

No Place Like Home



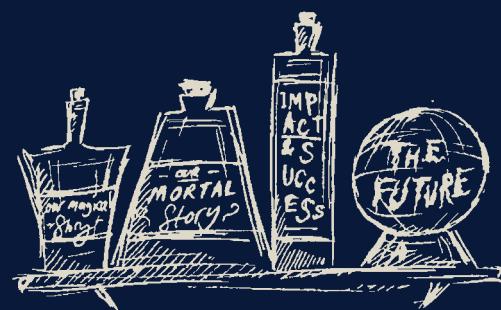
September 2024 ~ August 2025





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Pop the kettle on...

The 2024-2025 academic year has seen Grimm & Co settle into our brand-new Emporium of Stories.

Our forever home is a visitor experience and writing centre with Feastery café, Apothecary to the Magical shop and Cliffhanger Castle where we host performances and live cultural events. But it is upstairs, past Graham Grimm's office, up the Giant's Bookcase and into the Trove of Twists, Tales and Trinkets that the real magic pops and whizzes. This is where we run our creative writing workshops, attended by children and young people, providing them with a platform to raise their voice, create purposeful writing and make meaning of the world around them.

Grimm & Co's Emporium of Stories enables us to work to achieve our mission: to change lives, one story at a time. We do this through the joyful discovery of stories, using a child-empowered approach to build confidence, a sense of self-worth, and enhancing the creative courage of those with influence on the child. There is no pay barrier to access programmes at Grimm & Co.

In 2025, Rotherham became the world's first Children's Capital of Culture, curated and steered by the young people of our town and we are proud to be situated at its centre, serving young people locally and beyond its borders. Our writing workshops take place across many settings, working with 0-18-year-olds to discover a range of writing forms and genres. This year, participants have explored tabletop role-playing games, songwriting, poetry, story writing, podcasting and many more.

Grimm & Co would not exist without many different people, but it is the young writers, thinkers and creators that we simply would be lost without. Their imaginations are completely original, creatively fantastical and really quite strange, and we are constantly learning from their brilliance. Some fabulous creations by our children and young people this year include:



Cats Taking Over The Universe

A song with lyrics such as, 'The Leader of the cats is Marty, he wants to throw a party, they're moving to Mars, where it's surrounded by the stars, let's get this party started!'



Jet Tanzero: Part-elephant and part-human

Jet is a brave cyborg who rules over electricity and thinks like a villain (to catch a villain).



Photography: Ed Waring

The Centre for Coming and Going

A multidimensional portal for all creatures to travel through, disguised as Rotherham Town Hall.

"This session has been great. I loved Cats Taking Over The Universe"

Young person





Why we are here

Our Mission: To change lives one story at a time

Our approach was initially built on a foundation of proven approaches, trialled and evaluated in Rotherham over 3 years of action research in partnership with the University of Sheffield (2008-2011).

Our commitment to continued research, evaluation, participatory and consultative approaches with communities continues to underpin our methodology, optimising the impact we can make for children and young people. Grimm & Co's signature pedagogy focuses on the socio-cultural literacies (for example, critical thinking, self-confidence, a sense of self-belief etc.) of children and young people and those with influence on their lives, to make meaning of the world around them and build a positive narrative for themselves within it. We build motivation, self-esteem, wellbeing, aspirations, resilience and skills in both workshops for schools and in out-of-school holiday club programmes through the joyful discovery of stories. We connect communities through their stories, bringing them to life in imaginative ways, sharing and celebrating the connections and

differences that bring positive meaning to our everyday lives. Grimm & Co will continue to grow as a charity dedicated to inspiring children, families, and communities through the power of stories. In the coming year, we will develop a new business plan to guide our sustainability and impact. Our focus will be on enhancing the visitor experience, creating welcoming and imaginative spaces that engage families and schools alike. We will also improve our data collection, management and evaluation to better understand our participants and inform meaningful change.

Looking ahead, we aim to strengthen our role as Yorkshire's home for fairy tales and work towards being the National Centre for Folk and Fables, celebrating storytelling as a tool for creativity, confidence, voice, learning

Artist asked:
'What do you know
about Grimm & Co?'
Child replied...

**"It's a truly
magical place"**

**Pupil
Wybourn Community
Primary School**





Apothecary to the Magical

The Apothecary is the gateway to Grimm & Co.

Everyone enters through the shop and hears the story of Graham Grimm and how magical creatures need a place to buy their supplies.

It is a magical story destination, filled with interesting products meant for magical beings to use such as broomsticks, potion ingredients and belly button cleaners for giants. Humans also shop here, using these same items in different ways, but they need to watch out for strange side-effects when using a magical item in the mortal realm. Side effects could include hairy warts, a posh Barnsley accent and the sudden urge to open a souvenir shop!

This tale and the interesting product labels are meant to encourage visitors of all ages to suspend their disbelief and step inside our story to tell their own. You can discover if you could be a magical being in a human disguise by stepping on the Magic-o-meter,

hunt for the many hidden fairy doors, write a letter to a magical pen pal, sit in the Giant's Story Chair for a selfie and engage with creative writing through various invitations to stop and create throughout the space.

Everything we sell in the Apothecary shop is not-for-profit: the funds raised by selling our beautifully curated products help support the charity to continue hosting free creative writing workshops for the children and young people of Yorkshire.

The Emporium of Stories now offers commercial activities - paid-for sessions hosted by a Shop Elf - to help raise additional charitable funds, which have all been well received, often selling out!

'A wonderful event with some lovely feedback. Everyone was super impressed and loved the book and the illustrations. The space looked fab, the team were amazing, passionate and reliable as always. It was buzzing when I came in and it all looked brilliant!'

It's Grimm Up North Book Launch attendee

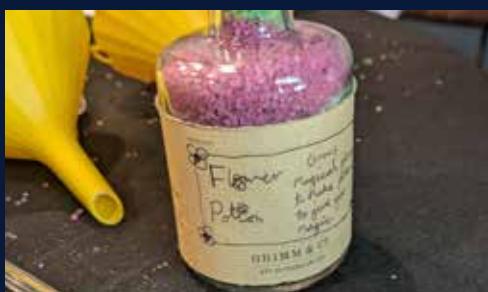




Apothecary Highlights

Potion Making

Participants create their own potion by decanting different ingredients into their bottles, sealing them with a cork, and then adding their own hand-written label complete with ingredients and side effects. The young people are all eager to fill their jars with various elements, sharing ideas about what the ingredients could mean, and excited to showcase their newly finished potion at the end. We ran five potion making sessions this year, in school holidays, with highlights during October half term when children attended in fancy dress, and Christmastime when we incorporated the story of 'The Night Before Christmas'.



Association of Cultural Enterprises: Award Winners

We beat stiff competitors including National Trust, Lillidorei and Kynren 11 Arches to win the ACE Best Visitor Experience 2025. This shows just how high the standard of service is at Grimm & Co, how we create magical moments with every customer interaction and have a high-quality destination space for visitors, despite not being a typically defined visitor attraction. A magic moment from the Apothecary this year is a young person who visits from Bristol to stay with family during the school holidays. They bring with them the novel they are writing - a fiction about the pirate Anne Bonnie complete with illustrations on every page. Each draft bursts with passion and creativity, with a daring plot and exceptional description throughout. This young person thoroughly enjoys their visits to Grimm & Co and the encouragement the Shop Elves give them.

“Everything was perfect, the food and cakes were incredible, all the little touches like the floating candles and the potion drink were just amazing. Getting to see upstairs with its fireplace and beanstalk, was so much fun. Your enthusiasm really shone through too.”

Parent of birthday party child





GRIMM FACTS

- 25000+ people visited the Feastery, and these were their favourites:
- 2603 Lattes and 1477 Teas sold
- 806 Scones and 769 Brownies sold
- 1693 Toasties and 351 loaded wedges sold
- Favourite Special: Biscoff Latte, a delicious creamy treat!

The Feastery

The Feastery is our enchanting café and event space, which also includes Cliffhanger Castle dining hall.

We host a magical menu that changes with the seasons, but watch out for any side effects! You may find yourself flamenco dancing, talking in rhyme or constantly cackling after having one of our treats.

Throughout the year we serve specialty hot drinks, homemade cakes, ice creams, brunches, lunches, kid's lunch bags and snacks. We make as many products as possible fresh every day in-house, and champion local suppliers such as Darkwoods Coffee, 4Eyes Bakery and Bird & Blend Teas. The Feastery offers a warm welcome to everyone, including families, locals, magical beings, travellers from far away, and well-behaved dogs. We have a varied selection of board games and puzzles available, as well as our own Grimm activities for all ages.

These aim to encourage customers to be creative and feel inspired to use their imagination. The Feastery runs a take-away menu, as well as an additional event buffet menu for larger groups, and an optional fully stocked events bar featuring Chantry Brewery products. We run recurring events in our Cliffhanger Castle space, such as Shared Reading, Breastfeeding Cafe, Silent Book Club, Poetry Nights, Afternoon Teas and drop-in craft afternoons. As well as all of these, we also host corporate and private events with more custom settings in our upstairs rooms, and our own commercial bookable sessions such as cupcake decorating for children, Christmas cake decorating for the grown-ups, party buffets, a Winter Lights festival, gingerbread decorating and more.



"Loved my food, the amazing atmosphere, and fabulous staff in attendance. The whole experience and the lunch was delicious."

Feastery customer





The Feastery: Event Highlights

We have some lovely regulars in the Feastery, who we get to welcome, over and over.

These include a local home-ed group, a special school walkabout trip, football fans getting their bacon sandwich fix before heading to watch the Millers, and old friends having their weekly catch up over cookies and tea. As a charity this ongoing support is invaluable, and we look forward to welcoming more regular customers every year.

'I feel a sense of belonging, and I have made new friendships. My group is amazing'

Shared Reading participant.

A decorative illustration featuring a calendar with a pen writing on it, surrounded by stars and crosses. Three event boxes are attached to the calendar: one for March, one for January, and one for May.

March

In March, we hosted a poetry night and book signing featuring Holly McNish, in partnership with FLUX Rotherham. This was a hugely successful event that filled our space to capacity, with just under 100 attendees.

January

In January, the Feastery was open late for three days during the Winter Lights Festival, in collaboration FLUX Rotherham, to provide refreshments and warmth for the participants. These were our most successful days of operations so far, with a queue outside the door, despite a big storm!

May

In May, we hosted our first Baby Shower, including a custom cake, specialised afternoon tea, kid's buffet and entertainment. The review included 'Best Afternoon Tea we've had... the most beautiful, magical, stunning atmosphere. If you are planning a big event I would one million percent say, go here. This is a day I'll never forget.'





School Provision

Tales Untapped: A Rotherham Opera

To mark Rotherham becoming the world's first Children's Capital of Culture in 2025, this ambitious project set out to create the UK's largest community opera to date, celebrating the voices and creativity of young people across Rotherham.

A collaboration between Grimm & Co, Rotherham Music, Royal Opera & Ballet and Rotherham schools, this year-long creative programme saw school pupils engage with professional artists to co-create the Rotherham Opera, with workshops spanning writing, music composition, art and design.

In the early months of 2025, Grimm & Co took the lead on delivering a series of story creation workshops to produce five stories for the opera, working with thirteen classes from ten schools spanning the different Rotherham wards. Featuring heroes, villains, scheming salmon and a magical screw-down tap, these published stories showcased the voices and boundless imagination of Rotherham's youth and will soon light up the stage as Magna debuts Tales Untapped: A Rotherham Opera in November 2025.

IMPACT:

100%

of teachers said they observed an increase in their class using their imagination to generate ideas.

100%

of teachers felt the project had a positive impact on pupil confidence and self-esteem.



'I liked having a visitor in the classroom and especially the visitor we had made me laugh. I have enjoyed getting ideas and putting them into action.'

Pupil, Our Lady & St Joseph's Primary School





School Provision

A Call to Create

The second year of A Call to Create saw the highest number of residencies across the three years; delivering to eight schools, totalling sixteen Y4 classes.

The most significant piece of learning from year two of the project is the creative courage – or risks – we and the teachers have witnessed from children. We are incredibly proud of the safe, encouraging and empowering environment we establish immediately at Grimm & Co, which enables children to feel supported in taking a risk, and this results in an increase in their self-confidence and self-esteem. Those children who are known by their adults as being 'quiet' or 'shy' or pupils who find it difficult to access education for reasons out of their control, tend to shine in A Call to Create (or at Grimm & Co in general). It's even more impactful when teachers observe this with their pupils.

A Call to Create cultivates socio-cultural literacies (critical thinking, self-confidence, imagination, meaning making) and places them at the

fore alongside technical learning. Its immersive and engaging nature places children at the centre of exploration so they can take ownership of their learning journey. These techniques and qualities are vital for human dignity and living a life that flourishes and although they are not given the space they deserve in the current National Curriculum, Grimm & Co believes that we can find a way of achieving both socio-cultural and technical progress in the classroom.

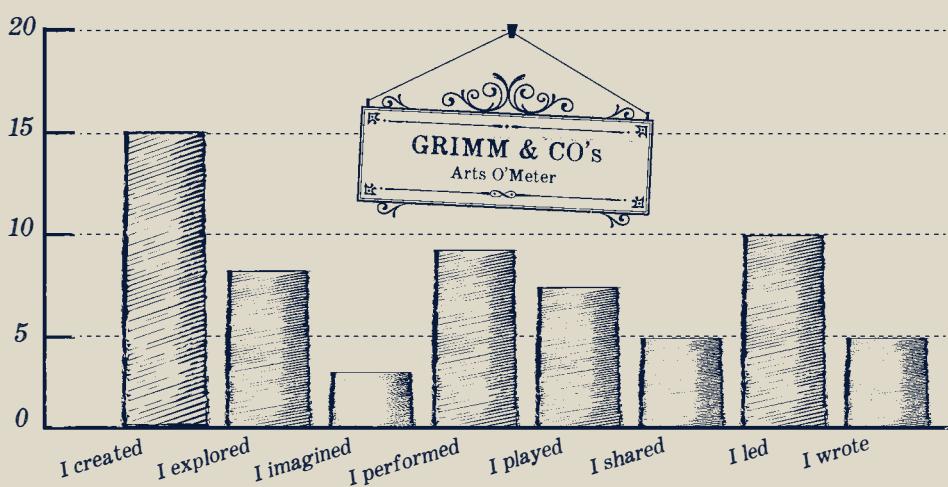
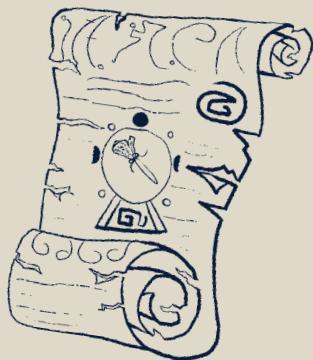
IMPACT:

A selection of pupils participated in an evaluation after each session. When analysing the children's responses, we found that they engaged in a range of arts-based activities to build their:

- **critical thinking skills**
- **creativity**
- **confidence**

'It's exactly what the children needed to help them [develop] up into key stage two. So, it's perfect. Thank you massively'

**Teacher
Woodhouse West
Primary School**





School Provision

Storymaking

Storymaking continues to thrive as Grimm & Co's most popular school workshop, welcoming new and returning schools across the country. Children are guided through the immersive spaces while learning the legendary tale of Graham and Grizelda Grimm, our mysterious bosses.

They create a completely original story together in the company of an illustrator who brings their ideas to life, all the while communicating with one of the Grimms who are following the story as it develops. The Grimms are keen for the class to create stories because imagination gives energy to magical beings. All of this culminates in all pupils writing their own individual ending, leaving the Emporium of Stories as published authors. Storymaking is the heart of the work we deliver at Grimm & Co, truly working to champion the writer in every child who attends.

IMPACT:

“[Student] is autistic and on entering the building, immediately said that she was frightened and did not want to participate. The facilitator put her at ease at once by emphasising that this was a ‘no-pressure environment’ and that she was free to opt in and out as she chose. She was so enthralled by the workshop that not only did she participate fully, but she stood up at the end to read her story out and was praised by the mystical Grizelda.”

Y7 Teacher, Wales High School

“How children who are not passionate about their writing in a school context found the confidence to immerse themselves in the day and produce some fantastic work. The creativity on show from children and how unique it was. The vast range of opportunities children were given to immerse themselves in the session and play an active role in how it panned out”

Y4 teacher
Woodhouse West
Primary School





School Provision

Inspiring Happy Writers

Following the success of our 2023 event, Grimm & Co, Chol and darts reunited to deliver a dynamic, practical training day full of engaging drama and storytelling workshops for educators and artists.

We focused on enjoyment in learning and creating 'happy writers'. We are very aware that children can become reluctant writers when they feel they are not successful at writing - and there are many reasons behind this to do with curriculum design, standardised testing, self-esteem etc. that give children a sense of failure.

By sharing our approaches to writing with those who work directly with children and young people, we hope to enable children to be enthusiastic about writing, to focus on their own development as writers and to tell the stories that are important to them.

IMPACT:

Tell us about the highlight of your day

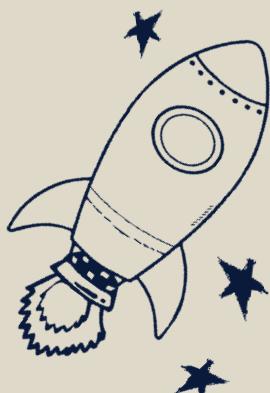


What ideas will you take back into your classroom?



"Thank you so much for today! This is why I went into teaching, making things fun for children to learn. I work in Nursery and my head is buzzing with how I could use so many of the ideas for oracy with my children. I loved the intergalactic receivers! I am going to make my own using a colander, loads of vines and so much more."

Teacher at Thorpe Hesley Primary School





GRIMM FACTS

1386 children and young people aged between 3-18 years, across 27 writing projects, resulting in 3277 creative learning experiences and 36 professional outputs

Out of School Provision

Saturday Club Morning and Afternoon Group: Railway 200 Project

Penistone Line Partnership celebrated their 200th year of passenger rail in 2025 and subsequently teamed up with the Saturday Clubbers to celebrate their success through reimagining the stories on the line. The two Saturday Clubs are our longest-standing out-of-school programme, running weekly in term time and consisting of committed individuals who are great friends with even greater imaginations.

Saturday Morning Club

Saturday Morning Club focused their attention on writing short stories from the seventeen different stations along the Penistone Line. The story followed Jonah, the funny, friendly and clumsy ghost who invited magical beings onto his flying ghost train. The story included tales about interesting-flavoured pies from Denby Dale, practical jokes in Honley and not forgetting a talking Croc shoe in Shepley! Their stories were published and are available to buy from lots of the different stations on the Penistone Line.

IMPACT:

92%
of the Morning Saturday Clubbers enjoyed writing and acting out their story.
100%
of the children and young people said that this project has improved their confidence!

Saturday Afternoon Club

Saturday Afternoon Club produced their own podcast, which shared tales surrounding the different stations on the Penistone Line. The presenters of the podcast were characters that the young people created themselves and they enhanced their leadership skills by recording all the content and engaging in the technical elements of production. The podcast titled, 'The Spectral Express' was professionally produced and has been shared on Grimm & Co's YouTube channel.

IMPACT

90%
of the young people felt that this project improved their confidence.
80%
of the young people felt that this project improved their writing skills.

"This was undoubtedly one of the best projects I've been involved with. The production of the individual stories celebrating each station whilst retaining a narrative arc covering the whole line from Huddersfield to Sheffield is quite an achievement."

Volunteer





Out of School Provision

Young Leaders

Following a successful recruitment drive in the Autumn of 2024, the fifth year of our Young Leaders programme saw the group reach new milestones. With more members than ever before, Young Leaders set out to reestablish their role at Grimm & Co, developing their mission statement and publishing it on their brand-new page on the charity's website. Across the year, Young Leaders led on several projects, including a social media competition, supporting the programming of Festival of Stories and setting up their seasonal newsletter Tomorrow's Prophet.



IMPACT:

100%

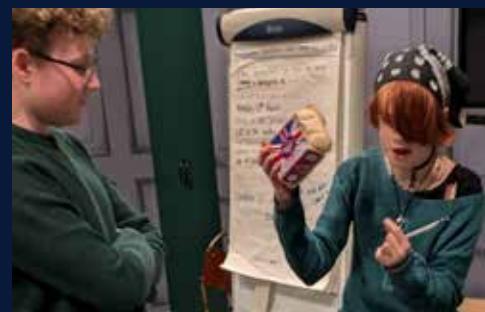
of Young Leaders agreed or strongly agreed with the statement 'I feel like my voice matters and my opinions are heard at Grimm & Co'

100%

of Young Leaders agreed or strongly agreed with the statement:

I am excited about the future of Grimm & Co

Young Leaders



"I joined the Young Leaders due to wanting to leave the house more and develop my social skills... I just wanted to really thank you and everyone in Young Leaders for being so kind (and definitely funny) and making it a place where I was able to relax and smile more."

Young Leader





Out of School Provision

Lyricist

In the Autumn of 2024, Grimm & Co partnered with Rotherham Music to deliver an exciting songwriting project. Lyricist invited young writers to embark on a creative journey to develop lyrics to several songs that would later be showcased at Signals Festival 2025. Across the six weeks, our young lyricists took part in activities that inspired creative expression, culminating in the creation of three beautiful, brilliant and bonkers songs; The Beautiful Sounds of Nature, Magical Friendship Disco Party and Cats Taking Over the Universe.

This project was a celebration of Rotherham's young talent from start to finish, with the Lyricist group attending Signals en masse to see their words brought to life on stage by local bands and musicians. As if that wasn't enough, Lyricist made its way into the Festival of Stories 2025 programme, with the group returning for a final performance and songwriting workshop hosted at the Emporium!

IMPACT:

100%

of participants agreed or strongly agreed with the statement:

I am a lyricist

'That was even better than I thought it would be!'

Young person

"I felt confident to be surrounded by others and enjoyed sharing my ideas"

Young person

Otherham

Funded through Children's Capital of Culture, 'Otherham' was an exciting six-week project working in collaboration with FLUX Rotherham and Imitating the Dog. This programme explored reimagining five buildings across Rotherham and utilising a range of creative writing approaches and provocations to explore each building from multiple perspectives. Across the project, young people were supported to create stories about the buildings themselves, their new purpose within the world of Otherham, and the residents who might be lurking within them.

Imitating the Dog then took all of the young people's writing and used them as inspiration for their projection art installation piece, which was showcased as part of the Winter Lights Festival 2025. All of the young people involved in the Otherham project were invited to the VIP Winter launch event, where they got to see their work come to life across the streets of Rotherham!

IMPACT:

72%

of the young people who participated in the evaluation session marked themselves between 7-10 when considering their confidence after taking part in the Otherham Project.

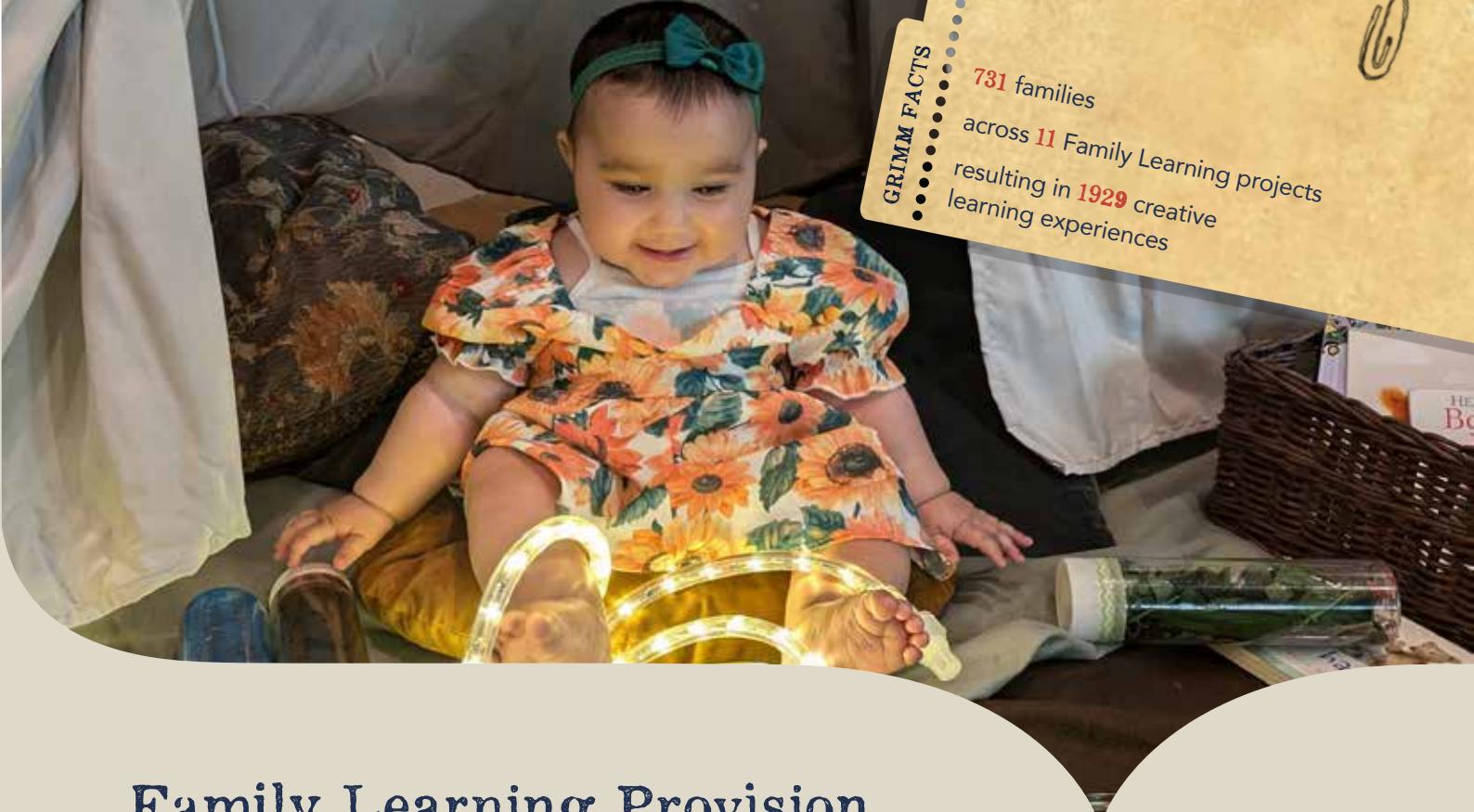
58%

of the young people who participated in the evaluation session marked themselves between 7-10 when considering how they feel about their writing after taking part in the Otherham Project.

"I enjoyed writing and sharing creative ideas during the discussions, it has really boosted my confidence"

Young person





Family Learning Provision

Grimm & Co became a Tier 2 Family Hub Satellite site in July 2024, delivering the Family Hub agenda and allowing us to build strong partnerships with other dedicated professionals such as the NHS Infant Feeding Team.

This support group now runs once a fortnight and is the largest attended in Rotherham. We hosted the annual 'Global Latch on' in Rotherham for the second time this year and were chosen as one of the sites for UNICEF to visit. Consequently, Rotherham was accredited the Baby Friendly Gold award, achieving sustainability and embedding the standards permanently. Becoming a Tier 2 Family Hub Satellite venue has enabled us to expand our reach across the borough, as well as effective multi-agency work with various early years practitioners working together to achieve a shared goal. It has allowed us to develop pathways and opportunities to encourage parents as peer supporters with an emphasis on cultural backgrounds, ensuring representation and relevance. Several parents and volunteers have gone on to be trained as peer supporters and directly impact new parents in these groups by passing on their knowledge and skills.

Ferham Mums & Tots

Ferham is a diverse, multicultural community in Rotherham which sits within the most deprived 10% of

England. Due to our close working relationship with the NHS Infant Feeding Team in Rotherham, we were asked to deliver an activity to the Ferham Mums & Tots group in the community. Since then, our Family Learning Coordinator has been regularly attending the bi-weekly group and has delivered a total of 6 sensory focused sessions. From these sessions, we have seen an increase in members of the group accessing additional provision at Grimm & Co such as the breastfeeding support group, weekly sessions and engaging in our activities at festivals and events.

IMPACT:

65 parents/carers including extended family such as grandparents and aunts within the Ferham community engaged in our activity.

16 families attended our Eid Celebration event with Ferham Mums & Tots group.

In June our Family Learning Coordinator attended the NHS Proud awards along with the Infant Feeding Team as the Ferham group won the award for Diversity and Inclusion.

"It gives me space to relax, meet friends and their children, ask for any advice or just speak to other mums about maternal experiences."

Ferham mum





Family Learning Provision

PEEP Curiouser & Curiouser

Since 2022, Grimm & Co have delivered Curiouser & Curiouser: our parent/carer and toddler sessions. These have been extremely successful and are in very high demand. Since opening The Emporium of Stories, we have utilised the space as the child's third teacher, welcoming new families to Grimm & Co.

We work in partnership with Rotherham Metropolitan Borough Council, and as such, staff have access to additional training including the PEEP Practitioner Programme. PEEP was established in 1995, with backing and advice from experts in early literacy development, education and social policy, it aims to 'work with' families rather than 'doing to' families. We have embedded the PEEP programme into our Curiouser & Curiouser sessions for parents/carers and children aged 0-3 years. Here, we

have been working to build parent/carer confidence, empowering them to develop knowledge and skills to become their child's first and lasting educators.

IMPACT:

This year we have delivered 21 PEEP sessions reaching and engaging with 136 families.

100% of participants gave the experience 5/5 stars, with all stating that they intended to return and would recommend the programme to others.

94% of parents/carers stated that the sessions had a positive impact on their confidence in reading with their child, talking to their child and understanding and responding to their child/ren's needs.

94% of parents/carers expressed how they feel less anxious & happier in our sessions.

'It's been really useful, especially as a first-time mum, having somewhere you can come to where you can actually meet other parents. I've met a lot of people who are first time parents, and it's helped me grow in confidence.'

Parent



Family Learning Saturday Club

In January 2025, Grimm & Co launched its first Family Learning Saturday Club, a targeted weekly group for 4-6-year-olds and their parents/carers. This club offers families dedicated time to explore creatively alongside each other. Young participants are invited to develop their voice through arts and story-based projects, whilst caregivers have the opportunity to support them as well as build their own creative confidence as their child's primary teachers. This group has succeeded not only in bringing children and their caregivers closer together, but also in creating a community of families who can share

experiences, support one another, and most importantly attend each other's birthday celebrations! Our Saturday Clubbers chose exactly what they wanted to take part in this year, with projects culminating in a showstopping art exhibition, as well as a celebration event to share stories from their very own 'Book of Magical Tales from Satellite Stitchverse' publication!

IMPACT:

'As soon as [child] came to Saturday club, she found her place and her people. She is allowed to be herself, follow her own mind and ideas and think creatively... It has been a place for just us, and it has brought us closer.'

Family Learning Saturday club Parent



GRIMM FACTS

3251 children and young people across
13 Outreach & Engagement projects
and events

Outreach & Engagement

Grimm & Co has been working hard to cast our net wider to reach communities across South Yorkshire.

Through various events and festivals, Grimm & Co engages with lots of families, children and young people, and this year we have piloted a new Outreach and Engagement Strategy. This strategy ensures that the work we deliver is relevant, purposeful and impactful to each group. This has been successful and has demonstrated the importance of sustained engagement and relationship building with the groups we work with. This work is centred around building creative confidence and encouraging positive mental health and wellbeing through providing an immersive space and using creative writing as a platform to play and express.



"I really like how we have seen certain core members and the development in them. Their confidence, participation in group activities, their writing and creativity. From now looking back to day one, there have been such big improvements. It feels like we have created our own little community".

volunteer





Outreach & Engagement

Oasis Hub Community Group

This group is one of the first sustained Outreach and Engagement projects at Grimm & Co. After attending the Oasis Hub 'Celebrating Cultures Event', Grimm & Co delivered a nine-week programme in the community setting. Utilising a consultation session to inform planning, a bespoke programme was created to suit the needs of the participants and the 'drop-in style' format of the session. Everything was unique to the group, exploring themes that the children had chosen such as dragons and dinosaurs, family and animals, all leading towards the Celebration Event, hosted at The Emporium of Stories. We are still working with this community group, with the aim of returning once per half term for the

25-26 academic year. By doing so, we hope to continue to develop literacy skills and excitement for writing through creative approaches, helping the children and young people to make meaning of the world around them.

IMPACT:

As the project progressed, we saw an increase of 85% in attendance.

74% of children and young people stated that nothing could have been better about the project.

"I like the way you do activities with the kids. They love it and tell all their friends. I ask my children to say what they enjoyed in five words and they always say they love it!"

Parent/volunteer at
Oasis Hub Community Group

"My child waits for a complete week for this session. He tells his father everything he did in the class with excitement"

Parent





GRIMM FACTS

- 2 weeks of in-school and in-house activity
- 51 events curated by Grimm & Co
- 3282 people physically engaged with the festival
- 425 of which had never visited Grimm & Co before
- 148722 people engaged digitally with the festival

Festival of Stories: Who We Are, Where We Come From

Grimm & Co's Festival of Stories is an annual event celebrating all stories. In Children's Capital of Culture year, we wanted to make our festival bigger than ever, providing a range of creative and inspiring activities, workshops, talks and celebrations for children, young people and families to enjoy.

This year's theme was Who We Are, Where We Come From and we celebrated all Rotherham stories by collaborating with other local organisations, sharing and producing imaginative writing, exploring how families and individuals can engage in their own and imagined narratives and inviting inspirational artists to our culturally vibrant town to share their practice.

Grimm & Co's goal:

for Rotherham to be a Story Town.



Here's a handful of the events we showcased:

It's Grimm Up North publication launch

Grimm & Co, founded 1148, just before lunchtime, by the great Graham Grimm. We've been telling his story for almost a decade to children, adults and any magical beings who would listen and

finally, his story was published and launched. Jeremy Dyson, our amazing Writer in Residence, and Chris Mould, our talented Patron, supported us in the creation of our first paperback and hardback book. Jeremy attended the publication event and read extracts of our tale to a packed audience.

Storymaking Showcases

Schools that attended our Storymaking workshops throughout the year were invited to participate in a Storymaking Showcase. This involved an artist visiting the school and bringing their story to life through performance. This magical experience reignited the stories that

the children and young people made at Grimm & Co as the artists physicalised all elements of the characters, and plot.

IMPACT:

82% of pupils who participated expressed positivity and enjoyment at seeing their story come to life!

Reframe Rotherham

When asked about the upcoming Festival of Stories, our Young Leaders were very clear that instead of us bringing high profile people to the town to showcase their work, they wanted to be PART OF that work. As such, we were very fortunate to work with international photojournalist Elisa Iannacone to create

Reframe Rotherham. Participants were interviewed about their dreams for the future of our town and were involved in the co-curation of the work throughout Elisa's artistic process. This resulted in a visual art exhibition where the participants' aspirations were brought to life through dreamscape and hopeful narratives.

"I never liked dresses. I used to wear princess dresses all the time, but they always annoyed me. Everything's changed as I've gotten older and started to understand what I'm like. I love rugby! Now I'm not afraid to be myself or speak up to people."

Bobbie





Festival of Stories: Who We Are, Where We Come From

Novella Publication Launch Event

For the past year, the Saturday Afternoon Club have been writing their own individual novellas. Finally, at the Festival of Stories, they were able to receive and celebrate their beautifully designed books. The young people saw their hard work come to life and were able to celebrate with friends, family, staff, volunteers, and sponsors. The physical books symbolised the

participants' commitment, passion and creativity as individual creators and storymakers. There were lots of surprises along the way, including celebrities reading extracts from the young people's novellas including Toby Jones, Alistair Petrie and Ryan Sampson to name a few. The novella launch culminated in a VIP book signing, and copies of their books now reside in The British Library.

A massive thank you to Jude and the Book Factory for sponsoring the publication of the novellas.

"Being a published author is a massive accomplishment that I could not have done without Grimm. Ever since I was young, I've wanted to be a writer, and it was one of the main reasons I joined Grimm in the first place, so finally being able to write a real actual book has been an amazing opportunity. I'm really pleased with myself and immensely thankful to my friends, family, and the Grimm team!"

Attendee of Novella Launch Publication

on inspiring creativity, and covered topics from comic book design and storytelling, to how to get into the world of publishing. There were events to suit all age ranges from toddlers, to young adults looking to write their own novels.



Children's Book North Network Takeover Day

As well as celebrating the children and young people's work, it was important to invite successful authors to Rotherham to meet our creative community. Children's Book North Network joined Grimm & Co for a takeover day with author events, illustration workshops, book signings, and author Q&A panels. Children, young people and their families were able to meet published writers and artists such as Lydia Monks, Dapo Adeola, Mark Bradley, Nadine Aisha Jassat and many more. These sessions were focused

Teabreak Tuk Tuk by Trigger

The Teabreak Tuk Tuk joined us for four performances in both All Saints Square in Rotherham Town Centre and at Grimm & Co's Emporium of Stories. The mesmerising audio journey tells the story of tea leaves that have travelled across continents to be with us. Throughout

the performance, people shared their memories of drinking tea and feelings, people and events they associated with the drink. 250 people attended the performances across the two days, and the feedback was overwhelmingly positive, with people expressing that the show gave them time to relax and think about loved ones, sit with their emotions and learn about the history of tea.



GRIMM FACTS

32 new volunteers recruited
107 volunteers have supported us
across approximately 1262 activities,
giving us 4526 hours of their time.

Volunteers

To put their support into monetary value, volunteers have, on average, saved Grimm & Co £51,777.44 in the 24-25 period.

Our wonderful volunteer team have done themselves proud this year. It has been a pleasure working alongside them, and their support has been hugely instrumental in the day-to-day provision of all elements of the charity. As well as regular volunteers in the Apothecary and our Storymaking sessions, we have had increased regular support in the Feastery and behind-the-scenes with administration and resource preparation. Volunteers have also been vital in the running of our outreach and engagement programmes, taking part in bespoke activities in schools, festivals and community groups around the region.

IMPACT:

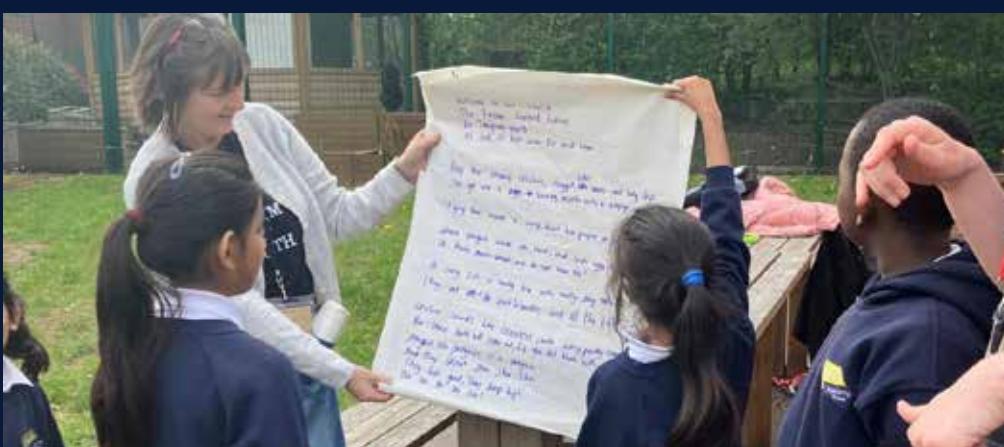
89% of volunteers have expressed an increase in confidence and skills through volunteering.

96% of volunteers expressed that volunteering has improved their wellbeing.

12 volunteers gained employment, 2 of these with Grimm & Co.

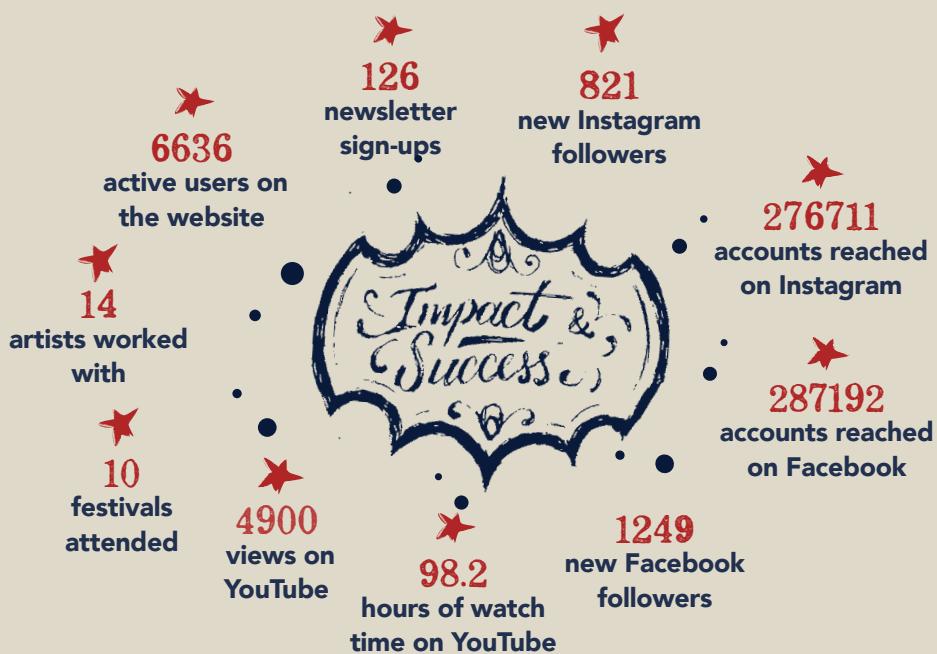
"Grimm & Co has helped me understand that people learn in many different ways. This has empowered me to understand and identify my own creative way of learning. Volunteering and working at Grimm & Co has allowed me to get to know myself more and have equipped me with skills that will support me in my learning and working life."

Volunteer and now Staff Member





Celebrating Success



"I feel cherished at Grimm & Co"

Volunteer



Here's to you...

Thank you to all the children and young people who we get to work with, to the volunteers, parents/carers and teachers who advocate for the work we do in giving children a voice, to the customers who contribute to our charity by purchasing Grandma's Scabs from the Apothecary or a Rov'rum Fog from the Feastery, and to our funders and partners who see the value of child-empowered narratives and support our mission wholeheartedly.

