

FREE

Issue 9 Summer/Autumn 2013

London Mums



**7 YEAR
ITCH
SPECIAL**



**Miriam
Stoppard**



**Abney and Teal
Creators**



**Star
mum**

**EXCLUSIVE!
Cherry Healey**

reflects on her
life in London

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Dear London Mums

This summer and autumn issue is packed full of exciting interviews, as well as a look back over some of the magazines most poignant interviews and events.

To start things off we have our cover interview with the lovely Cherry Healy who tells us what it's like to be a full time mum whilst being in the spotlight. We have an insightful interview with Emilia Mitiku, a wonderful singer and mother to be as well as the author of My Super Sister series – Gwneth Rees! Both personally chosen to represent our Super London Mums spread. We also caught up with the producers of kids' TV show Abney and Teal to ask them what makes their programme such a success.

This is a very special edition due to the fact that we are now approaching the 7th year of London Mums being up and running! To celebrate this we're going to be looking back at some of the memorable highlights that the magazine has featured and getting nostalgic with our special 'Seven Year Itch' spread which includes exhilarating past events such as the exclusive interview with the fabulous Davina McCall, chatting with Mayor Boris Johnson and meeting the beautiful Myleene Klass!

Don't forget to keep an eye out for our Agony Aunt's page with celebrity expert Miriam Stoppard, or the third instalment of our comic 'The Adventures of Johnny Rocket', with previous chapters available on our website if you happened to miss out.

Check out the London Mums website www.londonmumsmagazine.com for more daily articles, interviews, activities, events' listings and ideas for family fun.

Enjoy the Royal Baby arrival and the Coronation anniversary parties!

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Monica Costa

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

Editorial

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CONTENTS



THE LONDON MUMS '7 YEAR ITCH' SPECIAL

The 7 Year Itch anniversary spread p14-15

LONDON MUMS' CORNER

COVER INTERVIEW – Cherry Healey reflects on her life in London p6-8

CELEBRITY INTERVIEWS

DR MIRIAM STOPPARD – Britain's best-known doctor and agony aunt talks babies, teens and in-betweens p24-26

THE ADVENTURES OF ABNEY & TEAL – Five minutes with the creators of the popular Cbeebies show p20-22

SUPER LONDON MUMS – Children books' Author Gwyneth Rees and Jazz Singer Emilia Mitiku p16-17

HEALTH – MUM'S TESTIMONIAL: Vine extract grew new hope for my daughter's eczema p18

READERS' LETTERS – Our celebrity Agony Aunt Miriam Stoppard responds to your queries p28-29

PRETTY THINGS p30-31

LONDON KIDS' CORNER

PARTY BAGS – All the fun of a party bag made easy p10

COMIC – The Adventures of Jonnie Rocket – The Sea of Sargoss (part 3) – By John Chapman p12-13



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CHERRY HEALEY REFLECTS ON HER LIFE IN LONDON



"I HAVE SUCH A VIVID MEMORY OF SITTING ON THE STEPS OF TRAFALGAR SQUARE EATING QUIVERS AND FEELING SO HAPPY."

Editor Monica Costa met Cherry Healey at Toyfair 2013 while she was working as the face for iPieces (www.jumbo.eu/ipieces), a range of interactive games for the iPad. They had an iPieces Air Hockey challenge and Cherry was the undisputed champion until Monica came along... Ah Ah!

Q: Home is...

CH: My family, good food and films in bed!

Q: What's your favourite London activity with your three-years old daughter?

CH: Coco and I love to get the bus from our home in West London all the way to the last stop – it's a beautiful route and she gets such a thrill from sitting at the front on the upper deck (Ok, I do too...). Coco's favourite London landmark is the London Eye – we've promised her that we'll take her next year although I am slightly concerned that she'll be scared and there is no way off once it's started! We also love to go for tea together – she'll buy a magazine and we'll read the stories together, colour in and have a lovely relaxing time together. We also play the iPieces games together but try to make sure that we don't get too competitive and annoy the other customers!

Q: What's your top rated family friendly venue in London?

CH: There is an amazing pub near us called The Eagle and it is unbelievably tolerant of children/ buggies/running/screaming. They have a beautiful beer garden and lovely food so it's a great place to wile away an afternoon with other families.



Q: What's your earliest London memory?

CH: My mum was amazing and brought my brother and I to London quite regularly (we lived in Suffolk). My mum and dad didn't have much money so she would buy cheap train tickets, make packed lunch in a cool box (I look back now and wonder how she did it!) and take us around the galleries and museums. I have such a vivid memory of sitting on the steps of Trafalgar Square eating Quavers and feeling so happy.

Q: What advice would you give to a mumpreneur to start-up and run a new business?

CH: I find interacting with my working mum friends really funny – our emails to each other are always straight to the point! I'm still learning how to prioritise important work rather than doing the fun tasks first! So I think my advice would be to not be afraid to be direct with people and to also find a system that works for you – I add all my tasks into my daily calendar so I can set reminders.



Q: If you were Mayor of London for the day what would you do to make our Capital a better place for families?

CH: I'd create more buggy space on buses. It is upsetting when you've been waiting ages for a bus only to find that the bus is empty but the two buggy spaces are gone. Why not have more 'flippy' seats on the lower deck?!

Q: What's your life philosophy and parenting style?

CH: My life philosophy is that everyone is doing the best with the information they have at the time – so don't judge people. I think I also apply this to parenting, if Coco is doing something frustrating (like fussing about which coat to wear when we're in a hurry – so annoying!), I do try to understand that maybe she doesn't understand why we need to be quick – instead of shouting at her I try to explain things. This doesn't always work...

Q: I loved your documentary about breastfeeding. If you had another child, would you breastfeed for longer and what would make you want to do it (guilt aside)?

CH: I will definitely try to breastfeed if we have another child – I feel so much better informed and feel confident about asking for help if I'm struggling. But at the same time, if it is as tricky as last time, I won't feel guilty if I have to express/bottle feed.

Q: What makes you laugh?

CH: My girlfriends. They are brilliantly funny.

Q: What makes you cry?

CH: I think like lots of mums, any film where a child is in danger makes me sob. I didn't used to be such a wet blanket but it just happens – child + danger = tears.

Q: What's your favourite dish?

CH: That is almost impossible to answer as I love so many things.... probably anything that is a vehicle for ketchup.

Q: What was your favourite game when you were a young girl? And why?

CH: My absolute favourite (and worst game) was Monopoly – I've got three brothers and we played it all the time. I would become quite immersed in the game and feel extremely stressed if I had to go to jail or lost all my money!

Q: What are the most inspiring toys of all times and why?

CH: I am always so impressed by people's ability to retain unusual facts and figures – playing Trivial Pursuit is my idea of hell as I am terrible at remembering obscure information but it always inspires me to exercise my memory!

Q: What's your view on apps and video games to young children?

CH: I think they can be brilliant – I've noticed my daughter's fluency with numbers has increased since we've been playing the iPieces Snakes and Ladders game, and her drawing has improved since she has been using a colouring app on the iPad. I think problems occur when a child has an excessive amount of screen time – it's easy now for the time to clock up really quickly with such easy access to iPhones, iPads and television.

Q: What are you up to at the moment?

CH: I'm due to start making a programme about the huge difficulty that young people face in getting onto the property ladder and people's amazingly creative solutions!



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All the fun of a party bag made easy



Looty Booty is an online shop offering the busy parent or carer a helping hand with organising their children's party. One thing most parents struggle with is time, so it's with this in mind that Looty Booty offers a solution.

Our biggest seller is our ready-made pass the parcels. We have a huge range of paper designs to choose from and something for every budget. Whether you want a simple parcel made from newspaper or more luxurious design made with a high quality paper, we can cater to your requirements. We have new designs coming in frequently so regular customers have plenty of options. Our parcels are beautifully wrapped and can be filled with mini branded sweets and chocolates or if you would prefer to keep the children sugar free, then we are happy to use stickers, pencils and tattoo's instead. Each parcel always has a main middle prize and we have girl, boy and unisex specific items to pick from.

Looty Booty also sells fabric party bags with various designs to choose from. With the endless sea of plastic usually associated with children's party bags, we wanted to offer something that would not only be guaranteed not to break before getting home from the party, but something that the child would want to use again and again. Each bag comes with a pin badge and can also be purchased pre-filled with party goodies. All our fabric party bags are fair-trade and ethically produced.

New to our shop is the Looty Booty Party Box which contains pre-filled party bags and a ready-made pass the parcel for ten children. You can choose from several themes and mix and match the box to suit your requirements.

Our shop also sells a range of party bag fillers so if you prefer to make up your own party bags, then you can buy individual items from as little as 15p.

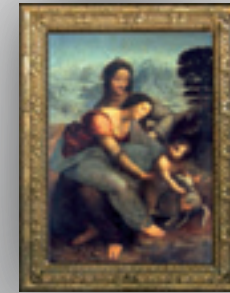
Looty Booty was formed in 2012 and is the creation of Jasmine Sampson. A mum to two young boys who was looking to fit a job around caring for them. With a love of organising her own children's parties, she came up with the idea to help take the stress out of party preparation for other parents. Her two boys aged 4 and 6 are the inspiration behind several of the products on offer. Jacob who loves football personally requested the cotton football bags and Noah – a fan of anything animal picked out the safari paper for one of the pass the parcels.

Looty Booty has pages on both Twitter and Facebook where the latest additions to the shop, offers and competitions can be found.

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TO BE CONTINUED....

THE LONDON MUMS '7 YEAR ITCH' ANNIVERSARY

In this special issue Emily Beale is taking a look back at some of the poignant moments in the history of the London Mums' organisation and magazine.

October 2006

London Mums Organisation is founded by Monica Costa and a group of Mums at a breastfeeding café in Putney.



2007

The rudimental website LondonMums.org.uk launches.

2007/2008

The start of a successful relationship with Eddie Catz begins to blossom and will lead to the organisation of many kids' parties, playgroups, art clubs & mumpreneurs' events.



2009-2010

In Winter 2009 the first print magazine of London Mums is published!



2011

April 2011 - Interactive website Londonmumsmagazine.com launches, the social media frenzy starts... Interview with Davina McCall.



2012

8th March - First International Women's day conference supported by the Mayor of London.

Summer 2012 - Exclusive Celebrity interviews with Myleene Klass, Super Nanny Jo Frost, Denise Lewis and Boris Johnston. Winter 2012, Jonnie Rocket comic is introduced.



2013

London Mums founder Monica Costa invited to 10 Downing Street for Ronald McDonald House Charities event.



2013

8th March - International Women's day conference at City Hall with Mayor of London Boris Johnston.



London Mums would never have got this far without the support of Illustrator Irene Gomez Granados, Maria Johnson from Eddie Catz, Mary Cummings of Work This Way and Photographer Michael Shilling from Memorygate.

SUPER LONDON MUMS

GWYNETH REES (MUM OF TWO GIRLS AGED 5 AND 3) IS THE AUTHOR OF 'SUPER SISTER AND THE BIRTHDAY PARTY', THE FANTASTIC FOLLOW-UP TO MY SUPER SISTER.

With unforgettable characters and warm-hearted family relationships, this is the perfect book for any child – and their naughty little sister!

Q: Where did the inspiration for your books come from?

A: Real people and real life events are the biggest stimulus for me when it comes to sparking off a book idea. Human beings and the relationships between them are endlessly interesting. I also get inspired by other people's writing or creations.

Q: What should parents do to teach kids to be responsible for their actions?

A: This is a very pertinent question for me, as the mother of two very strong-willed little girls aged 5 and 3! Parents can help a great deal by modelling the thing they want to instil in their child. If kids see that a parent can accept responsibility for what they've done wrong, then that's a good start. They also need to be taught that it is the choosing to act in a certain way that makes them responsible.

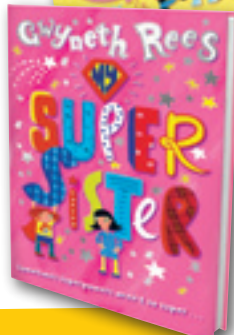
Q: Now that you are a full time writer what do you miss from your previous medical career?

A: I love being a full-time writer and I would never leave it to go back to my previous career. In the early days after I left my job as a doctor (in child and adolescent psychiatry), I did miss certain things. But gradually I got used to my new and less stressful lifestyle. As far as job satisfaction

goes, I still feel that I'm making a difference to children. I'm very lucky to be getting to make a living doing something that I love, but I also believe that books are incredibly important in the lives of children. The experience of empathising with a character in a story, especially one who is going through difficulties, can help children to deal with their own worries and to empathise better with others.

Q: If you were Mayor of London for the day what would you do to improve living in the Capital?

A: I love bringing my older daughter into London – the South Bank is our favourite destination – but am reluctant to bring the younger one who still needs a pushchair. So the first thing I'd do if I were Mayor for a day, is to improve the disabled and pushchair access on the tube network. The other thing I'd like to do would be to recreate some of the friendliness that was around during the Olympics. As Mayor I could create one day a month when all Londoners had to smile at each other and chat on the tube.



EMILIA MITTICA (SINGER & MUM-TO-BE IN JULY 2013)

Emilia is excited to become a first time mum and is now taking a short maternity break from her glam singing career after releasing her new album I Belong To You. Infused with her love of classic jazz and soul, the 12 tracks balance melodic immediacy and lyrics that look, often unblinkingly, at the perils, delights and complexities of intimacy and romance.

Q: Who has inspired your music career?

A: The American musician Stacey Kent. Listening to her music and seeing her in concert was like an epiphany for me. If she can tour the world, make music and stay true to herself by keeping the tradition of jazz going, maybe I can do it too. She is a real musical role model.

Q: Which famous singer would you like to collaborate with?

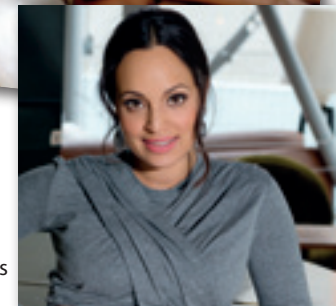
A: Alfie Boe, the Opera singer, is so inspiring! Singing with him made me truly realise what a beautiful musical form Opera is. I would also love to do a duet with film director Woody Allen. Not many know that he is also a brilliant clarinet player.

Q: What are your expectations as a mum-to-be?

A: I long for the day when the baby is here and I have a picture in my head of how the hours after the birth are going to be. However spending time with my sister who had a baby last year taught me to expect the unexpected when the baby arrives.

Q: How will you manage your singing career with a newborn?

A: A 50-year old Swedish journalist and mum recently told me something really refreshing: "It's a



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great thing to be in your line of work, because you will have a lot of time for the baby. Sound checks and gigs only take up a small percentage of your life. It will be tricky only be when the child goes to school." A lot of my musicians-friends have babies. Typically their kids don't complain but ask 'How many more songs?' when they get bored.

Q: What is your favorite London landmark?

A: The Thames. I live in Battersea so I love walking along the river from Battersea Park. It's a lovely way of spending my free time and being new to London it's also a good way to find my way around.

Q: If you were Mayor of London for the day what would you do to improve living in the Capital?

A: I am Swedish, so am used to living in a socialistic country. London is such an eclectic city but I see such contrasts in peoples' lives that I find very upsetting – for example extreme wealth and extreme poverty. If I were Mayor for the day I would try to make these differences less visible. London is a magical city and it is a shame to see such severe social contrasts.

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!

VINE EXTRACT GREW NEW HOPE FOR MY DAUGHTER'S ECZEMA

I had my first nights sleep in two years after a vine extract cured my daughter's eczema!

Karen Henry is mother to six-year old Lauren Henry.

Karen says:
"Lauren has always suffered with terrible eczema since she was a baby.

In summer her eczema got so bad she had to be bandaged from the neck down every night as if not she tore her skin open through scratching.

Lauren's eczema makes going on a family summer holiday almost impossible as the heat makes Lauren's skin even worse.

We have virtually lived at the doctor's surgery over the years and have been prescribed every type of steroid cream in existence. Most cause Lauren so much pain when they are applied that after a long battle I stopped using all prescribed medications and decided to look for an alternative solution as I had lots faith in prescribed treatments.

It was through parent forums that I eventually found Cardiospermum Gel. I read about a study on it for eczema and it sounded convincing so I ordered some.

It arrived on a Friday. I used two applications of the gel on Lauren's arms on the Friday, three on the Saturday, three on the Sunday and three on the Monday. If I had not seen the difference my own eyes I would never have believed it. Before the weekend she was covered in bleeding red open sore. By the end of Monday most of the redness

had gone, the sores had closed and her skin was not itching. It was incredible. For the first time in two years I had three nights of undisturbed sleep because Lauren slept through the night without waking in pain.

I went back to see our GP and he could not believe what he saw. He said he'd never seen such a dramatic improvement in his career. I use the gel on Lauren's skin very day now and her eczema is finally under control.

Lauren's skin is so much better that we are even planning a summer holiday this year. My other children are so excited at the prospect, it feels like we can be a normal family again."

Cardiospermum is a natural gel made from a vine extract called Cardiospermum that has been shown in a UK trial and in other research to help relieve itchy, inflamed and dry skin. It's medicinal powers lie mostly in its leaves which have been used for hundreds of years in Sri Lanka as a poultice for skin diseases, namely eczema and dermatitis.

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FIVE MINUTES WITH THE CREATORS OF THE ADVENTURES OF ABNEY & TEAL



“Abney and Teal how does it feel, To live in the lake on an island? It’s just right for us – it’s adventurous! And its home, home on our island!”

Monica Costa caught up with the creator, Joel Stewart, and executive producer, Anne Wood, of *The Adventures of Abney & Teal* at the Toy Fair 2013. This adorable and fun programme started in September 2011 and has been gaining fans ever since. Here we find out where the inspiration for Abney’s jumper came from and where the inspiration for the show’s unique setting hit!

Q: How did you come up with the idea to create this programme?

Joel: I started by drawing the characters and I had them for quite a long time but I didn’t have a setting. Then one day I was walking in Victoria Park in East London and saw the island in the middle of the lake there. So there was a mixture of the sound of the city and the rural appearance of the area. I began to wonder if there might be something in that.

Q: The characters are very childlike. Do you know some children who inspired you when developing the characters?

Joel: I think I was more inspired by myself as a child than I was by looking at other children. A lot of illustrators will say that it’s their own childhood that they’re drawing on.

Q: So what childhood memories do you think led you to create this show?

Joel: Well, in my early childhood I actually lived in a hippie commune in Yorkshire. This meant I had free run of nature, which is quite unusual for children now. We had animals and there were lots of different adults and children all living together. Abney’s costume is based on a jumper that my mother knitted for me. I wanted to offer children a freedom that they don’t have so much now, but in a place that was attainable like a city park.

Q: So, Anne, you must hear a lot of pitches for programme ideas. What made you love this one?

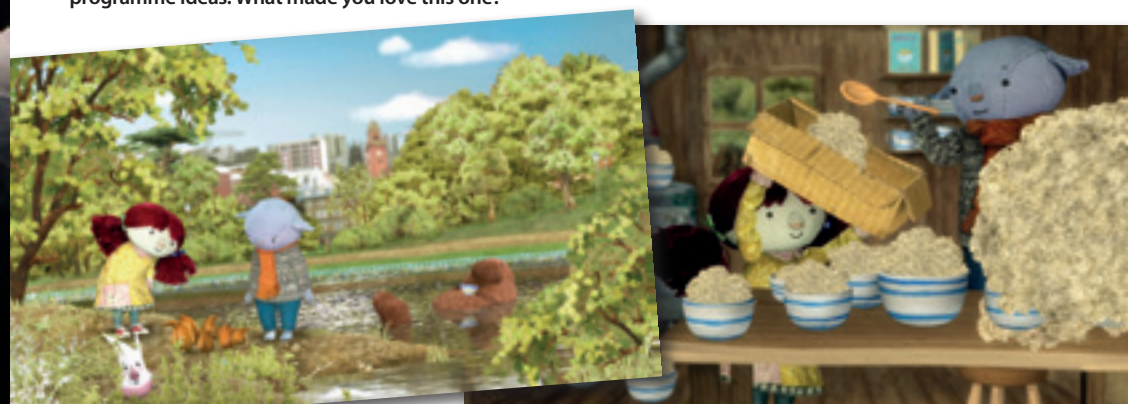


Anne: I have never, ever taken up something that’s being offered up – I always find my own people. I used to work in children’s book and knew Joel’s work as a picture book artist and felt there was a filmic quality to it. So when I knew I wanted to make something contemporary but also traditional in its style and its approach to drawing, I thought of Joel. We decided to have lunch and discuss it. It’s very important that you respect the person you’re working with and you have a shared idea of what you want for a project. I’m very proud of it – it’s traditional and also very funny.

Q: How is it made?

Joel: It’s a combination of pretty much everything. It’s put together with a computer but always based on handmade items. There’s a real puppet and it’s photographed from many different angles. I thought this approach would be simple but it’s actually quite challenging for the animators. I don’t think anyone’s used this approach for children’s television before. We’ve both referenced the traditional and gone out on a limb with this method.

Anne: It’s different but it’s extremely time-consuming!





Q: Who's your favourite character? You must have one...

Joel: That's quite difficult. It's probably between Abney and Neep. Abney is probably a bit like me. He has a certain amount of reserve which is actually quite an adult characteristic but then he's silly underneath. Neep is just pure fun and we get to do a lot of slapstick with him.

Anne: I never have a favourite. I have made a lot of television programmes and I refuse to pick one. It's like picking a favourite child!

Q: Do you think it will be a long-lasting show?

Anne: Yes, it has been very well-received by the BBC. We have already been asked to make some more. We just need to raise the money now!

The Adventures of Abney & Teal toy range available by Rainbow Designs includes large traditional styled soft Abney and Teal Rag Dolls and small beanies plus a Piece Floor Puzzle and a Mix and Match Card Game to help develop counting skills. The first titles from Walker Books include two paperback storybooks (£5.99 each) – Brilliant Boots with the friends using their imagination whilst hunting for boots and Bop's Hiccups where everyone has lots of fun trying to cure hiccups. There is also a delightful novelty book Island Adventure (£7.99) where you place the characters in slots to make your own adventure story.



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DR MIRIAM STOPPARD TALKS BABIES, TEENS AND IN-BETWEENS

Childcare legend Dr Miriam Stoppard has been gracing our screens, bookshelves and magazine pages for over twenty years. She has two sons, four stepchildren and a whole wealth of experience. Jasmine Joynson talks to her here about balancing her career with her family, when women should try to have children and how to approach parenting teenagers. She is also our agony aunt in this issue so for some sage advice about common holiday problems.

Q: You've just released a new range of toys with Galt Toys. What was your vision behind this?

MS: Playing is very important for babies and young children. It helps them to develop new skills in all areas. This includes physical skills like standing and walking, intellectual skills like talking, social skills, and emotional skills. The toys come with a little booklet which explains to the parents how to play with their child and how this particular toy is helping their child develop. We've done some research and it turns out that parents are scared because they think they're doing it wrong – many mums and dads are unfamiliar with how to play with children. Each individual toy is teaching many skills and helping the child reach full potential. For a baby playing is really hard work. The parent is a baby's first playmate and also first teacher. Their brains grow at a phenomenal rate – when a baby is playing they grow half a million brain connections per second. A baby's brain grows to be three times the size it was at birth in just the first year – that's why babies have such big heads! After a year the brain starts to prune the connections it isn't going to use very much. What you want to do to equip your child for their future life is ensure that they keep many of these connections. This will help them throughout their life when they come to learn new things at school and in their career.

Q: You managed a very successful career and raised two sons and four stepchildren. What did you find was the most challenging aspect of this?

MS: I found keeping all the balls in the air very difficult when I was juggling. I always worked full time and that was a selfish decision but I rationalised that I was a better mother if I felt fulfilled in my job. I didn't have help with the children after I got home so I was

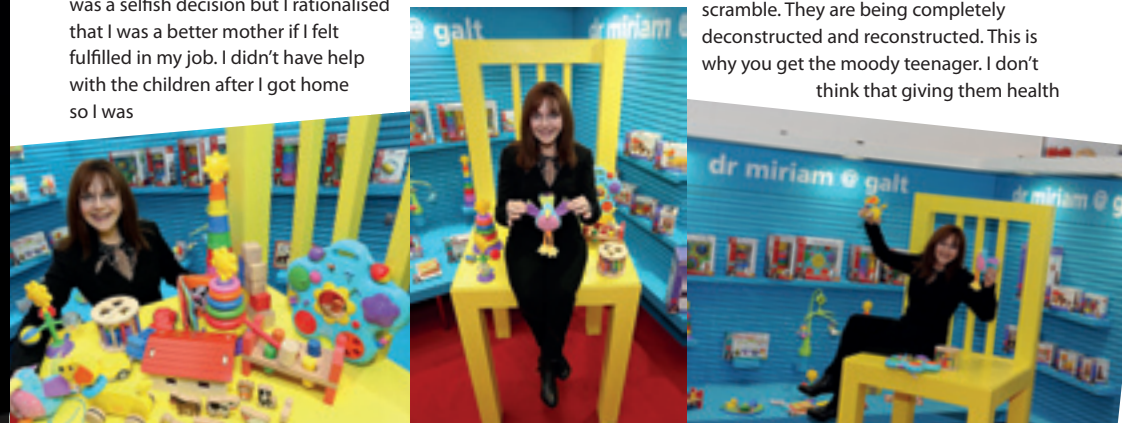
responsible for the evenings and bedtimes and the school runs too. My two did not sleep well so I was often tired at work. That was very difficult. A close second to this problem, however, was the rucksack of guilt I carried around with me. I felt I wasn't as good a mother as I wanted to be, I wasn't as good an employer as I wanted to be and I wasn't as good an employee as I wanted to be and I wasn't as good a wife as I wanted to be. So I was falling short of all my internal standards and that's quite hard to live with. When I was writing at that time I used to say that when women can stop feeling guilty we will be truly liberated but I'm not sure that will ever happen.

Q: Do you think there's an optimum time for women to have children? What would you advise be to a woman in her 30s who was struggling with this decision?

MS: I didn't have my babies at the ideal time. I had my first when I was 36 and my second when I was 39. The best time, biologically speaking, is sometime between 15 and 20. In terms of emotional maturity, coupled with biological fitness, you're probably talking mid-twenties. In terms of emotional maturity, biological fitness and emotional fitness you're probably talking mid-thirties. You want to have all those things together. On the other hand, many women put off having babies and think they'll be fertile in their mid-thirties – they won't be. A woman's fertility is plummeting at 35. That's not to say that women won't get pregnant at that age, many do, but you have to take into consideration your partner's fertility as well. If you both have diminished fertility then it may well take you a very long time to get pregnant.

Q: Many parents dread their children's teenage years. Your children are all grown up now, so you must have experienced these for yourself. What are the main health issues with raising teenagers and how should parents approach them?

MS: Well, I'm not sure that you can do much about teenagers' health. The thing you've got to understand is that one of the reasons that they're so difficult to deal with is between the ages of 14 and 20 their brains scramble. They are being completely deconstructed and reconstructed. This is why you get the moody teenager. I don't think that giving them health





messages is really going to help. If they are living at home you can do your bit by making sure you provide healthy food. I think in general they eat unhealthy food and often fast food. The best thing you can do is dilute this with healthy food at home. Try to make mealtimes attractive. If you possibly can, eat around a table because while you're there you are sending healthy food messages. The best thing to do with them is to cook them delicious meals – if you have a teenager who likes chicken, cook chicken. If your daughter is vegetarian, make the most delicious lentil dishes you possibly can! If they like burgers, make burgers together – try to get them involved. Ask for suggestions. Teach them how to cook.

The other thing that everybody's worried about is whether they are taking drugs. I'm not sure that you can stop teenagers from experimenting. The most important thing you can do for your child is bone up about drugs. I wrote a book but it's out of print now. It had a list of all the drugs available on the streets, information for what they can do if their mates get really sick and a page for parents. It's really important that teenagers understand never to take drugs from someone they don't know. If you get informed about drugs then you can speak to your children as an equal and not just somebody who's a doom-monger. There's no point telling them that all drugs kill, they don't. If you do this you'll lose your child's trust. Most importantly, be open and supportive. Tell them that if they are in a spot to call you, if their friend is in trouble then call you. If possible, have conversations with your child about what they are doing. I did with mine.

I'd say, 'So you're going to this party tonight. Will there be alcohol?'

'Yes.'

'Will there be drugs?'

'Yes.'

'Will there be sex?'

'Yes.'

And then I'd run through my little litany of safety precautions.

With sex, I'd been talking to my children about it since they were quite young. When my eldest step-son was 14, the youngest was six. I'd tell them herpes is for life, HIV is a very, very serious condition and difficult to treat. You must carry condoms with you. And, if you get someone pregnant then come to me. You have to be open, responsive and responsible. Don't be heavy handed, don't be the domineering parent, don't give them negative messages. Let them know that you're there to help.

I've written a book called Questions Children Ask. It includes all the difficult questions that children ask you and how to answer them, according to their age.

Q: If you were Mayor of London for the day, what would you change?

MS: I use the roads quite a lot. I would like to make the bus routes more efficient as sometimes buses are crossing lanes of traffic in short distances which makes congestion worse.

INTERACTIVE WORKSHOPS & TRAINING FOR WOMEN & START-UPS

Dates for your diary

What: Full-day interactive and practical training sessions in a small group of like-minded people

Where: Putney (venue to be confirmed)

How much: £70 for early birds if booked by 15 August 2013 or £80 if booked after 15 August 2013 including light lunch and refreshments throughout the day

3 October 2013 10am to 4pm

Workshop: How to profit from non-fiction writing and how to gain FREE PR as a new writer using social media covering finding suitable markets for your writing, how to pitch and how to sell, how to use social media platforms and free tools for your PR.

Trainers: Mary Cummings, founder of profitable blog [Work your Way www.workyourway.co.uk](http://www.workyourway.co.uk) and Monica Costa, editor of the London Mums magazine



10 October 2013 10am to 4pm

Workshop: Social Media and Blogging for business Learn how to use social media platforms (Twitter, Facebook, LinkedIn, Google+ and YouTube) for your social media marketing including free tools available. When done well, content marketing (blogging) is more effective than advertising and selling. We will show you how to blog, how to come



up with good topics and how to get your blogs published on other websites that have a bigger following than your own



– thus expanding your reach to many new potential customers.

Trainers: Kate Miranda Director of Mumpreneur Marketing www.mumpreneurmarketing.com and Monica Costa, editor of the London Mums magazine

15 October 2013 10am to 4pm

Workshop: Social Media and Business Writing Skills Learn how to writing compelling and creative content that captures the essence of your business covering Content marketing, Purpose and planning your copy, Writing for your audience, Style and tone for newsletters, email marketing and social media, Website content maximised for SEO, How to write a great flyer.



Trainers: Kate Miranda Director of Mumpreneur Marketing www.mumpreneurmarketing.com and Monica Costa, editor of the London Mums magazine

How to register
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Readers' letters

Our Agony Aunt Dr Miriam Stoppard responds to your questions



We feel honoured to have the wonderful Dr Miriam Stoppard as our Agony Aunt for this year's summer issue. A qualified doctor, Miriam has written many books on health and children. Here she answers some of your summer-related questions



We're taking our four and seven-year olds on holiday to Turkey in July. How can we best protect them from the sun?

Anne, Richmond

That's a pretty easy one. There's children's sunblock that is very strong. Before they are out in the sun you must completely cover them. Head to toe! You have to redo the sun cream every four hours (even if it says it lasts all day) and after they've been in the pool. When they are running around in the sun use UV resistant clothing and make sure they are wearing hats. If you are in a very hot country then they should wear the hats with the little flaps on the back to cover their necks. Tell them they're explorers' hats!



We're going away on holiday soon and I'm looking forward to it. I'm a bit worried because there's a kids' club which I'd like to put our two-year-old son into. I take him to playgroups but he hasn't really spent any time away from the family. Is there any way I can prepare him for this? I'd really like a few hours to myself! Lucy, Putney

Absolutely, you must prepare him for this! If you just turn up to the kids' club on the first day and then dump him he'll scream the place down and quite rightly. You must start to do playdates with his little friends. The first playdate you can stay in the room. The second time you should tell him you're going to get a cup of tea, go into the kitchen, wait for 15 minutes and then come back. The third time you should go out for half an hour to the shops or somewhere and then come back. You must leave him four times before you all go away. The fourth time you should leave him for a couple of hours. That way you're breaking him in – 15 minutes, half an hour, one hour, two hours. When you return you two can have a conversation about how mummy always comes back. If you get to the nursery in your holiday resort and he screams the place down then I advise you not to leave him because he'll be miserable and so will you be. What's more, if he's miserable during the day then he probably won't sleep. So, break him in in gentle stages



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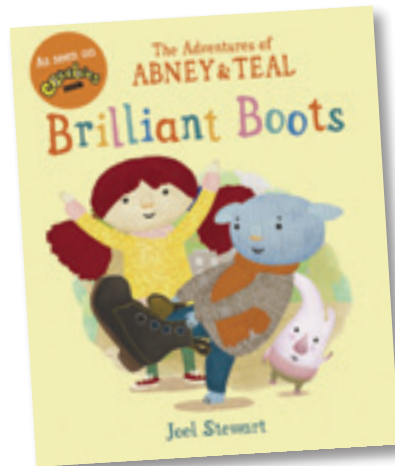
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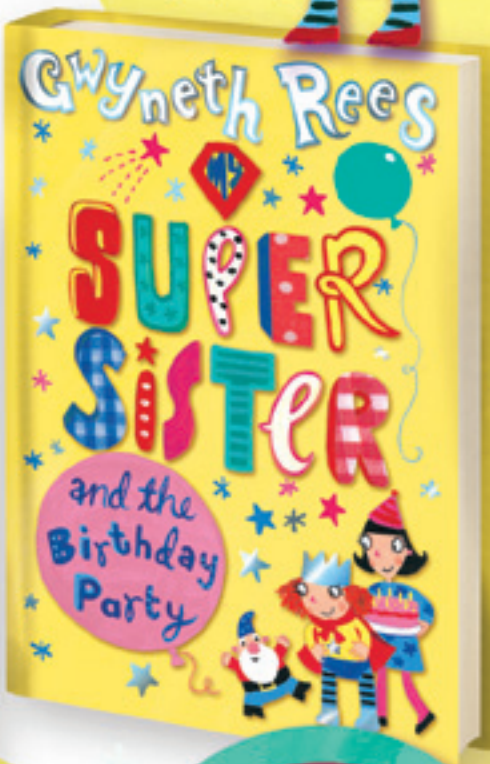


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