

think pink

Do you sometimes feel like a circus act? Juggling children, partner, home, job, family, friends, pets... the list of responsibilities for busy parents just goes on and on, meaning that small things (like researching the best insurance, or the best value holiday) simply get done at the last minute, probably costing you money if not time

Caroline Gowing and friend Vicky Matthews felt just like this, so resigned their jobs and set up Pink Spaghetti, a business designed solely to help find that 25th hour in the day all busy parents crave.

“Vicky and I talked about starting this company for a long time, when we were both in high level corporate jobs and trying to manage the whole work/family life thing. Vicky was a corporate social responsibility manager with Alliance & Leicester and I was a Retail IT Business Consultant, working with companies like Boots, Harrods and many, many others, travelling the world putting in new IT systems.

“It became obvious that it wasn’t just work and children taking our time, it was everything that needed to be done to run the home. We were our families’ PAs, making sure that the home ran smoothly, planning meals, searching for the ideal holidays, always making sure the right present and card were bought for whatever relation or friend had a birthday, etc, etc! Not necessarily fair, but something I suspect is the case in many homes.

“Although we are both incredibly organised people, we felt that being the family PA was



taking the time between work and family, time we could be spending with our children.

“We both had second children around the same time, and Vicky got a chance to take redundancy. I had come to the end of a contract, and couldn’t see how I could balance a child starting school with travelling, and so we decided to take the plunge and start Pink Spaghetti!”

want something done, give it to a busy woman’, but exhausted, stressed and overwhelmed mothers are not good for their families and why should we all try to be superwoman?”

It’s long been clear that all these labour saving devices we fill our lives with – mobile phones, Blackberrys, computers, even dishwashers, mean that we’re expected, and expecting, to do



Caroline and Vicky take on the little but important jobs that we should give more time to, but rarely do – such as searching out the best insurance deals, finding the best price for utilities, making all the necessary arrangements for a house move, project managing a new kitchen or just having a room decorated. They’ll wait in your home for deliveries, collect the dry-cleaning (and drop it off) even find the perfect present for your tricky-to-buy-for mother-in-law.

“Yes, these are all things busy people already do for themselves, but often in a panic, or less efficiently than might be done and less cost-effectively too. There’s a saying – ‘if you

more and more... but there are still only 24 hours in the day, and we do need to sleep! We all have times when we just feel floored by the volume of things we have to accomplish, and now there’s a place to go to take the pressure off. Phew! ■

Are you a hard working parent wanting more time for you?

pink spaghetti
home pa services

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