark Buchan
Fraserburgh Academy,
Fraserburgh, Aberdeenshire



◀ 2nd

Mark Rhead
Baylis Court School,
Slough, Berkshire



◀ 3rd

Georgia Rogers
Orchards Community
School, Worthing,
West Sussex



◀ 4th

Mark Buchan
Fraserburgh
Academy,
Fraserburgh,
Aberdeenshire



◀ 5th

Charlie Hammond
Bridgemary School,
Gosport, Hampshire

" I truly have had one of the
best days of my life! I can't
thank you all enough!
@roydsrocka @ukrockchallenge
LOVE YOU ALL!!!!!! "

India Bainbridge - Royds School



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Sponsors



"I don't think I've ever had more fun than being at @ukrockchallenge the atmosphere is amazing!"

two

Lloyd Sparkes - St Andrew's College

Chairman's Statement



In 2013 we once again delivered a tour which gave thousands of children the opportunity to benefit from involvement in Rock Challenge®. The economic context within which we worked was as challenging as ever and we are tremendously grateful to all those who have contributed to making possible another successful year. From our largest sponsors to the volunteers who freely give their time and energy the belief in Rock Challenge® is undiminished. The schools still value the difference Rock Challenge® makes to young people involved commenting on their greater aspiration and confidence; their improved attendance; their heightened self-esteem and the great improvement in teacher-students relations. Existing schools keep coming back and new ones join us each year. Again we can look back with pride and satisfaction on what has been achieved this year and we look forward to 2014 and another successful Rock Challenge® Tour.

George Cool, Be Your Best Foundation Chairman

A word from our Patrons



It has been another enormously successful year; even though it was not possible to hold another National Final 22,000 students took part in 45 shows, culminating in the Regional Finals, which were held in Portsmouth, Grimsby and Dundee. Funding has remained constant despite the difficult economic climate, and warmest thanks are due once again to all our generous sponsors. And of course an enormous thank you to all participating schools, staff and students, whether front of stage or behind the scenes, to your families and friends, and to everyone who has contributed in any way to this year's unforgettable shows. Last, but by no means least, well done to the management and production teams for keeping the shows on the road so effectively and for master-minding another action-packed and successful year for the Be Your Best Foundation.

Baroness Ruth Henig DL



2013 has been a tremendous year for all at the Be Your Best Foundation and I have been incredibly proud to have been involved with the charity and the Rock Challenge®. A personal highlight for me this year was the Northern Premier Final which was the best show I have ever attended; the quality was phenomenal and was a real representation of everybody that has performed across all events in 2013. This year has been wonderful and it has me looking forward to 2014.

Lady Sarah McCorquodale



Congratulations to everyone who took part in this year's Rock Challenge®. This year's performances have all been exciting and wonderfully technically advanced; everybody has done themselves proud: the finals especially were fantastic to watch. This year I have particularly enjoyed being able to interact with the performers and supporters on Twitter and seeing pictures of the events as well as all of the excited reactions to their Rock Challenge® experience.

Talulah Riley

" It was Noadswood's first attempt at Rock Challenge and everybody was very helpful and friendly and the students, the mum helpers and us had a fabulous day. I now think ALL our pupils have the 'Rock Challenge Bug' and will demand that we do it again next year. Please can you pass on our thanks to all of your team, they were great!! "

Pippa Smith - Noadswood School



The Concept



four

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 2013 20,764 students from 320 teams took part in 44 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. 2013 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 an increase in the numbers of young people taking part in the UK Rock Challenge®; their commitment, talent and enthusiasm is testament to the success of this fast-growing, dynamic and effective event.

'Added Value'

In 1996 the Rock Challenge® was introduced into the UK to combat use of cigarettes, alcohol and illegal substances by young people; however, through extended consultation with schools and other partners as well as experience gained by the Be Your Best Foundation in staging the event and realising the seemingly limitless benefits attached, we are very pleased to recognise that anti-social behaviour is reduced in 45% of participating secondary and primary school across the UK and self-esteem is increased in 91% of young people. We are very pleased to report that, as a positive use of spare time, the participants engaged in over 500,000 man-hours of rehearsals away from curriculum time in the lead-up to the Rock Challenge® events. A full breakdown of benefits and their reach is available on pages ten and eleven.

" Turns out hard work does pay off! So proud of the rock challenge cast at Cockburn! So happy to be a part of it! Everyone was fantastic and we are all winners :D can't wait for next year now! Bring on 2014! "

Jordan Carter - Cockburn School



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.

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.

2013 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 2014 tour with an overall aim of targeting areas of disadvantage and deprivation.



2013 saw the fifth year of the Youth Division event for the Rock Challenge®. This event has opened the project up beyond mainstream education to a diverse range of groups within the communities we operate targeting vulnerable young people. This is a truly life-changing experience for those involved, many of whom are amongst the most vulnerable of peer groups and communities, some visiting their local theatre for the very first time.

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

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

Youth Division

" The Rock Challenge Youth Division fully engages our young people and helps them in a wide variety of ways from improving social skills right through to keeping them fit and healthy "

Lyn Hubbard, Ainthorpe Youth Centre

2013 National Awards

Each year the Be Your Best Rock Challenge® announces National Awards to help celebrate the outstanding achievements of schools across the nation, many of whom may not have qualified for a final, but still deserve plaudits for excelling in a certain area. The announcements are made via email and social media with a set of nominated schools published a week prior to winners in all categories. All winners receive a framed award to commemorate their achievement.

The complete list of National Award Winners is on our website

2013 National Junior Award for Concept Originality

**St Winifred's School,
Southampton, Hampshire**

The Pencil Case

My teacher said to me one day, "What on earth have you got in that pencil case of yours?" So I opened it up and I showed her. St Winifred's School presents 'The Pencil Case'



Southfield School

National Open Award for Entertainment, and Senior Moment or Scene of the Year

**Southfield School, Bradford,
West Yorkshire**

2013 National Open Award for Concept Originality

**Wildern School, Hedge End,
Hampshire**

Best in Show

'Best in show' is a celebration of man's best friend. Dog lovers up and down the country have been watching in amazement at the skill, beauty, commitment and determination of these creatures. Are we so different as humans? Our personalities and skills make us good at something so it's your time to shine and be 'Best in Show'.



Hornsea Community Primary School

National Junior Awards for Costume Design, and Make-up Design

**Hornsea Community Primary School,
Hornsea, East Riding of Yorkshire**

Rachael Groves, Cowes Primary School teacher

That's amazing! Thank you very much. The children will be thrilled! We performed the story Giraffes Can't Dance and we received an email from the author say how wonderful he thought our performance was. This year has been the best Rock Challenge to date. Many thanks!

Zoë Exall, Wildern School student

Well done Wildern!!! Great way to end 5 years of doing rock challenge!! Gonna miss it all!!



Cockburn School

National Premier Awards for Concept Originality, and Drama Skills

Cockburn School, Leeds, West Yorkshire

A Day at the Races

It's known as 'The Sport of Kings' – but not for poor Stan, the racecourse handyman, as he starts yet another thankless day of hard work. Finally the sweeping is done, the drinks are poured and the gates are opened ready for the glamour, drama and excitement of a day at the races. Who will be first past the winning post?



Mayville High School



Orchards Community School

National Open Awards for Set Design, Press Coverage and Artwork

Mayville High School, Southsea, Hampshire

National Junior Awards for Choreography, Concept Interpretation, and Junior Moment or Scene of the Year

Orchards Community School, Worthing, West Sussex



West Lakes Academy

National Premier Awards for Soundtrack, and Costume Design

West Lakes Academy, Egremont, Cumbria

DonnaldinioMinxy Riding, Oldfleet Primary School parent

Woohoo! ! Well done Oldfleet! Can't keep up with all these awards! So proud, n well done all involved! xx

Kirsty Lockhart, Mackie Academy student

Well done to all schools if it was success or just the nomination itself! you should all be proud of your hard work! well done to mackie for the soundtrack award and special mention in concept interpretation! X

Participants Survey

Each participant in the 2013 Rock Challenge® events was asked to complete a questionnaire. These questionnaires were anonymous and **9,354** questionnaires were returned.

Of the respondents, **71% (6,669)** said that they spent 3 months or more rehearsing with **63% (5,855)** of schools spending 1-3 hours per week on their production outside of curriculum time.

7% (677) of the respondents smoked before becoming involved with the Rock Challenge®; of those, **69% (467)** have stopped or reduced the amount they smoke due to their involvement.

Of the respondents, **14% (1,326)** reported they drank alcohol at least once a week before becoming involved in the event; of those, **61% (808)** have stopped or reduced their alcohol intake since becoming involved in the Rock Challenge®.

Of the respondents, **1.8% (165)** reported they used drugs before becoming involved in the Rock Challenge®; **89% (147)** of these have now stopped or reduced their drug usage.

Of the respondents, **96% (8,952)** felt their self-esteem had improved, with teamwork skills also improving in **93% (8,743)** of respondents since they became involved in Rock Challenge®.

Of the respondents, **15% (1,365)** said they had played truant from school before; of those, **69% (942)** have stopped playing truant due to their involvement in the Rock Challenge®.

85% (7,962) of respondents reported they enjoy school more since becoming involved in the event.

89% (8,309) of responding students reported they have better relationships with their teachers following their involvement.

Of the respondents, **88% (8,237)** reported they have made new friends through the Rock Challenge®.

99.5% (9,315) of respondents described the initiative as **excellent or good** when given the choice of excellent, good, average or poor.

" My school years would have been so ridiculously boring if it wasn't for @ukrockchallenge "

Cailin Richie - Kemnay Academy

Teachers Survey

The 2013 Be Your Best Rock Challenge® involved 304 schools; of these 39 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.

300 liaison teachers completed and returned an evaluation questionnaire representing 98.6% of the teams involved.

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

Year 5 10% Year 6 9% Year 7 8% Year 8 21%
Year 9 19% Year 10 22% Year 11 4% Years 12 and 13 7%

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

School time 18% Out-of-school time 82%

The time schools spent preparing their entries ranged from 1 week to 12 months. The average time spent was 4 months.

Of the schools who responded, **67%** reported that average attendance within the team had been improved. On average 10 students per school had improved attendance. A total of **3,009** 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 **17%**.

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

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

Aside from the day of the event, **32%** of the schools were able to use the Rock Challenge® to promote a healthy lifestyle.

Out of all the schools that responded, **98%** 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 **45%** of responding schools.

*Thank you so much
@ukrockchallenge for
an amazing 6 years.
I'll miss you all and
the whole experience!
#emotionalkuran
#itsnottheend
#proud*

**Kuran Dohil -
Baylis Court School**

2013 Participation

LOCATION AND VENUE	TEAMS		PARTICIPANTS		AUDIENCE	
	2012	2013	2012	2013	2012	2013
Aberdeen AECC	8	8	739	810	1,285	1,559
Dundee Caird Hall	-	7	-	352	-	434
Arbroath Webster Theatre	4	4 2	239	234 117	384	395
Arbroath Webster Theatre	4	4 2	181	222 98	297	402
Stevenage Leisure Centre	7 4	6 4	427 215	518 213	544	800
Stevenage Leisure Centre	7 5	6 4	542 205	490 244	843	719
Stevenage (North London) Leisure Centre	9 1	7 2	498 34	345 82	398	281
Crawley The Hawth	10	10	671	768	706	757
Southampton Junior Guildhall	9	11	583	673	522	1,077
Southampton Junior Guildhall	7	7	387	439	823	856
Southampton Guildhall	6	7	433	463	817	622
Southampton Guildhall	8	10	653	670	696	744
Southampton Guildhall	8	9	605	628	1,018	760
Southampton Guildhall	9	9	605	736	628	836
Southampton YD	1	-	40	-	-	-
Bournemouth Pavilion	11 1	11	882 87	890	1,308	1,193
Bridlington Junior Spa	5	6	342	506	950	819
Bridlington Junior Spa	6	7	424	487	686	851
Bridlington Spa	9	8	755	689	840	949
Grantham Meres Centre	5 3	7 5	209 193	451 299	555	791
Skegness Embassy Theatre	4	-	214	-	382	-
Eastbourne Congress Theatre	7	6	426	328	532	328
Bradford St George's Hall	7	6	548	481	584	588
Bradford St George's Hall	7	6	482	575	641	500
Belfast Waterfront Hall	5	5	377	340	1,017	760
Grimsby Auditorium	7 1	7 2	503 53	320 118	560	355
Portsmouth Guildhall	12	13	689	869	773	1,192
Portsmouth Guildhall	10 1	10	695 77	656	364	503
Portsmouth Guildhall	10 1	11	634 84	803	690	845
Portsmouth Guildhall	11	10	972	774	1,110	900
Hull Ice Arena	4 4	7	378 257	543	1,097	786
Hull Junior Ice Arena	6	9	406	666	773	1,216
Portsmouth Junior Guildhall	9	11	506	659	1,138	1,410
Portsmouth Junior Guildhall	13	13	639	768	1,206	1,408
Inverness Eden Court	5 6	6 6	203 216	357 204	349	491
Carlisle Junior Sands Centre	12	11	699	555	983	818
Carlisle Senior Sands Centre	9	7	631	542	798	874
Humberside YD Hull City Hall	4	8	131	150	750	705
TOTALS	204	208	15,302	15,673		28,524
	94	102	4,437	5,462		
	Sub Total	Sub Total	Sub Total	Sub Total	Sub Total	Sub Total
	298	320	19,739	20,764	27,038	30,634

Red 2013 Tour
 Blue Junior
 Black 2012 Tour

" Just wanted to say it was absolutely brilliant being involved in the Rock Challenge 2013. All the staff that were involved really enjoyed it and felt that it brilliantly organised and the young people did so well "

Karen Hobbs - Get Sorted, Portsmouth City Council

LOCATION AND VENUE	TEAMS		PARTICIPANTS		AUDIENCE	
	2012	2013	2012	2013	2012	2013
NORTHERN OPEN A Grimsby Auditorium	10 2	7 4	849 174	663 218	773	709
NORTHERN OPEN B Grimsby Auditorium	10 2	7 4	845 130	673 321	870	671
NORTHERN PREMIER Grimsby Auditorium	8 4	10	782 318	1,011	969	742
SOUTHERN JUNIOR FINAL Portsmouth Guildhall	-	12	-	859	-	1,520
SOUTHERN OPEN A Portsmouth Guildhall	12	12	1,093	949	1,086	1,347
SOUTHERN OPEN B Portsmouth Guildhall	12	12	928	991	1,128	1,218
SOUTHERN PREMIER Portsmouth Guildhall	12	10	1,095	800	1,756	1,255
SCOTTISH FINAL Caird Hall, Dundee	11	13	843	972	771	1,407
NATIONAL FINAL	10	-	1,005	-	1,060	-
TOTALS	289 102	279 122	22,742 5,059	21,732 6,860		
	Grand Total 391	Grand Total 401	Grand Total 27,801	Grand Total 28,592	Grand Total 35,451	Grand Total 37,393

" Brilliant show!!! Everyone performed well... many very moving themes and some uplifting... tissues required. You are all Amazing young people to put together such great performances. Well done to all "

Mary Wallace - Audience Member



Junior Rock Challenge®

This year Junior Rock Challenge® schools took part in 20 events nationally with stand-alone events in Southampton, Portsmouth, Hull, Bridlington and Carlisle, and showcasing Junior schools featuring at our Inverness, Grimsby, Grantham, Arbroath and Stevenage events. Thousands 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. We were also extremely pleased to be able to stage Junior Finals in both the North and the South this year which were attended by over 2,000 audience members.



Thank you to our sponsors

ABERDEEN

Aberdeenshire Community Safety Partnership
Scottish Government YouthLink Scotland
CashBack for Communities
Former Grampian Police (now known as Police Scotland)
NHS Grampian
BBV Forum
David Paton (Business)
Aberdeen City Council
Awards for All
Nexum

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Tayside Police

GRANTHAM

Lincolnshire County Council
High Sherriff's Trust

BOURNEMOUTH

Bournemouth Borough Council
Dorset Police

DUNDEE

Dundee City Council
Dundee Community Safety Partnership
Perth and Kinross Council

EASTBOURNE

Sussex Police

SOUTHAMPTON

Southampton City Council
Hampshire County Council
Hampshire DAAT
Hampshire PCT
Hampshire Police and Crime Commissioner

CRAWLEY

Sussex Police

PORTSMOUTH

Portsmouth City Council
Hampshire PCT
Hampshire DAAT
Hampshire County Council
Hampshire Police and Crime Commissioner

GRIMSBY

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

HULL

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

BRIDLINGTON

Police and Crime Commissioner for Humberside
Humberside Police Community Safety Unit
Andrew Marr International
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Aunt Bessie's
East Riding of Yorkshire Council
High Sheriffs' & Humberside Police Tribune Trust
Houlton Building Contractors
Hull and East Riding Charitable Trust
Humberside Police Federation
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Cumbria Health and Wellbeing
West Cumbria Community Safety Partnership

BRADFORD

Bradford Metropolitan District Council

STEVENAGE

Dacorum Borough Council
Hertfordshire Police
Druglink
Hertfordshire Partnership Fund

INVERNESS

Northern Constabulary
CK Events
Highland Alcohol and Drug Partnership
COPFS
Choose Life
Highland Council

FINALS

Ansvar Insurance Company Ltd
Humberside Police Community Safety Unit
North East Lincolnshire Council
Association of Chief Police Officers (Criminal Records Office)
Janome



" Rock Challenge days never fail to make you feel unbelievable, placing or not placing, they are the best #rockchallenge "

Jade McDiarmid - Arbroath High School

Social Networking

It's been another great year for the Rock C networks continue to expand and we have



FACEBOOK

2013 Target: 14,000 likes
Achieved: 15,595 likes

The results from the Northern Premier Final earned over 400 interactions including 307 likes, 82 comments and 16 shares. The Scottish Final results, a photo of us setting up at the Guildhall, and a post thanking everybody for a fantastic 2013 tour each attracted over 300 interactions. Our highest interaction before this tour started was 147. We also have a group on Facebook which currently has 4,138 members.



TWITTER

2013 Target: 5,000 followers
Achieved: 5,714 followers

Twitter has become our most used social network due to its current popularity, ease of use and reach. Our most successful post comes from the Scottish Final results which was 'retweeted' 81 times and 'favourited' 72 times. Twitter has been a phenomenal success across the finals in particular due to us showing some of the best tweets on the big screens during the day; this saw the number of tweets we received increase dramatically.



YOU TUBE

2013 Target: 100 Followers and 1,000 video views
Achieved: 539 Followers
69,118 views

The most popular video we have was when we decided to make a 'Harlem Shake' video at the Aberdeen event which has 6,080 views. A video which shows a recap of all the teams competing in the Scottish Final is not too far behind with 5,488 views.

Challenge® social networks. The regular
launched on some new ones too.



INSTAGRAM

2013 Target: 250 Followers
Achieved: 2,556 Followers

We opened the Instagram account on Tuesday 12th February, the day before the Dundee event, and had reached 100 followers by the end of the day. Our most popular photo was of a 'Welcome To Scotland' sign by the side of the motorway as we travelled from Grimsby up to Dundee for the Scottish Final which got 258 likes and 42 comments. A photo of the outside of Caird Hall and the inside of Portsmouth Guildhall both collected 251 likes and 30 comments each.

" Thank you for an amazing day at Rock Challenge yesterday, our students and team loved every minute of it and will be entering next year! "

Amy Foley - Oxford Academy



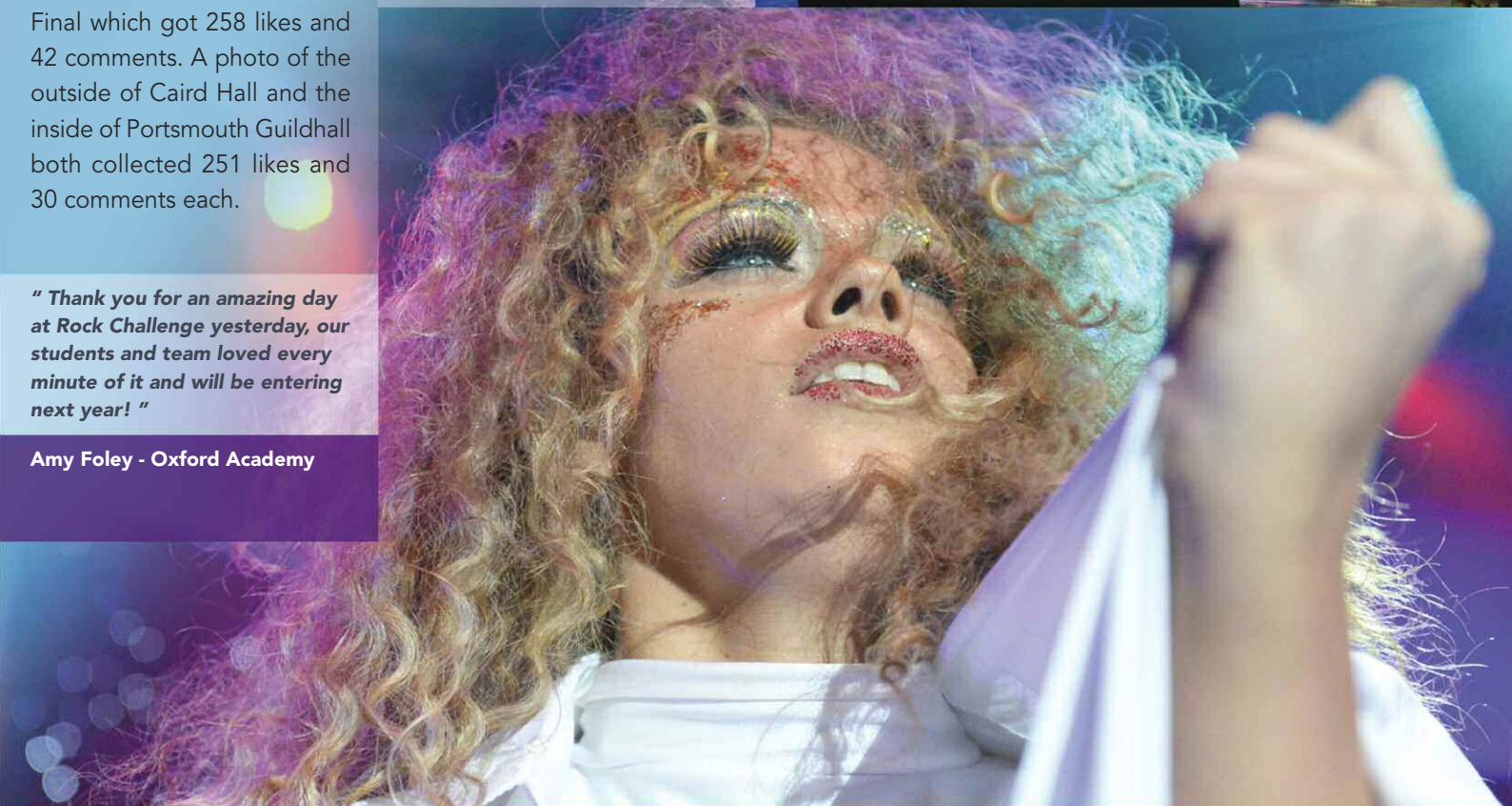
VINE

2013 Target: 25 Followers
Achieved: 284

Our most popular posts yet again came from the Scottish Final. A video of the students singing their team chants was liked 42 times while a video of the morning production meeting at the same event has 40 likes.



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



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ONLINE MAGAZINES • AMBASSADORS' SCHEME



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