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What really matters to families?

11 March 2014

The real question to be asking isn't:

'What really matters to families?'

The real question is:

'What can mums be bothered to organise?'

Mums are still the main organiser in most families

Even the increasing number who now do all or a large part of the bread-winning

And they are eye-wateringly pressured



groundhog-day
guilty
thankless
chaotic
rush
struggling
arguing-with-the-kids
on-the-go
working
frustrating
worry
pressure
work-and-housework
work-and-cooking
insane
work
washing
juggling
stress
frustrating



facebook



Work, lunchboxes, taxi service, painting and decorating, gym, moving house, Zumba, ripping kitchens out, dog walking. Every mum's house is similar. Put on different hats every day

I'll say to my husband what are you thinking ? And he'll say nothing really, why, what are you thinking? And I tell him, well, Louise isn't in yet and perhaps she'll want some dinner and I'm worrying about Kate because she seemed a bit down so I was wondering whether to ring her and the cat's looking a bit thin so it's probably time for his worming tablets and we should really be sorting out getting those windows done my mind is racing all the time

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And this is how it can feel



***That's me.
Woman on
the edge!***



The family timetable is already very full

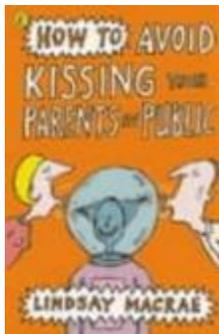
So there are *very few moments all are free*



Mum and kids often have differing needs

Kids crave excitement....

Mum wants a break from it all



Kids often avoid doing things with their own parents

The house is full of leaflets for exercise classes, recipes, fliers for things to do with the kids that I picked up and I never get round to using them. They just pile up and it just makes me feel bad looking at them – all those things I'm failing to do. So once in a while I chuck them all out which feels much better. I've stopped picking most of them up now. It's a relief to be honest.



The path to the sofa is paved with good intentions

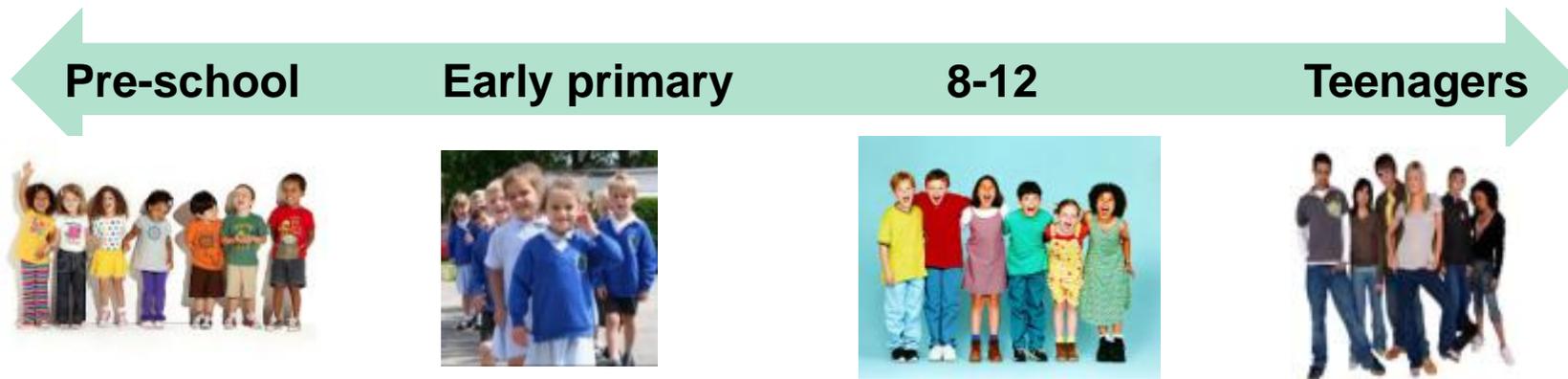
Even if mum loves the idea of doing something new together, the reality is it's 'just another thing to do' - with little space/time (or shared motivation) to do it

Half term (at home) and holidays (away)

The sweet zone for 'family together' activity of 8-12:

Half term (at home) and holidays (away)

The sweet zone for 'family together' activity of 8-12:



Parents want help to entertain and educate them but their own needs are different. When they're 'doing things together' the kids' needs are the driver. Parents can be motivated to organise it but don't necessarily get so much out of it themselves

The needs/wishes of parents and kids start to converge more. Parents report a golden time of enjoying each other's company before the kids start to reject them

Parents and teenagers can be motivated to do the same thing but teenagers themselves are less/unwilling to spend time with their siblings and parents

Half term (at home) and holidays (away)

The sweet zone for 'family together' activity of 8-12

Tapping into what kids love and mum and dad don't get enough of any more

→ Events offering escape

→ Especially if they involve getting everyone outdoors and away from their screens

(or get *other parents*, grandparents, aunts and uncles to take the kids....)

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Thank you

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