

Business Spotlight

I Wanna Be... Role Play Village

Katie Betteridge founded I Wanna Be... Role Play Village after spotting a gap in the market for a dedicated, imaginative space that supports both children and their parents.

Her aim was to create a safe, inclusive and developmentally rich environment where families can connect, play and feel supported.

With beautifully themed, specially imported playhouses and a warm, community-focused ethos, the village offers a unique experience designed to help children thrive while giving parents a moment to breathe.



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As the business grew, Katie approached the Test Valley Small Business Service for support in areas outside her expertise, particularly business development and marketing.

IncuHive provided guidance to help raise the profile of I Wanna Be, strengthen its presence in the community and refine its growth plans.

Access to regular one-to-one conversations gave her confidence, clarity and practical strategies to move the business forward.

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Working with IncuHive has been incredibly valuable. They've brought knowledge and expertise in areas I don't have, especially in business development and marketing.

Their support has helped raise awareness of I Wanna Be, and having someone to talk things through with whenever needed has made all the difference.

Katie Betteridge
I Wanna Be... Role Play Village

Test Valley
Borough Council 

 **IncuHive**

Business Spotlight

www.iwannabe.co.uk

Test Valley Small Business Service

