



NAME
GINA FROST

COMPANY
THREE MINUTE THEATRE

TITLE
FOUNDER AND
MANAGING DIRECTOR

WEBSITE
WWW.THREEMINUTE
THEATRE.CO.UK



PROFILE GINA FROST



Gina Frost, 54, from Manchester was a keen theatre enthusiast throughout her life. With a background in musical theatre, Gina was no stranger to the stage. Gina's experience of performing in hotels and writing her own plays gave her an excellent grounding for her job as a teacher of Drama and Theatre Studies.

It wasn't until funding cuts left Gina with her salary severely reduced, that she had no choice but to give up the job she loved to find alternative employment. Gina commented: "I still had a mortgage to pay and the salary that I was offered to continue teaching just wasn't enough to support me and my husband. We couldn't sell our home because of the economic crash and I was genuinely worried about what would happen to us."

Painfully aware that in her 50s, Gina's employment options were limited, she began to consider what her next step would be. Determined to stay within the theatre industry, Gina was thrown a lifeline when she was offered a space to rent in an arts complex, which she knew would be perfect to convert into a theatre. This offer was all Gina needed to make the decision to become self-employed and create a theatre business.

Despite all the relevant theatre teaching experience, as well as bundles of enthusiasm, Gina still felt that she lacked the business basics to turn her idea into a profitable

venture. Gina began looking for help with forecasting and figures. She discovered that The Prince's Initiative, part of the Senior Enterprise project, were running a course 'Preparing to Run Your Own Business'.

When talking about her experiences on the course, Gina commented: "The course was very beneficial. It was great to meet other over 50s who were also considering setting up businesses. I also thought the independent learning promoted good practice for running a business."

Since completing the course, Gina's theatre business 'Three Minute Theatre' has taken off. Gina and her husband offer theatrical workshops to people in the local community and she also rents out her theatre space to other theatre companies to hold their productions.

Thrilled with her business venture, Gina is happy to be doing something that she loves every day. Having already hired an apprentice, Gina has grand plans for the future of 'Three Minute Theatre'. She said: "We're hoping to develop the business into a franchise, whereby we have 'Three Minute Theatres' in all different areas of Manchester."

Proving that when offered the right support and guidance, people over the age of 50 can use their skills to turn a negative unemployment experience into a profitable business venture, Gina is an inspiration to other over 50s.

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