

FIRE STARTER MUM

MEDIA KIT • 2026

The Firestarter Question

A public documentary storytelling project. One question, asked of everyday mothers on UK high streets.



BRISTOL • BATH • WESTON-SUPER-MARE •
CARDIFF

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“What would you say to a mum who feels she's lost herself?”

The Firestarter Question is a public storytelling project that stops everyday mothers on UK high streets to ask what they carry beneath the surface.

Their unscripted answers become a street documentary series and a living, searchable archive of maternal honesty. Every voice is kept verbatim and anonymous, identified only by city. It is a small question, and it interrupts something much bigger: how quickly a mother becomes invisible at the very moment her identity is shifting the most.

4

UK CITY CAMPAIGNS IN 2026

60+

VERBATIM VOICES IN THE
ARCHIVE

1

QUESTION, ALWAYS THE SAME

3am. Postnatal ward. Blue curtains.
Another mother crying behind
them. My body broken. My milk not
coming. Everyone was asking about
the baby. Nobody was asking about
me.

**Mothers don't need rescuing. They need
witnessing.**



ON THE STREET, BRISTOL

BEHIND THE MICROPHONE

Gosia Scarrott

FOUNDER • DOCUMENTARY STORYTELLER • MUM

Gosia is a mum based in Nailsea, near Bristol. In 2025, she founded The Firestarter Question, a public storytelling project that stops everyday mothers on UK high streets to ask what they carry beneath the surface.

Not coaching. Not advice. Just witnessing.

From street corners in Bristol, Bath, Weston-super-Mare and Cardiff, her street documentary series has resonated with a global audience, with more than 11 million Instagram views across the street campaign Reels.

WHAT THE PROJECT CREATES

**Street
documentary series**

**A living, searchable
archive**

**Field Notes, a
written publication**

**A high-trust
community of
mothers**

Strangers who stay.

11M+

CUMULATIVE INSTAGRAM VIEWS ACROSS STREET CAMPAIGN REELS*

9.7K

FOLLOWERS

+17.9%

FOLLOWER GROWTH IN 90 DAYS

96.7%

VIEWS FROM NON-FOLLOWERS

2.03M

CONTENT VIEWS IN 90 DAYS

1.15M

VIEWERS IN 90 DAYS

27.7K

CONTENT INTERACTIONS IN 90
DAYS

Almost every view comes from someone who has never followed the project. The format travels far beyond its own audience, and turns strangers into followers.

*Owner-calculated, October 2026. 11.5M cumulative views across 75 street campaign films, including repeat views. Recent performance: 90 days ending 12 October 2026. Source: Instagram and Edits insights.

A repeatable format, not a single viral moment.

01 • BRISTOL

I asked mothers one question

4.79M

VIEWS

Accounts reached	2.72M
Follows	3,244
Saves	7.3K
Likes	78.4K
Avg watch	16s
Non-followers	99.1%

02 • BRISTOL

Before a mother speaks

2.54M

VIEWS

Accounts reached	1.57M
Follows	1,938
Saves	2.9K
Likes	11.7K
Avg watch	14s
Non-followers	99.6%

03

Before a mother answers

1.06M

VIEWS

Viewers	623K
Follows	1,324
Saves	1.7K
Likes	13.7K
Avg watch	17s
Non-followers	97.8%

6,506

NEW FOLLOWERS
FROM THREE FILMS

Each film earns attention, saves and follows on its own. Thousands of mothers chose to stay.

Lifetime snapshots supplied 13 October 2026. Reach figures are per film and are not added together.

Precisely matched, not broad.

97.9%

WOMEN FOLLOWERS

FOLLOWER AGE

18-24	1.3%
25-34	28.9%
35-44	51.9%
45-54	12.3%
55-64	3.6%
65+	2.0%

80.8%

AGED 25 TO 44

TOP FOLLOWER COUNTRIES

United Kingdom	20.2%
United States	13.1%
Germany	5.1%
Australia	4.6%
Canada	3.3%

TOP CITIES (EDITS)

London · Singapore · Melbourne · Sydney · Jakarta

Women in the exact life stage of new and established motherhood. A UK-rooted project with a global listening audience.

Instagram dashboard, 90 days ending 12 October 2026. City data from the Edits export.

Verbatim. Anonymous. Unscripted.

“I don't think you ever truly find your old self. I think you find a new self.”

MUM, WESTON-SUPER-MARE

“You'll find yourself again. For sure. You'll find yourself again. It looks like not, but you will at some point.”

MUM, BRISTOL

“I think that you lose a part of yourself, but you gain a new self, and you've got to try and integrate them a little bit.”

MUM, BATH

“Even if you're ill, you have to get up and try your best to be the best mother you can for your little one, even though you're feeling that you can't get up and can't do anything, sometimes you feel depressed, ill, not yourself. But you still have to get up and keep going with the day.”

MUM, CARDIFF

**BBC RADIO
BRISTOL**

**Weston
Mercury**

**North Somerset
Times**

CAMPAIGNS • 2026

Four cities. One question.

Bristol	Campaign 01
Weston-super-Mare	Campaign 02
Bath	Campaign 03
Cardiff	Campaign 04

THE LIVING ARCHIVE

Every street voice, verbatim and searchable by theme: identity, invisible motherhood, support and self-return.

FIELD NOTES, VOL. 1

A written publication drawing out what repeats when mothers across four cities answer the same question.

Help more mothers be witnessed.

City campaign partner

Bring the question to a new city

Bring The Firestarter Question to a new city, with your support named on the films and archive.

Street documentary series sponsor

A quiet, values-led presence

A quiet, values-led presence across a run of films reaching mothers in the UK and beyond.

Field Notes sponsor

Support the written record

Support the next volume of the written publication, read by mothers and maternal health professionals.

Community and wellbeing collaborations

Talks, events and projects

Talks, events and projects with organisations supporting maternal wellbeing.

RATES ON REQUEST

Every partnership protects the work: two-stage consent on the street, anonymous attribution by city, and verbatim words that are never reframed for a brand.

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