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London Mums



Denise Lewis



EXCLUSIVE!
Myleene Klass

**'My family comes first.
I am going to be at
every school play.'**



**Supernanny
Jo Frost**



Sarah Beeny

**JUBILYMPIC
SPECIAL**



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Editor's letter



www.memorygate.co.uk

Dear London Mums

The Jubilympic issue of London Mums magazine is finally here and is packed full of fun stuff for you and the kids.

First off, there's our cover interview. It was great to meet the lovely Myleene and talk to her about her interests and how she juggles her busy schedule. Our celebrity interviews don't stop there – we've also spoken to Sarah Beeny about her projects and how she divides her time between her family and her business. Olympic gold-medallist Denise Lewis also tells us that on some things she just will not compromise! We also had a quick chat with the Mayor (as you do!) about his plans for our great city and why he thinks London Mums is important. We're blushing!

Our Olympic section has fun ideas for days out with the family. We have also taken a look at the Olympic programme and decided that some of those less-mentioned sports look worth a try. And for all you stats-lovers we've got some fun Olympic numbers and facts.

But amidst all the Jubilympic excitement (yes, Jubilympic is our favourite word right now) we haven't forgotten to talk to our super mums or to squeeze in the fun pages for the children! And, of course, resident Agony Aunt Jo Frost is here to advise on childcare problems. If all that wasn't enough you can also check out our selection of Jubilympic pretty things!

Have an amazing summer!

The magazine is fully readable and downloadable as pdf from <http://londonmumsmagazine.com/magazine>

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Monica

Monica Costa

Editor in chief, Founder of London Mums and mum of lively five-year-old Diego monica@londonmums.org.uk

LONDON MAYOR



'Forums such as London Mums and Work Your Way are invaluable for forging new relationships, sparking ideas and providing advice in an easy, accessible way.'

Mayor of London, Boris Johnson

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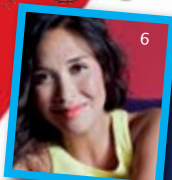
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Myleene Klass

'My family comes first. I am going to be at every school play'

The stunning Myleene is the ultimate all-rounder. She first came to public attention when she participated in Popstars in 2001, and won a place in *Hear'say*. After the band split she went on to be a very successful solo classical artist. She has presented a variety of shows including *I'm A Celebrity Get Me Out Of Here...* USA and *Last Choir Standing*. After the birth of her first daughter, Ava, she started designing a line of children's clothing called Baby K for Mothercare. Myleene's frequent work with charities often focuses on helping children. She is an ambassador for Youth Music, which gives young people the chance to learn about making music. She has also worked with Oxfam, World Vision and Breakthrough Breast Cancer among others. *Editor Monica Costa from London Mums caught up with the busy Ms Klass at the launch of her Yahoo! Lifestyle web-series Bumps, Babies and Beyond.* She explained that the programme is 'all about sharing the experience of parenting with actual parents – not just hearing from experts. We tackle everything - from breastfeeding in public to choosing baby names – with candid conversations, free from judgement or pressure, and with some much needed humour too.' She told us all about her love of London and how she manages to balance work and family.

Q: So you are a musician, presenter, astronomer, baby-clothes designer and mother. Are you Superwoman? Be honest...

MK: God, no! We're all just hanging on for dear life, aren't we? I just want to have a fun time with my kids and give them the best. I think everyone wants that. And I don't mean in the material sense – astronomy, pointing at stars, that's free! Music – you just sing along!

Q: How do you choose which jobs to take? Do you find it difficult to juggle your family life and your work?

MK: I work around my family. I don't have a regular job so that does sometimes mean I'm not sure where I'll be, but because I don't have a regular job I can be there for the school run, bath time and bedtime. That's what's really important to me. There have been jobs that have come up where, if I'd taken them, I'd miss bath time and bedtime everyday. If that's the case then the answer is no. I don't even have to think about it. I need to be able to be with my children on special occasions. I'm not missing a school play – I'm going to be there.

Q: What lessons are you teaching your daughters?

MK: I want to show them that you can go out there and you can make a difference. I think it's best to lead

by example. You don't have to be cruel to people. You can do positive things and I want them to learn that.

Q: What are your favourite London activities that you do with your children?

MK: I love to go to the aquarium. I love to walk over Tower Bridge – I used to live near it so when we first had Ava we used to walk over it a lot. The Embankment is such a beautiful area. There's no better view in the world! It's funny, you never really get to know London until you have family visiting and then you're like, 'Let's go on the London Eye! Let's go and see Big Ben!' I love the London Eye. Although I did have a moment on it with Ava. I was worried that she was going to need the loo, so I was prepared for that. And then when we got to the top she saw a giant Mickey Mouse on the Southbank. She was desperate to go and meet him but she thought he might move before we were able to get off. So all the way down she was screaming, 'He's gonna go, Mummy, he's gonna go!' I was so convinced she was going to need the loo it never crossed my mind that something else could go wrong! I love London, I think it's the most lively city you'll ever visit. It's vibrant, cosmopolitan and just really exciting.

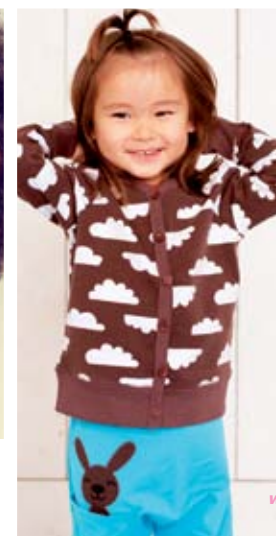
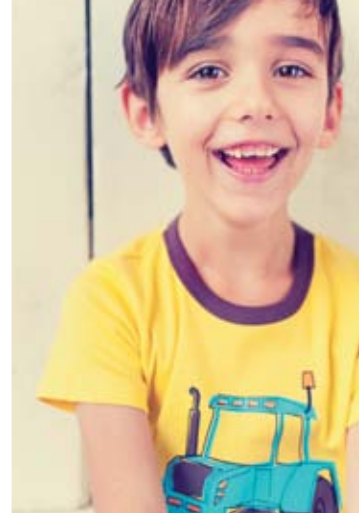


Q: What would you do if you were Mayor for the day?

MK: Somehow get rid of the traffic! We have places to go, we don't have time to be waiting around. I suppose if I do have a frustration with London it's that sometimes us Londoners can be a bit complacent. In France if people don't agree with something they block the roads until someone listens. I feel that we need to stand united sometimes to get things done. But, you know, for me the main issue is the traffic – and why has the congestion charge gone up? I'd change that.

Q: What's your favourite Olympic Sport?

MK: Swimming. My Dad used to be a diver. I would love to go and watch but I didn't get tickets. My manager did – maybe I'll have a little word with him and see if I can come along. I'm very proud to be a Londoner and I'm really looking forward to the Olympic Games.



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SUPER LONDON MUMS

CLAIRE CARMODY-PORTER

I am Mum to 20 month old non-identical twin boys, I live in Earlsfield & work full time in the City. I am Irish originally but have been living in London now since the end of 1997 – so see it very much as my home.

FAVOURITE LONDON ACTIVITY

We are spoiled in London with all the great parks and gardens. My favourite is Wandsworth Common, with lovely playgrounds and a super cafe for the Mums and Dads to stop for a much needed break. Morden Park is also lovely on a Sunday morning, with a great little National Trust cafe and a lovely gift NT shop. Deen City Farm in South Wimbledon is free and deserves donations because it's a lovely place to take children. We also love the lower ground floor of the Science Museum with a great water feature and small boats and waterfalls, which attracts the little ones like filings to a magnet. Protective clothing is provided, but be prepared that their own clothes will get a bit wet.

FAMILY FRIENDLIEST VENUE

Eddie Catz is wonderful, a place where making noise and running around like crazy is totally acceptable and no eyebrows from those without children are raised. I also love their comfy sofas to sit in with a cup of coffee and read the paper. There is a great feeling of space and it can accommodate quite a few children without feeling overcrowded and it has enough play areas to keep everyone happy. For eating, quite a few cafes nowadays welcome children, Wallace in Putney is great for Sunday Brunch as is the Crooked Billet in Wimbledon. Other chains such as Giraffe are excellent at supplying pens and crayons for budding artists to amuse themselves with over lunch.

LONDON CHALLENGES

Spending time in traffic trying to get out of London to go away for a day, weekend, holiday or to just meet



friends is definitely challenging. So factoring about an hour or so extra into the journey time is a must. As kids get older, they are less happy to sit still in their car seats, so remember to bring entertaining material for each journey!

YOUR SINGLE MOST IMPORTANT PIECE OF ADVICE TO OTHER LONDON MUMS

Don't let society make you think in any way that you are a bad Mum. There is a lot of pressure on Mothers nowadays from the media, to be a certain "type" of Mum, and be perfect in so many ways. Sometimes it's just not possible to do everything, there are only so many hours in each day and only so much energy that any one person can have. Whether you are a stay-at-home Mum or a full-time working Mum, feel confident that you have made the right choice for you and your family and don't let anyone make you feel that it's affecting your ability to be a good Mother. Only YOU know what works best for your family, so follow your heart on that one! Mothers from previous generations managed without this quest to be perfect and they seemed to do just fine.

AMANDA TROUCH

Mum of Bibi from West London

FAVOURITE LONDON ACTIVITY

Walking along the South Bank in London with my daughter, looking at all the entertainers and the sights is priceless. On a sunny day this is hard to beat!

FAMILY FRIENDLIEST VENUE

I love the Park Club in Acton. My daughter Bibi gets to swim in the big pool and there's loads of space there, a huge trampoline and plenty to do with your child. Plus they serve really tasty, healthy food for children – top marks in my book!

LONDON CHALLENGES

I love working in London so much so it is difficult to think of any challenges. However, given I'm always on the road going from event to event then I guess the traffic on the road is a bit of a challenge (to my timekeeping at least).

YOUR SINGLE MOST IMPORTANT PIECE OF ADVICE TO OTHER LONDON MUMS

Be an example to your children. Children will copy what you do rather than what you say so you need to be fit, healthy, positive and happy yourself.



That means trying to get the right daily balance in your life – not always easy, I know.

BENEFITS OF BEING A MUMPRENEUR IN LONDON

Through running my children's parties and classes I've met so many interesting, powerful and helpful mumpreneurs. Women love to help other women so this network has to be the biggest asset of business life in the city.

Amanda is the founder of Amanda's Action Club, children's interactive entertainment brand
www.amandasactionclub.co.uk



JOB OPPORTUNITY!! If you want to become a London Mums leader in your local area, please contact us via our website www.londonmums.org.uk



Get involved!!!! If you want to share your parenting tips with other London mums and want to be interviewed for these pages send an email to monica@londonmums.org.uk we will reward you with a thank you gift!

'I DO ENJOY THE CHILDREN SO MUCH BUT CAN'T HONESTLY SAY I AM VERY MUCH IN CONTROL!'

Sarah Beeny



THE STRAIGHT-TALKING PROPERTY DEVELOPER GIVES HER ADVICE ON THE MARKET AND SETTING UP A BUSINESS WHEN YOU HAVE CHILDREN.

By Monica Costa

Q: Home is...

SB: Wherever your friends and family are.

Q: What's your parenting style?

SB: I like to think strong firm and consistent but in reality it's scatty indulgent and inconsistent – I do enjoy the children so much but can't honestly say I am very much in control!

Q: What are your favourite London activities with your children?

SB: Outdoor I think wandering down the embankment looking at the human statues and skateboarders is fab. Yo! Sushi or Pizza Express are great and so is the London Eye.

Q: What would you do as a Mayor of London for the day?

SB: Remove all parking cameras from 'catch you' spots. Parking wardens would not be allowed to work on commission and if you stop but don't block traffic you would only ever get a very minimal fine of, say, £5. Private parking companies would be dissolved.

Q: What are your guilty pleasures?

SB: So many – red wine, dairylea, junk food, oysters in large quantities and somewhat bizarrely enjoying putting books in alphabetical order.

Q: How do you choose the jobs to take and how you juggle everything?!

SB: I am lucky enough to be able to generally take jobs that really interest me – partly as I know I will work harder and do better. Juggling – well you just have to fire fight and not answer a load of things you should answer.

Q: Your top tip on how to succeed in business to our mumpreneurs is...

SB: Be really focused about what you are trying to achieve and try not to let work bleed into your mothering time too much. That way you do both better.



Q: You lost your mum at an early age, how did you cope as a motherless teenager?

SB: I had a fab father – oh and a great brother and a lovely step-mother.

Q: You have four sons. Will you try and have a girl?

SB: I'd love more children but not so I had a girl – I am so lucky to have any children at all but to be honest I think I couldn't be luckier having all sons.

Q: Which area of London do you think has more potential for property development in 2012-2013 and why?

SB: I think West London has areas that are really not explored properly yet. The Olympic Games will make the next year an interesting one to watch in terms of property and many other businesses though.

Q: What do you love the most about property development?

SB: You can constantly deal with a new project and have to come up with new inventive ideas of how to solve problems – no two properties are ever the same and no two deals are ever the same.

Q: If mums chose property development as a mumpreneurial business, what recommendations would you give them?

SB: Be very realistic about how much time and money you really are able to put in. Over stretching yourself will make life harder than you can possibly imagine.

Q: Will you be involved in the Games? If yes, what will it be?

SB: I am very excited about the Olympic Games – I am not sure quite how I am going to be involved but there are lots of ideas floating around.

Q: What are your favourite sports to watch at the Olympic Games?

SB: Personally I have always loved the gymnastics but I think my kids would love to watch the football!

Q: What are you up to next?

SB: We have exciting plans for www.mysinglefriend.com and have just launched a directory of all property related services on www.tepilo.com which is really exciting too. I am also just about to start filming a new Channel 4 series and of course Rise Hall is now really getting up and running as a Wedding and Events venue – sadly not the quiet year I was vaguely hoping for!



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Olympic Sports that inspire kids

**COULD YOUR CHILDREN BE FUTURE OLYMPIANS?
THERE'S ONLY ONE WAY TO FIND OUT...
GET INVOLVED IN SOME NEW SPORTS THIS SUMMER!**

By Jasmine Tara Joynson

Fencing

This could be the sport to interest your child if they haven't yet found their favourite. It's a bit unusual and they effectively get trained to fight like a Muskateer! Don't worry, though, foam or plastic foils are used for children and beginners. Fencing is fast and athletic but it also trains your mind to think ahead. www.britishfencing.com describes the sport as being like 'active chess'. Most clubs will have a hiring facility so you can try out the sport before buying all the equipment.



Fact: Fencing is one of only four sports to have featured in every modern Olympic games.

Gymnastics

Gymnastics will help develop your child's balance, flexibility and fine motor skills. Although they look lithe when performing, gymnasts need to be very strong so gymnastic training is an excellent work-out for your muscles. Girls may well love the bright, sparkly leotards that come with the territory.

Fact: Rhythmic Gymnastics is one of only two all-female events at the Olympic Games (the other is Synchronised Swimming).

All Facts mentioned in these pages are taken from 'Ultimate 2012 Olympic Guide' published by MagBooks www.magbooks.com

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This sport is currently dominated by China. The Chinese have won 20 gold medals in it. It's time to get some other countries involved! While our idea of Table Tennis may be more of a game than a sport it is actually very athletic. Regularly practising Table Tennis should improve your child's reaction time and hand-eye co-ordination.

Fact: The ping-pong ball will be the fastest moving thing at the Olympic Games, gathering speeds of almost 100mph.



Table Tennis

Swimming

Swimming is excellent muscular and cardiovascular workout. Most children do learn to swim these days so it may not seem like an exciting new sport. The Olympics, however, highlights all the different areas of water sports you can pursue once you are a confident and able swimmer. Diving and Synchronised Swimming are both on the programme this summer.

Fact: The contestants in Synchronised Swimming all wear heavy water-resistant make-up that adds to the theatrical nature of the sport.



Sailing

Britain has a very good track record with Sailing, achieving 24 gold medals in it so far... This sport is good for children with a real sense of adventure. In competitions with two or three crew per boat teamwork has to be spotless. As a sport Sailing is very tactical so competing will develop their strategic, as well as physical, skills.

Fact: In two- and three-man boats sailors are so in tune with each other that they rarely speak while racing.



FREE or Affordable Fun

FAMILY EVENTS TO GET INVOLVED IN THIS JUBILYMPIC SUMMER!

By Jasmine Tara Joynson

A Summer Like No Other

Free events, pop-up performances, magical trails and family fun all over town are organised by the Mayor of London as part of the London 2012 summer. www.molpresents.com

Giant bouncy Stonehenge!

'Sacrilege' is a piece of modern art designed by the Turner Award winning Jeremy Deller. It was unveiled at the Glasgow International Festival of Visual Art and will be travelling down to London for the Olympics. Perfect for all the family – something arty for the parents and children can enjoy what is effectively a giant bouncy castle. Follow @Sacrilege2012 on Twitter for updated info on its whereabouts.



Image: Jeremy Deller Sacrilege, 2012, Courtesy of the artist, Photo: Angela Catlin

Big Dance 2012

Big Dance is a project to get London dancing. From 18th May - 15th July the Big Dance Bus will tour the capital offering a programme of performances, workshops and a Pop-up Cinema screening dance films. The finale, Big Dance Trafalgar Square, will take place on Saturday 14th July and will involve 2000 dancers in a large collaborative piece.

www.bigdance2012.com



London 2012 Olympic Torch Relay

From 21st - 27th July the Olympic Torch will visit every borough in London. Go to www.london2012.com/olympic-torch-relay-map where you can type in your postcode and see when the torch will be near you and who will be carrying it!



Get theatrical with West End LIVE!

On the weekend of 23rd - 24th June Trafalgar Square will play host to the best of the West End. There will be celebrity presenters who will encourage the audience to sing and dance along to some of the world's best show tunes. The extravaganza will feature musical numbers from Disney's The Lion King, Matilda The Musical, The Wizard of Oz, Wicked and Shrek The Musical to name but a few. www.officiallondontheatre.co.uk

Nostalgic children's TV

On Sunday afternoons throughout the summer, V22's Summer Club (SE16) is screening a selection of the best children's TV of all time. So if you want to introduce your little ones to what you watched when you were their age this could be perfect for you!

www.v22collection.com



Notting Hill Carnival

Sunday 26th August is family day at Notting Hill Carnival, Europe's biggest street festival. The parade of stunning costumes is a must-see and there's the chance to try some Caribbean food. The face-painting there is wonderful! The music can get a bit loud but it's all part of the fun! www.thenottinghillcarnival.com

Greenwich and Docklands International Festival

Running from 21st- 30th June this annual festival includes dance, theatre and family entertainment. Many of the events are free but require a ticket. www.festival.org

Mobile childcare service at the Olympics

For a reliable childcare service throughout the Olympic games, Spotted Zebra will be hosting a fun-filled Olympic themed pop-up nursery for ages 0-8 years just a stone's throw from the stadiums! Book your child's place early to ensure the whole family can enjoy the once in a lifetime experience! www.spottedzebra.co.uk/games-pop-up-nursery



Fun Olympic Facts

The Olympic Motto is 'Citius, Altius, Fortius' which means 'Swifter, Higher, Stronger'.

The Olympic Flag was introduced in 1920.

London is the first city to officially host the Modern Olympic Games three times.

In 1976, Canada hosted the Olympic Games and became the first host country to fail to win any gold medals.

It was at Paris's 1900 Games that women were first allowed to compete. The first-ever female Olympic champion was British tennis player Charlotte Cooper.

Three Olympic sports that used to feature in the Olympic programme but have been discontinued.

1. Croquet. It only appeared in Paris in 1900 where nine of the ten contestants were French and there was only one paying spectator. Probably no great loss...
2. Tug of War. This 'sport' was played at five of the early Olympic Games. If neither team had pulled the other five feet after five minutes then the winning team was whichever had gone farthest. The word underwhelming comes to mind.
3. Motor Boating. This was dropped after 1908 when the International Olympic Committee decided that including motorised sport was not appropriate for an athletics competition. No, really?

At London 2012 there will be:

- 26 Olympic sports
- 302 gold medals to be won
- 205 countries involved

Fourteen countries took part in the 1896 Olympic Games.

4.7 billion people watched some of the 2008 Beijing Olympics on television.

In St Louis' 1904 Games a one-legged gymnast won six medals, including three golds!

Michael Phelps, the swimmer who has won 14 gold medals so far, consumes approximately 12,000 calories a day during training periods. His breakfast typically consists of:

- three fried egg sandwiches with cheese, lettuce, tomato, fried onions and mayonnaise.
- a five-egg omelette
- a bowl of maize porridge
- three slices of French toast with icing sugar
- three chocolate chip pancakes
- two cups of coffee.

www.michaelphelps.net

All facts, apart from those surrounding Michael Phelps' diet, are taken from 'Ultimate 2012 Olympic Guide' (by MagBooks)
www.magbooks.com





‘THE MENTAL TOUGHNESS REQUIRED TO DELIVER A GOOD PERFORMANCE IS STILL IN MY BLOOD!’ Denise Lewis

THE EX-OLYMPIAN LETS US IN ON HER ‘ONES TO WATCH’ IN THE GAMES THIS SUMMER AND HOW SHE TRIES TO KEEP A LID ON HER COMPETITIVE SIDE IN THE PLAYGROUND.

By Monica Costa

Q: What activities do you like to do most with your children?

DL: I have very active kids and they all do some form of sport – they love going to the park. It’s great to have the space and freedom just to be loud and boisterous and get some fresh air. That’s what we look forward to most. We try lots of activities like frisbee, foam ball, catch and lots of sports like tennis, gymnastics, running and cricket.

In the house on a rainy day we love arts and crafts and the boys play in the hallway. Soft balls are a God send for inside – reducing the risk of breakages but not recommended for everyone!

Q: Where is your favourite place to visit with your family?

DL: We love the Natural History Museum. My son is particularly into dinosaurs.

None of us mind getting dirty so I try to take them out into open spaces like the park and the local sports club as much as I can. I have an activity bag which I keep in the boot of the car so we can always have things to hand to play with, like balls and cricket bats. And they also love their scooters.

Q: Do you miss competing now that the Olympics has come to London?

DL: I miss competing anyway, regardless of these Olympics, and it would have been nice to complete on home soil. I didn’t always love training as an athlete but I loved competing – the adrenaline rush and trying to stay focused is what really thrilled me the most. Working for that end goal really motivated me and you have to be ready no matter what has happened throughout the rest of the year. The mental toughness you have to have to deliver a good performance is still in my blood.

Q: Are you still as competitive as you were in your professional days?

DL: I’ve got great mums at school and some are competitive but I don’t think it’s cool to let my competitiveness come out in that environment. I remember when my son first started at school all of the parents felt their child would never get to win in the sports day again but the school does give everyone a go, which I love. I try not to be too pushy but they are naturally quite good and very active and strong. Secretly, I was pleased when my son did win 3 of the races at sports day!

Q: Who should we be looking out for at the Olympics? Who are your top people to watch?

DL: Ben Ainsley, he’s going for his 4th gold medal - if he manages to win another gold he goes into a new stratosphere.

Catherine Grainger in the women’s rowing. She has three silver medals so she’s looking for that ever elusive gold. Jessica Ennis in the heptathlon, my old event. These are my secret ones that I’m rooting for to win.





Q: As you turn 40 this year, what has been the greatest life lesson you have learnt?

DL: I guess that everything usually sorts itself out in the end. You spend a lot of time worrying about things but I think you have to take the ebbs and flows, the good days and bad days and just try and keep yourself in the centre and you'll be alright. I don't worry about things as much as I used to.

Q: As a busy mum, what are the three things you never compromise on when it comes to your kids?

DL: Good diet and nutrition – I always try to make sure my kids and the family as a whole eat well and have a good variety of fruit and vegetables. You can never underestimate the benefits of a good diet especially when they are young and growing up.

I would never compromise on the cleanliness of my home and the kids having a good awareness of hygiene. I learnt a lot from my mum and I've picked up a lot of my cleaning habits from her like keeping a clean and tidy home as a good environment for the kids. So I'm really trying to pass these on to them. Although I'm not

concerned with the kids playing and eating in the recently cleaned areas – I accept it's going to get grubby again!

As much fun and life experience as possible – I was very lucky to have a great childhood, getting out as often as I could, playing and generally being an active child. That's why I try to spend as much time with my kids as possible and really enjoy time together, whether it be playing with arts and crafts in the house or messing around in the park.

Q: When you have a moment to yourself, what's your favourite thing to do?

DL: To have a moment to myself is so rare; I can barely remember when that life was. I usually just go into a room in the house by myself and watch "my own" programmes – no fighting over the remote control, no cartoons. I just watch something that I like to watch. My particular favourite is 'Come Dine with Me'. The narrator, Dave Lamb, just makes that show!

Olympic gold medalist, Denise Lewis, is working with Dettol to support the launch of the new Dettol Power and Pure range.

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EXCLUSIVE INTERVIEW WITH MAYOR OF LONDON, BORIS JOHNSON

LONDON MUMS AND WORK YOUR WAY HAD THE PLEASURE OF GETTING THIS INTERVIEW WITH MAYOR OF LONDON, BORIS JOHNSON. READ WHAT HE HAS TO SAY ABOUT FAMILY LIFE IN THE CAPITAL.

Q: What is your biggest achievement so far as the Mayor of London to improve the lives of London families?

BJ: Restoring a sense of community to London neighbourhoods has always been at the heart of what I want to achieve as Mayor of London. From cutting crime to cleaning and greening our neighbourhoods to simply giving some of your time to helping those less fortunate than you, I want London to be an enjoyable, attractive and pleasant place to live, work and raise your family. This is why I've been mobilising thousands of volunteers through my Team London programme and why I am so proud to say that I will have put 1000 more warranted police officers on the street by the end of my first term than I inherited at the beginning.

Crime – particularly serious youth crime – was and is my greatest cause for concern in London, which is why I have increased officers on the streets and on our transport network and am protecting policing in our communities. And although any death is one too many, teenage killings in London have more than halved during this mayoral term, overall murder is at a historic low and knife injuries and gun crime are also significantly down.

In the midst of an economic downturn, it is more important than ever to support families to get on the housing ladder and be able to meet basic living costs. This is why last year I increased the London Living Wage to £8.30 an hour which could take a quarter of London's poor children out of poverty, as well as raising the income of low-paid workers. I'm proud to say we are

well on track to delivering more than 50,000 affordable homes by the end of this year and my Know Your Rights campaign helps Londoners to claim the hundreds of thousands of pounds of benefit entitlement which go unclaimed in London each year.

Being able to get from A to B as easily as possible is crucial for families living in London and during my mayoralty I have overseen the greatest ever upgrade of the Tube network, begun the building of Crossrail which will add 10% capacity to London's transport infrastructure, delivered the extension to the London Overground and rolled out Oyster cards on to the National Rail network. By withdrawing the hated bendy bus and abolishing the loathed Western Extension of the Congestion Charge, getting from A to B quickly should be simpler than ever for on-the-go families. Furthermore, we have led a cycling revolution with the introduction of the Barclays Cycle Hire scheme which has seen the introduction of 8,000 bicycles at over 570 docking stations across London. And to keep journeys shorter, snappier and more punctual Londoners can now check when their bus is coming by web, text and mobile phone app.

Q: What can be done to make the lives of women in London better, in terms of employment and education?

BJ: London has produced some of the most talented, successful and inspirational women in the world from Virginia Woolf, Enid Blyton and Mary Wollstonecraft to Twiggy, Kate Moss, Adele, and of course, my good friend Barbara Windsor. I am committed to making London a city which will continue to provide the opportunities and quality of life in which all Londoners can flourish and reach their absolute potential. I want London to be a city in which women can live, work, spend time with their families and friends and, if they want to, become world-leaders in their chosen field.

Providing routes into employment is absolutely crucial for women to establish the role they deserve in public life and I am focused on the practical measures that will make a real difference. I have been working with the National Apprenticeship Service to boost the number of apprenticeships in London – a fantastic 40,000 apprenticeships were delivered in 2010/11, double the number we originally expected. We are well on track to achieve the target of 3,000 new apprenticeships

across the GLA group and 100,000 across the capital by the end of this year. Through my Sports Legacy Fund, over 2,000 women have received training within the sports industry, many of whom are now coaches and officials. Our Diversity Works for London programme helps businesses to harness the benefits of a diverse workforce which is reflective of London's population and to widen their supplier base to businesses run by women and other underrepresented groups.

The values and morals which we instil in our young people whilst they are still in education are key to creating a more cohesive and equal society. The Mayoral Academies Programme has already established three academies preparing our young men and women for the world of work so they can seize every opportunity available to them in the competitive London job market. At the end of last year, I announced an education inquiry, which has already delivered its preliminary findings on the key challenges for education in London and recommend practical action for boroughs, schools and colleges and I shall be pushing this forward in the capital.

Q: What can be done to improve female entrepreneurship, and grow existing female businesses in London?

BJ: Forums such as London Mums and Work Your Way are invaluable for forging new relationships, sparking ideas and providing advice in an easy, accessible way. For living proof of the dizzy career

heights which are being reached by ambitious, talented and entrepreneurially-minded women in London, I need to look no further than my own team – Isabel Dedring, Rosie Boycott, Munira Mirza and Pamela Chesters are all

'FORUMS SUCH AS LONDON MUMS AND WORK YOUR WAY ARE INVALUABLE FOR FORGING NEW RELATIONSHIPS, SPARKING IDEAS AND PROVIDING ADVICE IN AN EASY, ACCESSIBLE WAY.'





outstanding female advisors of mine who are shaping London's bright future. They are among many fantastic female role models in London who are stepping forward to instil confidence in the next generation of entrepreneurial women.

Entrepreneurship will strengthen our economy and appeal to mothers who may prefer to use their bright ideas to set up their own businesses and work more flexibly around the needs of their families and I will continue to press for the support start-ups need to get off the ground. Growth of female businesses in London is at the heart of London leading the way out of the recession and I am fully supporting, through TfL, Crossrail and the Metropolitan Police, services such as CompeteFor which enables small-to-medium-sized businesses to compete for contracts in the 2012 Games. Smaller and medium sized businesses in the capital, particularly bringing fresh ideas, are as important to the long term health and prosperity of this great world city as any business situated in the Square Mile.

Q: What legacy would you like the Olympics to leave on Britain

BJ: We are already achieving an amazing legacy for this country, and for London, before the Games have even started. We've seen the transformation of the historically deprived east London during one of the toughest economic climates of the last century, the creation of 200,000 jobs; including work for 32,000 previously jobless Londoners, as well as 8,000 permanent jobs at Stratford Westfield and a massive £2 billion boost to the capital's economy.

Londoners are already reaping the benefits of a £6.5bn investment on transport improvements ahead of the Games. We've delivered improvements to Tube, DLR,

rail and cycling infrastructure including a 50 per cent increase in DLR capacity with the line extended to Woolwich and Stratford International. The Jubilee line has been upgraded to provide more frequent and reliable services and there is extra capacity on the Central line.

The Queen Elizabeth Olympic Park one of the biggest new parks in Europe will be transformed into capital's newest district with the potential for 29,000 new homes and 1.35 million square metres of new and improved commercial floorspace offering a multitude of investment opportunities and future generations will be able to enjoy a whole new district of London attracting visitors from all over the world.

But, what I'm most passionate about is the sporting legacy we will deliver. I'm delighted that as part of the £40 million I've invested in sport over the last three years, 200,000 Londoners are now more physically active, at least 10% of which were previously inactive – that's 20,000 Londoners! So I can say without any doubt that more people in London active and healthy already – I am even running three times a week.

These Games are much more than a sporting event – over the next few months we'll see seven years of hard work come together in the greatest opportunity to showcase our capital city. From the Queen's Diamond Jubilee, to the arrival of the torch in London and through the Olympic and Paralympic Games, we will welcome visitors from every corner of the planet and host a sporting and cultural festival that gives London and the UK the opportunity to show off all that's great about Britain.



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Readers' letters

Our Agony Aunt Supernanny and TV Star Jo Frost responds to your questions



How would you handle a 4-year old child who has sudden hysterical tantrums without any apparent reason (excluding hunger and tiredness)? Keely, Richmond

There's going to be a reason why a child behaves the way he does. It is important to allow a balance of independence and boundaries. Clear expectations need to be met. It's key that you have a routine that allows you not to put your child into situations that can create, and add fuel to, temper tantrums. If there's a period of the day that is stressful or rushed look at how you can change this. It's important to talk to your child about the things that are acceptable and unacceptable and to mention scenarios. If you are able to be consistent with boundaries and clear about your expectations you are more likely to have a harmonious and fun time with your child.



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Send us a letter to monica@londonmums.org.uk and we will respond to all questions.



My 5-year old son seems to be very interested in shoes. He notices details of people's shoes and reports back on what type of shoes people wear all the time. In a child's world do shoes symbolise anything in particular? Frances, Paddington

Toddlers tend to have a fascination with dress up. Normally children's play shoes slip on and make a clickety clakety noise which is fun for them. The fact that he has an obsession with shoes is quite cute. Now he obviously wants to put his feet in them, he wants to wear them, he likes the sound of them, he probably likes the colour and the height and everything else.

What do you think about co-sleeping only when the child sneaks in during the night so that parents don't realise that he is there until early in the morning? Chrissy, Farrington

If a child is a toddler it is important to implement sleep training and establish a healthy bedtime routine to learn how to self soothe. In this case it has become a bad habit. There are a couple of techniques in the book and each technique is different depending on the child's development. Ask the parents to take a look at their routine. Maybe it might be the only time they get a special cuddle time which they don't get during the day.

When a child has a passion for specific toys such as cars or Barbies at an early school age, is it right to keep encouraging him/her or do we run the risk of creating an obsession? Mary, Blackheath

We don't run a risk of creating an obsession if we introduce a variety of toys and arts & craft. Children will play with what's in front of them. The toddler years should be messy. It's a very creative time for toddlers. Parents should not be obsessive with cleanliness and keeping everything neat and tidy. Children are messy and mess is part of play. I don't know if you have been into Gordon Ramsey's kitchen but it is not clean! You tidy up afterwards.



Jo Frost's Confident Toddler Care book is published by Orion (£16.99 hardback, £7.99 eBook)





by Paul Robinson

Before the Olympics start, a torch is carried around the country like a relay baton and then when it gets to the stadium, a huge fire is lit to show that the games have started.

It's come all the way from China. You might think that they could just stick it on a ship with all the toys that are made there, but that wouldn't be much fun. Instead, everyone watches in anticipation as it gets nearer and nearer the stadium. Once the flame is lit, the biggest, fastest, strongest, fittest people in the world all compete against each other all in one place – the Olympics.

One morning, Sausage read that the flame was coming to their town and the mayor wanted volunteers to carry it. Down at the High Street, Usain Bean was telling the mayor "I'm the fastest of the Runner Bean relay squad and can run through the town in four minutes".

Sausage stepped forward, remembering his bus timetable. "I can get through town in three minutes." Everyone gazed at Sausage in disbelief. "You should give it to us" said Usain Bean. "Not necess-celery" said the Mayor, at this point some sticks of celery thought they were being volunteered, but this was just a poor joke the Mayor had made. "Let's use the Pickled Onion Gang" reasoned the mayor, "three minutes is very impressive".

On the big day, Sausage went down to the bus stop. He couldn't believe his eyes, there was a sign saying 'Buses on diversion'. "Oh no" he exclaimed "the one day we want the buses to be on time, and they've diverted them somewhere else! Haven't they got any sense?".

Pickled Onion couldn't believe his ears. "Of course the buses are being diverted, the whole town is full of people and you couldn't possibly drive a bus down the high street. How could you think that you could carry the torch on a bus?" Sausage went red with embarrassment, or at least a little less brown than he usually was.

How do they get out of this pickle?
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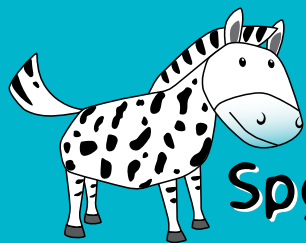


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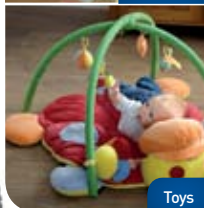
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