

Flexible working is best for all

Family business

BELINDA White lives in Brunton Park with her husband Will, a software engineer, and their children Katie, seven and Daniel, three.

Belinda started arttia creative in January 2008, which is a full-service design and marketing agency, available to clients seven days a week and offering more than two decades of experience.

I STARTED arttia because I wanted to be able to offer my wealth of experience in design and creative marketing to new business start-ups and to small local companies who would benefit from someone who has worked for Blue Chip brands on a national level.

Also, it was becoming clear that new businesses needed assistance utilising new media and new technology to develop their business, which we can do in a creative way.

I also wanted to be able to balance time with the family and with building a business that proved flexible working is beneficial to all.

With having young children, the best way for me was to work flexibly; I have the professional experience and the latest technology which enables me to do this quite easily.

Before I had children, I was employed as a graphic and website designer and I have worked for variety of design and advertising agencies throughout the UK.

When you work for yourself, you enjoy greater flexibility and always being available for clients and their projects is a plus. It's you who sets the times when you work and when you need



IN CONTROL Belinda White, who runs a creative marketing agency from home, with son Daniel

to be around for your family.

Having children has helped me empathise, communicate and to have a clearer perspective.

Being a self-employed parent doesn't really present any major challenges, other than not enough time in the day, but I think that applies to anyone running their own business.

It's great being able to react to the daily demands of family life. For me, being there for my young children is important.

For anyone who is thinking of starting out on

their own, I'd say make sure you write a thorough business plan and that you market your Unique Selling Point to your target audience.

Always persevere and be positive. Have a defined goal or vision to aim for, and get support from all the members of your family.

In the future, I'm planning to continue with a great work-life balance and to build a business that enables other North East businesses to be successful.