

New Website Doesn't Kid About in Solving Activity Conundrum for 100,000's of London Parents

Westminster and Camden top League Table of London boroughs for children's activities

LONDON, ENGLAND, UK, April 11, 2014 /EINPresswire.com/ -- The lives of hundreds of thousands of [London](#) parents on the lookout for fun-filled ways to inspire their children could be made easier by a new website that officially launches today – and just in time for the busy spring holiday season.

Cataloguing the best in what's on for children right across the capital, [youractivekid.com](#) is a new tool that will prove useful for parents and guardians whether they are overwhelmed by options or short on ideas in their areas.

The website brings together key events such as festivals, arts workshops, theatre, cinema and sports events, as well as courses in fields as diverse as foreign languages, stage craft and music, all in one easy-to-use service.

Your Active Kid Chief Executive Fortune Barnard has seen how difficult it is for busy parents in London to pin down plans for their children, so launching a one-stop shop sorting the multitude of things to do into one manageable, searchable online tool was an easy decision.

Mr Barnard said: "The capital offers such a wealth of opportunities for [kids](#) to explore and there are so many free events, workshops, museums and exhibitions, but up until now there has been no single source of information for all of it, so parents have had to trawl through a multiple websites to find the right activities."

Activities are identifiable by category, age group and date, as well as location – a particularly important tool when considering the huge differences in the number of activities for children between certain areas in the capital.

"It can be incredibly frustrating for time-stretched parents to find something to do for their kids, even when it's right on their doorsteps, and this will help find the right activity, for the right age group any day, weekend or holiday," Mr Barnard said.

"In some areas there is so much on that picking what to do previously proved a chore, while in

other areas it may have been difficult to find the right event at all. Youractivekid.com can definitely help on either front."

Areas of London where parents have the best choice include Westminster (1st) and Camden (2nd), at the top of the league table. While at the other end of the spectrum, parents in the boroughs of Bexley (32nd) and Barking and Dagenham (31st) fair the worst with the lowest number of children's activities listed.

Whether inundated with fantastic options or struggling to find the right one, youractivekid.com Kid has already proved its worth to thousands of parents and guardians across London by offering it free listing service of children's activities in the city.

Rotherhide resident Marcel Ambiana, father of Charlie, 9, James, 3, and Alex, 2, said:

"I wake up some days, desperate to get out but unsure of what to do, especially with three kids, all with different needs and interests. I search youractivekid.com and it tells me exactly what's on during any particular day, especially free events as we all know raising and entertaining children is not cheap in London."

Tracy Hannigan from Hammersmith and Fulham, mum to Alexander, aged 9, said: "I am a busy self-employed mum and need an online resource which can help me find fun things to do with my son, quickly and easily. Youractivekid.com bails me out."

Youractivekid.com League Table of Children's Activities by London Boroughs

London Boroughs and Rankings

Westminster 1st

Camden 2nd

Hammersmith and Fulham 3rd

Kensington and Chelsea 4th

Lambeth 5th

Southwark 6th

Islington 7th

Kingston upon Thames 8th

Richmond upon Thames 9th

Haringey 10th

Merton 11th

Barnet 12th

Hounslow 13th

Tower Hamlets 14th

Greenwich 15th

Waltham Forest 16th

Wandsworth 17th

Havering 18th

Ealing 19th

Bromley 20th

Hackney 21st

Lewisham 22nd

Enfield 23rd

Harrow 24th

Croydon 25th

Brent 26th

Sutton 27th

Newham 28th

Hillingdon 29th

Redbridge 30th

Barking and Dagenham 31st

Bexley 32nd

League Table methodology:

Data is based on the www.youractivekid.com own database and research as of April 2014

A venue hosting multiple activities was counted as one

We also included leisure venues such as theatres, cinemas, museums, parks, and libraries.

About youractivekid.com

London's most comprehensive guide for kids' activities, things to do with children, family party venues and what's on for children and families.

Patrick O'Neill

<http://www.youractivekid.com>

07889998052

[email us here](#)

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