

What Margaret Thatcher's PA did next - The London Baby Directory

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London's best-selling guide for the under-5s gives you the inside track on all the people and places you'd ever need to know about concerning pregnancy, health, childcare, nurseries, shopping, parties, toddler activities, days out and travelling at home and abroad.

The latest edition is crammed with a record 2,500 editorial listings, making it the most comprehensive guide for anyone bringing up children in London. Redesigned to make it easier to use, The London Baby Directory also contains all sorts of useful information such as tips on throwing a birthday party (plus dozens of venues, entertainers and ideas), how to find the right childcare, and a list of every helpline you'd ever need to call.

New mothers will find a baby shopping checklist along with oodles of shops and mail-order companies for clothes, nursery furniture, car seats, prams, buggies, monitors and slings – as well as ways to pamper themselves. Grandparents and godparents will also find lists of where to buy gifts for newborns and the christening.

If you're at a loss as to how to occupy your youngster, the Baby Directory is your one-stop source of inspiration – here you'll find art and craft classes, parks and indoor play centres, holiday clubs, toddler music classes, mini gyms, drama and dance classes, cookery workshops, ceramic cafés, child-friendly restaurants, city farms and zoos.

The London Baby Directory is the new baby of Clare Flawn-Thomas, former personal assistant to Margaret Thatcher and daughter of Viscount Ullswater (one of the 92 peers in the House of Lords).

Clare, mother to Georgia, four, and Max, two, says, 'When you go from working woman to mother you don't know where to start. I used it before I took over the guide, and it opened my eyes to an entirely new world. Unlike other guides, we're not preaching about the best way to have your baby – we just help you to get on with the rest of your life. It's the best bird's eye view of all that there is in London for babies and children under five.'

Available in all good bookshops priced £8.99.

* New guides coming soon! The South-East Baby Directory (published October), The Central Baby Directory (December), and The East Baby Directory (February 2005).

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