

**FREE**

WINTER 2009/SPRING 2010

# London Mums



[www.londonmums.org.uk](http://www.londonmums.org.uk)

★ **AMANDA FROLICH**  
"CLONE ME IF YOU CAN"



**ELIZABETH PANTLEY**  
"HOW TO GET TODDLERS  
TO COOPERATE WITH  
NO TEARS"



**NORMANDIE  
KEITH**



"MY BEAUTY TIPS"

**EXCLUSIVE**



**BBC STAR AMANDA HAMILTON**  
"BE A 'RAINBOW' MUM"



# **“This baby’s umbilical cord is still supporting his life”**

The technology of umbilical cord blood stem cell transplants is clearly well established.

Umbilical cord blood can potentially be collected every time a baby is born. This blood contains life giving stem cells. The cord blood can be processed and the stem cells frozen to use as a transplant at a later date, if required.

Since the first transplant in 1988 there have been over 10,000 umbilical cord blood stem cell transplants worldwide to treat 45 different blood diseases. These transplants have mainly been to siblings and other family members.

Umbilical cord blood stem cells are potential life-savers. The priority today is to process and store these cells for use whether it be for tried and tested therapy for leukaemia or for medical breakthrough applications in the future.

**Umbilical cord blood stem cells are truly the gift of life.**

Smart Cells International has been safely processing and storing cord blood stem cells since 2001, and is fully licensed by the Human Tissue Authority.

**[www.smartcells.com](http://www.smartcells.com)**  
Tel: 020 7436 9966

SMART  CELLS™  
*Storing the Stem Cells of Life.*

# Welcome to London Mums Magazine

Dear London Mums



'London Mums' was created a few years ago by a group of new mothers based in London. They felt there was a need to share their experiences, joys and challenges to overcome some issues on pregnancy, breast feeding, weaning, toddler tantrums and choice of the right schools in London.

The London Mums group is run by mums to help each other out and now has become big enough to attract world experts who provide us with free advice. We also provide a platform for women who want to start their own business and for those 'mumpreneurs' with more established businesses looking for networking opportunities. We aim to grow while remaining local and friendly.

This magazine aims to support those mums who feel the need to read in print and complements our already popular website [www.londonmums.org.uk](http://www.londonmums.org.uk). The key to the success of our growing organisation is the mums' interaction and this is why we encourage you to give us feedback as well as send us your SOS if you need our support.

The publication structure follows the various phases of a mother's journey from pregnancy to school challenges. The magazine is full of illustrations by our in-house illustrator and mumpreneur Irene G. Granados. There are plenty of competitions and freebies to be won, too.

We want to dedicate this first issue to Angie Cheng, one of the mums who have supported us from the beginning and inspired us with great ideas. She prematurely passed away during the summer leaving behind her loving husband and her three years old son.

Spread the word and join in the fun - London Mums is totally and utterly FREE! And most importantly keep enjoying motherhood! We look forward to hearing your feedback.

MONICA COSTA

Join free now by sending an email to

[monica@londonmums.org.uk](mailto:monica@londonmums.org.uk)

Don't forget to visit us online:

[www.londonmums.org.uk](http://www.londonmums.org.uk)

## SPOT THE LONDON MUMS PINK VINTAGE PRAM IN LONDON AND WIN A SURPRISE GIFT!

For your chance to win one of twenty surprise gifts send us an image of the London Mums promotional pram that will be going around London from the end of September to the end of December. The lady with the pink vintage pram will have a camera and will take the picture with you as a proof.



### COVER PHOTOGRAPHY:

TrevorYerbury.com

Models:

Amanda Hamilton and her son Ruari

### ADVERTISERS & SPONSORS

To discuss your advertising needs

call on 07900088123

or email [monica@londonmums.org.uk](mailto:monica@londonmums.org.uk)

### EDITORIAL

London Mums magazine is produced by London Mums Limited

Editor and publisher: Monica Costa

[monica@londonmums.org.uk](mailto:monica@londonmums.org.uk)

**ILLUSTRATOR:** Irene Gomez Granados

[irene@londonmums.org.uk](mailto:irene@londonmums.org.uk)

**CONTRIBUTORS:** Sue Atkins, Brigitte Barta, Alice Rose Bowmer, Rod Campbell, Megan Faure, Laura Gray, Birgul Guven, Dr Pieter Hollands, Normandie Keith, Tara Lee, Melody Mackeown, Mel McGee, Elizabeth Pantley.

Copyright London Mums Limited 2009

**SUBSCRIBE NOW!** Want a copy of the London Mums magazine delivered straight to your doorstep? Two issues per year for just £5 including postage and packing. Send us an email to [monica@londonmums.org.uk](mailto:monica@londonmums.org.uk). If you can't find the magazine at a specific location, please contact us and we will make sure we will deliver it there as soon as possible.

**POST:** London Mums Limited, 74 Dowdeswell Close - London SW15 5RL  
**CALL:** 0208 487 96 01

**NEXT ISSUE:** Summer/Autumn 2010 - Deadline for advertising/editorial: early April 2010

**DESIGN AND PRINTING:**  
SATE srl - Ferrara Italy  
Via C. Goretti, 88

# contents

## ABOUT LONDON MUMS

### ◆ Cover interview

Be a 'rainbow' mum and ask for help, Amanda Hamilton reveals her secrets to enjoy motherhood ..... p. 6-7

### ◆ Hot topic

The Potential and Promise of Umbilical Cord Blood Stem Cells by Dr Peter Hollands, Scientific Director of Smart Cells ..... p. 8

### ◆ Pregnancy

Pregnancy yoga unveiled by yoga expert Tara Lee ..... p. 9

◆ Real London Mums interviews ..... p. 14-15

### ◆ Finance

Teaching kids the value of money ..... p. 19

### ◆ Travel

The fun of travelling with children by Lonely Planet writer Brigitte Barta ..... p. 21

### ◆ Beauty trends

Beauty Tips for mothers and mothers-to-be by Normandie Keith ..... p. 29

### ◆ Products you'll love

Competitions and Christmas giveaways ..... p.18 and p.22

Tried and tested by London Mums ..... p. 24

Christmas gift guide ..... p. 30

### ◆ Readers' letters

Our Agony Aunt Sue Atkins responds to your questions ..... p. 25



Tara Lee



Sue Atkins

## ABOUT LONDON MUMPRENEURS

### ◆ Hot topic

Why Social Media? 4 Top Tips on Using Social Media To Promote You and Your Business by Supermummy Mel McGee ..... p. 26

### ◆ The interview

Clone me if you can! Interview with celebrity entertainer Amanda Frolich ..... p. 27

### ◆ Book review

'Start-up - The Woman's Guide To Running Your Own Business' ..... p. 28

## ABOUT LONDON KIDS

### ◆ Breastfeeding

Breastfeeding your baby for the best start in life by of Natural Nutrition ..... p. 10

### ◆ Sleep

The value of swaddling ..... p.11

### ◆ Food & fun

How to enhance your child's appreciation of food by Birgul Guven of Little Chefs Club ..... p. 13

### ◆ Childcare

How to keep your nanny happy by Laura Gray of Nanny Jobs in London ..... p. 16

### ◆ Toddlers

Getting Your Kids to Cooperate by Elizabeth Pantley ..... p. 23

### ◆ Playing & learning

Reading, Babies and Toddlers by Rod Campbell ..... p. 12

Playing and learning to take risks in a controlled environment ..... p. 17

Why is music so good for children? By Alice Rose Bowmer ..... p. 20

The school run is fun! ..... p. 20



Megan Faure



Elizabeth Pantley



Rod Campbell



# Diary of a London Mum



## ► Cover interview

# Be a 'rainbow' mum and ask for help, Amanda Hamilton reveals her secrets to enjoy motherhood



*The country's most popular television "mum-presenter", successful mumpreneur and writer Amanda Hamilton talks to editor Monica Costa about her growing family and how being a mum to four-year-old daughter, her newborn son Ruari and two teenage step kids fits in with her busy schedule.*

**Q:** You are best known for co-hosting BBC food and lifestyle programme "Something for the Weekend", a great show for mums usually watching it while preparing Sunday luncheon, and as a regular presenter and nutritional expert on GMTV. But this is only a fraction of what you actually do... Tell us more about how you fit all your activities in your busy schedule.

**A:** I have forced myself in the last 18 months to re-think my career. I've had to get beyond jumping around the world for TV, running health retreats and public speaking. My daughter's need for regular nursery forced the issue and new baby brought the discipline!

I've just launched a new business running bootcamp retreats specifically for Mums who love the idea of getting in shape and getting pampered - but can't leave their babies. It is called Baby Too Bootcamp ([www.babytoobootcamp.com](http://www.babytoobootcamp.com)) and it allows for plenty of Mummy and baby time (baby yoga, massage, outdoor 'pramercise') but with top flight nannies taking care of the babies (age 6 weeks to 3 yrs) for at least half the day Mums get time to take care of themselves with pilates, massage and body-shaping. I get to take my new baby boy to work too - a real bonus!

Apart from that, my website has become the hub of my business and I've diversified away from solely delivering health retreats to providing online courses. I have two wonderful VAs (virtual assistants) who manage different aspects of all the admin - and an incredible web guy who really gets how to use technology! It has taken years to get the balance - and getting the blend right between working from home and working from London has also been key.

**Q:** In 2007, you founded your own business. Where did the idea come from?

**A:** Sheer frustration! I knew my capabilities as a Nutritionist at the cutting edge of the industry - but couldn't deliver them within the confines of a regular clinic. The impact of setting up the results-

orientated retreats have been amazing. These days, I regularly see women walk out at the end of a retreat week looking and feeling 10 years younger (and 10lbs lighter!) - or helping them get pregnant after being a medical write-off - so the motivation to be at work is very high! It was not a financial decision to set the company up, indeed, I gave up a good deal of money for many years, but I truly believed in what I was creating. The TV success has

helped promote my business too, which has been really helpful. Baby Too Bootcamp was inspired by trying to find something similar for myself - and realizing that there was nothing on the market - so I set it up!

**Q:** This year you have launched a new home-based weight loss programme. How does it work? How could London Mums benefit from this programme?

**A:** My weight loss programme was a natural step after the success of the GMTV campaigns last year where my diet was more successful than any other that had run in 23 years! I figured it was time to get it out to more people! I really thought about what women need - simple, easy & quick recipes, safe ways to boost weight loss (my insider secrets!) & a bit of social sup-

port and pampering at our monthly get togethers at lovely Spas around the country. People can join at any time online at [www.amanda-hamilton.co.uk](http://www.amanda-hamilton.co.uk) and we have new support venues opening all the time.

**Q:** Amanda you are a successful mumpreneur as well as a popular television presenter, mother, wife, writer, a real role model for London Mums. It is difficult nowadays for career women to make everybody happy... What's your secret recipe?

**A:** Don't even try to make everyone happy! I studied Buddhist meditation for years and feel that the non-attachment to "stuff" outside of yourself (and outside of your control) can be truly liberating. If you are happy on the inside, you automatically give your best to the people around you.

**Q:** What do you like the most about motherhood?

**A:** The feeling of unconditional love and the amount of times in a day you laugh out loud at their antics!

**Q:** In July you had your second child. Do you like being pregnant? Could you share your tips for having a great pregnancy with London Mums?



**A:** I wouldn't say being pregnant is my favourite state – I enjoy having an active life and it is rather a hindrance to that! Saying that, I loved the feeling of the baby kicking and the excitement – I just wish it lasted 5 months, not 9!

**Q:** What is your child-rearing philosophy? Are you an anxious or a relaxed mum?

**A:** Don't sweat the small stuff would be the philosophy. With my first child I was a single Mum with no support – I was traveling all over Europe with my daughter when she was 11 weeks old running retreats. Given the amazing team I have around me, she had an instant 'family' – and she is now able to sleep anywhere! It is such a novelty for me to have a supportive man who is actively suggesting he 'does the night shift' – wonderful!

**Q:** Do you believe in the terrible twos myth?

**A:** My wee girl was headstrong pretty much from the off – my parents had a good laugh given I was exactly the same with them! I do remember a phase when she was around 2yrs old when she would take all her clothes off and run away from me in the supermarket when I wasn't giving in to her demands for various goodies! I am hoping this next child may be slightly less dramatic!

**Q:** What are your disciplinary tactics with your toddler?

**A:** My husband tells me I am a softy on Mondays when I have been away working (mother guilt kicking in) but the rest of the week we have a tight routine. I am strict over some things but not others – I don't care if she wears a tutu to the park or gets messy for example but she knows she has to brush her teeth!

**Q:** What do you do en famille to entertain yourselves when you have free time?

**A:** Well I now have a 14 yr old stepdaughter, 12 yr old stepson, 4 yr old daughter and a baby boy the activities that keep them all happy at the same time are swimming, skiing and family meals – so we do each of them as often as possible.

**Q:** Can a mum really follow her dreams without neglecting her family?

**A:** For sure. Just don't try to do it all and ask for help. I remember reading about being a 'rainbow' mum when I was first pregnant – I think it is a Spanish saying (my daughter was born in Spain) that being a mum is not just about giving milk (representing food, home, hearth) and honey (sweetness, love) but also about showing them the full colours of life. Seeing your Mum involved in the world counts for a great deal.

**Q:** How does the life-work balance work with you? Do you bring your daughter on to the BBC?

**A:** For my Sunday show, she stays at home with Daddy or Grandpa. Usually her brother and sister are around so it is a lively house! When I am on location for more than a few days she comes along. My husband helps me run the business so we travel together as a unit. There has been several TV series made when I'd pop off to breast feed between takes!

**Q:** What are you up to next?

**A:** The new BabyTooBootcamp will be a real focus now and the development of our web offering. The retreats for weight loss and detox are really established so it is good to grow some new branches. There's a few interesting TV projects in the pipeline for the end of the year but until I sign the deal I am keeping mum!

To read the full interview visit  
[www.londonmums.org.uk](http://www.londonmums.org.uk)



London Mums



Christmas Party 2009

DON'T MISS OUR CHRISTMAS PARTY WITH CELEBRITY ENTERTAINER AMANDA ACTION CLUB



**WHEN:** 20th November 2009 from 5-7 pm

**WHERE:** Eddie Catz, First Floor, 68-70 Putney High Street, London SW15 1SF

**WHAT:** Interactive family show by Amanda Action Club, entertainer to stars like David and Victoria Beckham



Children will meet Santa in person, get a free gift and free photo sessions

Free Face-painting

**TICKETS:** £10 per child (babies under 8 months go free) including a light meal and a gift from Santa

£4 per mum/adult including a glass of mulled wine, a mince pie and a goody bag

Book at <http://shop.eddiecatz.com>





# The Potential and Promise of Umbilical Cord Blood Stem Cells

by Dr Peter Hollands

PhD(Cantab) CSci FIBMS, Scientific Director Smart Cells [www.smartcells.com](http://www.smartcells.com)



Umbilical cord blood can potentially be collected every time a baby is born. This blood contains life giving stem cells. The cord blood can be processed and the stem cells frozen to use, if required, as a transplant at a later date. These stem cells are capable of being used to replace the

bone marrow of patients undergoing chemotherapy for blood disorders and to repair the bone marrow following high dose chemotherapy for cancer.

Since the first transplant in 1988 there have been over 10,000 umbilical cord blood stem cell transplants worldwide to treat 45 different blood diseases. These transplants have mainly been to siblings and near family members in the case of privately stored cord blood units. This total also includes the unrelated transplants resulting from cord blood stem cells being stored in public banks worldwide. One notable transplant is that of a patient in Montreal, Canada. This patient became pregnant and then developed leukaemia during her pregnancy. She was aware of the potential of cord blood and when her baby was born ensured that the cord blood was processed and stored. She was then given chemotherapy to destroy the leukaemia and received a cord blood stem cell transplant using her own daughters' cord blood. This lady and her daughter are fit and well and she owes her life to a cord blood transplant.

The technology of umbilical cord blood stem cell transplants is clearly well established and many such lives will be saved in the future based on our current knowledge. Perhaps the

most exciting aspect of cord blood stem cell transplantation is what the future holds. The medical literature on this subject increases on a daily basis. Researchers have now shown that umbilical cord blood stem cells are capable of forming the pre-cursor cells of most tissue types in the body. This observation means that in theory umbilical cord blood stem cells may be able to treat the major diseases in the future such as heart disease, diabetes, neurodegenerative diseases such as multiple sclerosis and Alzheimer's disease and repair of the central nervous system in such things as spinal damage. It is important not to assume that umbilical cord blood is the panacea of the future but at the same time the scientific evidence at the moment shows that there is enormous potential in these cells. Only time will tell. Umbilical cord blood stem cells are potential life-savers today and in the future the application of these cells could be widespread. The priority today is to process and store these cells for future use whether it be for tried and tested therapy for leukaemia or for medical breakthrough applications in the future. Umbilical cord blood stem cells are truly the gift of life.





## ► Pregnancy

# Pregnancy yoga unveiled

*Tara Lee explains why women should practice yoga during pregnancy and its benefits with labour and post-natal recovery*



Many women instinctively feel more connected to their bodies during pregnancy and more concerned with looking after themselves now that they have a new life growing inside. This makes it the perfect time to practice yoga. They go to yoga classes thinking that they would like to stretch a little bit, because they have a few aches or pains or because they have been told it will be good for them. They soon discover after a few classes that not only have the aches and pains disappeared, they also feel more energized and have a stronger connection to their babies and their bodies. The stretches help to release tightness and tension from the muscles but the breathing techniques used work on a deeper psychological level to release fears, anxieties and bring a feeling of calmness and clarity to the mind.

Insomnia, sciatica, hip pain, rib pain, backache, SPD (symphysis pubis dysfunction) and headaches and anxieties can be drastically improved or disappear altogether with regular yoga practice.

Pregnant women may find it easier to get into the state in yoga that many advanced practitioners strive to achieve as there is such a strong inner connection and inner awareness during this time. Pregnancy yoga classes remind women that they instinctively know how to move their body and to trust and have confidence that their body knows what to do during the birth, that they just have to learn to listen and move accordingly. The classes also offer tools (such as breathing techniques and positions for birth) to use during the labour that help women to feel empowered, in control and to have the right mind set to deal with whatever turn their birthing takes.

A regular yoga practice during pregnancy does not provide any guarantee of a 'natural birth', if anything it makes women realize that there is no such thing as the 'perfect birth' but that they can stay calm and open minded and embrace the experience.

Using the movements and breathing techniques learnt during the classes can encourage the body to relax and open, supporting the labour, speeding up contractions and assisting and facilitating the whole labour process.

Additionally the recovery after the birth will be better for women who are fit and healthy from yoga practice throughout pregnancy. They are less likely to suffer from prolapsed organs, pelvic floor weakness or incontinence and can apply the techniques they have learnt for their labour to cope with those exhausting, stressful first months to gain energy and stay calm.

Tara Lee's PREGNANCY YOGA DVD is the ultimate aid for pregnant women who want to practise yoga at home and learn specific exercises to prepare for labour. Tara is calm, authoritative and shows graceful and feminine movements in her

demonstrations. The DVD is aimed at pregnant women but is actually an invaluable yoga bible for any yoga practitioner. There are clear modifications for pregnancy, breathing exercises, sitting, all-fours, standing and balancing postures. A section is dedicated to the preparation for labour and birth, and a guided visualisation from holistic obstetrician Dr Gowri Motha, creator of the Gentle Birth Method. The DVD can be purchased directly from the London Yoga Company [www.thelondonyogacompany.co.uk](http://www.thelondonyogacompany.co.uk) - 020 8961 7923.

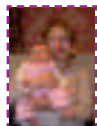


# ► Breastfeeding

## Breastfeeding your baby for the best start in life



By Nutritionist Melody Mackeown [www.naturalnutrition.uk.com](http://www.naturalnutrition.uk.com)



Deciding whether to breastfeed or formula feed your baby is one of first and most important parental decisions you have to make. While many mums start breastfeeding and want to continue, around a third choose to formula feed from the outset and among those who breastfeed less than a third are doing so at 4 months. This is despite the World Health Organization (WHO) recommendation that breast is the best choice for the first six months of an infant's life. Why this is, is a combination of complex factors, one of which is undoubtedly down to erratic eating habits once your baby is born or poor dietary habits prior to the birth of your baby, both of which lead to a reduced milk supply. Another possibility is that many parents continue to remain unaware of the many advantages breast milk has for both mother and child and so do not seek help if they run into difficulties.

### **Breastfeeding Advantages: For Your Baby**

- Breastfeeding is the best way to fight infections. Antibodies in breast milk help reduce the incidence of ear and respiratory infections, diarrhea and sudden infant

death syndrome (SIDS).

- Breast milk may also protect your children as they grow up against allergies, asthma, diabetes and obesity.
- Breast milk is also known as the "perfect formula" for a baby's digestive system as the ingredients, lactose, protein (whey and casein), and fat are more easily digested through a newborn baby's system than formula, and it also naturally contains all the vitamins and minerals that a newborn requires.

### **Breastfeeding Advantages: For You**

Hormones produced while breastfeeding encourage you to bond more easily with your baby, as well as reducing blood loss after the birth, which helps you recover more quickly. Breastfeeding also uses up a lot of calories (up to 500 a day!) which means it aids weight loss. Weaning may be easier as your baby is 'primed' to accept different tasting foods more readily as they taste them via your breast milk. A longer term help gain is that it also reduces your risk of developing cancer. In addition breast milk is free, convenient and doesn't require the extra time and organisation for mixing, washing and sterilising bottles!

**AllerGuard UK**  
Allergen Proof Bedding

Is your child waking up with:

- **Asthma** (wheezing chest, shortness of breath and coughing)?
- **Eczema** (dry and itchy skin) ?
- **Perennial hayfever/rhinitis** (blocked/runny nose/watering eyes)?

Then your child could be allergic to **dust mites!**

**Scientifically proven** to drastically reduce symptoms of eczema, asthma and rhinitis.

**Recommended** by leading doctors and pediatricians for prevention and treatment of asthma and allergies.



**Visit our website: [www.allerguard.co.uk](http://www.allerguard.co.uk)**

**Email: [mvg@allerguard.co.uk](mailto:mvg@allerguard.co.uk)**

**Phone: 020 8886 2821**

*Readers Discount - email/phone us with your order quoting 'LondonMums' and we will give you 10% off your first purchase!*



# ► Sleep The Value of Swaddling

by Megan Faure

"Swaddling is the best way for us to imitate the tight hug of the womb environment. It provides deep touch pressure and also prevents your baby's little limbs from shooting out in a startle reflex – a common cause of night wakings in young babies" Baby Sense (Metz Press)

Swaddling has a rich history, from the biblical references to "a swaddled babe that in a manger lay" to the more recent life of James III of Scotland who the history books is described as an infant tightly bound in swaddling clothes. Many tribal and eastern civilizations have consistently used the practice through the ages. In the western cultures, swaddling lost favor in the 1900s but is finding a new place in current infant literature.

In the late 1900s research into the causes of Sudden Infant Death Syndrome (SIDS) indicated that babies placed on their backs rather than stomachs to sleep, had a decreased risk of cot death (SIDS). Unfortunately as any grandmother will be quick to point out, babies wake more frequently when placed on their backs. It has thus become necessary to find ways to improve baby's sleep without resorting to placing babies on their stomach. It has been hypothesized that swaddling may help babies sleep better. Recent medical research confirms just this: in a study of 26 healthy babies, researchers found that swaddling helped decrease arousals during sleep, perhaps enabling babies to go back to sleep on their own (Gerard, Harris, & Thank (2002). Another study of 16 infants found that swaddling promoted "more sustained sleep" and fewer awakenings (Franco et al., 2005). The reason that swaddling promotes deeper sleep and less arou-

sals is that on a sensory level it mimics the tight pressure of the womb walls in the last few months of pregnancy. This deep pressure has two benefits: deep pressure is calming, such as the calming effect of a massage. Secondly, when the baby's arms are held close to the body, the disconcerting primitive reflexes of the newborn, such as the startle reflex are inhibited.

**So why should mother's swaddle their babies?**

**Sleep:** The evidence is overwhelming that babies who are swaddled sleep longer and better. Swaddling inhibits the immature startle reflex, which disrupts sleep.

**Calm:** Deep pressure is calming which is why swaddled babies cry significantly less. Swaddling is thus an excellent solution for a colicky baby.

**Feeding:** Difficult feeders, especially those who fight at the breast, tend to feed better with more coordinated sucks and swallows when they are swaddled. (Journal of Human Lactation, 2001)

**How to swaddle a baby:**

Use a 100% cotton blanket with stretch and fold it into a triangle or alternatively use the specially designed Baby Sense™ Cuddlewrap™.

Lie the baby with her neck on the cut out section of the Cuddlewrap™.

Fold up the lower tip of the Cuddlewrap™.

Wrap the baby with her hand positioned near her face with the short side of the Cuddlewrap™.

Wrap her other arm near the face against the body and continue to wrap right round the baby with the elongated side of the Cuddlewrap™.

For more information on the Baby Sense approach to sleep and calming, go to [www.babysense.co.za](http://www.babysense.co.za)



## swaddled with ease

using the Baby Sense Cuddlewrap

the Baby Sense®  
cuddlewrap

Perfect design • 100% cotton

Swaddling is an excellent solution for a colicky baby or a difficult feeder.

Four easy steps to a swaddled baby: 1. Lie your baby with the neck on the instant section of the Cuddlewrap. 2. Fold up the lower tip of the Cuddlewrap. 3. Wrap your baby, hand positioned near the face, with the short side of the Cuddlewrap. 4. Wrap the other arm near the face against the body and continue to wrap right round your baby with the elongated side of the Cuddlewrap.



Visit [www.babysense.com](http://www.babysense.com) for the full range of Baby Sense products designed to calm and promote sleep

# ► Playing & learning Reading, Babies and Toddlers

By Rod Campbell



We all rather take reading for granted, because we can and it's second nature to us. We seldom think about how we came to read in the first place and how important reading is to us in our daily lives. I think all parents subscribe to the desire to give their children the best they can, and one of the best gifts one can give a child is to prepare him or her for learning to read and this should start really early – in fact as soon as the baby takes an interest in the world around him and can focus on nearby objects. Of course we're not talking about giving babies a picture book to look at, but rather say a simple cloth book with no hard edges, to touch and look at (and chew!), and to turn the pages.

As they get a little older, small books with touch and feel elements are appropriate, but what is absolutely essential of course is that parents share the book with the baby and talk about what they are seeing. As they get older, books of photographs of familiar objects are good for naming and it is at this stage that sharing and talking begin to have a profound importance.

Babies are little human computers and more is going in than we appreciate sometimes! They soon pick up on words they hear repeated, and for the pre-reader carefully selected books used with parental involvement help to develop language and prepare the child for reading, as well as introducing them to, and explaining the world around them.

At toddler stage it really is a good idea to spend a little time each day with your child to share a book together, preferably with one they have chosen, and make it a time of questions and answers, conversation, shared intimacy and fun! By this stage they will be used to books and will look forward to your shared book time together. A well-known reading expert said many years ago that the key to learning to read is what the child brings to the page, and it is exactly these shared mo-

ments of looking and talking that stirs the child's imagination and creates the vocabulary that they will be seeing on the printed page and will learn to decipher.

Using books with a very simple, rhyming or repetitive text, you can 'read' the book with your child by following the words on the page with a finger as you say them. Often the child will know the text by heart (groans from parent when child chooses to read a book for the hundredth time!) and will take enormous pleasure in pretending to know how to read. This is where the leap into reading really starts, due in large part to all your time, enthusiasm and shared pleasure that has gone before. It's difficult to know which books to choose at this early stage, and I have been daunted myself when confronted by the hundreds of books published today. Which are the good ones? I have always felt that pre-selection by people who know is a good thing and was pleased to be asked to be involved in a book club which does just that and offers only the best books available (classics and newly published) and at high discounts so buying several won't break the bank!

**READING CAMPAIGN:** Rod Campbell is a spokesperson for My School Book Club, the newly launched online book service for parents, children and schools at [www.myschoolbookclub.com](http://www.myschoolbookclub.com).

WINTER 09 COLLECTION  
[www.nenupharchildren.com](http://www.nenupharchildren.com)  
Now available on line

**Nenuphar**  
Dedicated to preserving traditional childhood charm!  
[info@nenupharchildren.com](http://info@nenupharchildren.com) [www.nenupharchildren.com](http://www.nenupharchildren.com)

## Little Me<sub>x</sub>

### Silver fingerprint jewellery – the perfect gift

Looking for a special  
Christmas, birthday  
or Father's Day gift?

'Little Me' captures  
your child's precious  
fingerprint and turns  
it into beautiful charm  
bracelets, cufflinks,  
pendant necklaces  
and keyrings.



For orders please visit our online shop at  
[www.littlemejewellery.co.uk](http://www.littlemejewellery.co.uk)

To book a party (25% discount\*) please call

**0844 504 5537** \*conditions apply



# ► Food & fun

## How to enhance your child's appreciation of food

by Birgul Guven, Little Chefs Club

Getting children involved in the preparation of food is a very effective way to motivate fussy eaters. This will help them to gain a better understanding of what goes into their meals and encourage healthy eating. Cooking is a wonderful way to entertain children as it stimulates their minds. Children love modelling grown-ups. If you enjoy cooking, then your child will be encouraged to participate in the kitchen.

### Here are some useful tips:

- You can start making meals with them at an early age and eat together. Meal times are a great chance to influence their eating habits especially if they see you eating healthy foods
- Under the supervision the kitchen can be fun and exciting place for children. Allow them to be creative and hands on, giving them confidence to crack eggs and roll out dough.
- Cooking can an entertaining way to spend quality time with your children. Discovering various recipes which can be eaten as a family.
- Encourage them to experiment with cooking and let them try new flavours while asking them to describe the tastes.
- Buy them rolling pins, cookie cutters (stars, letters and numbers) which will help to maintain their interest. Children like food and having fun. Themed birthday parties combine the two. For a child his birthday party

is the most important day of the year. By hosting a cooking party you can make their day very special and memorable.

You can start by sending invitations to their friends with menus. Kids are more likely to eat well if their food has an interesting name for them i.e. Treasure Island (meringue nest with fruit yogurt on top), rainbow salad, star and heart shaped pizzas. You can welcome their friends as chef in your child's "so called" restaurant to make it sound more appealing.

Cooking birthday parties can also be inexpensive for parents, because food and entertainment are inclusive. It is very cost effective and time saving as you don't need to prepare any food for kids before the party and they will eat what they cook during the party.

Furthermore, you do not need to worry about what to put into the children's party bags as they can take some of their food (biscuits, cookies, fairy cakes) home to impress their parents.

**THE AUTHOR:** The Little Chefs Club organises cooking parties. Contact Birgul Guven by email ([birgul@littlechefclub.co.uk](mailto:birgul@littlechefclub.co.uk)) for more information.



For Stained-Glass Window Cookies recipe extracted from Annabel Karmel family cookbook (winter and Christmas 2009) visit [www.londonmums.org.uk](http://www.londonmums.org.uk)

# Dribblebuster®

The fashion bib for dribbly babies

## What is a Dribblebuster?

It's an innovative neckerchief dribble bib that whisks away excessive dribble, sick or drink spills, before the baby's chin, clothes or chest get wet. Helps prevent sore chapped skin, stops chills, and reduces endless washing of soggy clothes!

Dribblebusters are fashionable, allowing co-ordination with outfits for everyday or special occasions, and are versatile enough to be worn into toddlerhood.



**To purchase visit:**  
[www.dribblebuster.co.uk](http://www.dribblebuster.co.uk)  
 Tel. 07802 201063

# Real London Mums interviews Real

## QUESTIONS

- 1) Where do you live and how many kids do you have?
- 2) What is your favourite London activity?
- 3) What is the family friendliest venue in London?
- 4) What is the most challenging thing of bringing children up in London?
- 5) Since becoming a mum, do you see London with different eyes?
- 6) What's your favourite family holiday destination?
- 7) What is the single most important piece of advice you would give to a new mum in London?

### EMMA PROTZ

The excitement of a short relocation to Tokyo was tempered slightly by concern about how I would entertain a demanding toddler and her baby sister. In London I had built up a schedule of activities, nursery and playdates to keep us all sane; would I be able to do the same in such a different culture and environment?

Thankfully I was directed to the excellent Tokyo Mothers Group – a networking group for English-speaking mothers. In addition to providing information on life in Tokyo through their website and forums, the group meets twice a month giving mums and children the chance to mingle. Within a few weeks of arriving, we had already attended a meeting, held in a beautiful Japanese-style park. Unfortunately this involved less mingling and more running around preventing



the Toddler from falling into the numerous carp-filled ponds!

By then I had realised that the main obstacle to enjoying life in Tokyo would be getting about with a buggy – in my case a double. The subway in Tokyo is very buggy-unfriendly, the buses are small and hard to navigate, and even walking on the streets is a challenge due to the crowds and, sometimes, lack of pavements. It made me realise how I've managed to centre my life with children around my local area, as the London tube and train network presents many of the same problems.

Luckily we live near several of Japan's most brilliant resource for mums – children's halls or Jidokans. Run by the local authorities they provide free indoor play space, crafts and activities and child health advice, and can vary from the small and basic to the large and magnificent, like the National Children's Castle. This is run by the Government and, while it's the only one that's not free, inside is a large climbing frame-cum-playhouse with several slides, an art room with guided activities and a big wall for free-form painting, a music room and, on the roof, a jungle gym with slides and ball pits. And now the hot and humid summer has come, they also have a large paddling pool on the roof, with smaller pools for the Baby to splash in and great views of the skyscrapers of Shinjuku.

Wandering round the backstreets we've found several tiny playgrounds, some offering only a slide, albeit in some cases a towering double. However, they can be more than a little quirky. We have discovered a concrete slide, down which the Toddler slides at a snail's pace, wearing away her jeans as she goes, and a playground with a slide that is attempting to double as a surreal plastic tree. Our venue of choice most mornings has a (very normal) slide and climbing frame, four swings and a sandpit. Unfortunately, like the others, it also doubles as the local smokers' corner!

So we've managed to find things to do, albeit very different from our life at home, and things to complain about, just like life in London! I'm very glad we came as it has been amazing to experience such a different culture and live life in a fast-paced urban environment. My only regret is that the difficulty of getting around has prevented us from seeing more of Tokyo, and more of Japan.

### RUTH ELLACOTT

- 1) I live in Pinner, North West London and I have a 13 months old daughter.
- 2) Just walking around the city and absorbing the many stunning sites.
- 3) We love the Rainforest Café as it is a very exotic location and good fun for both ourselves and our daughter. We love the original setting in the restaurant, which recreates the sights and sounds of the rainforest with the help of stunning



special effects such as thunder and lightening storms, tropical rain showers and cascading waterfalls. The food is great and good value for money as well.

[www.therainforestcafe.co.uk](http://www.therainforestcafe.co.uk)

- 4) Lack of family nearby
- 5) There is certainly lots going on for mothers with children of all ages.
- 6) Cornwall – great beaches, lots of fantastic family friendly accommodation, no flying involved.
- 7) Savour every moment with your baby as they grow up so quickly.

## LUBNA MUGHAL

1) Wandsworth, London. I have 3 kids, Samah (girl) 6, Nadir (boy) 4, Sara (girl) 1

2) On a good day Richmond park for the views, playground and deer. On a bad day, the Horniman Museum especially the "hands on" activity. [www.horniman.ac.uk](http://www.horniman.ac.uk) / [www.royal-parks.org.uk/parks/richmond\\_park](http://www.royal-parks.org.uk/parks/richmond_park)



3) With three kids, Gambado Chelsea is the ultimate family play centre as it offers plenty of different fun activities inside including mini climbing wall and lazer games, slides and obstacle courses, the dizzy dodgers, and a full scale fun themed carousel ride will all delight and challenge little explorers. [www.gambado.com](http://www.gambado.com)

4) Juggling schools, school run, parking spaces and over zealous parking wardens.

5) Yes, less of the West End and restaurants. Now a lot more museums, parks, play zones and kiddy restaurants.

6) Southern Spain

7) Everyone finds it hard to be a mum and no mum is perfect no matter how it may seem. Don't worry about peer pressure and do what you think makes you and your children happy, (i.e., no need to join an endless amount of clubs).

Make sure you have a good circle of friends to whom you can talk to. It is important to go out at least once a month without kids in the evening, either with your partner or a girlie night out.

London has a very fast pace of life and sometimes can be difficult to keep up so it is important to try to relax. Yoga and meditation are a good way of relieving the daily routine, it helps a lot with stress and generally makes you feel better and positive.

## MONICA MOI

Monica is the London Mums leader in South East London. If you want to join any group or activities in this area please write to [monica@london-mums.org.uk](mailto:monica@london-mums.org.uk).



1) I live in Crystal Palace, South London and have one 1 year old child called Alex.

2) I love attending playgroups with my

baby, taking him to swimming lessons, playgrounds and long walks in the beautiful evergreen London parks.

3) I think that Caffè Nero in Crystal Palace is the friendliest venue in SE London and the White Hart pub is not too bad, as well as the Domali Cafe. The Dulwich Wood House is also very good with a big outdoor garden and a kids' area with toys. They all have highchairs and baby changing facilities. I don't know much about other areas in London as we usually go out locally.

4) As a foreign mum in London I don't have my family around here, except for my husband. It is quite difficult and important to meet other mums with kids and become friends and do things together to stay sane!

5) Absolutely, I can see how many mums and kids there are in this big city and the millions of activities I could potentially do with my baby.

6) I love the seaside!

7) Attend baby playgroups!

## BEATRICE MORISON

1) I live in Putney, London, and have 2 children, 1 years and half and a 3 year old respectively.

2) When the weather is ok we love going to the park (Kew Gardens, in particular, and we are members), if the weather is not good we tend to go to Eddie Catz in Putney, where we have an annual membership and is great because the kids can run free in a safe environment and have fun in the playframe without me running around too much and I can have a nice chat with my fellow mums-friends over a nice cup of coffee. [www.eddiecatz.com](http://www.eddiecatz.com)

3) We went to the Science Museum last month and we were very impressed with all the opportunities kids have to learn while having fun.

4) You always have to plan ahead and bring all types of clothing with you due to unpredictable weather.

5) Of course, it's more difficult to go to places, also taking the tube it has become almost impossible with two young



children, due to lack of lifts.

6) We go to Italy as often as we can, as I am Italian and have all my family over there. What we love so much about Italy is the weather and the countryside.

7) Do not despair when you think you can't cope any more, be reassured that all difficult phases in a child's development go by fairly quickly and they soon become a distant memory.

**GET IN TOUCH! IF YOU WANT TO SHARE YOUR PARENTING TIPS WITH YOUR PEERS AND APPEAR IN THIS COLUMN CONTACT US AND, IF WE PUBLISH YOUR STORY, WE WILL REWARD YOU WITH A GIFT.**

## ► Childcare

# How to keep your London nanny happy

By Laura Gray of Nanny Jobs in London



Finding your ideal nanny can be a tricky and sometimes expensive business, whether you use the services of a nanny agency or advertise yourself. When you have found your nanny and your children are happy, the last thing you want to do is risk losing her or him. Nanny Jobs in London have conducted a mini survey among trusted and experienced London nannies about the jobs they have loved and the jobs they have loathed. What makes a nanny want to stay for years and what things make a nanny hand in the dreaded 'notice'?

The overwhelming response is that nannies often feel like they're not being treated with enough respect. A nanny who responded to the survey gave these comments, "The reason I have been in my current job for as long, I think comes down to mutual respect. I'm not treated as a member of staff, I'm an equal in this house and as I'm looking after their precious children they see me as having the most important job in the house. Even though they are highly successful in their careers."

Another irritation for some nannies is when they turn up for work on a Monday morning to find their employers' house a complete mess after their weekend. They reported feeling that some parents seem to overlook that this is their place of work. Having to tidy other people's mess means the nanny isn't spending time with the children and tending to their needs, which is after all what they are there to do.

Good communication is also voiced as being crucial to a good working relationship. Many nannies report how their employers would return home late without any notification. Delays in getting home are sometimes unavoidable, particularly when battling with London transport, but keeping your nanny informed, embracing good communications, can help to keep your nanny happy.



Good communication is also essential when it comes to the specific duties that you expect your nanny to perform. Many nannies report being expected to clean and look after additional children without prior discussion or agreement. One nanny even reported being expected to organise the children's birthday party including researching venues and ordering supplies! Of course all of these kinds of duties may gladly be carried out by some nannies, provided discussion and prior agreement take place. Another way in which employers can help to increase their nanny's happiness and loyalty at work is to make sure she is familiar with all local children's facilities. In London we are blessed with a plethora of great child-based drop-in groups and sessions. From messy play, toy libraries, and carer-drop-in groups to city farms and great parks. Even though any nanny worth her salt will search these facilities out for herself, a nanny who is perhaps unfamiliar with your area may really appreciate being pointed in the right direction.

You may also want to consider that even though nannies are paid carers, it doesn't mean they don't need to find a variety of ways to entertain your children, especially in the school holidays. You may want to consider and discuss how far a field you want your nanny to venture. We have many fantastic free museums in London for example. A day spent in the Natural History Museum, or the Museum of Childhood could be enjoyed by both your children and their nanny!

One final comment mentioned by a few nannies was that nanny agencies don't seem to have the time for nannies, focusing entirely on the client. Which is why nannies are often keen to search for jobs advertised directly by parents.

## Nanny Jobs

in London



- Nanny job posting website for the London area.
- The **free** and easy way to **advertise** your London nanny job vacancy.
- The **free** and easy way for nannies to **apply** for child care jobs in London.
- Advertising and applying could not be easier!
- Visit [www.nannyjobsinlondon.co.uk](http://www.nannyjobsinlondon.co.uk)

Visit us today !

[www.nannyjobsinlondon.co.uk](http://www.nannyjobsinlondon.co.uk)



# ► Playing and learning

## Playing and learning to take risks in a controlled environment

Monica Costa reports

There is growing concern about how children are brought up in our society with regards to risk taking. As parents and society we tend to overprotect our kids and by doing so we don't teach them how to defend themselves from bigger dangers.

Children have a range of competences, including a growing ability to assess and manage risk, which adults arguably tend to underestimate. However, children typically have less experience than adults of assessing the broad range of dangers that they may encounter. Hence it is important to give them appropriate controlled environments in which they can learn about risk.

Risk-taking is an essential feature of play provision, and of all environments in which children legitimately spend time at play. Play provision aims to offer children the chance to encounter acceptable risks as part of a stimulating, challenging and controlled learning environment. If we do not provide controlled opportunities for our children to encounter and manage risk then they may be denied the chance to learn these skills. They may also be more likely to choose to play in uncontrolled environments where the risks are greater.

According to Darren Johnson, Vice Chairman of the Play Providers Association (PPA) and owner of SW London-based edutainment centres Eddie Catz, "in play provision exposure to some risk is actually a benefit: it satisfies a basic human need and gives children the chance to learn about the real consequences of risk taking. Hence it is acceptable that in play provision children may be exposed to the risk of minor and easily-healed injuries such as grazes, bumps and bruises".

The PPA has been campaigning for years to reassure parents that at its play providers' centres children can enjoy a healthy range of play opportunities in very safe environments. Of the two million childhood accident cases treated by hospitals each year, less than two per cent involve play centres' equipment. Participation in sports like football or rugby, widely acknowledged as 'good' for a child's development, involves a greater risk of injury than visiting a play centre. Fatalities on play centres are very rare – about one per three or four years on average.

Almost any environment contains hazards or sources of harm. In a play centre, those responsible are required by law to assess and manage the level of risk to which children are exposed. They must take steps to ensure that the risks are managed and controlled while allowing the potential benefits to be delivered.

Johnson adds: "There is also an aspect of socialisation as children at play centres are moving into the sphere of understanding that they have to share. In our experience most injuries come from bumping heads or kids biting each other and this is a normal phase children go through in developing social skills. In a certain way, this is also part of risk taking. We find mothers in London are

mainly worried about their toddlers getting mowed down or being bitten by other stronger kids".

The safety of PPA member centres has increased in recent years with the use of CCTV and sophisticated entry sy-

stems becoming the norm. The PPA has also introduced a code of practice which all members conform to, with the aim of raising the standards of operation. This makes having an annual independent inspection of play equipment a necessity, along with rigorous internal safety checks and health & safety processes and of course appropriate insurances must be in place. Legislation does not dictate that play centres CRB check staff as the parents are still legally responsible for their children however PPA member sites are required to have CRB checks for all management and permanent staff.

Iain Westwater, PPA Committee Member and Managing Director of Chelsea-based play centre Gambado, has a strong opinion on this matter: "Given children's appetite for risk-taking, one of the factors that should be considered is the likelihood that children will seek out risks elsewhere, in environments that are not controlled or designed for them, if play provision is not challenging enough. Play provision is uniquely placed to offer children the chance to learn about risk in an environment designed for that purpose, and thus to help children equip themselves to deal with similar hazards in the wider world".

And he adds: "One valuable approach to risk management in play provision is to make the risks as apparent as possible to children. This means designing spaces where the risk of injury arises from hazards that children can readily appreciate (such as heights), and where hazards that children may not appreciate (such as equipment that can trap heads) are absent. This is particularly useful in unsupervised settings, where the design of the equipment and the overall space has to do most of the work in achieving a balanced approach to risk".

One of the greatest benefits of indoor family entertainment centres is also the exercise that children participate in without even realising it. Activities range from the physical stimulation of a play frame incorporating slides, ball pool pits, rope ladders, climbing nets and the like, to the more mentally stimulating activities such as learning play equipment and interactive games – a concept known in America as edutainment. Johnson concludes: "Not only is indoor play good for your children, but it is also good on parents' pockets and a much cheaper than some other places of interest. Indoor edutainment centres are also now much more focused on providing relaxation for parents and also a great venue for parties".

**FACTFILE:** The Play Providers Association (PPA) was formed to represent the operators of indoor play centres and to promote high standards of quality and service. By using a PPA member you can be reassured that appropriate insurance is in place, the equipment is well maintained and checked by an independent person as defined in the PPA code of practice and staff are CRB checked / first aid trained where appropriate. You can find a list of your nearest PPA member at [www.playproviders.org.uk](http://www.playproviders.org.uk).



Eddie Catz, Putney and Wimbledon edutainment centres [www.eddiecatz.com](http://www.eddiecatz.com)



Gambado, Beckenham, Chelsea and Watford play centres – [www.gambado.com](http://www.gambado.com)

# Competitions Competitions Competitions

**HOW TO ENTER:** All you need to do is to send an email to [monica@londonmums.org.uk](mailto:monica@londonmums.org.uk) stating the prize you want to win, along with information about you (name, address, email, age(s) of your children and where you picked up our magazine), and you could be in with a chance of winning!

## WIN A FAMILY TRIP TO ALTON TOWERS WORTH £400 THANKS TO ANDREX® PUPPY POINTS

Andrex® is offering 1 lucky family (2 adults, 2 children) a fun filled 2 night trip to Alton Towers plus 100 free Andrex® Puppy Points. 10 runners up will win 100 free Puppy Points (just collect the codes printed on the inside of special packs of Andrex®, sign up at [www.andrexpuppypoints.co.uk](http://www.andrexpuppypoints.co.uk), enter your codes and redeem your rewards). ® Registered Trademark of Kimberly-Clark Worldwide, Inc., or its affiliates.



## WIN 2 AMANDA'S ACTION KITS AND 2 BRAND NEW ALBUMS 'FUN, FITNESS AND MUSIC WITH AMANDA'S ACTION CLUB'

Be the first to own a special fun and fitness kit launched by kids' fitness guru and party entertainer to the stars Amanda Frolich and her new fitness music CD for kids. If you can't wait to win, get them from [www.amandasactionkids.co.uk](http://www.amandasactionkids.co.uk)



## WIN 1 OF 10 COPIES OF ANNABEL KARMEL FAMILY COOKBOOKS - WINTER EDITION 2009

An essential publication no family orientated kitchen should be without. Within this beautifully illustrated bookazine Annabel reveals lunchbox ideas, Halloween party feasts, baby purees, Bonfire Night snacks and Christmas spreads. [www.annabelkarmel.com](http://www.annabelkarmel.com)



## WIN 1 OF 2 'YUM BOXES' BY NAKD

Natural Balance Foods, the brand behind nakd 'raw' wholefood bars and 'Amazin' Raisins, are offering 2 lucky winners a chance to win a 'Yum Box' worth £25. Available at Sainsbury's, Morrisons, Tesco, Boots, Waitrose, Holland & Barrett and leading health outlets nationwide. Can't wait to win?! Visit <http://eatnakd.com/>

## WIN 1 OF 2 PUDSEY ANNUALS

To celebrate the return of BBC Children in Need 2009 on 20th November 2009 we are giving away 2 copies of the first Pudsey Annual. RRP £7.99 (a minimum of £6 goes to BBC Children in Need for every Annual sold).



## WIN A 'HEAD IN THE CLOUDS' MASSAGE FROM THE TREATMENT ROOMS AT CUPCAKE

This soothing head, neck and shoulder massage is worth £25. Cupcake is the members' club for mums, mums-to-be and their families, offering full in-house crèche facilities. Non-members are welcome. The Treatment Rooms, Cupcake, 10 Point Pleasant, London SW18 1GG and now open at 18 Earlsfield Road, London SW18 3DW. [www.cupcakemum.com](http://www.cupcakemum.com)



## WIN 1 OF 20 KIDS LONDON T-SHIRTS!

London based model agency Kids London has launched a collection of clothes for boys and girls [www.kidslondonltd.com/acatalog/](http://www.kidslondonltd.com/acatalog/). Behind this collection is former Storm model and Kids London founder Sue Walker who created these t-shirts and sweats for their boys and girls models when they are out on jobs or castings. Everything is priced at £5 with free P&P.



**TERMS:** The closing date for all entries is 30<sup>th</sup> December 2009. The lucky winners will be drawn at random from correct complete entries and notified accordingly. We will not pass on your details to any third parties, but we may send you the monthly newsletters as part of your free London Mums membership. If you really don't want it, please let us know.

# Teaching Kids the Value of Money

London Mums has teamed with [MyEggNest.com](http://MyEggNest.com), the UK's largest independent children's saving website to provide London Mums with some invaluable advice on how best to teach children the value of money.

Recent research has shown that as little as 10 hours financial education can have a positive and lasting effect on the spending and savings habits of children. Whilst it has been widely believed that starting to teach children new skills early helps cement good habits for the future, little time is spent preparing them for the skills needed for sound money management in later life.

So what can be done to help prepare and equip your children for the future? There are several fundamental and straightforward



### START EARLY

Start as early as possible to get across basic concepts such as the relationship between earning, saving and spending. Introduce and explain what money is as soon as the child can count and remember that repetition and observation are important to the way children learn.



### UNDERSTAND SAVING BENEFITS

Once your child has an appreciation of money, show them the benefits of saving over spending. One way that this can be done is by using the [Child Trust Fund](http://ChildTrustFund.gov.uk) account, introduced for every child born after September 2002, to show how interest compounds and grows over time. The Child Trust Fund can be used to help them calculate the interest due and to focus on what they may want to do with the money when they reach age 18.

Having a savings account allows you to talk about the relative benefits of larger items that can be bought with money saved such as a pair of glasses,

a bicycle or Playstation.

Children should not, of course, be forced to save all their cash for the long term. Whilst Child Trust Funds may be a good home for a portion of their cash gifts or pocket money, the fact that it cannot be touched until they are age 18 makes it unsuitable as a saving place for short term cash needs. Open another, instant access account so that the child can save for special items and get rewards in the near term.



### MAKE IT FUN

For the very young, learning has to be fun. Making earning and saving something to be enjoyed is key to getting their interest and focus on achieving specific goals. Take children with you when you visit the bank to make deposits or withdraw cash so they get used to the process of cash management. Provide them with a piggy bank for loose change and celebrate reaching savings goals as they occur.

As the child gets older, let them participate in the choice of their savings accounts. They can help by using comparison websites to help choose the Child Trust Fund or savings account provider.



### BROADEN THEIR UNDERSTANDING

If children are to become financially savvy by the time they reach 18, they need to have a good exposure to topics that will affect the way they manage their funds. Discuss what is happening in international, national and local economies so they have an appreciation of how these factors affect their savings and spending plans. This way, they will be better prepared to face the future alone rather than relying upon their parents into the early and late 20s.

To learn about MyEggNest's Save, Spend and Share techniques to teach your children the savings habit of life, please visit

<http://www.myeeggnest.com/info/teaching-children-money-habits-for-life.aspx>

## ► Playing & Learning

# Why is music so good for children?

By Alice Rose Bowmer

Recent research has found that musical activity during childhood significantly affects both sides of the brain, making it valuable in all areas of a child's development. A relationship has also been drawn between music instruction and positive performance in such areas as: reading comprehension, spelling, mathematics, listening skills and primary mental abilities. In addition to this, children who play musical instruments develop discipline, respect for others and learn to work as a team.

We should encourage our children as early as possible to listen to and make music as it is the most critical time for building the foundations that will support them for the rest of their lives. However, when creating music with children of a young age it is

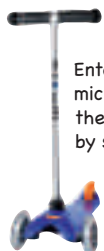
### WINTER FAMILY CONCERTS AT ST MARTIN IN THE FIELDS

Visit [www.stmartin-in-the-fields.org](http://www.stmartin-in-the-fields.org) and search for LMA winter family concerts. They are great fun for both kids and parents. You might even get to conduct the orchestra! Highly recommended by London Mums.



### THE SCHOOL RUN IS FUN!

Think about leaving the car at home for the journey to school. 41% of primary school children are currently being driven to school in cars despite the fact that the average distance to primary schools remains at just over 1 mile an easily walked / scooter-able journey. Aside from the health and social benefits, it is an excellent money saving option. New data by Change4Life calculates that the average cost of the school run by car per primary school child is £367, which equates to £612 million for transporting all primary school children to school per year.



### WIN A MINI MICRO SCOOTER

Enter our prize draw to win a mini micro mini scooter, voted product of the Summer 2009 by London Mums, by sending us and email stating your contact details and your school run experience (or with an image)

easy to take the enjoyment away by being a little too forceful. I think the most important thing to remember is that music should be fun! If a child doesn't engage with music initially it is worth reintroducing it with a different approach or waiting until they are a little older.

When a child is around three years old, they often begin to take a real interest in musical activities. As a parent you could begin mixing music with games that require body movement, such as clapping, waving, jumping and dancing. Children could also start listening to their favourite songs, playing sing-along games and accompanying the music with simple instruments made from household products.

At ages four and five, a child will become more aware of the messages in song lyrics and are sometimes ready to sit attentively for a short performance or to listen to a short recording. From ages six to ten children can start learning that music has structure. Rhymes, repetition and experimenting with different sounds can be used for speech and reading development. And this is the ideal time for a child to begin learning a musical instrument as research has indicated that children at this age will start showing the positive effects of music training in their academic performance.

**The Author:** Alice Rose Bowmer is a private music teacher of children in their early years, specialising in the tuition of violin and flute as children develop.  
[alice.bowmer@gmail.com](mailto:alice.bowmer@gmail.com)



## ► Travel

# The fun of travelling with children

By Brigitte Barta, Lonely Planet writer

If you want to spend quality time with your children, help them learn, grow and gain a better understanding of the world and humanity, then travelling is a great way to do it. As a travelling family you'll talk and share experiences, which these days we often struggle to find time for in our busy lives.

Your children's horizons quite literally expand as they realise that the world is bigger than your home town or city, and with it comes an appreciation of cultural diversity, the seeds of tolerance and empathy, which will stay with them for the rest of their lives

Travel with children provides insights into local cultures that you often just don't get travelling childless. In most cultures children are welcomed, if not revered, and become the centre of attention. As a parent, you'll be caught up in the interest generated by your child and will have closer encounters with the locals as a result. And although your life may be very different from that of others you'll meet on your travels, parenting provides a strong common bond with people all over the world.

Of course, it isn't always easy travelling with children. Schlepping the luggage while trying to hurry along someone who wants to dawdle every step of the way can be stressful to say the least. But there's a lot you can do up front to minimise aggravation and difficulties. Getting the pace right is vital, and planning and taking the right bits and pieces with you, including the right mental attitude, are key. Starting out in a positive frame of mind and aiming to stay that way will help to deflect tensions. Remaining flexible will save you when your carefully laid plans go off the rails. If you approach the journey with a spirit of adventure, and involve your children in the planning and problem solving, you'll have a better chance of converting setbacks into opportunities.

A big part of getting the planning right comes with choosing a suitable destination and type of holiday for your family. In this edition we've put a lot of thought into providing really useful information on all your options, from camping to activity holidays to resorts and cruises to settling in another country long-term. We've also expanded coverage of our favourite destinations for family travel, by adding new detail on



**GIVEAWAY: FOR THE CHANCE TO WIN ONE OF 3 COPIES OF 'LONELY PLANET - TRAVEL WITH CHILDREN' SEND YOUR FAVOURITE FAMILY TRAVEL OR LONDON PICTURES TO [monica@londonmums.org.uk](mailto:monica@londonmums.org.uk)**

the most interesting places to visit and hotels that welcome children. In order to provide in-depth information, we've chosen to use our limited

space to focus on the very best places to go. Each country we cover has been carefully chosen because it is safe and well-suited to family travel.

Travelling with children might not be glamorous, relaxing or extremely thrillseeking, but families who travel are having their own sort of adventure and deserve to be applauded, encouraged and respected.

With a positive attitude and a bit of forethought, travelling happily with your offspring is easily achieved. Things won't always go as planned, of course, but then they never do with travel or with kids.

One of the nice things about the 'Lonely Planet - Travel with Children' book is that it's not just one person telling you about travel with children - it's a global team of authors with children, offering their best tips and passing on practical information. This book has grown over 23 years and enshrines the knowledge Lonely Planet cofounder Maureen Wheeler gained travelling with her children in their first 15 years, as well as the experiences of Lonely Planet authors, staff and readers. (Extract from 'Lonely Planet - Travel with Children').



**tinytotsaway.com**

*Relax let us deliver all your baby needs direct to your holiday destination*

- ◆ No heavy suitcases
- ◆ No shopping/packing nappies, toiletries and baby food
- ◆ Baby's favourite branded products

**Call our helpline:**

**01257 42 42 41**

**Everything your little traveller needs - all delivered to the destination of your choice**

**www.tinytotsaway.com**

# Christmas giveaways

Same terms as in the competitions' page 18 apply



## WIN A MEAL FOR 4 AT LONDON'S LARGEST AND WILDEST FAMILY RESTAURANT!

Rainforest Café is a tropical hideaway in the heart of the West End. The spectacular restaurant recreates the sights and sounds of the rainforest with the help of stunning special effects such as thunder and lightening storms, tropical rain showers and cascading waterfalls. [www.therainforestcafe.co.uk](http://www.therainforestcafe.co.uk)



## WIN A ROSE GARDEN BOX

We are giving away one Celtic Herbal Company's Rose Garden box, a therapeutic collection of natural, handmade floral bath and body treats.

Created with organic ingredients, rich with botanicals and essential oils, this set is sure to leave you feeling relaxed and rejuvenated.

<http://www.celtic-herbal.co.uk/>



## Win 1 OF 3 'PIG GOES POP' FAMILY GAMES

Pig goes Pop from Drumond Park (rrp £16.99, 4+) is a brilliant new family-fun game. On the roll of the colourful dice, each player feeds this friendly hog a purple, red, yellow or green hamburger, pushing his cheery head down the number of times shown on the burger. If the Pig goes Pop on your turn, you're out - till the next round. For Stockists call 01506 855577 or visit [www.drumondpark.com](http://www.drumondpark.com)

## WIN A RALLY RACER AND 'AMAZON ESCAPE' ADVENTURE GUIDE FROM THE NEW ECO-FRIENDLY SPRIG TOYS ADVENTURE SERIES!

Made from Sprigwood™, a child-safe, bio-composite material derived from recycled wood and reclaimed plastic, the *Sprig Adventure Series* harnesses the natural energy of push-and-pump-action play to power lights and other electronics - all without batteries!

Available at Tesco's Direct [www.tescos.com](http://www.tescos.com) Sainsbury's Online [www.sainsburys.co.uk](http://www.sainsburys.co.uk) and Boots [www.boots.com](http://www.boots.com) from £9.99-£49.99.



## CHRISTMAS FIESTA FUN



Win 1 of 2 Gold award-winning Telltale Finger Puppets sets guaranteed to delight young ones over Christmas, and for a long time after. They come in



many characters including fairy tale favourites like Peter Pan, Cinderella, Snow White and Aladdin and others. And they are credit-crunchily priced: Individual Telltale Finger Puppets start from £2.49, with box sets from £9.99 and a beautiful painted wooden table top finger puppet theatre at

£17.99. Can't wait to win! Visit Fiesta Crafts at [www.fiestacrafts.co.uk](http://www.fiestacrafts.co.uk)

## WIN THE SLIM GIRL'S BOX OF SECRETS

Celebrity hypnotherapist Ali Campbell whose clients include Mica Paris and Kelly Rowland, has created The Slim Girl's Box of Secrets which is a self hypnosis kit, home workout DVD and book and style guide in on that teaches users to re-programme their relationship with food so that their cravings are no longer and weight loss becomes easy without the need for dieting. RRP £75.95 [www.theslimgirlsbboxofsecrets.co.uk](http://www.theslimgirlsbboxofsecrets.co.uk)



## Win 1 of 5 copies of the brand new DVD 'CHUGGINGTON ACTION STATIONS'

Follow the adventures of the 3 young trainee engines, Wilson, Brewster and KoKo in the fun and vibrant land of Chuggington. New fantastic stories can be seen for the first time on this *Chuggington Action Stations* DVD, available to buy from the 5<sup>th</sup> October priced £12.71.



## ► Toddlers

# Getting Your Kids to Cooperate

by Elizabeth Pantley, Author of *The No-Cry Discipline Solution*



**"How can I get my kids to cooperate with me?"** It is the number one question, complaint and frustration in parenting. It's a common problem from parents who must nag, beg and yell to get their children to cooperate. It often starts in the morning getting them up, fed and dressed and doesn't end until they are finally in their pyjamas and tucked into bed.

Cooperation is a titanic-sized issue because there are so many things we must get our kids to do (or *not* do!). If you're waiting for your child to start cooperating of his own free will – you'll need to change your view. Things won't change on their own. It takes consistent, effective parenting skills to change your children's behaviour and to encourage your children to cooperate, willingly, on a regular basis. It will take practice, patience and persistence on your part. Once you've made a few changes in your approach, you'll find that you're no longer wishing for bedtime, but actually enjoying the days much more with your children.

**Be specific:** Don't make general comments that hint at what you would like done, such as, *"It would be nice if somebody helped me clean up."* Don't make it sound as if compliance is optional by starting your sentence with *"Will you?"* *"Could you?"* *"Would you?"* or ending your sentence with, *"Okay?"* Make your request clear, short and specific, *"Please put your dishes in the sink and wash the table."* Practice making clear statements that clearly identify what you need or that describe the problem without elaboration and lecturing.

**Set Priorities:** Use the "When/Then" technique, also known as Grandma's Rule. This method simply lets your child know the sequence of his priorities. Work first/Play second. This also prevents the battles that occur when you specify the Work first part, without including the Play second part! So change the directive, *"No! You can't play on the computer, you have homework to do!"* to the more pleasant: *"When you have finished your homework, then you may play your new computer game."*

**Give more choices:** Offer your child a choice, *"Would you like to sweep the floor or put away the dishes?"* You can also use a sequence choice, such as, *"What would you like to do first, put on your pyjamas or brush your teeth?"* Another way to use choice is the time-focused choice, *"Would you like to start at 8:00 or 8:15?"* If a child creates his own third option, simply say, *"That wasn't one of the choices"* and re-state your original question. If a child refuses to choose, you choose for him. It's important that when you give your child a choice that he learn to live with the consequences of his decision. So if your little one is running amok in the grocery store, you can say, *"You have a*

*choice. You can walk beside me or ride in the cart."* The minute he takes off you can pick him up, put him in the cart and say, *"I see you've decided to ride in the cart."*

**Lighten up:** Use humour to gain cooperation. A bit of silliness can often diffuse the tension and get your child to cooperate willingly. It also can help you feel better about your day. And even more, it helps you keep your perspective. Many of the daily issues between parent and child don't warrant a major battle, many can be handled in a more cheerful way with better results.

**Stay calm:** Avoid letting your emotions take control. Don't yell, threaten, criticize or belittle. Instead, ask yourself a question, *"What is the problem?"* Then, make a statement of fact to your child, such as, *"There are dirty dishes and snack wrappers in the TV room."* Pause. Be silent. And stare at your children. It's amazing that kids will know exactly what you're thinking. Most often, they'll respond by cleaning up. If not, back up your approach with one of the other solutions.

### Playing to Win: Cooperation Games

Children see life as one big game – so why not take advantage of that? Nearly any task can be turned into a

game with very little effort. Some games can be a one-time fix; others can become part of your regular routine.

### Sing a Song

Even if you can't carry a tune, putting anything to music makes you easier to listen to and fun, too. You can wash your child's hands while singing *"This is the way we wash our hands, wash our hands."* One mom of five that I know discovered a great way to keep her children content during car rides. She loved to sing, so she made up opera tunes about the scenes she saw as she drove along the road. Her kids would often chime in with their own versions.

**Use knowledge and skills:** Read parenting books and learn new skills. Raising children is a complicated job and ever-changing. There are times when every parent and caregiver can use some help. There are many books available to parents to help get through the day-to-day issues you face with your children. In the vast assortment of books and articles about parenting, you should be able to find ideas for just about any problem or issue you are currently dealing with.

Read more online [www.londonmums.org.uk](http://www.londonmums.org.uk) about this topic plus the article 'The Big Three: Tantrums, Fussing and Whining' by Elizabeth Pantley, author of *The No-Cry Discipline Solution* (McGraw-Hill 2007) as well as eight popular parenting books, available in 18 languages. [www.pantley.com/elizabeth](http://www.pantley.com/elizabeth)



# Tried and tested by London Mums



Slings are great and allow mums to get their lives back and hands free at all times. The **Baby Sense Sling** is designed to encourage mums and dads to 'wear' their babies in the optimal position. Its soft fabric cocoons the new baby in a foetal position, which supports the neck well. Curled up snugly, close to the parent the baby is calmed in a familiar – womb like – environment.

**Exclusive Offer:** For every sling bought online London Mums can buy a Winter Slumber Sac for £10. That's 70% off. The voucher code is **BSLM001**. [www.mybabysense.co.uk](http://www.mybabysense.co.uk)

The **Krups Mini Chopper** (£39.99 RRP) is a must have for busy London Mums especially with babies in the weaning phase. The mini chopper has the highest wattage and bowl capacity on the market and also offers an unrivalled five-year guarantee. The product is stylish, functional, small enough and more importantly easy to use.



**Cantaloo™** has created an amazing Scandinavian range of nursing bras, maternity briefs and support belts for new mums & mums-to-be. The range is really comfortable to wear & there's not a seam in sight! The aim of all Cantaloo™ products is to



make pregnancy as comfortable as possible, from when the belly starts to grow to the subsequent maternity and breastfeeding period. The support belt in particular is highly recommended by London Mums for making you feel you can fly while you are pregnant. Visit [www.breastpumps.co.uk](http://www.breastpumps.co.uk) to buy on line.



**Baby Boum Pijamas** are like grobag but with legs in wonderfully warm material. You can get them in the UK from Little helper [www.littlehelper.co.uk](http://www.littlehelper.co.uk) but you can check their models online on Baby Boum [www.id-plus.be](http://www.id-plus.be) The 0-9 Months (70 cm) 'Gimik' in Azur Blue converts into a jumpsuit for evenings and mornings – the legs allow you to pop baby into the highchair, stroller. SRP: £29.99.

The innovative **FunPod HighChair** sits in the top of the FunPod® unit for use as a highchair and can be removed to make a low level chair. Taking away the tray is easy and it gives you the extra benefits of a free standing high and low chair. Quick release screws convert the unit back into an original height-adjustable FunPod® safety device for toddlers up to the age of 6 to help and interact in the kitchen. RRP £156.60



Get £20 off with London Mums by entering the discount code **LONMUM20** at [www.littlehelper.co.uk](http://www.littlehelper.co.uk)

Perfect for breastfeeding, **Milkies** milk-saver collects leaking breast milk effortlessly as you feed your baby. It is easy to use and allows you to breastfeed anywhere without worrying about embarrassing leaks or uncomfortable nursing pads. Simply slip it into your bra-cup on the non-nursing side before you



breastfeed. Milkies milk-saver collects the breast milk that would otherwise leak out. You can store this milk and save it for any time you need it. Slim and portable, no one will even know you are wearing a Milkies. (RRP £24.96) Buy on line at [www.breastpumps.co.uk](http://www.breastpumps.co.uk)



Say good-bye to car travel boredom and nightmares. Star Kids Products has created a unique product for families on the go, **Snack & Play Travel Tray**, a flat, safe area for children to eat and play. The tray can also be used for a pushchair. It can be purchased in the UK through

[www.car-travel-games.co.uk](http://www.car-travel-games.co.uk) (RRP £19.99 plus postage and packing) [www.starkidsproducts.com](http://www.starkidsproducts.com)

**YOU CAN JOIN OUR TEAM OF TESTERS AND BE THE FIRST TO TEST THE LATEST PRODUCTS, TOYS, BOOKS AND DVDS. CONTACT US FOR MORE INFO.**



## ► Readers' letters

### Our Agony Aunt SUE ATKINS responds to your questions

● Modern school and the pressure on the children: is it not too much? Starting school at four in modern Britain is very early compared to other European countries where children go to primary school at six. The British school system is quite poor and results don't seem better than the continental kids. Could the root of behavioural problems in teenagers be found in the huge pressure kids have in primary schools very early on?  
*Rebecca from Chelsea*

Behavioural problems come from poor discipline in the home and people afraid to set boundaries for their children early on. It also comes from parents not spending time with their kids, talking to them, playing with them or being fully involved in their lives and passing on their values to their children rather than the British Educational System, in my opinion.

● Children enjoy interacting with other children, exploring, playing and having fun through learning. They enjoy the routines of school, the friendships as well as the learning and are thirsty about life generally. The stress, if they pick it up, comes from somewhere and as children are very intuitive they pick up the anxiety and pressure from their primary role models – their parents. So no, I don't think starting school at four is too early – it's about the ethos, attitude and mindset of the school and the parents – it's about learning through having fun at that age and not about passing exams. The Scandinavians and the Dutch have the right balance in this and I think Britain could learn many valuable lessons from studying what they are getting right. How (and why) does a child learn to lie?  
*Sarah from Clapham*

Children copy their parents in all things and they first learn their values through their parents. So if a parent allows and accepts lying the first time it pops up then the child takes their lead from that experience. Also kids lie quite simply like we all do sometimes – not to get into trouble! Children need to know that lying is unacceptable and will have consequences.

● They need to be taught that the person they are really answerable to, and have to look in to the mirror at each day, is themselves and to be asked is that the sort of person they want to be? How does children's understanding of the difference between a boy and a girl evolve and why does a three year old think they can change sex simply by changing their clothes?  
*Yvonne from Wimbledon*

Children enjoy "make believe" and they learn all sorts of different perspectives though role play, they make sense of the world through playing, exploring and having fun and taking on different roles. So a child dress-

ing up is just pretending, exploring and discovering and not changing identity.

● Why do two year olds find it difficult to share toys?  
*Ashleen from Islington*

Children are egocentric in their early years and toddlers may be possessive at this stage of their development. As they grow, they will eventually feel less threatened when they are asked to share their toys.

Children who are encouraged to be cooperative at an early age tend to be happier and find it easier to adapt to social groups later in life. When your toddler is at this difficult stage of sharing, you may want to find ways for them to play without fighting for their possessions and to show them, teach them and expect them to learn to share.

They need to know that they can play with their toys by themselves at times too and by praising the behaviour you do what to see your toddler will pass through this stage easily and effortlessly learning the lessons of sharing.

OUR EXPERT: Sue Atkins is a Parent Coach, former Deputy Head with 22 years teaching experience, mother to two teenage children and is an NLP Master Practitioner and Trainer trained by Paul McKenna. She has written many books on self-esteem, toddlers and teenagers and has a collection of Parenting Made Easy Toolkits available from her website. She is also the author of "Raising Happy Children for Dummies" one in the black and yellow series published worldwide and a Judge for the National Family Week Family of the Year Competition.  
[www.positive-parents.com](http://www.positive-parents.com)



DO YOU HAVE A PARTICULAR DILEMMA YOU WANT ADVICE ON BY OUR LONDON MUMS' EXPERTS OR SIMPLY A QUESTION? Simply send us a letter to [monica@londonmums.org.uk](mailto:monica@londonmums.org.uk) and we will make sure we'll respond to all questions.



You can read Sue's article 'Bringing up baby in multilingual London' online  
[www.londonmums.org.uk](http://www.londonmums.org.uk)

## ► Hot topic

# Why Social Media? 4 Top Tips on Using Social Media To Promote You and Your Business

By Supermummy Mel McGee [www.supermummy.com](http://www.supermummy.com)

**SUPERMUMMY™**



Social media sites like Facebook, Linked In, and Twitter are starting to dominate online marketing and entrepreneurs are increasingly keen to "be seen" in the fast changing world of Web 2.0. But ask them why they're there and what they hope to achieve and the answer might be pretty vague. Sometimes entrepreneurs and professionals don't have a clear idea of what to expect from social networking or how to measure results. As a mumpreneur, you must first understand WHY you're using social networking and HOW you want it to impact your business and online visibility. Knowing this means you can justify sending that tweet or posting that latest update. Here are four top tips for using the power of social media to get free publicity and attract customers:

### 1. Use Social Networking to Position Yourself as an Expert

You have the ideal opportunity to present your knowledge and expertise to people who otherwise may not have heard about you. You only have seconds to get someone's attention so communicate your expertise quickly and effectively. The first place to start is with your profile. Does your profile lead with your expertise and follow up with something personal or humorous? Is it easy for people to understand who you are, what you do, and how you help others?

### 2. Use Social Networking to Raise Your Credibility

A high level of credibility can open doors for you, increase your

perceived value and attract media interest. A good first step is to provide much needed information to your contacts by publishing tips or articles on your blog and/or on Article directory sites.

### 3. Use Social Networking to Build a Referral Network

Using social networking with the mindset that you are selling means missing out on multiple opportunities. Approach it for the potential of finding connections to new networks.

### 4. Help People to Know-Like-Trust You

Social networking gives you huge potential and all the connections you make offer a different type of potential. Potential JV partners, potential subscribers, potential buyers, potential customers, potential affiliates, potential colleagues. Get into the habit of leaving comments, replying to posts, sharing or re-tweeting and even enjoying some small talk to engage and connect. Taking time for others will help to build your reputation. Social media offers mumpreneurs an unprecedented opportunity to network, connect and share with others to help grow our businesses.

**THE AUTHOR:** Mel McGee is a Mumpreneur Coach, Author and Speaker. She is the founder of [www.supermummy.com](http://www.supermummy.com), a website helping mums to build a successful and flexible membership site business from home. And she's a mum of 3 too! Sign up for the free Supermummy Success ezine and get a £1 trial of the Mastermind membership programme. Twitter: Supermummy; Facebook: /MelanieMcGee. Join the [www.supermummymumpreneurs.com](http://www.supermummymumpreneurs.com) social network.



**Would you like to *work from home* with *flexible hours* that fit around you?**

Phoenix Trading has a winning formula - top quality greeting cards, children's invitations, paper and charity Christmas cards at up to 50% less than High Street prices.

- **Set your own targets with no pressure**
- **Starting discount 30%**
- **Simple and easy to do**



**Lisa Hainsworth** Independent Phoenix Traders 5618

**01449 741199 • 07887 731336**

**[lisa@tigwigs.co.uk](mailto:lisa@tigwigs.co.uk)**

# Clone me if you can!

If you see a sporty looking woman on the streets of West London in white combat trousers, white T-shirt, with a number of multi-coloured sacks slung over her shoulder – that will be one of Amanda's girls on her way to run a class. If that woman is also wearing striking white-rimmed glasses, you have just spotted Amanda herself. Amanda is a well-known and well-loved face on the pre-schooler 'scene' as she has been teaching babies and toddlers for almost 20 years now. Her network of classes has spread across South and West London in places like Chiswick, Chelsea, Knightsbridge and Putney. Amanda's Action Kids provides physical development classes for children aged from four months to six years. Using nursery rhymes and carefully selected stimulating toys, Amanda's classes encourage children to enjoy activity and reach key early learning milestones. One of the elements that makes Amanda's classes stand out are the unique props she produces from her trademark "multicoloured sacks of fun". Amanda also uses a special blend of songs and activities that really work for children. She has even created a special CD called "Big Songs for Little Ones", to help parents keep their kids moving at home. This album is a fun and funky collection of classic and original songs for children and has been voted by London Mums as the best family music CD of all times. There is no description that will give justice to this music masterpiece. Amanda is about to launch a new album and we are all looking forward to it.



Image by Louisa at Art by LAW Studio  
www.artbylaw.co.uk 01895 256556

## Q: Amanda, what is unique about your classes and parties?

A: "The items I use are far from the norm. Yes, I use beanbags and tambourines but the spider-balls, quilts, miracle scarves and the parachute are unforgettable and really engage the kids as we go through the development exercises." Amanda also organises kids' parties, with the upper age limit increased to six. Her list of celebrity clients is growing steadily, although Amanda is quick to stress that she may have done a party for the Beckhams but you don't need to earn a footballers salary to hire her. Comedian and actress Catherine Tate, Apprentice runner-up Saira Khan and Sarah Beeny from the TV show Property Ladder are also amongst her private party clients.

## Q: Is it difficult to entertain children of celebrities? Do they have higher expectations?

A: "Of course it's fun and exciting doing celeb parties but you soon realise that underneath any image they may have, they are just ordinary mums and dads like me and you, who want the best for their kids. Most of my celebrity bookings actually come about after they attend one of my classes. Basically, my parties are just like an Action Kids session in your own home or party venue but making the birthday person feel extra special. I take great pride in customising each and every party so it's tailored to the needs of that particular person; so no two parties are exactly the same."

## Q: For 20 years you have entertained London Mums and celebrity parents across the country, and now you have decided to re-brand your business as Amanda Action Club. Tell us how you came up with the idea of the Club and what new things mums and children will expect from the Club.

A: "My main focus is to keep delivering children's fitness based entertainment. And moving forward I want to expand the geographical reach of my classes and parties. My vision is to build on the success of Amanda's Action Kids in South and West London and spread the concept nationwide. Together with my team I have put together a franchising initiative called Amanda's Action Club. The idea is for people to establish their own successful business, using my tried and tested activities and

Editor Monica Costa has met kids' fitness guru, party entertainer to the stars and mumpreneur Amanda Frolich and asked her all her secrets on how to juggle a successful career, motherhood, the launch of a new franchise venture and a new fitness music CD for kids

methods in their own area. I really need a franchise at this stage of my business because I could not possibly take more bookings and the only solution would be to clone myself. From the Club initiative mums and children can expect to find a club environment where they can meet up with their peers in a friendly environment and feel part of a community."

## Q: The Amanda Action Club is now becoming a franchise. How will you clone yourself? Where will you recruit the next Amandas?

A: "Despite not advertising it, the response so far has been great through word of mouth. It's a wonderful feeling to see how many people have got in touch with me about the franchise already. They can see the benefits the classes have had for children, and they want to spread the message to their local community. The areas we are very keen in recruiting franchisees are Putney, Wimbledon, Southfields, Balham, Chelsea, Kensington, Tooting, Knightsbridge and in general the SW London. Ideally we are looking for mums with teaching or fitness background – the same as I have – as it would be nice for them as well to have a bit of experience from those areas of work. I took a qualification as sports coach and fitness instructor to later become assistant manager of the leisure centre at the London Borough of Ealing. I then went to a movement and music course where I had the opportunity to work with children and I immediately loved it. My passion for kids made me set up Amanda's Action Kids. The rest is history."

## Q: Why would you recommend to a London Mum who wants to start a new venture rather than going back to work to become an Amanda Action Club franchisee? What are the advantages of a franchising business for mums?

A: "I think the flexibility is really attractive, especially for mums who want to work part-time while keeping fit at the same time. Having a keen interest in sport, fitness and health is an advantage but the most important thing is having the right attitude. You can work when you want, as much or as little as you want. What we give to each franchise owner is ongoing support and training, as well as the tools of the trade. The Amanda's Action Club Franchise package includes the activity bags, the music and PA system, of course, but the key will be the personal training from myself and the crucial marketing and technical support from my team. I am not going to take people's money, watch them strike out from the shore and see if they sink or swim. I want them to join the family. All we ask is a commitment to run a minimum of 6 classes per week. These can be timetabled to fit your schedule. The classes could run over 2 / 3 days or be spread more evenly across the week – whichever suits you. If you prefer to run parties only, you need to be available for a minimum of 18 weekends during each year. The start-up costs are low from just £2,500 for an Amanda's Action Club Party Host only franchise or £4,500 for the full Amanda's Action Club Class Tutor and Party Host franchise. This is an introductory offer for the first 10 franchisees.

For more information about the Amanda's Action Club or the Franchise Package please contact [info@amandasactionkids.co.uk](mailto:info@amandasactionkids.co.uk)  
**MEET AMANDA IN PERSON:** Meet Amanda and see her in Action at the London Mums Christmas party on 20th November 2009 and at the London Mumpreneurs' Conference on 4th March 2010.

# ► Book Review

## Mumpreneur's first aid kit

Justin Lusty's 'Start-up - The Woman's Guide To Running Your Own Business',  
Monica Costa reports



**Q. There are lots of books about starting a business. What's different about this one?**

**A.** It's a step-by-step guide containing advice from over 100 successful mumpreneurs - a manual of mums' wisdom if you like. Topics such as overcoming fear, reducing the risks, raising finance and organising childcare are all covered in great depth. The book's interactive too - a CD provides all the

tools you'll need in the first year, including business plan templates, forecasting spreadsheets and checklists.

**Q. You're a man - why have you written a book for women?**

**A.** Why not! I love the passion, dedication and determination women put into their own ventures. They are pioneers, ditching the 9-5 for a new family-friendly way of working. I love that and I want to be part of it.

**Q. What's so great about being a mumpreneur?**

**A.** It's the thrill of creating something new and overcoming maternal glass ceiling. You're able to fit your work around your kids and regain control of your life. You get to make the decisions and you don't have to put up with office politics.

**Q. It sounds great; but what are the drawbacks?**

**A.** The workload is much greater than working for someone else and the buck stops with you. If you think you can just potter around your kitchen table, that you'll see your partner more often and it will all be rather jolly and you'll be very rich, then you are sadly deluded. You'll be short of time and you'll get knocked sometimes. But this is more than offset by the sense of fulfilment you'll get.

**Q. What kind of person can be a mumpreneur?**

**A.** You don't need to be a 'Richard Branson'. Anyone who has determination, a willingness to learn and the drive to work hard can succeed. I've interviewed some of the UK's best known mumpreneurs - including the founders of Friends Reunited, Babylicious and Athena - and they are the most normal, down-to-earth people you could meet. They prove you don't need any specific experience or qualifications to succeed - just a bit of get up and go!

**Q. How can you overcome the fear of starting a business?**

**A.** Everyone has this fear - but it can be overcome. The key is to reduce the risks of things going wrong, build a good support network, and ditch 'toxic' friends who undermine your confidence. Once you take that first step, momentum will carry you forward and you will be surprised how fears subside. As Sahar Hashemi, founder of Coffee Republic, always says, 'Leap and the net will appear.'

**Q. Isn't starting up in a recession a bad time?**

**A.** It's probably the best time. There is less competition around, as many businesses have gone bust. Start-up costs are lower, with great premises going for bargain rents and a glut of cheap second hand equipment. It's also much easier to find good employees with unem-

ployment being so high. Demand will soon pick up and you'll be well-placed to take advantage of it.

**Q. How can you improve your chances of raising finance?**

**A.** Use the step-by-step financing guide and templates in the book. It shows you how to improve your credit rating and prepare a simple business plan and financial forecast. It's also important to invest some of your own money in your venture - lenders see that as a sign of commitment and it increases your chances of funding.

**Q. Can I still start up without a lot of finance?**

**A.** Yes. Some businesses require very little money to begin. The key is to start slow, swap skills with people and keep costs low through bootstrapping. It's an excellent low risk way to get going.

**Q. What advice would you give to women thinking of starting a business?**

**A.** Choose a line of business you have a true passion for and it won't feel like work. Don't be frightened of making mistakes - that's how you learn.

Use the British Library for your market research - it's a brilliant free resource.

Don't take the knocks personally - just pick yourself up and carry on.

Find a local start-up buddy - this help defeat loneliness and you can share childcare.

Don't try to compete on price - it's very hard to make profits that way.



### LONDON MUMPRENEURS' CONFERENCE 2010

The event is aimed at any mum (or mum-to-be) in business and is a fantastic opportunity to hear the testimonials of the most successful mumpreneurs in the UK,



network with like-minded people, and even ask questions to celebrity mumpreneurs. Speakers include Laura Tenison, founder and managing director of JoJo Maman Bébé, Anna Gibson and Philippa Gogarty, Co-Founders of Micro Scooters, Sharai Meyers, founder of Purple Dragon, celebrity entertainer Amanda Frollich, Kumud Gandhi founder of The Saffron House catering company and The Cooking Academy (well-known for catering stars like Madonna and royals) and Justin Lusty.

**When:** Thursday 4<sup>th</sup> March 2010, 7.30pm - 9.30pm

**Where:** Eddie Catz, First Floor, 68-70 Putney High Street, London SW15 1SF

**Tickets:** £10 per person including a glass of wine and nibbles <http://shop.eddiecatz.com>



## ► Beauty trends

# Beauty tips for mothers and mothers to be

By Normandie Keith

Hi girlies, I have to now remind you of an important fact as a mum or a mum to be; you ARE the same exciting person you used to be BC (Before Children) and you are the one who must remind you of that regularly. It's so hard to feel attractive, let alone sexy, when you're feeling nauseous with pregnancy or are covered in baby sick postpartum. In fact sleepless nights, biologically hormone infused fuzzy mind and shock at suddenly being responsible for more than your Louis Vuitton handbag and the latest chic look do take some getting used to.

My top tip is to take a long hard look once (never dwell on what used to be); assess the worst and best areas and take immediate action. Mothers, husbands, sisters, nannies, best friends and even brothers should be called in to take over while you pamper yourself like you used to. You have many years to pamper your progeny (future prodigies naturally!) so now is also a good time to pamper you. Book the beautician for a head, shoulder, neck and back massage; nothing relieves tension quite like it. When you can't see your toes for your bump it's pedicure time because seeing perfect tootsies in bright hues that no amount of bottle washing can destroy makes for feeling perky. Short finger nails will protect your baby's delicate skin so use those baby clippers for speed and keep them cropped, clean and neat with a sweep of clear strengthening base coat to protect them that won't look shabby while you toil! Don't forget your make-up once you get pregnant or you're busy with children; this is a feminine ritual which you can



pare down to the minimum but never give up. A quick cleanse with wipes for sensitive skin (baby wipes can be very useful if you're in a rush!), a slick of tinted moisturiser and a sweep of mascara

on your upper lashes or a fine line of eyeliner will always brighten up your face and so brighten up your mood. This will take you less than a minute in the morning. A coloured lip gloss and a buff of blusher will carry you on through lunches, meetings and even a drink at the end of the day – who needs to stress about changing outfits any more. Well perhaps it's good to have a new top in your baby change bag in case you get blitzed by the baby en route to that meeting but hey that's life!

Keep those luscious locks lustrous with a good cut a month before your delivery date so your style can grow in attractively to avoid that dragged through a bush backwards look in those early months. Don't be tempted to look at a photo of a model and do something radical just before or after you have your baby (trust me you'll regret it!): Models have hairdressers at their elbow to buff, tweak and tong those styles to perfection for the shoot; you'll have to contend with a cursory shower and think yourself lucky if you manage to tip your head upside down for two seconds before the crying, the school run or the blackened toast beckons. So, choose a style which frames your face best for you (long or short) which can be tucked up into an easy ponytail or chignon when it's not quite so clean or under a hat. I have a huge assortment of baseball caps and hats which make up for many a bad hair day!

Make sure you always assess the state of your underwear and lounging around clothes! It's all too easy to forget while we're dashing around motherhood making sure everyone else looks great that we also need to be taken care of – and it's best to realise early on that no one else will think of us if we don't think of ourselves. Buy some new underwear and lounging around wear to be ready for those days when it's hard to get properly dressed because we're so overwhelmed by caring for everyone else's needs. Buy bras that fit in pretty colours; throw out old tatty underwear and feel lovely (whilst you're tearing your hair out at everything else) in some pretty pyjamas which can be seen 24 hours around the clock and could even conceivably take you on the school run and back. Ugg slippers, White Company lounge wear and Shanghai Tang pyjamas helped me through this tricky time. A pair of sunglasses, a hat and a bright winter coat are great speedy beauty aids too!

And finally, when the babes are in bed it's time to unwind in a big bath of scented oils with an aromatherapy candle by my side because to relax is to ease those facial muscles of stress. Rub scented moisturiser all over your body, eye cream and face cream are a must and you can keep the cost down by using my Bergamot scented body products and gentle facial products available at Tesco. Happy days!

## COOL LONDON

London is awash with private members clubs but how many have facilities to record your own music, learn Mandarin, become a master or mistress of sushi rolling and bake cupcakes all under one roof? Battersea-based Purple Dragon offers all manner of recreational delights. The catch: You have to be 12 or under to become a member or snag a day pass. The club has nursery plans in the pipeline and plans to open an additional site in Primrose Hill. Day membership to Purple Dragon is priced at £40. Annual membership is priced at £1,200. Classes and tuition are extra. [www.purpledragonplay.com](http://www.purpledragonplay.com)





# Christmas gift guide



## As seen on BBC's Dragons' Den and ITV's Baby Gadgets!

The new Miracle Scarf and Miracle Band are ideal accessories to keep your baby entertained whilst you deal with everyday situations. Portable and lots of fun – also great for holidays with baby.

[www.yessuperbaby.com](http://www.yessuperbaby.com)



Trying to find that extra special gift? Want something that the little ones can grow up with and treasure over the years to come? Thought about the gift of Art?

**Red Ted Art's artist Maggy Wodley** creates bespoke Artwork for Children.

Everything from the design to the colours is bespoke to suit you and your child's favourite things. She uses fabulous metallic paints, that shine and shimmer as you walk past, really bringing the painting to life and attracting the attention and imagination of children (and adults!) of all ages! You can contact Maggy for some free non committal advice and what may suit your child by email on [info@redtedart.com](mailto:info@redtedart.com).

For more general information and examples of work visit Red Ted Art (Bringing Art and Colour to Children's Hearts)'s website [www.redtedart.com](http://www.redtedart.com)



**JoJo Maman Bébé**  
maternity / baby and child / nursery and home

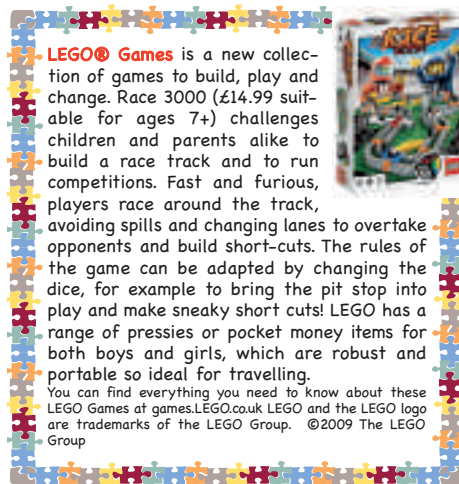
**JoJo Maman Bébé**, the UK's leading maternity, baby and nursery specialist is delighted to offer readers of London Mums 10% off their purchases via mail order or in store. With a fabulous collection for pregnant women including a wide selection of nursing underwear, adorable baby and children's wear and everything you need to decorate your baby's nursery or prepare for the new arrival, the JoJo collection is original and fun.

To view the entire range, please go to [www.jojomaman-bebe.co.uk/](http://www.jojomaman-bebe.co.uk/) or call 0871 423 5656 for a free catalogue. London stores include Battersea, Putney, Chiswick, Dulwich, Notting Hill and Golders Green. PLEASE QUOTE CODE LM92 TO RECEIVE YOUR 10% DISCOUNT.



Unique gift that will impress everyone this Christmas. **Nenuphar dresses** for girls are designed for special occasions or just to look very very pretty, they are stylish, simply elegant and comfortable. Nenuphar founder has reintroduced our grandmothers' knitting and sewing patterns that have been passed on

for generations and adapted them to our modern lifestyle, so the designs are traditionally inspired but the shapes and colours have something of the 20th century. Highly recommended if you want to dress your kids to impress! For more info call 07958 698380 or visit [www.nenupharchildren.com](http://www.nenupharchildren.com)



**LEGO® Games** is a new collection of games to build, play and change. Race 3000 (£14.99 suitable for ages 7+) challenges children and parents alike to build a race track and to run competitions. Fast and furious, players race around the track, avoiding spills and changing lanes to overtake opponents and build short-cuts. The rules of the game can be adapted by changing the dice, for example to bring the pit stop into play and make sneaky short cuts! LEGO has a range of pressies or pocket money items for both boys and girls, which are robust and portable so ideal for travelling.

You can find everything you need to know about these LEGO Games at [games.LEGO.co.uk](http://games.LEGO.co.uk) LEGO and the LEGO logo are trademarks of the LEGO Group. ©2009 The LEGO Group





**PastelPrint™**

Silver Jewellery and Giftware

contact:

020 8894 6254 [allison@pastelprint.co.uk](mailto:allison@pastelprint.co.uk)

[www.pastelprint.co.uk](http://www.pastelprint.co.uk)

Handmade pure silver jewellery and giftware incorporating your child's fingerprints, hand or footprints and artwork. Choose from a selection of charms, pendants, cufflinks, keyrings and bookmarks.



**DISNEY ON ICE** presents

# *Princess Wishes*

**Princess Wishes is a beautiful show following princesses on their journeys to realise their dreams - a great story for little girls and their mothers. Starts from 28th October 2009 at the O2 Millennium Dome, London.**

**You can buy tickets at:**  
**[www.ticketmaster.co.uk](http://www.ticketmaster.co.uk)**



search...

child trust funds and savings

go

**1** Compare the BEST performing child trust funds and children's savings online.

**2** Read the BEST UK reviews and click through...

**3** Invest from birth until they leave the nest...



**Got a  
child trust fund  
voucher?  
Invest it  
NOW!**



[www.myeggnest.com/fq](http://www.myeggnest.com/fq)

the comprehensive online guide to saving for your children's future