



ROYAL ALBERT HALL SOCIAL IMPACT REPORT

INTRODUCTION



Too many young people do not have access to high quality arts venues, shows or events. They might be held back by their socio-economic background, where they live, their health, or a lack of access to creative subjects through their education.



Sisters Grimm believe young people are entitled to more. We want to show young people that they have a place in this sector. We want young people to see performers that look like them on a West End stage. We want them to meet the cast and creatives who make this happen, and to realise that the route into this industry is not a straight line, but a journey of many different diversions and cross roads. We want them to walk through the doors of the world's most prestigious venues, and to say with confidence that they belong.

Sisters Grimm are proud that prior to the Royal Albert Hall show 3,500 young people had attended a performance for free since 2017 through its social impact work.

For the West End shows in May 2019, Sisters Grimm partnered with the Prince's Trust to offer 1,000 school students a Q&A with the cast, an in-school workshop and a seat at a performance of the show at the Peacock Theatre in London.

On 23rd October at the Royal Albert Hall welcomed 1,100 young people and their families in a single night to watch INALA for free. Community groups, school groups and young people with additional needs were seated throughout the auditorium, participating as equals in this Gala event.

This marked the next phase of our social impact mission.

In the coming months and years we want to offer more and more young people the chance to be at our shows, to meet the cast, to have a workshop with a member of the company - and eventually to be on that stage too.



Ronx @Dr_Ronx · 30 Jan

Yessssssss

2nd decade of the #sistersgrimm fantastic work.

I saw @INALA_Live with @HackneyQuest at @RoyalAlbertHall and we were blown away.

The @Sowetogospel alongside black and brown Contemporary/ballet dancers in the west end was a vision and thanks for all the free tickets!



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Ronx @Dr_Ronx · 30 Jan

BIG UP The Founders and directors of Sisters Grimm ex-Royal Ballet ballerina Pietra Mello-Pittman and Grammy-nominated composer Ella Spira !

Imagine I got shivers watching the round up video!

HERES TO THE NEXT 10 years, YOU HAVE A FIRM SUPPORTER HERE



Ronx @Dr_Ronx · 30 Jan

The visions of diversity in song and dance that these two awesome women bring to stage is something that I have NEVER seen before.

I know for A FACT that the young people who came with me had some formative moments watching @INALA_Live



Ronx @Dr_Ronx · 30 Jan

And big up for recruiting this lovely, articulate and CAMERA READY 18 year old as your reel presenter (I've forgotten his name) but not his face. He is defo the future of presenting ❤️



BIOGRAPHIES



Rafiya Bhaiyat

Schools & Community Cohesion Programme Manager

Rafiya joined Sisters Grimm this year as the Social Impact Manager, inspired by our mission to make the arts accessible to all young people. Rafiya has worked in the education system for 13 years, teaching children in London and Gloucestershire. She has a great passion for innovation and a strong belief in justice for all, wanting change for people around the globe as well as in the local community. To this end, she is involving herself in like-minded businesses, and also charities which combat human trafficking, whilst seeing how Sisters Grimm can open up the world of performing arts to those in need.



Eibhlish Flemming

Schools & Community Cohesion Programme Manager

Eibhlish is an arts education, participation and outreach manager with a passion for the transformative power of theatre and performance. She currently works with a grant-making charity named Spirit of 2012, which was born from the 2012 London Olympic and Paralympic Games. They fund arts and sports projects that foster greater community cohesion, empower young people and challenge perceptions of disability. Her previous managerial roles at Shakespeare Schools Festival, Shakespeare's Globe and Children & the Arts have all been focussed on co-creating high-quality, curriculum-based creative programmes for use in the classroom. She has been working with Sisters Grimm for over a year, providing support to develop and deliver the company's social impact and widening participation mission.



Keelan Johnson

INALA Ambassador

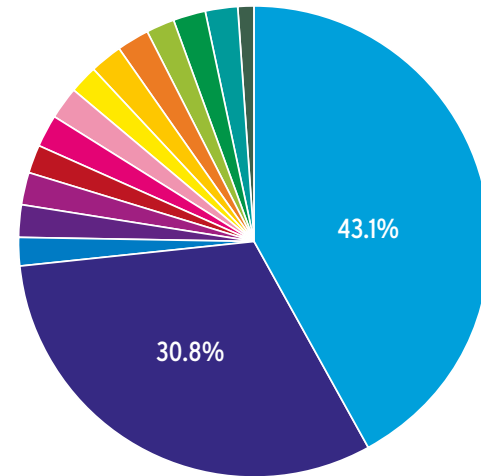
Keelan was born in London and grew up in Orpington and Brixton. An enthusiastic, persistent and confident individual, Keelan became aware of INALA (and the show's Producers) during a Prince's Trust Team Programme he was taking part in. He is currently completing an apprenticeship in marketing and business and spends his free time writing music and producing tracks. Keelan says that 'being an Ambassador for INALA is a massive and special occasion for me, I can see the shows direction and feel I can unlock my potential with the cast and much more. The future is yet to be told, but big things are ahead for INALA with inspiration from Soweto. All I can say is watch this space'.

INALA

WEDNESDAY 23RD OCTOBER 2019

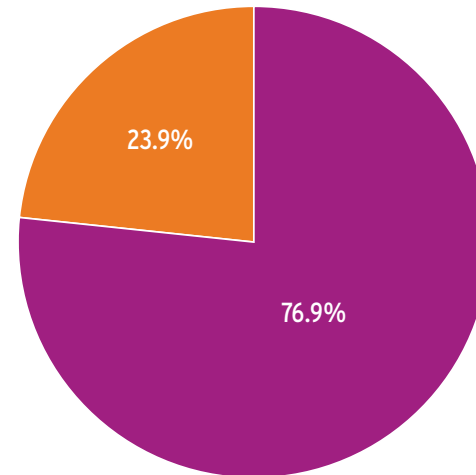
Prior information before the show

How many organisations filled in the initial form? **65**



Your organisation is a:

- School
- Community Organisations
- College
- Further Education
- Further Education College
- College
- Children's Charity
- Community College
- Adult Education Centre
- Youth Theatre Group
- Dance Academy
- Dance Youth Group
- Dance School
- Outreach Theatre Project
- Homeless Women's Day Centre and Hospital



Are you interested in a free workshop delivered by a member of the production team at your organisation? if so, Sisters Grimm will be in touch to discuss this.

- Yes
- No

INALA

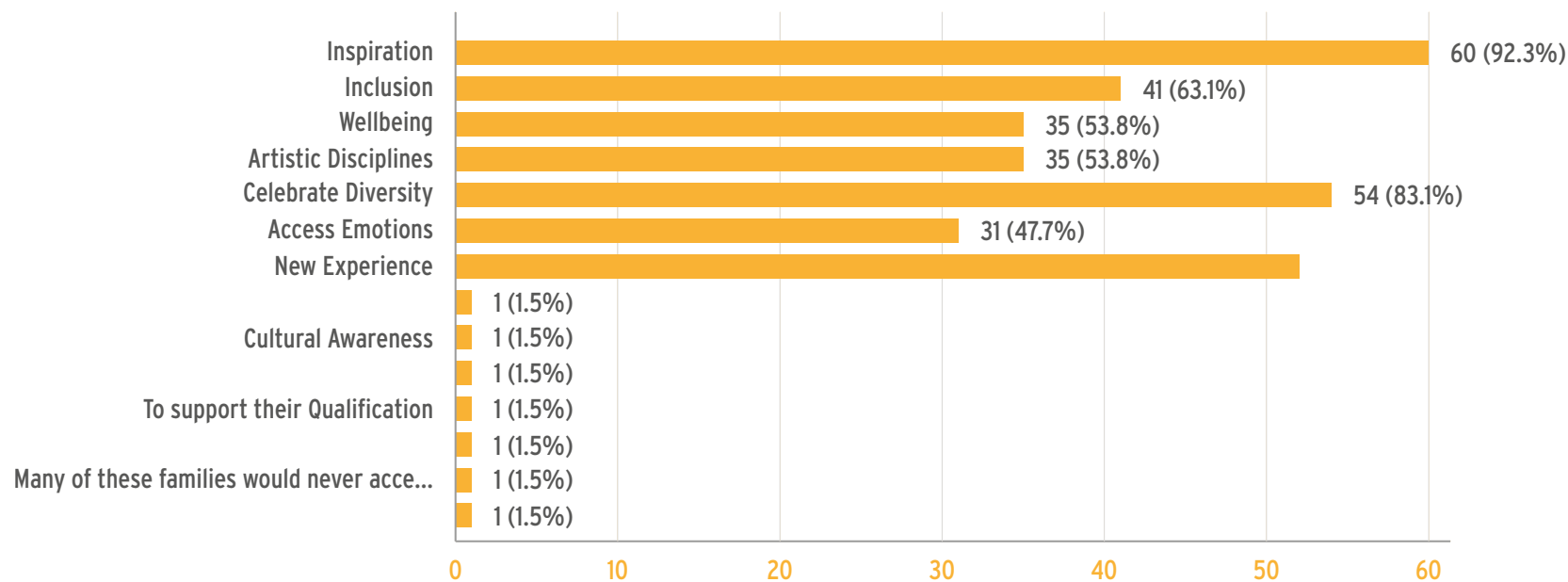
WEDNESDAY 23RD OCTOBER 2019

Prior information before the show

How many responses? **65**

How do you hope this group will benefit from seeing INALA at the Royal Albert Hall?

Tick as many as applicable.





sheromie brewster @catchproject · Oct 26, 2019

Replying to @INALA_Live and @RoyalAlbertHall

All inspiring Soweto Gospel Choir & Royal Ballet had a great time thank you encore encore 🎵🎵🎵🎵🎵🎵



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Born2bdifferent @Born2bdifferent · Oct 23, 2019

Huge gratitude to @OasisPlay looking forward to the one & only performance by @Sowetogospel @INALA_Live kicking off at 7.30pm @RoyalAlbertHall 🇿🇦 #schoolholidays #carers having a life of their own



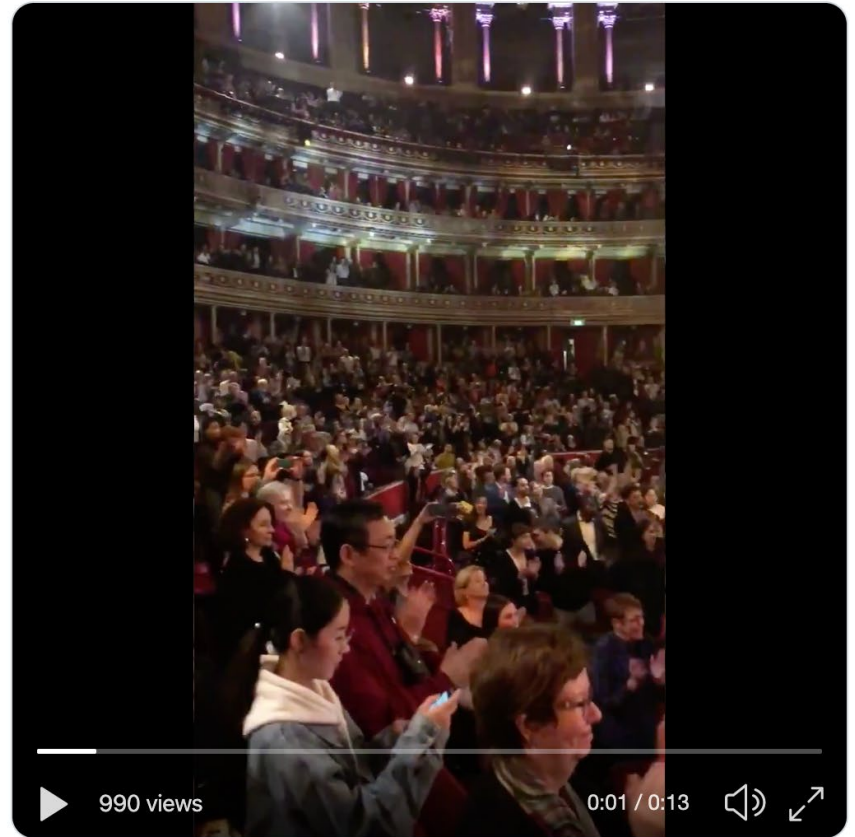
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Dr Xand van Tulleken 🇳🇱 @xandvt · Oct 24, 2019

So lucky to sit with @HackneyQuest at @INALA_Live - I've not had a better evening out in many years. Naturally @Dr_Ronx was being naughty. What a great evening: thanks to the incredible @_Sisters_Grimm the whole @RoyalAlbertHall on our feet!



990 views

0:01 / 0:13



Hackney Quest @HackneyQuest · Oct 24, 2019

MASSIVE THANK YOU to @INALA_Live & @Dr_Ronx for an amazing night! Our YP loved it!

Ronx:

Arranges amazing experiences for our YP ✅...

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INALA

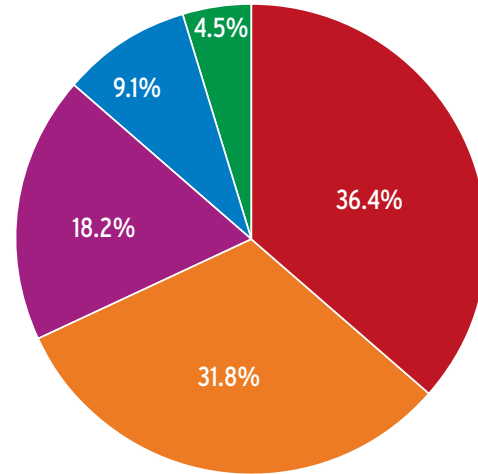
WEDNESDAY 23RD OCTOBER 2019

Post show

How many organisations came? **46**

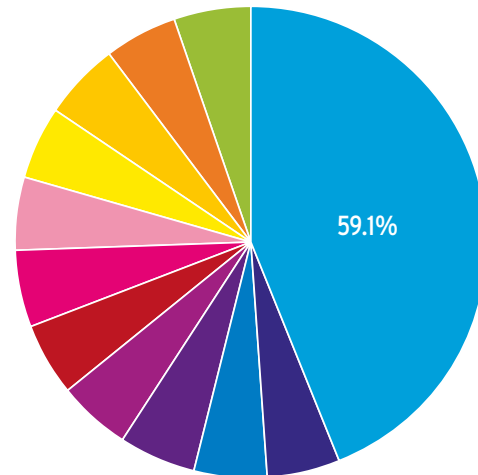
How many people came? **1112**

How many responses? **22**



For how many people in your group was this their first time at the Ropyal Albert Hall?

- 100% of the group
- 90% of the group
- More than 80% of the group
- More than 50% of the group
- Less than 50% of the group



How did you hear about our giveaway tickets?

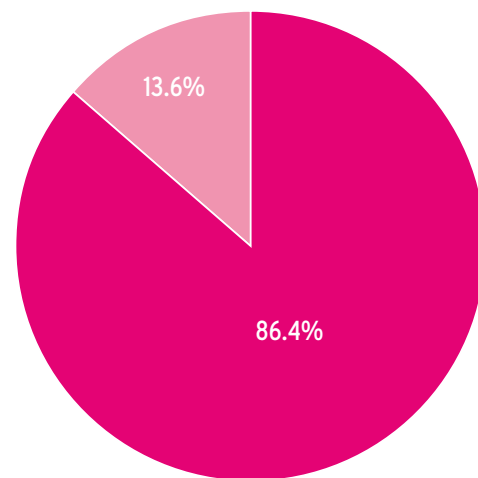
- Invite from Sisters Grimm
- Inala Website
- Inala Instagram
- London Youth Newsletter
- Forwarded the Sisters Grimm invite from...
- Email from YBF
- London Youth Newsletter
- London Youth
- Community Partner
- Clapham College
- Lambeth College Worker
- From the Soroptimist Group

INALA

WEDNESDAY 23RD OCTOBER 2019

Post show

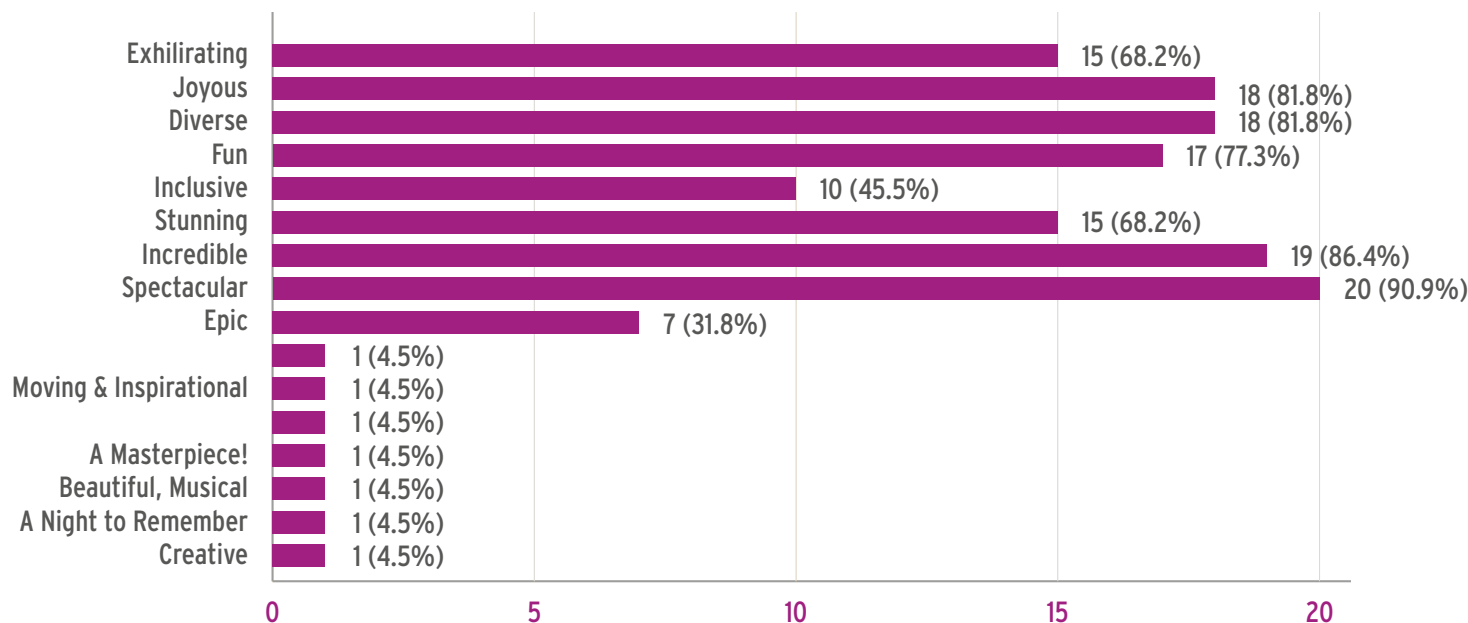
How many responses? **22**



Do you think this will inspire your group to pursue more opportunities to get involved in dance, music or performance in general?

- Yes
- No
- Maybe

Please tick the words which best describe the show. You can tick as many boxes as you like.



INALA

WEDNESDAY 23RD OCTOBER 2019

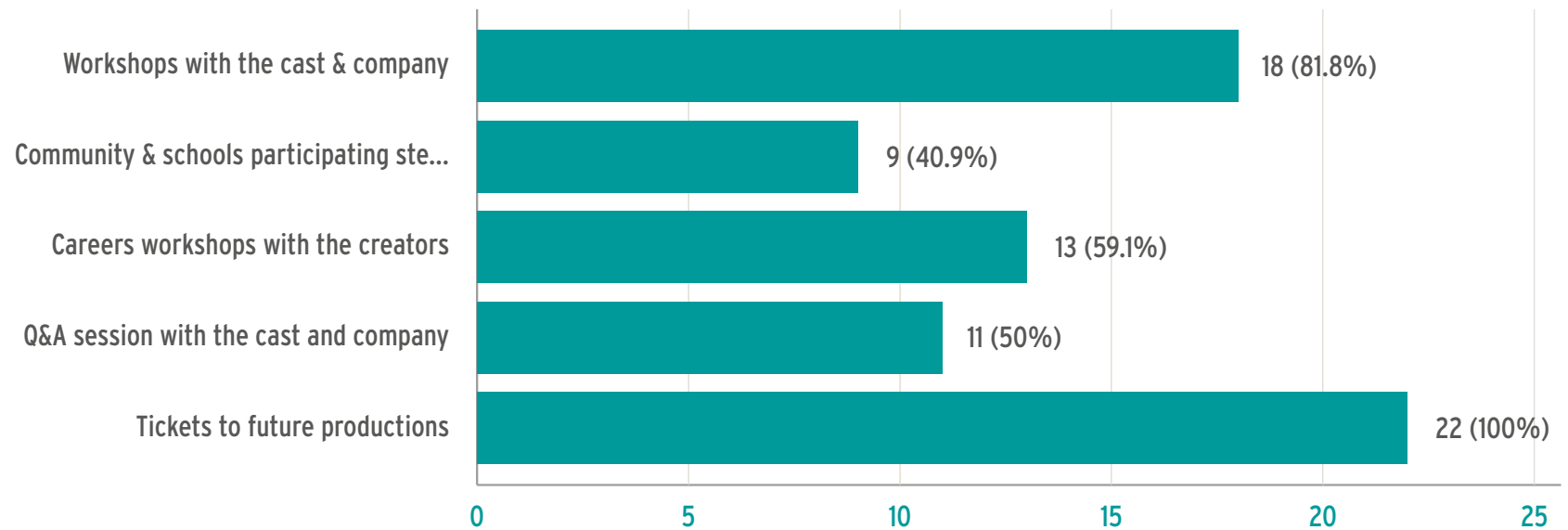
Post show

How many responses?

22

Please let us know which of the following would interest you and your group in future.

Tick all that apply.



“ One of my students asked me if I would be able to learn one of the dances and teach them it. We don't have dance in our curriculum so I run a dance club at lunch time. Students said that it was 'Amazingly breath-taking, I was sitting on the edge of my seat!

Ella - Nicholas Breakspear Catholic School

“ Our group could not stop talking about the show. They were so grateful for the opportunity and loved every minute.

Tom Misenti - Brighton Aldridge Community Academy

“ My students loved attending the performance - they are from diverse backgrounds and seeing diverse people and companies on stage is important. They were also impressed with the talented singers and dancers and the RAH itself! Thank you for the opportunity.

Alice - Westminster Academy

Bruno De Ceita Pedro @BrunoPedroUK · Oct 24, 2019

#Inala performing @RoyalAlbertHall was a very good masterpiece! This really brings the African culture in music and ballet dancing. It's one of the best one-night show event ever!

I give it a 5 star rating!
★★★★★

Thank you @INALA_Live for giving me and my dad the tickets!

Bruno De Ceita Pedro and INALA

2 6

“ The group were buzzing, talking about it on the bus ride home. Their favourite dancers the music the atmosphere.
Sport at the Heart

“ The show was really good, the music and singing and dancing was fantastic, it's actually nice to be able to go to the theatre as a family and other community members. Thank you for the free tickets and the opportunity for the kids to be involved in different experiences. We are open to going to more shows in the future.
FAST project

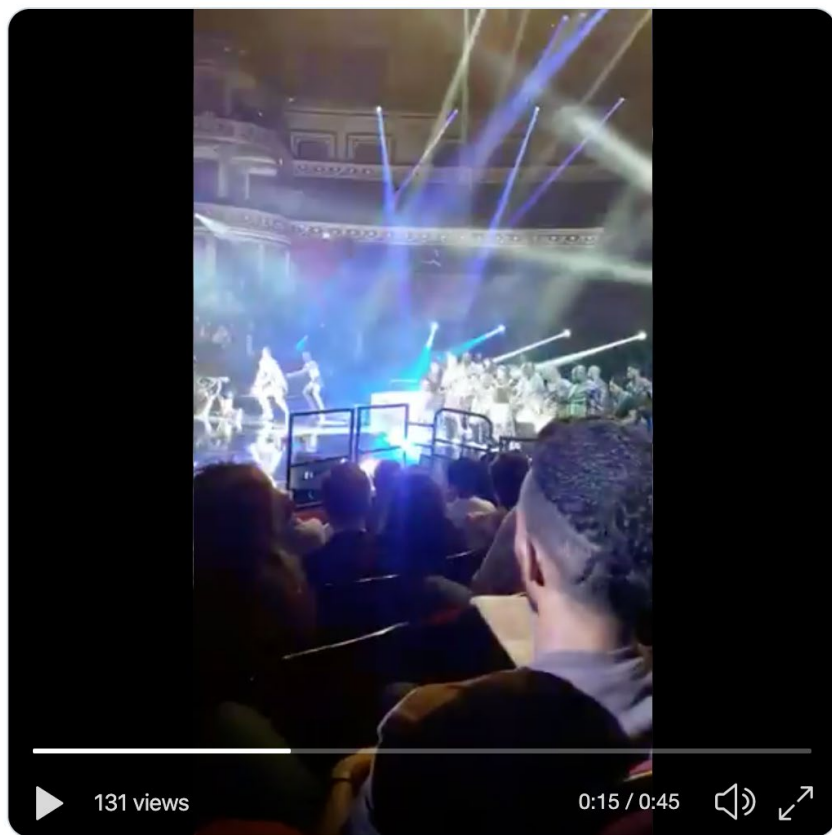
“ For all our young people it was the first time at the Royal Albert Hall, they took lots of photos to show to all their friends. One of them said “one of best days of my life” another one said “I forgot all the problems I had tonight”. All of them have gone through a lot in their live's, leaving their home country for a safe place but not having their family is hard, however on the night of the show they forgot about their problems and they had a brilliant time. Thank you to Sisters Grimm, is very much appreciated by everyone.
Luljeta - Shpresa Programme house





The Wickers Charity @WickersThe · Oct 25, 2019

An amazing evening @INALA_Live @WickersThe really enjoyed the show a massive shout of thanks to all



131 views 2 6



Candice at LCC@MaxRoach

@can_jam

@INALA_Live we loved it 🥰
#lccatmaxroach at #RoyalAlbertHall 🙌🌸🙌🌸
For 13 out of the 20 participants this is #first
experience watching live ballet 🥰 hugemongous
thanks to @_Sisters_Grimm @LondonYouth 🙌



9:00 PM · Oct 23, 2019 · Twitter for Android

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