

Sharon Boyd -

Background

Sharon Boyd was one of the first people to take on a Baby Sensory franchise when she started her classes in January 2007. "I attended the classes, run by Baby Sensory founder Dr Lin Day, in Andover with my son Harvey. The classes were always busy and there were new and exciting activities to experience each week. I knew that parents in other areas would enjoy Baby Sensory as much as I did."

Sharon is a qualified massage therapist who had previous experience of running her own business. She runs her Baby Sensory classes in Basingstoke, Hook and Alton and has over 140 parents and babies attending her classes every week.

How do you find running your own business?

"When I first took on total responsibility for the Baby Sensory franchise I was extremely nervous. With a different lesson plan every week there was a lot to learn, particularly given the emphasis Baby Sensory place on the baby development elements of the programme. Each week I had to find time to promote my classes and learn the new lesson plans as well as looking after my own family."

"It is however also extremely rewarding. I love running the classes and parents who attend are always telling me how much they enjoy the activities each week. Now that my business has really taken off I also feel extremely proud of having set up my own successful business."

What impact has the recession had on your business?

"My Baby Sensory business has continued to grow during the recession and most of my classes are full. I get a regular flow of new enquiries and I have opened new classes to cope with this demand. The parents who attend see how the classes help with the development of their babies and they all have a fantastic time. It is just the escape they need from the stresses of bringing up a baby in the current economic climate."