



# Case in Point

## Creativity and self expression through drama at 'RedTie Theatre'

### Drama teacher plays to her strengths.

Drama teacher Helen Reading took on a new leading role when she left her job at a high school on the Isle of Wight to set up her own theatre company.

'I love teaching but I was becoming disillusioned with the restraints and politics involved in my job,' she explained. It was after she set up a youth theatre for her local arts centre that her self-employment plans crystallised.

'I realised that I could fulfil my ambition of teaching a subject that I love to people of all ages who not only want to be actors but also to learn life skills, build their confidence and be creative,' she said.

Newport-based Helen eventually took the plunge, left her job and in July 2006 started her own company, RedTIEtheatre. She sought help from Business Link after reading about its services in her local paper, and used the Women into Business service, had a 1-to-1 clinic and attended a number of seminars.



**Helen Reading and her pupils in action**

'I've received masses of practical advice and taken advantage of many networking opportunities,' she said.

She has benefited financially, too, after her Business Link adviser put her in touch with the local organiser for Leader+ from which she secured an Island Enterprise Grant of £500.

The business link service is available locally and provides the information, advice and support you need to start maintain and to grow a business.

**For more information call 0845 600 9 006  
or visit [www.businesslink.gov.uk/southeast](http://www.businesslink.gov.uk/southeast)**





### Free advice and support

'The support I've received has helped me to be more confident in my approach to growing my business, knowing I could get advice whenever I needed to,' she said.

'As your own boss it can be hard maintaining a positive attitude and learning to promote yourself but with Business Link's continued contact and support it's so much easier.'

Helen runs two Saturday youth groups for 9-19 year olds and will soon be starting an adult section. She also goes into schools and runs workshops on virtually any topic –from A level studies on Shakespeare to anti-bullying through drama. In addition she acts, directs and writes drama pieces for performance.

### A full house

In the last 18 months, RedTIEtheatre has devised and performed three youth plays which have enjoyed near full houses at the Quay Arts Centre, Newport.

'RedTIEtheatre is about encouraging creativity and self-expression through drama,' said Helen. 'I love what I do and I'm in my element!'

#### Company overview

Established:	2006
Sector:	Theatre
No. of employees:	1

[redtietheatre@hotmail.co.uk](mailto:redtietheatre@hotmail.co.uk)

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