

LANDLORD AND VENUE OPERATOR

Creating a Mothering Room at Your Venue

A practical guide to the family visitor opportunity - what good looks like, what it takes to get there, and why venues that do this properly stand apart.

83%

of families plan visits around facilities. Provision is a purchase decision, not an afterthought.

2.4x

longer dwell time at venues rated family-friendly. Longer visits mean more spend across every category.

68%

of mothers drive family venue recommendations. The room markets itself through the networks that matter.

THE OPPORTUNITY

Why the family visitor is your most valuable daytime guest

Parents with young children are one of the most commercially significant visitor groups a venue can attract - and one of the most consistently underserved. They come out because they need to. They stay when they feel genuinely catered for. They leave early - and do not return - when they do not.

Daytime footfall	Dwell time and spend	Word of mouth
Parents on maternity or paternity leave, and those working part-time around childcare, represent significant weekday daytime traffic - exactly the slot most venues struggle to fill. A venue with a genuine reputation for welcoming families becomes a default destination during hours that would otherwise be quiet.	When a parent feels comfortable and catered for, they stay longer. A proper rest space - somewhere to feed, sit, and reset - removes the primary trigger for early departure. Longer dwell directly correlates with higher spend across food, beverage, and retail. Family groups spend across multiple categories in a single visit.	Mothers are the primary recommendation engine for family venues. Positive experiences travel through WhatsApp groups, NCT networks, and local parent forums - reaching thousands of potential visitors who never saw any marketing. A single well-designed room markets itself. A poor one does the opposite.

SOCIAL VALUE AND ESG

Meeting the S in ESG

Social responsibility reporting is no longer peripheral for large landlords and real estate investors. Demonstrating measurable community impact - particularly around health, wellbeing, and inclusion - is increasingly expected by institutional investors, planning authorities, and major occupiers.

ESG theme	What a mothering space delivers
Community wellbeing	Directly supports maternal mental health and social isolation - two of the most significant documented wellbeing challenges in the UK. 70% of mothers report motherhood is lonelier than expected. A venue that provides a genuinely welcoming space contributes meaningfully to this.
Social inclusion	Ensures the venue is accessible to parents with young children - a group frequently excluded by inadequate facilities. Particularly relevant for venues in areas with high family population density or local authority partnerships.
Health promotion	Supporting breastfeeding in public spaces aligns with NHS and public health goals. Venues that provide clean, private feeding facilities actively enable a health behaviour that is frequently abandoned early due to lack of infrastructure.
Placemaking	Town centres and retail destinations that serve the full community are more resilient and better positioned for planning support. Family infrastructure is increasingly part of what councils look for in commercial development proposals.

WHO YOU ARE DESIGNING FOR

Understanding the family visitor

Parents with young children come out because they need to. They stay when they feel genuinely catered for. They leave early - and do not come back - when they do not. The gap between what they need and what most venues currently provide is significant.

What the family visitor needs	What most venues currently offer	What this costs the venue
A private, clean, dignified space to breastfeed or express milk	A cubicle in a shared toilet, if anything at all	Early departure. Avoidance. Negative word of mouth.
Somewhere to sit and reset mid-visit without the pressure of a busy cafe	Nothing - or a cafe with no pushchair access	Shorter visits. Lower return rate.
Easy physical access - step-free entry, wide doors, buggy storage	Standard access, rarely designed with a buggy in mind	Stress-triggered early departure. The visit ends before it should.
The sense that this venue was designed with them in mind	Generic provision that clearly was not thought about	No loyalty. No repeat visit. No recommendation.



The venues that get a reputation for being good with families do not advertise it - the families do it for them. It spreads through WhatsApp groups, NCT networks, and local parent forums. One genuinely good space reaches thousands of people who never saw the venue's marketing.

WHAT GOOD LOOKS LIKE

The specification for a venue-grade mothering space

The standard is not high - which is part of the problem. Most venues doing something are doing the bare minimum. The bar for standing out is low. What follows is what a properly designed mothering space actually contains.

Feature	Minimum viable	Venue-grade standard
Privacy	Lockable door. Not a toilet.	Dedicated room. Occupied indicator. Acoustically separated from adjacent spaces.
Space	4-6m ² , single user	12-25m ² for a multi-use parent space with individual nursing booths and social seating.
Nursing and expressing	Private chair, power socket, fridge access	Comfortable seating with arm support, dimmable lighting, controlled temperature, fridge in or adjacent to room.
Baby changing	Drop-down unit, sanitary bin	Dedicated changing surface, height-adjustable or fixed to accessible standard. Separate from nursing area where space allows.
Infant facilities	Changing station	Calm space with low-stimulation surfaces. Activity provision for toddlers. Visible from parent seating at all times.
Signage and access	Location sign	Warm, non-clinical naming. Listed in venue directory, website, and Google Maps. Mentioned in venue communications.
Cleanliness	Standard cleaning schedule	Enhanced cleaning frequency with a visible last-cleaned log. High-touch surfaces prioritised. This detail matters disproportionately to parents.

Not e On naming: "Baby changing room" undersells the space and misrepresents who it is for. "Mothers Room", "Parent Wellbeing Room", or "Family Reset Space" are all more accurate - and more likely to be shared positively by the people who use it.

MAKING IT HAPPEN

Three ways venues approach this

The right approach depends on your venue type, available space, and how much you want to own operationally. Most venues fall into one of three models.

01

Build it yourself

You design and fit out the space using this specification as a guide. Full control, one-off cost, ongoing maintenance responsibility yours. Works well for venues with an existing facilities team and a clear footprint to use.

02

Commission a specialist fit-out

You brief a specialist to design and install to your specification. Higher-quality outcome than a DIY approach. You retain ownership and operational responsibility. Appropriate for venues treating this as a flagship amenity.

03

Turnkey managed deployment

A fully self-contained modular space is installed and operated by a specialist partner. No construction. No ongoing management burden. The space is ready within days and maintained externally. Mother Moments operates on this model.

QUESTIONS TO START WITH

Before you build anything

- What is our current family visitor dwell time, and do we know why they leave when they do?
- Where would a mothering room sit in our venue - is there an underused footprint that could serve this?
- How many nursing or new mothers do we estimate visit us in a typical week?
- Do we have the internal resource to maintain and clean the space to a high standard consistently?
- How does this space align with our current ESG or social value reporting commitments?
- How do we currently communicate family-friendly facilities - and is that communication reaching the right people?

Want a second opinion on your space?

Mother Moments supplies fully equipped, self-contained mothering room units for venues of all sizes - no construction required. Happy to talk through what would work for your footprint.

mothermoments.co.uk hello@mothermoments.co.uk

Mother Moments is part of the Honey House family - a group of brands working to make parenting that little bit easier, here in the UK.

Mother Moments
mothermoments.co.uk

Family Friendly Space
familyfriendly.space

Honey House
honeyhouse.space

This guide is provided for information purposes only. Statistics drawn from publicly available research sources. 2025