

Rachel's Story

Artist and printmaker.

Always wanted to be an artist but didn't know she could actually earn a living from her creativity.

Strong belief that art and creativity are great for wellbeing and bringing people into the area.



Describe your business/work in 20 words

Artist and printmaker, inspired by local landscape and materials; often printing directly on to wood.

Describe what your best day at work looks like

A day when I can be creative, sketching, coming up with new ideas.

What do you love about your work, running a business?

I love that...

- Every day is different.
- I have the privilege of working with so many inspiring and talented people of all ages every single day.
- I have the opportunity to pursue my creative passions within my work.

What are your ambitions for your business?

I have ideas that bring in regular income but then I also want to do more conceptual pieces so it's about getting that balance.

I'd like to see more young people represented in the arts in this area, producing work that is different and challenging.

It's good to have more art around because art makes you feel good. It often reflects the area but showing it in a different way. It brings in tourists who then go and eat in the cafés or stay in hotels.

Which skills are essential to running a successful business?

Not thinking too far ahead because it can be overwhelming. Focusing on what you need to do now, but with an eye to the future.

How do you make a living from your business? What is your business model?

I have different streams of income. I go to a trade fair once a year at Harrogate. This is where I meet shop and gallery owners and they place orders with me for the next year. I get commissions from the trade shows which means I have regular, definite work.

I have an Etsy shop but am in the process of setting up my own website so I can sell my artwork directly to customers.

I use Instagram as a free platform for publicity. Great medium to showcase my work.

If you could work with anyone in the world, who would that be?

Grayson Perry

What does success mean to you?

Knowing that each day I'm going to wake up and do something creative.

Why are you based in the Lakes and Dales?

We moved to the Dales when I was two. I loved living here, growing up here. You can walk the dog right out of the door and have space and freedom. When I was younger, I thought I would go away because that's what everyone does but there's a lot more going on here than I thought.

What did you want to be when you were growing up?

I wanted to do something creative. I thought I'd be an art therapist because I thought being an artist wasn't an option. I am an artist so it is an option!

What do you want to be now?

An artist!

When I was younger, I thought I would go away because that's what everyone does but there's a lot more going on here than I thought.
