

Gemma Kingston

The Family Edit



CONTACT DETAILS

T: +353 87 993 6996
E: gemma@thefamilyedit.ie
Instagram: @thefamilyedit
W: www.thefamilyedit.ie



It was while she was on maternity leave that Gemma Kingston realised that there might be a commercial answer to repeated complaints of fellow mothers about the lack of available information on baby classes and other family-related activities.

Launched in September 2022, The Family Edit is a comprehensive online directory of businesses providing services in hospitality, children's classes, camps and other activities, and more. The directory covers all 32 counties of Ireland and businesses are approached to register with The Family Edit only after being recommended by the site's users.

Gemma explains that the lack of a centralised information hub for families had been a source of much frustration for both her and her peers. "The idea has been brewing ever since I asked a colleague where I could find out about classes I could do with my baby and they said I should check the notice board in Supervalu. I knew then that there had to be a better way," says the Clonakilty-based entrepreneur.

Gemma has harnessed her experience as a primary school teacher, her undergraduate degree in Commerce from UCC, and her former life as a professional working in project management for ACC Bank, to grow the business over the past two years. Indeed, the hard work culminated last year with The Family Edit's victory in the Best Baby and Family Website in Ireland category at the Mums and Tots Awards in 2023 and 2024. Gemma was also awarded the Solo Business of the Year award at The Club Female Founder Awards in 2024.

Gemma credits ACORNS with giving her affirmation and belief in herself as a businesswoman. "It felt validating to have ACORNS recognise the potential of my business. Building a business is a lonely experience but the peer-to-peer support and from my Lead Entrepreneur throughout was incredible," says Gemma, who led the development of The Family Edit's inaugural family friendly business awards in February 2025, with over 200,000 votes, and honours awarded to the best businesses in 11 categories.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
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