



September 2021 ~ August 2022





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GRIMM & CO

The Story Unfolds...

About us

Grimm & Co is a Yorkshire literacy charity with a mission to change lives, one story at a time. We provide exciting writing workshops for children and young people, aged 0-18, unleashing imaginations through the joyful discovery of stories. The workshops we deliver cover a variety of writing forms and genres, from comedy writing and fictional stories, to poems, plays, speeches, and monologues. All our workshops are free for children and young people and encourage self-esteem, resilience and self-belief, raising literacy levels and building confidence.

We target young people from disadvantaged areas, both in our school workshops and out-of-school activities, and this can have a hugely positive impact on their lives. We aim to build the capacity of children and young people, empowering them to discover and unleash their hidden talents. It is the children and young people who are the leaders in the creative exploration at Grimm & Co, and we celebrate this through the publishing, performing and the national showcasing of their work.



“The whole project extended F’s boundaries of what is possible: to have your work valued and read by actors; to see your words in print... the whole workshop having an ethos of respect for the value of each young person.”

Parent

Introduction

In the 21-22 academic year, Grimm & Co delivered sessions both online and in a pop-up space at Gulliver's Valley before settling into our temporary home at Linger Longer Lane, in central Rotherham.

We have worked with a wide range of schools, community organisations and artists to produce intriguing workshops, jam-packed festivals and arts-based residencies in education settings.



"I'm comfortable being here, so I can share ideas all the time. I'm confident!"

Pupil



"Children who often say they can't generate ideas no longer had this problem. The ideas just flowed."

Teacher



"They really helped me feel more imaginative and think deeper."

Pupil



"The praise given to the less able children appeared to boost their confidence and they looked forward in anticipation to the sessions."

Teacher

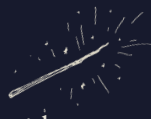
School Programmes

Who's Your Neighbour

Who's Your Neighbour was a literacy collaboration between Grimm & Co and Sheffield South-East Learning Partnership (SSELP). Workshops took place across 15 primary and secondary schools with KS2 and KS3 students from Jan-Jul 2022. Associate Artists delivered four sessions in-school; this was followed by a class visit to Grimm & Co. The aim of the project was for the children and young people to reimagine their community and feel empowered and positive about their writing.

IMPACT: Teachers observed the following increases in their students:

100%
using imagination to generate ideas



88%
in writing



94%
in confidence and self-esteem



Spoken Word Power – Year 1

Spoken Word Power is a national poetry programme spanning three years and Grimm & Co is a regional partner. It involves in-school poetry workshops, performance opportunities for students and a celebration event at the Rotherham Civic Theatre.

In year one, Grimm & Co worked with ten classes across six primary schools in South Yorkshire and Derbyshire to make language exciting, inclusive and fun, and develop oracy, speaking and listening and writing skills.

IMPACT: As a result of interacting with Grimm & Co:

80%
felt happy and enjoyed the sessions



100%
of performers at the celebration event increased in confidence



Creative Mentoring

This was Grimm & Co's fourth year delivering the Creative Mentoring programme in partnership with Virtual School Rotherham. Our Creative Mentors are trained in Emotion Coaching and Social Pedagogy, which is an underlying philosophy that highlights the importance of well-being, learning and growth.

A Creative Mentor works with a child or young person in the care system, co-producing creative explorations. The mentor works with the mentee weekly for at least a year to build strong, trustworthy relationships and provide a safe space for creative play.



1,252 children & young people
from **27** schools
across **4** writing programmes
resulting in **5,682** creative experiences



"It really helped me free up and know other children's ideas are different. We should just be ourselves."

Pupil
Who's Your Neighbour

School Programmes

Chapter & Verse

This project was funded by the Paul Hamlyn Foundation's Teacher Development Fund and explored how Grimm & Co's approach could enhance the teaching of Literacy in the classroom. This year, we worked with Y4 pupils across 6 schools in South Yorkshire.

The teacher and artist used a peer-mentoring approach over six weeks, building their creative courage and exploring the impact of embarking on an invitation to play.

IMPACT: The project is now in Phase 2, where teachers who were part of Phase 1 become Chapter and Verse Ambassadors. Phase 2 will:

1. Ensure strategic planning continues to support and enable pedagogical experimentation and creativity
2. Enable the dissemination of learning from the project across whole school communities
3. Empower Chapter and Verse Ambassador leadership



In-house programmes

1,992 children & young people
from **37** schools, across **3** counties
resulting in **76** writing workshops

The school team delivered workshops in two pop-up spaces this year: Gulliver's Valley and Linger Longer Lane (Rotherham's Old Town Hall). Our in-house provision has included 75 Storymaking workshops and 1 Product Development workshop across primary schools, secondary schools, and alternative provisions. We have continued our digital and blended offer in the 21-22 academic year, and 4 Storymaking workshops took place in this hybrid model.

We asked teachers:
What is the greatest impact you observed in children and young people after a Grimm & Co workshop? Here's what they said:

- ENGAGEMENT
- IMAGINATION
- STORY SEQUENCING
- ALL IDEAS ARE VALID
- SELF CONFIDENCE
- SELF BELIEF
- CREATIVITY
- PUPILS FEELING EMPOWERED
- SHARING IDEAS
- MOTIVATION TO WRITE

OTHER I had written in a way which I had never before

Valuing all of [the children's] ideas and not trying to shape their creativity to suit myself or the lesson plan. Child-led writing and creativity!

Teacher
Arbourthorne Primary School, Sheffield

Out of School Programmes

Marvellous Mistakes

In this project, we attempted the worst (and best) mistakes ever made through writing, music, drama, and drawing. What ensued was a whirlwind of unlearning the rules, celebrating chaos, and growing in confidence to play and create. This project saw massive increase in confidence - with one young person needing the support of their parent in the first session, yet by the end of the project they had developed fantastic teamworking skills and had performed in front of the whole group.

The participants were exposed to new arts experiences, such as playing musical instruments, and felt empowered to share and celebrate their own mistakes with the group in the 'Hall of Famous Mistakes' which they populated each week.

Saturday Clubs

This year our Saturday Clubs have taken part in several child-led projects across 105 hours of delivery. These include magazine making, creating a digital choice-based storytelling game, becoming podcasters and more!

The two groups continue to grow in confidence, consult with us on our future project plans and have lots and lots of fun!

IMPACT:
Every young person increased across the programme in:

Learning something new

90%

New friendships

100%

Confidence

100%

IMPACT:
Every young person increased across the programme in:

Exposure to new publishing formats

100%

Confidence

100%

Young Leaders

Our band of merry Young Leaders meet regularly to continue their path to Grimm domination! With ever increasing influence at Grimm, they ensure we are on the right (often ridiculous, yet hilarious) path. They are about to forge a relationship with the board of trustees, where we hope to give them more power over decision making at Grimm and upskill them appropriately to engage at board level.



IMPACT:
Every young person increased across the programme in:

Confidence

100%

Leadership & organisation skills

100%



"I definitely think my confidence has gone up. When I ran a session for the Saturday club I felt it went really well. I felt like I was gaining leadership skills."

Young Leader

Out of School programmes

143 children & young people aged between 7-16 years across 16 writing programmes resulting in 1723 creative experiences and 22 professional outputs



Family Learning Programme Launch

In-house programmes

35 families

across 10 family learning programmes
resulting in 427 creative experiences



Grimm & Co identified significant demand from families with younger children under the age of 7. As a result we have delivered workshops which engage parents/carers and instil the confidence for them to be able to interact with their children positively and undertake literacy and communication activities at home.

Rhymer Me This

Our Family Learning programme launched with Rhymer Me This for 0-2's, allowing parents/carers to engage and communicate with their children through songs, rhymes, and stories. This enabled families to bond with their children whilst developing essential communication and language skills, providing them with the foundations to be able to read and write.

IMPACT:

As a result of interacting with Grimm & Co:

100%

Took away home-learning packs

100%

Feel more confident connecting with their children at home

Thank you to these families, who shaped and launched the future of our Family Learning programme.



Story Sacks – The Smeds and the Smoos

Together with the Tiny Talkers initiative in Rotherham, we worked with five families over four weeks to support children's speech, language, and communication development. A story sack resource was created to increase engagement at home and the repetition of the story enabled children to participate, retain and recall their learnings week by week.

IMPACT:

Every family increased across the programme in:

Positive interactions between parents/carers and children

From 60% to 100%

Families participating in the creation of story sacks

100%



Curiouser & Curiouser

These sessions offered lots of invitations to play in a welcoming and child-led environment. This gave families opportunities to explore both the creation and facilitation of heuristic play, sensory play, and baby mindfulness.

IMPACT:

Every family increased across the programme by:

62%

Learning and developing new ideas to try at home

67%

Confidence

67%

Skills in communicating with their child

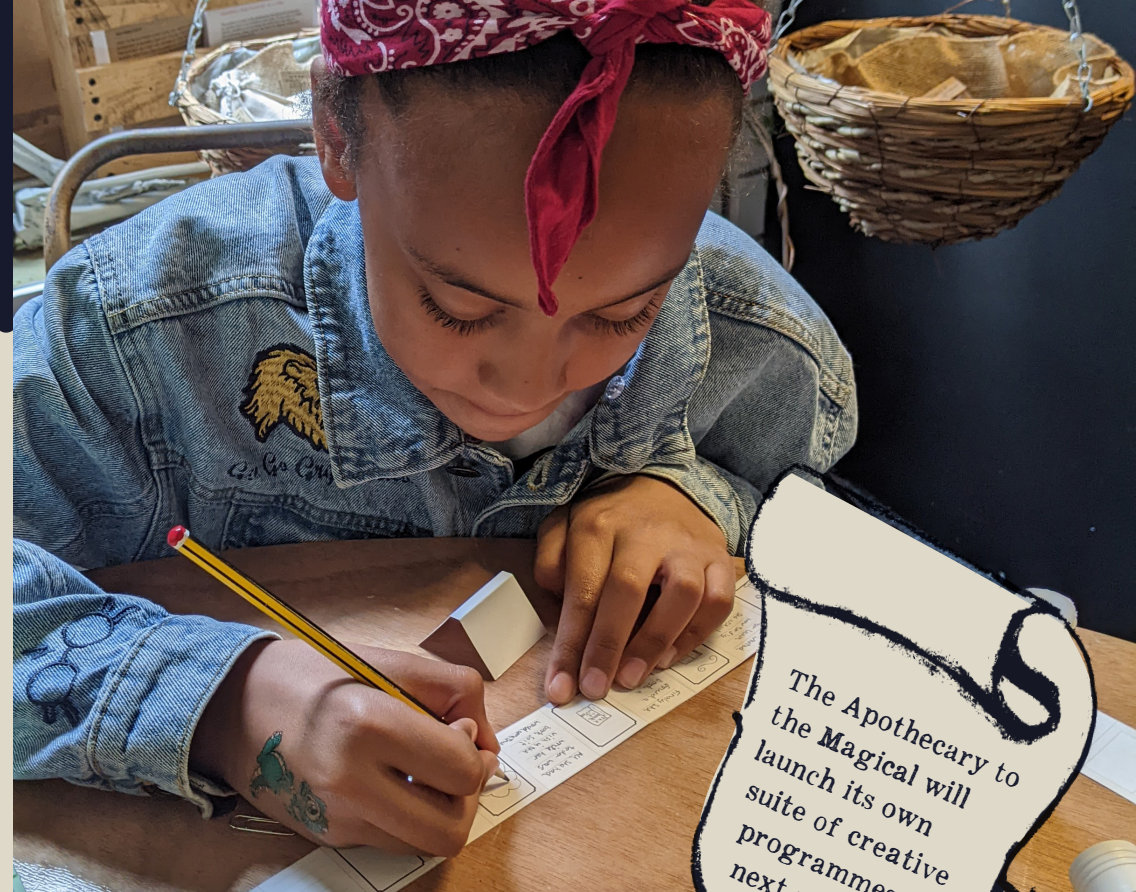


“Fantastic interactive music session, really engaging and age appropriate for under 2's. Lovely relaxed atmosphere and really welcoming. Thank you.”

Parent

Apothecary Activities

Since the Apothecary to the Magical pop-up shop opened at the end of December 2021, we have held several in-shop activities for children, young people, and families. Most of these have been self-led, encouraging families to work and create together. Activities have included scavenger-style hunts, anagrams and miniature book making to name a few. Each activity has a story and a theme behind it, introduced by a Shop Elf (the magical name for Shop Assistant). Our Forgotten Library is a very special nook in our shop, filled with books of all shapes and sizes that are free for mortals – both mini and fully grown – to take away time and time again.



The Apothecary to the Magical will launch its own suite of creative programmes next year!

Pen Pal Post 2022

Anyone can visit our Apothecary to the Magical and write a letter to one of our regular customers (who just so happen to be magical beings)! Grimm & Co's OPS (Owl Postal Service) will deliver your letter sharpish and you will receive your reply in no time.

IMPACT:

35
Letters
written



Fairy Book Making

The in-shop activity for the six-week holidays was a fairy book making drop-in session. The provocation was that the fairies' story supply was decreasing quite dramatically. The Shop Elves observed siblings collaborating - taking on illustrator and author roles; adults working together to support the child; and how our immersive and multi-sensory environment ignited the imagination of people of all ages.

IMPACT:

65 children and young people created their own fairy book

100% of all fairies who visited enjoyed reading the books

"Thank you to all the amazing, friendly staff who made it magical for us."

Volunteers



We often say that volunteers are the lifeblood at Grimm & Co; they contribute hugely in everything we do, and to our overall success. As much as they give to us, we would also like to ensure that they are provided with many different opportunities for both personal development and to contribute towards their skills and confidence in finding employment. For some volunteers, having a role at Grimm is more about finding a purpose and contributing towards their own improved wellbeing.

Volunteer roles at Grimm & Co:

- Administration
- Fundraising
- Media
- Set building
- Retail
- Story Mentoring
- Caretaking
- Illustrators
- Events

IMPACT:

120
Current
volunteers

76
new volunteer
applications

211.5
volunteer
training
hours



GRIMM & CO

Celebrating Success

There have been many successes at Grimm & Co this year, some of which have been highlighted in this report. Here is a snapshot of everything else!

IMPACT:

6

Young Producers

112

Artists worked with

12

Imagination Stations (umbrellas) used to deliver a workshop at the UKLA International conference

2,928

Views on YouTube

87.3

Hours of watch time on YouTube

11

52,488

Visits to our website

140

Newsletter sign-ups

2

Author events

2

Festivals curated and hosted by Grimm & Co

6

Festivals attended by Grimm & Co



Celebrating 20 years of Artsmark - Grimm & Co was commissioned by Artsmark to contribute to their Day to Create event, which launched in schools nationwide on 6th July 2022. Throughout the day, the team at Grimm & Co were blown away by the reception of our pack from schools all over the country. The varied, inventive interpretations highlighted what can be achieved when teachers are given 'permission' to transform their classroom into a space for creative exploration.



"Absolutely Magical! We've taken part in many groups, sessions, events etc but these sessions are by far the most beautiful and unique"

GRIMM & CO

Chapter 2

The Emporium of Stories



As this report is published, Grimm & Co will be moving into our new and permanent home, The Emporium of Stories. It has taken over two years of Blood, Sweat and Tears (available to purchase in the shop), and we cannot wait to welcome the people of Rotherham, and beyond, to our story destination! We are working in collaboration with Lumsden, who are supporting us in bringing our ambitious vision to life with a design that will ignite and inspire even the grumpiest troll (trolls are actually very friendly, this is one of many misconceptions).

Next year, we invite you to venture into a place unlike anything you've seen before, with more learning spaces, more gym equipment for your imaginations, a place to fill your stomach in the Feastery, a place to fill your boots in the Apothecary, a place that is safe and welcoming to all, where children and young people can celebrate being themselves and feel empowered in their own creative abilities, oh, and there'll also be an overgrown beanstalk too.



With thanks to all our funders, large and small, from our ODD and B.F.G members to the organisations below:



Brochure design: Julie Blackett | e: luxinside@gmail.com



“The children were all so engaged and eager to get involved”