



S ynopsis Season 1-4

Faithfully based on Jill Murphy's well-loved books, The Worst Witch is an exciting series of adventures for one of the most iconic and best-loved characters in children's literature. A first-year student at Miss Cackle's Academy for Witches, Mildred is living every girl's dream – she's learning how to do real magic! Every day, she gets to fly on a broomstick, mix potions and cast spells. But Mildred's place in this world is constantly in jeopardy. Miss Hardbroom wants her out before she ruins the reputation of Cackle's Academy forever. And resident mean girl Ethel Hallow wants Mildred out of the way to stop her from stealing the limelight once and for all. Magical mayhem meets the everyday world of school life in a show which will resonate with every child who's ever dreamed of being able to change the world by magic – and everyone who's ever worried about not being good enough. The universal appeal of magic is evident in the sheer volume of young readers who have fallen under the spell of Jill Murphy's Worst Witch– 6.5 million and counting.

This exciting new adaptation captures the unique tone and style of the book series – which hasn't been out of print once in the last almost 50 years – and build on the success of the previous film and television shows. This isn't just another reboot; it's a fantastic and ambitious reimagining of a much loved classic. By developing and expanding the world of the books it delivers these delightful stories – and so much more – to a whole new generation of fans.

USP

The Worst Witch combines the familiarity of a school setting – lessons, friendships, rivalries, teachers, sports days – with a touch of magic. Literally. 6-9 year olds will be able to identify immediately with Mildred's world – but this classic story can be enjoyed by all the family!

Credits

Key Cast: Clare Higgins, Raquel Cassidy, Bella Ramsey,

Jenny Richardson, Megan Hughes & Tamara Smart

Executive Producer: Lucy Martin/Sue Nott

Producer: Kim Crowther

Directors: Dirk Campbell, Reza Moradi & Dermot Boyd

Lead Writer: Neil Jones

Writers: Claire Miller, Sarah Courtauld, Scott Payne,

Paul Gerstenberger & Bronagh Taggart



Mildred Hubble may not be from a witching family and the Worst Witch at Cackle's Academy, but with the help of her friends she must save the school from Miss Cackle's wicked sister Agatha.

The Worst Witch is a fantastic and ambitious re-imagining of the much loved Jill Murphy books centring on Mildred Hubble who is catapulted head first, quite literally, into Miss Cackle's Academy for Witches.

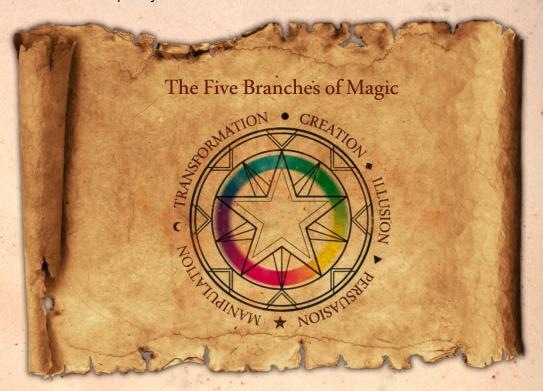
Mildred doesn't come from a family of witches and is enjoying a normal day when a witch, Maud Spellbody, suddenly lands on her apartment balcony on her way to the selection day at Cackle's Academy. Persuaded by Maud to go along too, Mildred is introduced to a whole new world of magic and her life is changed forever.

Although she tries her best, her lack of magical knowledge see her constantly getting things wrong and the series follows her adventures as she strives not to be The Worst Witch.

Despite this Mildred is a bright, funny, kind and resourceful girl who, in times of danger, forces herself to face her fears proving that she has the courage and soul of a true heroine.

She quickly makes friends with Maud and Enid and the series follows their friendship as they navigate the trials and tribulations of a new school, the intrigue, the drama - and the rivalries - which come in the form of Mildred's arch enemy, Ethel Hallow.

Full of flying, magic and plenty of laughs, the show brings Jill Murphy's books to life for a contemporary audience.





Cackle's Academy is still feeling the effects of last year's collapse, so when an unsuspecting Mildred reveals the Founding Stone of the school, all sorts of misadventures follow.

Following the success of series one, the second series follows Mildred Hubble through her second year at Cackle's Academy for Witches. Mildred might have survived her first year, but her second year is far from relaxed. She's notoriously the worst witch in school, but still desperate to prove herself... which is difficult when she's constantly doing battle with snooty Ethel Hallow. One thing's for sure, Mildred can always rely on her best friends Maud and Enid (and trusty cat, Tabby) to help her through.

This year we introduce a group of first years including Ethel's nervous little sister Sybil, allergy-prone Beatrice, and brainiac, Clarice. Magical mayhem seems to follow the three friends around so their fledgling friendships are tested, but with a little help from the second years they manage to muddle their way though.

Cackle's Academy is still feeling the effects of last year's collapse, so when an unsuspecting Mildred reveals the Founding Stone of the school, all sorts of misadventures follow. As the series progresses, Miss Cackle's position as headteacher becomes increasingly under threat, but the question is; can Mildred save the day?





Mildred is back at Cackles and now feels like she truly belongs! But after giving her mum magical powers, and the arrival of a new wild pupil, is Cackle's heading for chaos again?

Mildred is back at Cackles for a new term – now feeling like she truly belongs after discovering she's from a real witching family. Her potions are bubblier, her chanting more tuneful and her flying is flipping fabulous! Old adversary Ethel Hallow's star has crashed and burned, while Mildred's is firmly in the ascendant. She even has a new familiar called Star (much to Tabby's disgust) - a stray dog, so named because he's fantastic at flying and about to win Mildred a Wishing Star. Ethel's not happy. Even Mildred's best friends Maud and Enid are not quite sure what to make of this new confident Mildred.

The only problem is, Mildred seems to think the rules no longer apply to her. When mum, Julie, arrives to teach Art at the Academy and finds it tough going, Mildred sets about making her equal by giving her magical powers. This is strictly forbidden for a reason – and Mildred soon realises she's made a terrible mistake when Julie's magic spirals out of control. It's Miss Hardbroom who steps in and forces Mildred to face the terrible consequences – revealing a dark secret about her own past.

So when a wild new pupil explodes into the Academy and Mildred is made responsible for her, it's looking like double trouble. Mildred must help make a decent witch out of new room-mate Indigo Moon – or both girls will be finished at Cackles. This is music to Ethel Hallow's ears and she wastes no opportunity to sabotage their chances. Will Mildred outwit Ethel and rise to the challenge... or are her days at Cackles numbered?

Meanwhile, Sybil, Beatrice and Clarice are getting into plenty of scrapes of their own. Miss Tapioca proves a surprising new ally for Beatrice, before daughter Mabel arrives at Cackles to upset the dynamic between the trio. As they navigate their way through their second year, they're forging stronger bonds, new friendships and working out exactly what kind of witches they want to be.

The bat's pyjamas

- the cat's pyjamas, someone
who thinks they're great



This series gives us a Mildred Hubble with a new face but the same clumsy nature, heroic spirit and big, big heart. It's a story of striving to be the best, even when all around you think you're the worst... with an epic finale that proves there's a little bit of magic in everyone.

Series four opens with a bang, when a potions lab accident causes Mildred to accidentally change faces! Despite her best efforts, she's unable to change back before sunset, when the new look becomes permanent. Best friend Maud Spellbody discovers that arch-rival Ethel Hallow's sabotage caused the lab accident, with the intention of keeping Mildred out of the forthcoming Head Girl contest. Mildred decides that Ethel is not going to get away with it, and enters the contest at the last minute. Whatever she looks like now, she's still the same old Mildred Hubble inside, and she's not going to let Ethel win.

So begins the battle for Cackle's Academy's greatest honour – a series of challenges that will test Mildred and Ethel's magical powers to the limit. They have to summon their inner familiar, win a magical (and very messy) debate, demonstrate their affinity with nature, chant, fly, mix potions, invent a spell, and so on. Mildred is soon struggling in the face of Ethel's determination to win at all costs, and doubting her own abilities – why did The Worst Witch ever think she could become the best? After a terrible mistake that puts herself and the third years Sybil, Beatrice, and Clarice in danger, Mildred decides that she isn't good enough to be Head Girl, and hands in all the badges that she's won so far.

But in a mid-season twist, Mildred has a magical glimpse of the future and sees Ethel giving her Head Girl victory speech... to a desolate, deserted Academy. Mildred realises that if Ethel wins, something terrible will happen to the school and everyone in it. The only way to stop it is to win the contest. Mildred re-enters – but now she's even further behind. How can she catch up now?

In the final round, Mildred makes a terrible error and as a result finds herself exiled to the terrible Wormwood Academy. Back at Cackle's, the events that Mildred foresaw begin to play out... and an old enemy returns. With Mildred out of the picture, who can save Cackle's now?

Witchory:

Witch history – history as we know it, but retold from a witchy angle.

Season One — Episode Summaries



Episode 01 / 02 Selection Day Part 1 & 2

Mildred Hubble's world changes when she learns about selection day at Cackle's Academy. She might not have known magic was real until today, but the fate of the school ends up in her hands.



Mildred learns that having a scaredy cat makes life at witching school tough – especially when Ethel Hallow is determined to see her fail.





Episode 04

New Girl

Mildred and Maud's friendship is in trouble when new girl, Enid Nightshade joins the school. Ethel spots an opportunity and stirs up more trouble between the best friends.



Episode 05

Pond Life

Homesick Mildred gets more than she bargained for when she messes up in transformations class and starts to see the world through a frog's eyes.



Miss Cackle isn't herself when the Great Wizard comes to visit, leaving her job in jeopardy. Mildred's desperate to prove she deserves to be at the school, despite not being from a witching family.



Episode 07

The Best Teacher

Mildred learns not to take short cuts when a wisdom spell goes wrong and she has to convince her class she's their new teacher.

Season One — Episode Summaries



Episode 08 Maud's Big Mistake

Maud's panic about parent's evening pushes her to use a forgetting powder, meanwhile Mildred wonders if her mum is a witch after all.



Mildred goes on a hair-raising journey while looking into her magical heritage, meanwhile Ethel thinks she's queen bee when she grows a wart.





Episode 10

Spelling Bee

There's more than just the Spelling Bee at stake when Miss Hardbroom's rival comes to Cackle's Academy. Maud and Enid try to help Tabby to catch mice but make things much worse.



Episode 11

The Mists of Time

Mildred learns about Cackle's history when she and Ethel accidently slip into the Cackle's of the past.



As the end of year exams loom, Miss Cackle's secret is still weighing heavy on Mildred's mind.



Episode 13

The Worst Headmistress

Agatha takes over the school, and without Mildred there, who will save the day?

Season Two — Episode Summaries



Episode 01

Tortoise Trouble

It's the first day of term and Mildred's feeling positive... until she has a hand in a wing of the school falling down! Enthusiastic new first years arrive and nervous Sybil Hallow is terrified. Mildred stumbles upon something very important.



The Friendship Trap

Mildred and Ethel are more at odds than ever, so Miss Cackle sets a friendship trap on them pushing them too close for comfort. Beatrice's sneezing escalates the first years into real peril. Miss Hardbroom is suspicious of the mysterious new art teacher.





Episode 03

Ethel Everywhere

Ethel gets more than she bargained for when her clone spell spirals out of control. Mildred goes in search of the Founding Stone. Miss Hardbroom grows increasingly suspicious of Miss Mould.



Episode 04

The Extraordinary Esper Vespertilio

Mildred makes a stand about equality when a mysterious witch arrives in school. Miss Bat's chanting performance reveals a secret about her past. Beatrice's allergy is exposed with disastrous consequences.



A lesson on family trees gets Mildred thinking about finding her dad. Ethel can't resist making a cruel joke at Mildred's expense. Sports Day pushes Maud to take desperate measures.



Episode 06
Bat Girl

Enid takes a practical joke too far and is threatened with expulsion. Mildred turns herself into a bat but can't remember how to turn herself back. Clarice struggles to understand the appeal of practical jokes.

Season Two — Episode Summaries



Episode 07

Hollow Wood

Mildred can't understand why the girls are so scared of collecting potions ingredients in the woods until she comes face to face with an unusual creature. Sybil gets a surprise visit from her big sister and Miss Cackle struggles to deal with the guilt of seeing non-magical Esmerelda.



Maud is stressed out directing Miss Cackle's birthday show so Mildred and Enid try to help her but accidentally turn her into a baby. Miss Cackle struggles with pressure from the Magic Council.





Episode 09

Miss Softbroom

Miss Cackle goes to meet her fate at the Magic Council and Mildred is determined to help her. The first years are unimpressed with Miss Hardbroom as acting headteacher and decide to soften her up. A formidable inspector comes to inspect the school and is unimpressed to find the Academy in disarray.



Episode 10 A New Dawn

Miss Pentangle brightens the gloom at Cackle's teaching modern witching workshops, but Mildred is determined to see Miss Cackle reinstated. Sybil finds the workshops too much and Mildred takes a risk to help Miss Cackle. Miss Hardbroom struggles to assert her authority over her friend, Miss Pentangle.



Episode 11 Love at First Sight

It's Halloween, but Mildred's more interested in meddling in Miss Bat and Mr Rowan-Webb's relationship. Her good intentions backfire when her love spell goes wrong. Sybil's desperate to prove she's brave but gets caught up in Ethel's plan to get Esmerelda back in school.



Episode 12 All Hallow's Eve

The girls frantically try to find out how to reignite the Founding Stone and Ethel and Mildred are surprised by their family history. Meanwhile Halloween celebrations are masking the magical mayhem of a broken Founding Stone.



Episode 13 The Big Freeze

As the castle continues to freeze and hope is being lost, surprises come from every corner. Ethel decides to make a sacrifice.

Season Three — Episode Summaries



Episode 01 The Wishing Star

When Miss Cackle refuses Mildred's request to make her mum Julie magical, angry Mildred enters the Great Wizard's broomstick flying contest. She's determined to win a Wishing Star so she can give Julie magic herself. But Mildred's thwarted by bitter rival Ethel Hallow and both girls are disqualified – only for Mildred to make a surprising discovery.



Ethel and Miss Hardbroom make sure that Julie's first day teaching art, as Cackles first nonmagical teacher, is a humiliating disaster. Mildred's furious at the injustice and steals the confiscated Wishing Star, vowing to make her mum equal - by giving her forbidden magic.





Episode 03

Magic Mum

Julie has no idea how to control her amazing new magical powers and Mildred realises she's made a terrible mistake. She's terrified Julie's secret will be discovered and they'll both be thrown out of Cackles... but Julie's having way too much fun to give up her forbidden magic now.



Episode 04

The Swamp Troll

Full of bitterness and resentment, Ethel is casting spells in anger – and slowly turning into an ugly swamp troll. Transformation complete, Cackles is in uproar at this hideous creature and Miss Hardbroom banishes Troll Ethel to the forest. Is there still a shred of kindness inside Ethel which can save her, or is it too late?

Episode 05

The Owl And The Pussycat

Let down by her parents (again) Enid is feeling blue but she finds a new purpose when Maud's cat, Midnight, starts fading away. The girls discover they need the tears of a Wise Owl to create a rescue potion and it's Enid who pulls off the amazing feat of summoning one. She's able to help Maud and Midnight... forgetting her disappointment and finally feeling better about herself.



Episode 06

The Game

A new Maglet game craze is sweeping the academy – and everyone's hooked. Soon the girls are fighting over it, then their magic begins to disappear... followed by the girls themselves. Mildred and Maud turn detective, discovering not a dark force at work behind it all, just a lonely second year called Ivy. Mildred falls out with Maud when Maud suspects the disappearances are down to... Julie Hubble.



Season Three — Episode Summaries



Episode 07

Bad Magic

When Julie's magic spirals into destruction, Miss Hardbroom forces Mildred to face grim reality – her old friend Indigo, turned into a stone statue after similarly losing control. Mildred saves Julie from the same fate by using a rare magical lichen, and rescues all the vanished people from Julie's model. Julie forsakes magic and leaves Cackles, while Mildred is on her last chance – and now the keeper of Miss Hardbroom's darkest secret.

Episode 08 The Cackle Run

Mildred's woken with a crash and a bang as someone explodes into her room. It's Indigo Moon. The potion Mildred used on Julie was so strong it also released Indie from her stone statue exile. This girl is a magical whirlwind, Miss Hardbroom's worst nightmare, and soon wreaking havoc at Cackles. How is Mildred going to keep her secret?





Episode 09

Starstruck

When Indigo disappears after being humiliated by Miss Hardbroom again, Mildred and Maud track her to a TV talent show in a nearby city and wangle their way into the studio. Afraid Indigo's about to reveal magical secrets to the outside world, they must persuade her to return with them. Will they convince Indie and get back to Cackles before they're found out?



Episode 10 Finding Joy

When Mildred masquerades as Indigo's lost friend Joy in a bid to cheer her up, Miss Hardbroom is soon onto them and Mildred's trick is revealed. Indigo is betrayed - is the girls' friendship damaged beyond repair?



Episode 12 Witch Switch

When the second years collect a rambler instead of a wizard-registrar to conduct Miss Bat and Mr Rowan-Webb's wedding, the day looks set to go horribly wrong. But with the aid of Clarice's puppet spell and a little help from Julie, the ceremony goes ahead as planned, until Ethel tricks Mildred into helping her steal the Great Wizard's wedding gift, a Wishing Star, then keeps it for herself.



Episode 11 The Broomstick Uprising

Mildred uses a re-animation potion on an old broom to help her sweep up faster – but her thoughtless treatment leads to a broomstick rebellion. Mildred is taken prisoner and only released after helping to fix the brooms – which return the favour and save the day for Indigo in a daring flying display after she looks set to fail her exam.



Episode 13 Ethel Hallow To The Rescue

Cackles is in the midst of a huge storm, with an evil version of Indigo up in the clouds threatening to destroy the Academy - unless they hand over Miss Hardbroom. It's Ethel who bravely steps forward to save the school... until Mildred guesses the truth. Ethel used the Wishing Star to make herself a hero, the whole thing is a setup! When Ethel loses control of Evil Indigo and all looks lost, help arrives in a surprising form.



Episode 01
The Three Impossibilities

When a botched potions experiment leaves Mildred with a whole new look, her only chance at reversing the spell or being stuck that way for good is by completing The Three Impossibilities, before sunset. But kind-hearted Mildred chooses to rescue new first year Izzy Jones instead and finds herself entering the head girl race by popular demand – competing with arch rival Ethel Hallow.



Enid's attempt to help Mildred win her first head girl challenge (create your Familiar Auxiliar, or spirit animal) backfires when she summons Gertrude the Great, Cackle's first ever head girl, to lend a helping hand. Mildred is in serious jeopardy when Indigo discovers the terrible truth about Gertrude the Great Deceiver. She's a Hallow, hell-bent on sabotaging Mildred so Ethel can win the challenge.





Episode 03
Happy Birthday, Indigo Moon

Indigo's birthday triggers a shocking change as she begins to transform into her true age. Discovering her mother has been searching for her ever since she disappeared, Indigo is desperate to stop this process – afraid of losing half her life. Fighting to save Indie, everyone is horrified when Miss Hardbroom disappears her - but Indigo is reunited with her mother, back where she truly belongs.



Episode 04 ENID NIGHTSHADE, SUPERSTAR

Enid is faced with a big decision – complete her studies at Cackle's or join her family's magic show. Worried about losing her friends, she casts a smarts spell to help Mildred win The Great Debate, but it's her sprinting prowess which impresses Miss Hempnettle – and opens up the chance of a whole new sporting future when she discovers she's good enough to compete in the Witch World Games.



Competing with Mildred for the Nature Star badge, Ethel chops down a magical tree to create a spectacular wooden mask. But her violation incurs nature's wrath and a terrible blight descends on Cackle's, while Ethel begins to turn into a tree. It's Mildred who saves Cackle's and Ethel by using the seed-badge to grow a miracle new tree in the sparkling sap, while Ethel learns to respect nature.



Epis Maud' Sharin

Sharing a room with Felicity makes Maud feel frumpy and dull – especially when Mildred appears to choose Enid as her deputy. Discovering Felicity's secret coolness potion, Maud transforms herself, winning new fans but turning into a total diva. When the potion wears off at Ethel's party, humiliated Maud is devastated, until Mildred reminds her







Episode 07 The Crystal Lake

When Mildred's new friend Jessica promises to help her see into the future in the Crystal Lake, Mildred sets out to meet her and discover if she'll become head girl or not. But Jessica turns out to be an old crone, keen to steal Mildred's magic. Mildred is rescued but forfeits her head girl badges in shame, leaving her lagging far behind Ethel in the race.



It's the qualifiers for the Witch World Games but Enid's in turmoil at Miss Hempnettle's betrayal. Miss Drill is adamant that the best revenge is for Enid to crush Miss Hempnettle's star runner on the track so they set about creating a new speed potion. In spite of foul play from Miss Hempnettle, Enid triumphs in her portal race, leaving Cackle's for good to pursue her sporting dream.





Episode 09

Mildred The Detective

With a magical prankster at large, Ethel and Mildred are tasked with finding the culprit as their next head girl challenge. Drawing blanks, Mildred and Maud discover that Azura has cast a spell and accidentally detached her own shadow, now hell-bent on causing mischief. Mildred helps Azura banish the shadow and takes the rap for all the mayhem, losing the problem solving badge to Ethel.



Episode 10 A Witch In Time

Desperate to win the Head Girl Triathlon and stop her terrible vision from coming true, Mildred must beat Ethel at chanting, broomstick flying and familiar agility. Failing the final badge, Mildred has no choice but to rewind time using Mr Daisy's Loop Spells. Her efforts end up causing serious injury to Maud. Reversing the day one last time, Mildred heals Maud and finally triumphs – but at what price?



Episode 12 The Witching Hour Part, 1

Mildred's final head girl challenge, spell design, goes disastrously wrong, causing Miss Cackle to shatter into shards of glass. Horrified Mildred is despatched to Wormwood, a grim place for reject witches run by the terrifying Miss Splinter. Helped by Maud and rebel inmate, Carmilla, Mildred escapes, returning to Cackle's just as evil Agatha manipulates Ethel into helping her seize power.



Episode 11 Grounded

Taking a break from Cackle's at Izzy's farm, Mildred is horrified when her magic starts to misfire. Discovering she needs a Grounding Stone to re-boot it, Izzy's dad Spike sets about making one, using the power of a passing comet. But their efforts fail and all seems lost, until they discover Mildred's true family Grounding Stone, given to Spike long ago by... Julie Hubble. Mildred's magic is restored.



Episode 13 The Witching Hour Part 2

When evil Agatha tricks most of Cackle's into vanishment (a dark place full of rubbish) it looks like Mildred's vision has come true. Agatha's victims will be recycled at midnight unless the Great Wizard surrenders his power to her. In a race against time, Mildred and co, helped by a contrite Ethel, restore Miss Cackle, banish Agatha and rescue everyone, while Mildred is finally declared head girl.

ildred Hubble









Mildred joins year three with a new swagger and confidence. She's learnt that she comes from an ancient witching family, and that has made her feel that she truly belongs in Cackle's, possibly for the first time. (It's also brought her acceptance from her peers). But maybe it's gone to her head a little - does she now think she knows better than the teachers and the Witches' Code? But even when she breaks rules, she's still the same Mildred at heart - she does it for the best reasons, and always to help others. And of course, her decisions invariably lead her into magical mayhem before she finds a way to put things right.

> She remains as clumsy, positive and loyal as ever, and along with her best friends and cat Tabby by her side, she also acquires a lost dog, Star. Nothing seems to dampen Mildred's enthusiasm; she may fall down (a lot) but she'll always get up with a spring in her step. This series sees her realise that her relationship with her mum is changing - but it's not growing apart, its growing up. And no sooner has she begun to take more responsibility for herself than she becomes responsible for someone else, in the shape of new pupil Indigo Moon.



nid Nightshade









Enid started school with a bang in the first year, but by finding lasting friendships, she calmed down a little. Her early rivalry with Maud has dissipated and now the two of them often find themselves in agreement, especially when it comes to Mildred's odd behaviour - although they have very different approaches to fixing things. Enid continues to be the first one ready with a prank or an illicit potion, and this year almost brings about disaster for Ethel with a fake invincibility potion.

She continues to struggle with her famous parents and feels they don't have time for her, but when this leads her into a quest for a magical owl she learns that parental love can come in different forms - and that she always has her Cackle's 'family' to fill in the gaps.





aud Spellbody









Maud has been a brilliant friend to Mildred over the past two years. She's guided and helped her but just occasionally been a bit too quick off the mark to put the stopper on Mildred's imagination. Maud enjoyed her role as head of year, but felt under pressure all the time. It's especially tricky to set a good example when you're friends with Mildred, and quite frankly most of the time she'd rather be on the Mildred rollercoaster than being perfect.

This year, Maud and Enid become more of a unit as they share concerns over Mildred's overconfidence and bad decisions.

And for the first time, Maud and Mildred really fall out. Of course, Maud turns out to be right, and Mildred's failure to listen puts Maud, Enid and others in danger – a reminder for Mildred that Maud always has her best interests at heart, and is always worth listening to.



E thel Hallow









The Hallows' name is mud following Ethel's role in the Founding Stone disaster. It's Ethel's worst nightmare come true – not even the teachers are impressed by her now, and the other girls are no longer under the spell of her grand reputation. Esmerelda has left for a feepaying school – 'to get away from the shame of being my sister', according to Ethel – and worst of all, Sybil returns to school heroworshipping Mildred Hubble!

Being Ethel, she deals with all this by focusing not on how she can improve herself, but on how she can make Mildred Hubble look bad – of course, it's all Mildred's fault. As year 3 continues, Ethel will become increasingly fixated on the idea that everything would have been different if only she had saved the school instead of Mildred – the catalyst for a whole new disaster in the series finale.





zzy Jones

Izzy, 11, is enjoying her first year at Cackle's, part of the first intake of students from a non-magical background. Brought up mainly by her dad, Izzy grew up something of a loner, realizing she was different from other girls but happy in her own company. She spent any spare time she had with her head in a book, lost in her own very vivid imagination – or with her beloved pets (Izzy's always rescuing waifs and strays). She's a bit of a daydreamer, who has been making up witch stories and potion recipes every day since she was tiny. So Izzy is overjoyed to have found a place like Cackle's – but the huge gothic pile is in stark contrast to her cosy, messy farmhouse home. She finds herself feeling homesick for dad, Spike, and all the animals – and a bit like a fish out of water. Izzy is fearful she's not worthy of the coveted place she has won,

that she's not good enough – or will be 'found out'. While her book-learning and application are not in question (Izzy is a very diligent and conscientious student) her wobbly confidence and 'first time away from home' nerves are not helped by the fact she's not brilliant at the practical side of witching – yet. Worst of all, she can't seem to get the hang of flying - a must for any witch. But determined Izzy won't give up.

Her main problem is that she doesn't like to ask for help. Like everyone else, she sometimes doesn't know what to do – but would rather struggle on alone than admit she could use a hand. Proud Izzy's missing a key element of witching – that witches are stronger when they work together. And then she meets Azura Moon... new best friend and, like Izzy, from a non-magical background. Suddenly Izzy's got someone to share her worries with... and as if by magic they start to slip away. Life at Cackles suddenly stops seeming like some scary test and turns into an exciting adventure – who knows what will happen next?







Azura, 11, is wide-eyed and wonder-filled by everything she discovers at Cackles. She's a bright, funny, non-magical girl from a non-magical family who is keen to blaze a trail and learn the ways of witching. She has the occasional flashes of sparky uncontrolled brilliance once seen in mum Indigo - but is far less rebellious and maverick, although she does share a stubborn streak. Where Indigo was something of a lone-wolf, driven to push boundaries - Azura is from a stable and loving family. She's very proud to be the first Moon to learn witching, and determined not to let them down after all the help they've given her. Azura complements her best friend, the quieter and less confident Izzy, perfectly. She's bolder

and braver, mischievous by nature and a lover of practical jokes.

Largely good-natured and with a long fuse – Azura can explode in fireworks if sufficiently provoked.

She's also not very keen on animals... something Izzy is determined to 'cure'. Azura's enquiring mind has always been encouraged... she's been brought up to ask questions, something which can occasionally bring her into conflict with authority. We may expect her to go head to head with Miss Hardbroom... but Azura likes her immensely, loves what she can learn from her - and finds her strict old 'funny ways' amusing rather than intimidating. In turn, Miss Hardbroom finds Azura... perplexing and often annoying - but can't help but warm to her friendly, generous outgoing nature.



Penella Feverfew



Fenella, 13, is in her third year at Cackle's and the unrivalled leader of her coven, the Feverfew Fiercer Few. She's the most popular girl in her year, with her quick wit, effortless style and undoubted witching ability. She also has a knack for knowing everyone's name and for making them feel they're her best friend. Charm personified, she has everyone saying 'yes' before she's even asked them the question. She's academically gifted but unlike Ethel Hallow, doesn't need everyone to know. She's a get-up-and-go sort of girl, an ambitious high achiever - the kind of witch whose zap-chat account shows her mixing six different potions before breakfast without a hair out of place. Fenella makes living your best life look easy. But beneath this

super-friendly exterior, there's a rod of steel.

Being at the top of the social tree isn't easy and she can't afford to let anyone threaten her position - or the high status of her coven. So when she has to eject some of the worst witches in the year, namely Beatrice, Clarice and Sybil, she'll do it with a sad smile and words of regret, but there's no way she's changing her mind. Fenella rarely loses her temper, but those three really stretch it – and often find themselves the subject of her famously acid remarks. Fenella probably has nightmares about them and their persistent efforts to get back into the coven. Ultimately she's great with people as long as they fit in with her way of

doing things. Her reserves of patience are limited,

however - it's Fenella's way or the highway.

ndigo Moon







Indigo, or Indie to her friends, crashes into Cackle's midway through the series, and provides strong competition for the title of Worst Witch. We first hear of her when Miss Hardbroom recalls the traumatic events of her own youth – when she gave her non-magical best friend magic, unwittingly causing her to turn to stone. And that's how she's stayed for the last 30 years.

Mildred Hubble's actions free Indie from petrification, despite warnings from Miss Hardbroom not to do so. Mildred finds herself responsible for this wild, irrepressible, rebellious spirit who loves magic but hates the constraints of the Academy and its Code. Having grown up without parents, Indie has learnt

to fend for herself and not rely on anyone else – so her journey is one of realising that the Code and its message of only doing magic to help others brings its own rewards. Coming from a non-magical background, and having used her magic irresponsibly in the past, Indie has a fight on her hands to prove that she is fit to stay in the Academy. Just when it looks like she's succeeded, she discovers that Miss Hardbroom, her most hated teacher, is actually her old friend Joy all grown up – and her anger makes her flee the Academy. When it turns out she's actually the only one who can save it from disaster, can Mildred find her and bring her back in time? And will Indie put herself in danger to save a place that she's convinced doesn't want her?

Mabel Tapioca







Mabel is Miss Tapioca's daughter. She is angry with her mum for separating from her dad, who she hero-worships, and this has manifested as bad behaviour in her old school, from which she's been expelled. With Beatrice's help, Miss Tapioca gets Mabel a place at Cackle's, but Mabel can't bring herself to say thank you and soon the same problems begin, as she launches her own tuck shop selling witchy sweets, partly to make money but mainly to get under her mum's skin as she goes into competition with the dining hall. Yet deep down she just wants things to be like they used to be with her mum, and she resents the closeness that Bea seems to have developed with Miss Tapioca – causing a rivalry between the two

girls. After a Mabel prank nearly messes up Mr Rowan-Webb and Miss Bat's wedding before the date's even been set, she learns to work with Beatrice and her mum in creative disharmony.

elicity Foxglove













Super shiny Felicity loves the life of a glamourous witch and wants to be just like Miss Pentangle. Appearance is everything to her and she doesn't care if you think she's shallow - you're just jealous. Her biggest aims are to be popular and fashionable, and since year two, she's become a major witch influencer - the editor of The Daily Bubble, always first with news and gossip as to what's going on in Cackle's. No-one is safe from Felicity's maglet blog and she adores the attention she's getting. Perhaps that's why she no longer feels the need to tag along with Ethel - and anyway, as the most fashion-conscious witch, she's the first to realise that Ethel is so last year. This is the year that Felicity really stands on her own two feet.

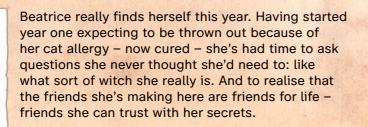
eatrice Bunch











So this term she bonds (after a sticky start) with Miss Tapioca, and develops her creative skills as a cookery witch. And she tells Miss Tapioca the truth about her background - she lost her mum some years ago, a fact she's always found easier to keep to herself. Miss Tapioca encourages her to tell Sybil and Clarice, and when she does it brings them

closer together than ever. But that doesn't stop hapless Bea being the member of the trio who tends to act first, think later, causing all sorts of magical chaos, from making truth cookies to turning Miss Drill's cat into chocolate cake...

Sybil Hallow









Delicate Sybil Hallow is a sensitive soul. She's scared of her own shadow, a real worrier, and over the summer she's convinced herself that the whole school will be blaming her for the Founding Stone disaster. That's why she returns with a new look based on Mildred's own unique style - a way of marking herself out from her sister Ethel (and antagonising her). It doesn't last, but it's actually the first step for Sybil in marking out a little independence for herself. This will later be made manifest when she's the one who saves Ethel from a deadly curse, and glimpses a scary future using a foresight spell - but learns not to fear it.

larice Twigg











Clarice is the super-brain of the second year. She is home-schooled with an encyclopaedic mind, but sadly she's let down by her lack of social skills and is forever losing marks for poor communication. She's tricky to talk to and has no idea how funny she is. Her curt and matter of fact responses stun the girls, and sometimes get her into trouble. She has no filter, even when she's talking to Miss Hardbroom.

Making friends with Beatrice and Sybil has gradually helped to break down her brusque exterior, yet she still sometimes feels a little apart from her two friends. This makes her vulnerable to a manipulative Ethel Hallow, who convinces her that she's a

prodigy that she, Ethel wants to mentor - when in fact Ethel just wants a dogsbody to do her dirty work for her. Clarice will have to find the confidence to stand up to Ethel, and later, this always-calm and capable kid will begin to realise that she doesn't have to solve every problem herself - it's OK to seek help from someone older and wiser.

iss Ada Cackle









Miss Cackle is Headmistress and owner of Cackle's Academy for Witches. Witches are matrilinear and there have been Cackles running the Academy in the very same castle for centuries. A biscuit-munching, cardigan-wearing, catloving middle-aged woman, Miss Cackle appears much less threatening than her severe deputy, Miss Hardbroom. But don't take her more relaxed attitude for weakness - if you cross her, you'll know about it! After the school's magic was nearly wiped out by the Founding Stone disaster last term, Miss Cackle knows that the Great Wizard will be keeping a closer eye on the school than ever before.

> And she recognises that Mildred Hubble is on a knife edge - she could become an amazing witch, if only her growing reputation doesn't go to her head. She takes a big chance on Mildred knowing that she risks the repeat of a tragedy that befell Miss Hardbroom three decades earlier. But this turns out to be the first step in changing Cackle's forever - and for the better.



iss Hecate Hardbroom









Deputy-head, Miss Hardbroom is tough but fair - in her own mind, at least. She's had an austere upbringing and is actually rather lonely and, some might say, repressed. For her, witchcraft is all about strict traditions and sacrifice. She feels it's vital that the pupils are taught within this framework, demanding high levels of discipline, commitment and hard work from her students. "If you cannot control yourself, you cannot control magic. And if you cannot control magic, magic will control you."

Her approach to magic is sober, humourless and respectful. "Remember girls, magic has consequences!" This year, we find out why. Miss Hardbroom has a secret she shares with Mildred - the story of a brilliant and fun-loving young witch who thought the rules did not apply to her (a girl very like Mildred Hubble). She befriended a non-magical girl and gave her magic – but the girl had to pay a terrible price and HB has lived with the guilt ever since, shutting out all joy and love in the process. This year, she gets a chance to make amends. But can HB open her heart enough to do so? It's the start of an ongoing journey which will see this most emotionally walled-off character become substitute mother to Indigo Moon...





Build that girl a gingerbread house!

you don't say, sarcastic!

r Dardanelle Daisy / Spell Science Teacher



Mr Daisy is Cackles geeky new Spell Science Teacher. He LOVES spell science. When it comes to his subject he's a total nerd who assumes everyone else feels as passionately about it as he does. He's kind-hearted, trusting, jolly and generous, making him a great target for pranks and practical jokes... something he's suffered a lot of in his life. He is in fact more resilient than he

might first appear, with a healthy self-deprecating sense of humour. He is also incredibly patient... which comes in very handy with his slower pupils. He doesn't mind explaining something a hundred times – as long as that pupil gets it in the end.

Mr Daisy hasn't had much to do with the opposite sex – they remain something of a mystery to him – so Cackles may not initially seem the best posting for him. Physically he is quite awkward and clumsy and this often causes him to end up in embarrassing situations, made even worse by the fact he is also prone to blushing. Mr Daisy has a unique charm all his own – but is oblivious to the fact and remains blissfully unaware of Miss Tapioca's growing affection for him.



iss Arabella Hempnettle/ Sports Teacher



Arabella is impressive – both on the pitch and off, tall and strong with an athletic physique. Striding confidently about Cackles like she's been there forever, she makes a fearsome opponent. A tough task-mistress, she really puts the girls through their paces - but they love her! Because firm but fair Arabella also has a surprising sense of fun – and a very loud laugh. Her imaginative lessons seem to zip by in a flash – and she's determined to get the best out of everyone, whatever their talents. Arabella has a very hearty appetite. She also sleeps like a top, untroubled by matters of conscience. After getting off to a bad start, Enid will grow especially fond of Arabella when she declares her a future sprint star in the making, coaching Enid with a special

training programme for the Witch World Games.

The only person not happy to see Arabella is Miss Drill. Turns out she's her ex best friend and sporting rival, the one who caused Miss Drill's career-ending injury (Arabella swears it was an accident, Miss Drill swears she was pushed on purpose). Either way, Arabella got the glory instead, robbing Miss Drill of her gold medal – and the pair haven't spoken since. But Arabella has a secret agenda; she's turned up at Cackles in search of Miss Drill's secret speed potion. Just how far is Arabella prepared to go to get her hands on it?



iss Gwendoline Bat









Chanting and Witchory mistress, Miss Bat is... old. Nobody knows quite how old - or dares to ask - but witches are extremely long-lived, barring accidents. Vague and easily distracted, Miss Bat is the perfect teacher from the girls' point of view as they can easily get out of boring chanting practice by running rings round her.

But there's more to Miss Bat than meets the eye. She has a colourful witching history of her own and was once famous witchworld-over as the chantsmith Esper Vespertilio. This series, she will find herself looking forward to long-awaited happiness with Mr Rowan-Webb – there's a wedding on the horizon! (A wedding which will be anything but smooth...)

r Algernon Rowan-Webb









After living in a pond for 30 years, Mr Rowan-Webb is fully integrated into life at Cackle's and enjoys being the only wizard - one reason that his nose is put out of joint every time the Great Wizard comes to visit (cue many prickly comments from Mr R-W). Mr Rowan-Webb is an easy-going teacher - he's inspirational and fun, and someone the young witches can approach. He hasn't completely lost all of his froggy ways - being a frog for thirty years means he's still partial to the odd insect snack now and again. Mr Rowan-Webb enjoys companionship with Miss Bat, but often finds himself in her bad books. He's terribly crushed when, this series, he proposes and she turns him down - only to later find out this was due to some magical interference from Mabel and Miss Tapioca...

iss Dimity Drill











Miss Drill is in charge of flying, games and all-round Physical Education. This is a very important subject, as witchcraft can be physically demanding - fitness and strength are vital. In body, she's incredibly strong - all that exercise has paid off, as anyone who takes her on will discover to their peril! She's endlessly chirpy and enthusiastic, one of the school's less intimidating teachers, and might perhaps be the first port of call for a girl who's got herself into a troublesome situation.

We'll see this year how popular and trusted she is, especially whenever the second years are in trouble (and there's a near-mutiny when it's mistakenly believed that she's been fired).

Miss Tapioca







The food at Cackle's Academy has a reputation for being pretty disgusting. Not only are the kitchens in the basement meaning the food is always cold by the time it's served up, it's never something worth waiting for anyway. At the helm is long-standing and long-suffering cook, Miss Tapioca – who has questionable personal and food hygiene standards to say the least. A big believer in 'waste not want not', she's become accustomed to chucking anything and everything in a pan and calling it a 'special'.

But woe-betide anyone who questions her recipes – she sees nothing wrong with her food and can't abide suggestions. She's straight talking and a bit rough around the edges, but deep down she'd like to be

recognised for her talent. It's not easy being in a school of gifted witches and made to feel you're down the pecking order. Miss Tapioca is a firm believer her role is essential in strengthening the girl's bodies and wouldn't mind a bit of gratitude once in a while. This year we find out what's behind her short-tempered manner and her inferiority complex – her sadness that her daughter, Mabel, has rejected her in favour of her estranged dad. Miss Tapioca finds a surrogate daughter in Beatrice – but despite pulling out all the stops with Mabel, she can't seem to get through to her. Will mum and daughter ever be reunited?

Ms Julie Hubble









Mildred's mum is someone who's always had her head in the clouds searching for a better life, but her feet have had to be firmly stuck in reality. She's creative and artistic, and travelled a lot in her early twenties. After a failed relationship with Mildred's dad, her life became less about discovering the world and more about making sure Mildred had everything she could ever want – even if this isn't in her sights just yet. She's always taken the world at face value, but all of that has been thrown into doubt by the discovery that she was meant to be a witch, but for an ancestor sacrificing her family's magic many centuries ago.

While Julie makes out she's not bothered, Mildred is convinced that she is – and so takes her own steps to make Julie a witch. Miss Cackle tries to head this off in a surprising way – by offering Julie a job as art teacher – the first non-magical teacher in Cackle's history! Mildred is delighted at first, but when she sees Julie repeatedly humiliated as an outsider by Ethel, the other girls and finally Miss Hardbroom, Mildred casts a forbidden spell to give Julie magic and make her equal. This will set them both on a course for disaster – one which is only narrowly averted. It's a journey on which Mildred and Julie must learn that although they may be living two very different lives, they will always be together at heart.





That's the tip of the toadstool

- that's the tip of the iceberg







Garden

Old cauldron
- like old noggin



he Witches Code

In our witching world, there are three rules that all witches must abide by.

- · Do your duty
- · Serve the greater good
- · Keep the secrets of the Craft

These rules were written down in stone from the days of Merlin and Morgan le Fay. The witches of today are comparatively benign but making tough choices is often an important part of being a witch.

As seenn on:



NETFLIX



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