

Local Business Success: Learning Through Drama

Hetty Beetham had dreamed of becoming a primary school teacher from the age of 7, eventually she fulfilled that dream. She worked as a primary school teacher for 8 years and loved it. During this time Hetty helped to set up an independent school and became a healthy schools consultant, she really enjoyed the business side of these experiences, such as planning her own time and marketing a service, this coupled with Hetty's strong belief in creative learning led her to setting up her business, Learning Through Drama as a sole trader. During her time as a teacher, Hetty found that children did better in subjects where drama was used to assist in their learning so her business idea was to provide a service to schools by providing drama days.

Learning Through Drama has now been up and running for over three years and Hetty has worked tirelessly to develop and grow the business, moving away from drama days and concentrating on after school workshops and academies' as well as offering children the opportunity to work towards the London Academy of Music and Dramatic Art (LAMDA) awards through speech and drama tuition. Learning Through Drama students can expect to learn skills that will benefit them throughout life, such as communication, team working and presentation skills as well as gaining self-confidence. The business went Ltd in September 2008 and Hetty now employs 9 members of staff including 5 fully qualified teachers, 2 administrators and 2 assistants. "One of the hardest parts of taking on employees was letting go and letting other people in".

Before starting in business Hetty attended a free Introduction to Starting in Business training session, which is part of the Business Skills Training Programme offered by Amber Valley Borough Council and Business Link. "The training confirmed a lot of things for me but also raised my awareness and threw up questions about issues I hadn't thought of, so afterwards I arranged to meet a Business Link advisor who was fantastic". Since starting her business Hetty has joined the Chamber of Commerce, she entered their business awards and was a finalist in the 'Most Promising New Business' category, a tremendous and well-deserved achievement.

To find out more about Learning Through Drama visit: www.learningthroughdrama.co.uk

Or contact Hetty by telephone or email:
01773 828724
Helen@learningthroughdrama.co.uk

If you would like to share your success story please contact Jane Bexon at Amber Valley Borough Council on 01773 841484.



Amber Valley Business Skills Programme

Amber Valley Borough Council and Business Link are working together to provide training for pre-start and new business locally.

Deciding to Start & Business Planning

02/12/08	9.30am-4.30pm	Town Hall, Ripley
15/01/09	9.30am-4.30pm	Genesis Centre, Alfreton

Deciding to Start will give overviews on: Business Planning, marketing, operations, cashflow and profit projections. Business Planning will take you through the key items you should be detailing in your business plan and you will go away with a proforma to help develop your own

Sales & Marketing

09/12/08	9.30am-4.30pm	Town Hall, Ripley
22/01/09	9.30am-4.30pm	Genesis Centre, Alfreton

Marketing is the importance of attracting and retaining customers' spending power. The course includes, research, competitive advantage, advertising and promotion, a detailed marketing plan, sales techniques, and your own selling plan

Financial Planning & Managing Money

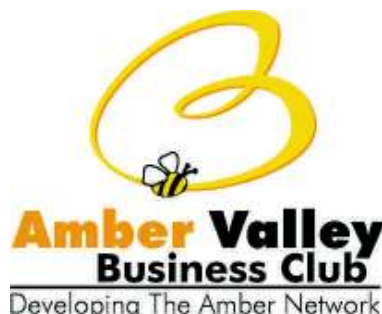
16/12/08	9.30am-4.30pm	Town Hall, Ripley
29/01/09	9.30am-4.30pm	Genesis Centre, Alfreton

Financial planning and control helps to increase the chances of business success. Topics covered include costing, pricing, marks-ups versus margins and break even. Monitoring your businesses finances is also an essential part of running your business we will show you what basic financial records need to be kept and how and also explore your legal obligations.

**To book your FREE place please call Jane Bexon at Amber Valley Borough Council:
01773 841484**



Networking



The Amber Valley Business Club provides a structured, supportive, business environment in which business people from Amber Valley and the surrounding areas can get together to network. This is an ideal opportunity to promote your business and services to others, or if you want to chat with other people to pick up ideas and contacts.

Next Meeting:

Date: Wednesday 14th January 2009

Time: 6.30pm - 8.30pm

Venue: Belper Town Football Club

A buffet will be provided (please state any dietary requirements at the time of booking), to book your FREE place, please contact Jane Bexon.

Telephone: 01773 841484

Email: jane.bexon@ambervalley.gov.uk



Annual Christmas Networking Event

Erewash Partnership Ltd in association with Learning & Skills Council

Date: 5th December 2008

Time: 11.30am - 2.30pm

Venue: The Arena, Ilkeston

To book your free place please contact Erewash Partnership Ltd:

Telephone: 0115 9443944

Email: carol@erewash-partnership.com

Business Advice

Amber Valley Borough Council works closely with Business Link to offer pre-start, new and existing businesses local one-on-one business advice services. Two business advisors are based in the Town Hall in Ripley.

George Thompson specialises in helping people that are thinking about starting a business, or that have been in business for less than 12 months, while Paul Davy specialise in helping businesses that have been running for more than 12 months.

If you would like to discuss your ideas and plans in complete confidence with a friendly, impartial professional, please contact Jane Bexon from Amber Valley Borough Council on 01773 841484 to find out how to make your appointment today.

Business Funding

Amber Valley Borough Council is currently running three grant schemes for businesses based in Amber Valley.

- Shop Front Grants
- Resource Efficiency Grants
- Commercial Space Green Grants

The maximum grant for each scheme is £10,000 and can contribute towards up to 50% of eligible costs.

Examples of projects that may be funded are:

- Shop front improvements such as signage and brickwork
- Low energy lighting
- Efficient boiler systems
- Insulation

To find out more and to request an application pack please contact the Allison Rose on 01773 841520 or allison.rose@ambervalley.gov.uk

Business Opportunities

To find out what new contract opportunities are currently available from local authorities across Derbyshire visit the Source Derbyshire website at www.sourcederbyshire.co.uk.