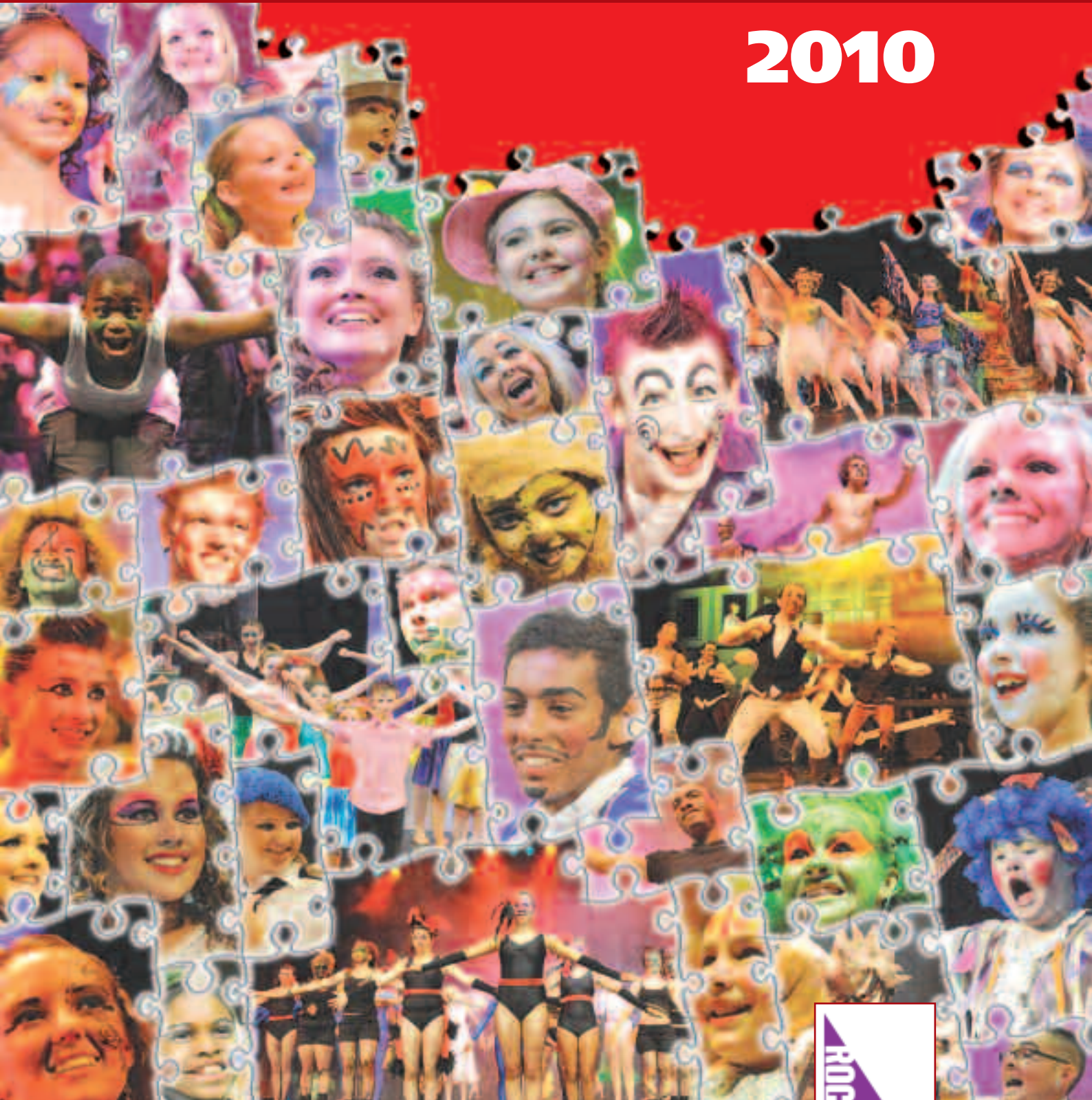




Annual Review

2010



Rock Challenge®



2010 'Spirit of Rock Challenge'[®]

Photograph Competition



1st

'Monsters in the Blacks'

by Joseph Dagnall, King Alfred's Sports College



2nd

'Dali Invasion'

*by Trudy Bell,
Alameda Middle School and
Redbourne Upper School*

3rd

'Dressing Room Meeting'

*by Joseph Dagnall, King
Alfred's Sports College*



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“ Rock Challenge® is a great teambuilding exercise that develops relationships across the age groups. It is an amazing extra-curricular activity for the students, but it also gives me a fantastic sense of achievement. For me, this is what teaching is all about!

Rhea Soulsby, Sir John Colfox School, Dorset

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“ Rock Challenge[®] is very positive for our school because it gives our students self-belief and confidence. It allows them to work as a team and develop new, stronger relationships with staff and other pupils which benefits all aspects of their school life.

Hayley Dyke, Neville Lovett Community School, Hampshire

Chairman's Statement



2010 proved to be a challenging year for the Be Your Best Foundation and for Rock Challenge®. After the achievement of our long cherished ambition to stage a National Final in 2009 we found ourselves caught up in the general economic down turn and not all of our loyal sponsors were able to continue their support at the same level as in previous years. There was however no loss of faith in Rock Challenge® and what it provides for young people but times were simply hard and were getting harder. Despite this we still retained significant support for which we were extremely grateful and the team of staff and volunteers once again 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.

Looking ahead things are not going to be any easier because now the public sector as well as the private sector is faced with the need to control and limit spending but we are however encouraged by our record of retaining support which shows that we have had considerably more success than many others in the charitable sector.

Things will undoubtedly be a little different for the next few years 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 2011.

A word from our Patron



This has been another successful year; even though it did not prove possible to finance a second National Final, 24,390 young people took part in 367 performances and demonstrated their diverse talents, enthusiasm, commitment and creativity to enthusiastic audiences across the UK. Many congratulations to all the students who performed either on stage or behind the scenes, to their teachers and schools, and to their families and those in local communities who gave financial and other support. Thanks are also due to Be Your Best Foundation sponsors whose contributions made it possible for the performers and back-up crews to reap such positive benefits from participation in Rock Challenge®. And finally, a big pat on the back to the Be Your Best Foundation management and production team for their hard work and success despite the difficult economic climate which they faced.





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, a registered charity, and was initially introduced into the UK by the Hampshire Constabulary in 1996.

Young people form teams of up to 135 performers and backstage crew to put together an eight-minute production based on a theme of their choice, which is then set to commercially available music.

The focus of the event is on young people having fun, leading healthy lifestyles and being the best they can be without the need for artificial stimulants.

The event, which originated in Australia in 1980 and was brought to the UK in 1996, has since grown to the extent that in 2010, 24,390 students from 367 teams took part in 48 events throughout England, Scotland and Northern Ireland.

“ We are honoured to be a premier team as Rock Challenge® has a big profile within the community because it contributes to the students wider school experience. Students self-esteem and confidence levels significantly improve and this often impacts on the rest of their schooling including exam results.

Samantha Hunt, The Mountbatten School, Hampshire



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.

2010 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, specifically the 'Every Child Matters' Children Act of 2004, and is constantly striving to produce evidence-based outcomes for changing 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.

“ *It promotes community cohesion and is an amazing experience of an artistic process. For these young people, being able to perform in a huge venue is something they will never forget. Rock Challenge® really should get more financial support because it changes lives and that is priceless!*

Trudy Bell, Alameda Middle School, Bedfordshire



“ *Rock Challenge® is great for promoting performing arts within the school, especially for boys. It gives them the confidence and opportunity to perform where some would normally not. We also use Rock Challenge® to support good behaviour through the behaviour contract.*

Claire Lawton, Mayfield School, Hampshire

Benefits of Participation

Curriculum Links

Although much of the preparation for performance in Rock Challenge® happens in out-of-school time, benefits to the school day are tremendous. Rock Challenge® also directly addresses many of the National Indicators for Local Authorities (2007), in particular NI50, NI57, NI87, NI91, NI106, NI110 and NI115.

Rock Challenge® links to many of the new National Healthy Schools Programme (September 2005) criteria, particularly perhaps Section 4, Emotional Health and Wellbeing, which, in turn, links to the revised OfSTED framework and Every Child Matters.

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 PSHE programme.

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 the compulsory Citizenship orders. It meets attainment targets at Key Stages 3 and 4 with regard to developing communication and responsibility of team membership; increasing understanding of social issues through research into chosen themes; joining school with the wider community including opportunities for working with community police and other agencies.

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 our successful second year 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® is seen as a cool thing to be involved in and we involve approximately 25% of our school population. You only have to read our students' leaver's books to know that for many of them, it's the highlight of their secondary education. It is without doubt the highlight of my year.

Helen Bell, Yate International Academy, South Gloucestershire



Junior Rock Challenge®



This year we held nine Junior Rock Challenge® events in Southampton, Portsmouth, Hull, Bridlington and Carlisle with great success. Junior Schools also showcased performances at the Stevenage, Lincoln and Grantham events.

Hundreds of primary school children worked together to put in joint entries and activities such as fire safety, drama skills and internet safety workshops ran throughout the day.

The local police forces delivered sniffer dog demonstrations during the events too, along with many other local agencies running workshops making this truly a cross-agency success.

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.



“ I have been teaching for 23 years and Rock Challenge® is still the absolute highlight.

Sue Brummitt, Gillshill Primary School, Hull

“ It is the most amazing event to be involved in and is so worthwhile. It is a learning experience, encourages exercise, pulls the whole school together and most importantly: it's fun for students and staff! Absolutely fantastic!

Linda Young, Preston Primary School, Hull

Participants Survey

National Participants Survey

Each participant in the 2010 Be Your Best Rock Challenge® events was asked to complete a questionnaire. These were anonymous and 12,356 questionnaires were returned.

74% of respondents said that they spent 3 or more months rehearsing, with **56%** of schools spending 1-3 hours per week on their production outside of curriculum time.

12% of the respondents smoked before becoming involved with the Rock Challenge®; of these, **56%** have stopped or reduced the amount they smoke due to their involvement.

Of the respondents, **20%** reported they drank alcohol at least once a week before becoming involved in the event; of these, **63%** have stopped or reduced their alcohol intake since becoming involved in the Rock Challenge®.

Of the respondents, **4%** reported they used drugs before becoming involved in the Rock Challenge®; **60%** of these have now stopped or reduced their drug usage due to their involvement.

Of the respondents, **92%** felt their self-esteem had improved and **86%** said their teamwork skills had improved through involvement in Rock Challenge®.

Of the respondents, **22%** said they had played truant from school before; of these, **55%** have stopped playing truant due to their involvement in the Rock Challenge®, which equates to 1,495 participants that have stopped playing truant.

92% of respondents reported they enjoy school more since becoming involved in the event.

92% of responding participants reported they have better relationships with their teachers following their involvement.

Of the respondents, **79%** 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.

Junior Participants Survey

Each participant in the 2010 Junior Rock Challenge® events was asked to complete a questionnaire. These were anonymous and were completed during the day of the event. 2063 questionnaires were returned.

Of respondents, **61%** said that they spent 3 or more months rehearsing their production outside of curriculum time.

94% of respondents reported they enjoy school more since becoming involved in the event.

91% of respondents reported they have better relationships with their teachers following involvement in the event.

Of the respondents, **83%** reported they have made new friends at their own school through the Rock Challenge®.

Of the respondents, **48%** reported they have made new friends at other Rock Challenge® schools through the Rock Challenge®.

99.5% of respondents described the initiative as excellent when given the choice of excellent, good, average or poor.

“ The students see it as a real sense of achievement just getting into the team due to the number of people that want to get involved. They value being ambassadors for the school and It makes me proud to see them achieve so much from Rock Challenge®.

Ann Dixon, Yateley School, Hampshire

“ An absolutely fantastic day. I already knew it was great and now the rest of the staff and parents know it too. We already have many ideas for next year.

Kathryn Arrowsmith-Cooper, Newland St John's CE VA Primary School, Hull

Teachers Survey

The 2010 Rock Challenge® involved **367 teams** from **340 schools**; of these, **79** 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.

234 liaison teachers completed and returned an evaluation questionnaire representing **63%** of the teams involved.

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

| | | | | | |
|---------------|------------|----------------------|------------|---------------|------------|
| Year 5 | 7% | Year 6 | 6% | Year 7 | 8% |
| Year 8 | 21% | Year 9 | 21% | Year 10 | 28% |
| Year 11 | 3% | 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 10% Out-of-school time 90%

The time schools spent preparing their entries ranged from **2 weeks** to **11 months**. The average time spent was **4 months**.

Of the schools that responded, **59%** reported that **average attendance within the team had been improved**. On average **11** students per school had 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 **26%**.

99% of the schools that responded to the questionnaire reported that **self-esteem** was either improved or greatly improved in their students.

97% of the schools that responded said that their students' understanding of the importance of **teamwork** had either improved or greatly improved.

Aside from the day of the event, **38%** of the schools were able to use the Rock Challenge® to promote a **healthy lifestyle**.

Out of all the schools that responded, **96%** reported that their students' participation in the Rock Challenge® had helped them realise a **'natural high'**.

Of all the schools that responded, **24%** said that the participants' **consumption of tobacco, alcohol and other drugs** decreased or greatly decreased due to their involvement.

Anti-social behaviour has decreased in **69%** of responding schools.

“Rock Challenge® remains the pupils' favourite activity out of all that we offer at school. We are proud of our association with Rock Challenge® and draw attention to it whenever and wherever possible. Our last OfSTED report described our extra-curricular provision as outstanding.

Chris Ody, Ryde School, Isle of Wight

“One of the many benefits for the school is that it fits with the ACfE (Curriculum for Excellence) and raises the school profile. The students learn new skills and have a greater sense of cooperation and teamwork.

Clare Hayton, Northfield Academy, Aberdeen

Diversity

A top priority for the 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.

2010 has been an amazing year and it is a pleasure to see the continued involvement of schools catering for students with special education 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 2011 tour with an overall aim of targeting areas of disadvantage and deprivation.



“ As a school catering for students with special needs, taking part in the Rock Challenge® allows our students a great opportunity to be part of a performing arts show on a big scale. They represent the school with pride and being able to work alongside mainstream schools in this way is invaluable.

Richard Bailey, Northcott School, Hull



Youth Division

2010 saw the second event of Youth Division in 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 was to continue the success and expand the event to its full potential. Six teams took part at Southampton Guildhall and gave a very high standard of performance. The Rock Challenge® team were so impressed that every team was invited to perform once again at the Portsmouth events.

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. Plans are in place to grow even more in 2011.

“ *This is an incredibly valuable project. It allows us as teachers to develop so many positive skills and qualities in the young people, beyond what we could ever do in the classroom.*

Cassandra Willis, Belfast Model School for Girls, Belfast

“ *It gives the young people improved confidence and leadership skills. Pupils in year 11 are now deciding to stay on for 6th-form so they can take part again next year.*

Holly Fielding, Wolreton School, Yorkshire

2010 Statistics

| LOCATION AND VENUE | TEAMS | | PARTICIPANTS | | AUDIENCE | |
|-----------------------------|------------|------------|--------------|--------------|--------------|--------------|
| | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 |
| Aberdeen AECC | 13 | 5 | 1073 | 298 | 1774 | 541 |
| Aberdeen AECC | - | 6 | - | 544 | - | 728 |
| Arbroath Webster Theatre | 5 | - | 218 | - | 275 | - |
| Stevenage Leisure Centre | 9 3 | 8 2 | 698 156 | 573 84 | 545 | 600 |
| Stevenage Leisure Centre | 7 2 | 10 2 | 450 76 | 744 128 | 475 | 801 |
| Stevenage Leisure Centre | 9 3 | - | 753 146 | - | 790 | - |
| Stevenage Leisure Centre | 7 3 | - | 460 142 | - | 592 | - |
| Crawley The Hawth | 9 | 9 | 611 | 577 | 689 | 698 |
| Croydon Ashcroft Theatre | 5 | - | 231 | - | 352 | - |
| Southampton Jnr Guildhall | 9 | 9 | 566 | 518 | 841 | 649 |
| Southampton Jnr Guildhall | 5 | - | 321 | - | 747 | - |
| Southampton Guildhall | 8 | 6 | 620 | 569 | 801 | 899 |
| Southampton Guildhall | 6 | 9 | 447 | 663 | 642 | 850 |
| Southampton Guildhall | 9 | 9 | 772 | 783 | 1051 | 1002 |
| Southampton Guildhall | 8 | 9 | 670 | 677 | 871 | 1027 |
| Southampton Guildhall YD | 5 | 3 | 152 | 150 | 525 | 352 |
| Bournemouth Pavilion | 13 | 12 | 779 | 907 | 1269 | 1280 |
| Bridlington Jnr Ice Arena | 9 | 8 | 672 | 553 | 1027 | 936 |
| Bridlington Ice Arena | 4 2 | 8 | 334 120 | 744 | 375 | 945 |
| Grantham Jnr Meres Centre | 4 1 | 10 | 250 55 | 336 | 392 | 694 |
| Skegness Embassy Theatre | 5 | 6 | 319 | 342 | 539 | 479 |
| Eastbourne Congress Theatre | 9 | 8 | 592 | 547 | 720 | 751 |
| Bradford St George's Hall | 8 | 7 | 763 | 637 | 929 | 858 |
| Bradford St George's Hall | 7 | 7 | 521 | 475 | 544 | 564 |
| Lincoln Epic Centre | 5 4 | 6 | 210 254 | 376 | 332 | 176 |
| Belfast Waterfront Hall | 6 | 7 | 489 | 565 | 1285 | 1758 |
| Grimsby Auditorium | 7 | 10 | 679 | 919 | 647 | 821 |
| Portsmouth Guildhall | 12 | 10 | 702 | 507 | 702 | 412 |
| Portsmouth Guildhall | 11 | 11 | 769 | 853 | 865 | 778 |
| Portsmouth Guildhall | 13 | 12 | 761 | 995 | 843 | 1159 |
| Portsmouth Guildhall | 11 | 10 | 974 | 915 | 1139 | 1030 |
| Portsmouth Guildhall | 12 | 11 | 980 | 910 | 863 | 1121 |
| Portsmouth Guildhall | 12 | 11 | 907 | 841 | 843 | 824 |
| Derby Assembly Rooms | 5 | 6 | 211 | 432 | 150 | 204 |
| Carlisle Sands Centre | 7 | 6 | 519 | 538 | 533 | 836 |
| Carlisle Sands Centre | 7 | 8 | 626 | 620 | 1003 | 903 |
| London Jnr Hackney Empire | - | 8 | - | 264 | - | 378 |
| London Hackney Empire | - | 7 | - | 433 | - | 446 |
| London Hackney Empire | - | 6 | - | 305 | - | 265 |
| Hull Jnr Ice Arena | 10 | 7 | 263 | 397 | 938 | 393 |
| Hull Ice Arena | 7 | 8 | 595 | 702 | 1189 | 1110 |
| Portsmouth Jnr Guildhall | 8 | 11 | 466 | 808 | 653 | 1299 |
| Portsmouth Jnr Guildhall | 12 | 11 | 623 | 711 | 1318 | 1208 |
| Portsmouth Jnr Guildhall | 12 | - | 728 | - | 950 | - |
| Carlisle Jnr Sands Centre | 7 | 10 | 362 | 395 | 883 | 855 |
| Carlisle Jnr Sands Centre | 10 | 10 | 517 | 485 | 555 | 926 |
| Total 1 | 265 | 251 | 19135 | 19477 | 32465 | 31566 |
| Total 2 | 100 | 88 | 5827 | 4343 | - | - |
| TOTAL | 365 | 339 | 24932 | 23820 | 32465 | 31566 |

| LOCATION AND VENUE | TEAMS | | PARTICIPANTS | | AUDIENCE | |
|---|------------|------------|--------------|--------------|--------------|--------------|
| | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 |
| Northern Open A Grimsby Auditorium | 12 | 12 | 906 | 1005 | 900 | 715 |
| Northern Open B Grimsby Auditorium | 12 | 12 | 820 | 1033 | 900 | 916 |
| Northern Premier Grimsby Auditorium | 12 | 12 | 1252 | 1242 | 972 | 1040 |
| Southern Open A Portsmouth Guildhall | 12 | 12 | 1031 | 1008 | 1441 | 1117 |
| Southern Open B Portsmouth Guildhall | 12 | 12 | 969 | 1032 | 1165 | 1725 |
| Southern Premier Portsmouth Guildhall | 11 | 12 | 970 | 1156 | 1461 | 1802 |
| National Final Sheffield Arena | - | 12 | - | 1213 | - | 1682 |
| Total 1 | 336 | 335 | 25038 | 27165 | 39294 | 40563 |
| Total 2 | 100 | 88 | 5827 | 4343 | - | - |
| TOTAL | 436 | 423 | 30865 | 31508 | 39294 | 40563 |

“ I think it is one of the best things schools can offer their students for them to take part in. They get to have ownership over the entry and it allows them to be proud of their own achievements in a creative setting doing something they enjoy.

Louise Clark, Christ the King College, Isle of Wight

“ Our attendance is proven to increase each year from January to June when we are preparing for Rock Challenge®. It raises the profile of dance at Totton and increases the number of students that want to learn here.

Nicola Otton,
Totton College,
Hampshire

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Press Coverage

Pupils hit the high notes to combat drugs

By Paul Jones
Pupils from a Cleeve-upon-Say school were high on adrenaline and jumping for joy after winning through to the final of a police event with a serious message.

The winners will take an hour-long tour of the town's police station, see the police in action and meet the chief constable.

The winners will also receive a certificate and a prize. The winners will be the first to receive the prize.

The winners will be the first to receive the prize.

The winners will be the first to receive the prize.

Grimby Telegraph, 23 April 2010

Our schools rock!

Our schools rock!

Everyone performed to the best of their abilities. We have been practising since September. It has been a wonderful experience.



Whitehaven News, 29 April 2010



Youngsters begin Rock Challenge quest
SIX HADFIELD ACADEMY PUPILS WILL PRESENT A TALE OF UNREQUITTED LOVE IN CONTEST

"It's a fantastic experience for all involved."

Aberdeen Press & Journal, 8 February 2010

Children are ready to rock as they learn fun way to be drug-free

BEHIND THE HEADLINES
Police pass on their message of leading a healthy lifestyle and teach life skills

BY WILLIAM COOPER

"I love learning and it's fun because we get to be like a rock band."

Hull Daily Mail, 9 February 2010

Thrilling acts and dances in a night of fun

Junior schools go head-to-head in Rock Challenge

"The dances were wonderfully creative and full of fun. By the evening the kids had become a real team."

Portsmouth News, 10 June 2010



Communications

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

2010 was an excellent year for the Be Your Best Foundation and the Rock Challenge® and once again we were very lucky to be covered in a very positive manner by a number of media outlets.

This year we were finally able to establish a good relationship with local television news desks; ITV has adopted us on numerous evening news broadcasts to finish their programming. Next year we intend to continue these good relationships and try and develop discussion further to see whether coverage can be increased.

There has also been ongoing conversation this year to develop and produce a six-part documentary following the Rock Challenge® journey for a few schools from beginning to end. Talks are at an early stage, but various television stations have had the programme pitched to them already.

The Be Your Best Foundation and Rock Challenge® staff work closely as a team to implement our National Communications strategy and this year has seen exciting developments in the use of new media within our plans. We have a constant presence on numerous platforms, most clearly on Facebook, which has been really important to us as we try and continue to promote the huge success of our events across the country, whilst trying to consider the media outlets that mean the most and are accessed constantly by our participants.



While it develops skills in performing arts it also helps those who are interested in production arts such as lighting, set and costume which means it can have a whole-school impact.

**Claire Nicholson,
Cathedral School,
Yorkshire**

The newspaper coverage this year has been excellent. All of our traditional supporters have once again featured their local events very heavily. In Hampshire in particular The News and The Daily Echo have been great supporters of the events, including this year's Youth division in Southampton. A lot of great stories have been written about us this year, many of them coming from the schools themselves and we hope that this will be the case in the lead up to next year's tour.





“ Rock Challenge® creates a school community with lots of different groups of students mixing and working together. We love the preparation and the event day and it's good to see the students get so emotional and involved over something they are so proud of.

Sarah Mackenzie, Winifred Holtby School, Hull





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