

# GLOBAL CHILDCARE PROPERTY REPORT UK EDITION

AUTUMN/WINTER 2019



THE COMPLETE CHILDCARE BROKER

# UK OVERVIEW



by **PAUL J MILLER**  
Chief Executive Officer

## 2019 – A RECORD BREAKING YEAR FOR THE UK CHILDCARE MARKET



As we enter the final months of 2019, it is a good time to pause and reflect on the significant level of deal volumes which have taken place in the first eight months of the year. Against a backdrop of significant economic and political uncertainty the demand for acquiring high quality childcare businesses has increased to an all-time high.

As at the end of August 2019, Redwoods Dowling Kerr have brokered the sale in excess of **£40m** worth of children’s day nursery businesses. With a significant pipeline due to complete by the year end we expect this figure to grow significantly before we close the year out in December.

### Demand Drivers?

One of the key drivers behind the demand is the sizeable appetite from the growing groups who are seeking to expand their

portfolios both geographically and by way of setting numbers and childcare places. These profitable groups are able to access low cost funding to assist with their rapid expansion plans. This demand continues to be strong and we fully expect to be announcing further group acquisitions in the near future.

Additional demand is also being driven by the increase in international investors who are seeking to buy and build in the UK to further drive their global growth strategies. In February La Maison Bleue announced their acquisition of The Old Station Nursery group which was their first UK purchase. La Maison Bleue (LMB) is backed by Towerbrook and BpiFrance and has strong ambitions to become a leading player in Europe.

**133%**  
increase in value of transactions compared to last year

Average places per sold setting has risen from 64 places to **75 places**

Increase in **GROUP SALES** by **75%**

## Noah's Ark Day Nursery

Chester

### Redwoods Dowling Kerr Sells Long-Established Childcare Setting Within Only 14 Days

Kids Planet Day Nurseries Limited have successfully acquired Noah's Ark Day Nursery in Great Boughton, Chester. The acquisition of the nursery and out of school club brings the providers total settings across the North West and Midlands to 43 nurseries, with a combined capacity in excess of 5,500 children.

#### Delighted with the support and service the Vendor, Marc Owen said:

"Starting with our initial contact right at the start of when I was considering selling my business the team at RDK put my mind at rest that I was dealing with the right professional people. All throughout the extensive process I have received the guidance and support that has made it possible to reach a successful sale of Noah's Ark day Nursery to the perfect buyer. It was always very important to me that whoever purchased the nursery would hold the same ethos as we always have and the team at RDK realised how important this was to us and helped us through the process of finding the right match for the sale. The future of Noah's Ark Day Nursery is in safe hands and your support has helped me to make that happen.

I would have no hesitation in recommending RDK or using you again in the future."



Outside of the EU, Redwoods Dowling Kerr have been working with buyers from China, Asia, Middle East and also from the USA. UK childcare opportunities are seen as the benchmark for educational standards by foreign investors and the current low value in sterling adds further appetite to the demand drivers for acquiring UK assets. Indeed, it is worth noting that a recent article in the Telegraph highlighted that UK plc's are currently being acquired at a rate of one per fortnight by overseas investors and organisations.

#### A Question of Supply?

In the past few years we have written frequently regarding the lack of supply of good quality group disposals. In 2019 we have witnessed an upturn in the level of supply as increasing number of owners seek to take advantage of the current buoyant market conditions. These transactions are benefitting from unprecedented deal timescales with

many new instructions going under offer within 1-2 weeks of their marketing activity commencing. In many instances, the price paid is well in excess of the value which the owners are seeking to achieve.

Whilst this is extremely encouraging for sellers we are finding that having the right broker representing the sellers is crucial to ensuring that the initial agreed offer is secured and crystallised when the deal completes. This is one of the reasons why we remain an integral part of any transaction that we undertake, and which has been recognised by a number of our legal partners in 2019.

Even though we are enjoying increased levels of deal activity it should be remembered that the childcare market is still highly fragmented with significant scope for consolidation.

Consequently, we expect the level of supply in the marketplace to continue to increase as more owners seek to realise the fruits of their many years of dedication. The question is whether the increase is sufficient to meet the strong demand which exists from all the potential buyers.

#### The Outlook?

We are aware of some industry observers commentating about a predicted decrease in deal activity and a reduction in the multiples which the buyers are prepared to pay. Redwoods Dowling Kerr do not share this view and in our opinion, we believe that the buyer demand still outstrips supply and subject to any economic/Brexit shocks we believe that the current market conditions are extremely favourable for the remainder of 2019 and into 2020.

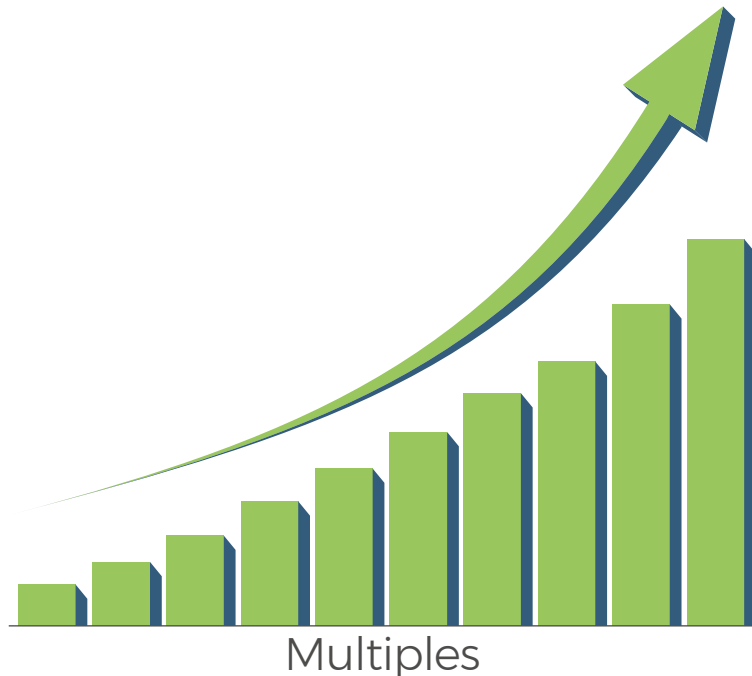
OVERSEAS INVESTMENT IS BEING DRIVEN BY A COMBINATION OF THE EXCELLENT REPUTATION OF THE UK CHILDCARE SECTOR AND THE GOOD VALUE REPRESENTED BY THE CURRENT WEAKNESS OF STERLING.

# HOW DO YOU VALUE A CHILDCARE BUSINESS IN A RISING MARKET?



by **ANDREW K STEEN**  
Sales and Marketing Director

## UK CHILDCARE: STRONG, SUSTAINABLE DEMAND IS DRIVING NEW LEVELS OF SALE MULTIPLES



## HOW MUCH IS MY BUSINESS WORTH?

Historically this question would be answered by evaluating the financial information, reviewing the business performance and then factoring in market multiples before advising of a price which I would expect an owner to receive for their business.

The format works perfectly well when buyer demand and seller supply are fairly evenly matched and transaction prices are relatively stable. However, these conditions are not applicable to the current childcare market where in key regions demand for acquisitions significantly outstrips supply.

In simple Economic models the underlying principles are that prices will rise until demand and supply regain a level of equilibrium i.e. the prices (or in this case multiples rise) until the number of sellers

is broadly equivalent to the number of purchasers.

However, in the Childcare market we are not dealing in simple Economics. We are dealing with the Early Years Development of our children and many other factors come into play.

For example, the quality of childcare provided, the quality of staff, the size of the setting, potential for growth and expansion not to mention the results currently being achieved. Overlay this with the strategic goals of larger Childcare Organisations such as number of places and settings they wish to grow to, the regions/countries where they want representation and their need to grow and deliver returns for their investors and you introduce a number of additional variables all of which are having

## Ark Childcare (UK) Ltd

Shrewsbury

### Group of two nurseries sold by Redwoods Dowling Kerr

Established for many years under the careful ownership of Vendor, Roz Young, Ark Childcare (UK) Ltd in Shrewsbury, Shropshire has cultivated an impressive reputation for providing quality childcare across two nursery settings.

### Delighted with the attentive service the Vendor, Miss Roz Young said:

"I would like to thank Redwoods Dowling Kerr and in particular Natasha Satterthwaite for all of their help, advice and assistance in selling my childcare group. It is such a huge mix of emotions when you decide the time is right to pass the reigns on, but I have many wonderful memories and I'm confident that the new owners will continue to move the business forward and care for the parents, children and staff. Redwoods Dowling Kerr were incredibly helpful and supportive with all aspects of the sale particularly as this is not a process I have been through before. They are always only a phone call away and go above and beyond to ensure you get where you need to be. They pushed hard to ensure I received the best price and also to find the right buyer that I felt comfortable handing my business over to."



a positive effect in driving multiples in the current market.

The strong, sustainable demand which exists for good quality childcare businesses is driving a new level of multiples which historically has not been present. This creates a time lag effect as traditional valuation companies struggle to keep up with the latest deal multiples as they are unable to gain sufficient comparable evidence to satisfy their banking clients. By the time they reach the level required, the market has moved on and once again they are playing catch up

### How do you value in a rising market?

The answer to this question is to evaluate the old and the new. Using traditional valuation methods will provide you with a benchmark or floor by which you then build on. The next stage is to then factor in all of the unique selling points which your business has :- For example, do you have a

number of settings in a small geographic area? Are all of your settings full with waiting lists? Do you offer types of childcare not available by any other providers?

Once you have evaluated all of your USP's the next stage is to sit down with a broker and talk about the sale process. The sale process is the method by which the broker will sell your business, it is the process which will drive the added value and achieve the best multiples possible.

### A question of price?

Often people will mistake "value" as the price which is achieved upon the point of exit. Whilst this is the most significant aspect of "value", other factors have to be taken into consideration when determining the overall value.

A significant benefit of selling in today's high demand market is the emergence of shorter, leaner deal completion times.

This is a surprising new trend given the increased levels of transactional due diligence which take place ahead of completion. This is just one of the non-cash benefits to transacting in a high demand market place.

### Other factors which can be achieved are;

- Post completion consultancy agreements
- Earn outs
- Purchase of cash currently in the business
- Buyer's taking "a view" on detrimental business factors
- Reduction in vendor warranties
- Tax efficient structuring of the deal

Achieving the above is conditional on the right deal environment being created by your broker during the sale process. Those who sell direct and do not create a competitive bidding environment do not often benefit from the maximum "value" which can be created by running a professional deal process.

# PROJECT VIRTUE - A GROUP OF FIVE SUCCESSFUL CHILDREN'S DAY NURSERIES



## THE VENDORS' PERSPECTIVE

With a history of teaching in mainstream schools, Natalie Johnson decided to consult the proven expertise of Redwoods Dowling Kerr to help realise her dream of owning a successful nursery. Now 10 years later Natalie has spectacularly exceeded her ambitions, magnificently running 5 childcare settings each with a brilliant reputation. After deciding to put her illustrious nursery group onto the market, Natalie once again turned to leading childcare brokers Redwoods Dowling Kerr.

"Just to drive through and see the settings and say, 'I started that and it's still going strong' will be nice to see," Natalie shares, reflecting on life after the sale of her 5 childcare settings and the legacy she has established within them.

"I put everything into it for ten years", she says when describing how she worked to establish the success of her nursery group. "The dream was to get one setting to outstanding, but I feel like I have exceeded my dream, I wanted to go out on a high

and be very proud of what me and my family have achieved."

Admitting that it was an "emotional decision" to put the dream she has endeavoured to realise over the past decade onto the market, Natalie appreciated that acquiring all 5 of her highly regarded nurseries, rated "Good" and "Outstanding" by Ofsted, simultaneously whilst upholding the meticulous standards upon which they were founded would be a daunting task for many within the sector. "Having them for 10 years and building them up from scratch, it wasn't something that I just wanted to sit back on and see if it worked, she says when detailing the calibre of buyer she believed would be integral for the future success of the group, "I would rather it go to a high-quality group and see the group continue to flourish."

Having bought through Redwoods Dowling Kerr previously to acquire her first setting, Cheeky Monkeys Day Nursery, Natalie shares, "you were very honest from

the start", giving an insight into when she first consulted the expertise of Redwoods Dowling and established the first of her many successful childcare settings. "when we bought it we were very aware of everything, it was all very new to me back then, I had never dealt with solicitors or the bank in that way and even then, you were guiding me through it and advising me what the next steps would be."

Returning a decade later to sell her now prestigious childcare group of 5 nurseries, Natalie details the professionalism and conduct that made Redwoods Dowling Kerr the obvious choice. "I wanted it to be valued by Redwoods and other agencies, but Redwoods know nurseries inside out and I feel like you specialise in that and I wanted that specialist approach... when I decided to sell the group I just wanted it to be sold, not on the market for two years, I just wanted closure, I had made that decision."

**NATALIE DETAILS THE PROFESSIONALISM AND CONDUCT THAT MADE REDWOODS DOWLING KERR THE OBVIOUS CHOICE.**

# PROJECT VIRTUE - A GROUP OF FIVE SUCCESSFUL CHILDREN'S DAY NURSERIES

## THE VENDORS' PERSPECTIVE



Commenting on the early support she received from Associate Director Mathew Parkinson Natalie comments "Mathew was great," when discussing how her business was appraised, "I thought that you just put a price on it, but he was assuring me that 'no we want to get you the best price so it should go onto the market as offers invited', I think what he did in that respect was really good, it helped us to achieve a price far beyond what we had anticipated."

Clearly showing her confidence and belief in Redwood's Director of Childcare & Education, Jenna Caldwell, Natalie says, "She is strong and confident and told me to hold out on this and I trusted her and a lot of the time I would ask her what she thought, I listened to Jenna's advice and she was always right in what she was telling me to do".

"We wanted the best price for it and Jenna understood that, she knew how much these settings meant to me and we didn't just want to give them away," she continues, I think that Jenna did a fantastic job."



"I was asking Jenna what she would do in certain situations and she was able to give me advice on how to proceed...She has helped me so much, she was constantly going backwards and forwards. I think that the buyers, Kids Planet trust Jenna as well. She had so much work to do as she was getting it from both barrels."

"Jenna has been fantastic throughout, and we couldn't have done it without her", Natalie says with clear appreciation for Jenna's persistence, humility and unbound professionalism throughout the sales process. "There have been a few times where I have been on the phone crying to Jenna asking if I have done the right thing and she has always been there to help me through that, she has got so much experience from people going through the same, she has just been fantastic."

Detailing how essential the professional conduct of Redwoods Dowling Kerr was in the success of the sale, Natalie comments, "I think that without yourselves both of the parties would pull out of the deal... you need that person in the middle... If not then I don't think that the deal would have gone ahead."



by **JENNA CALDWELL**  
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 @RedwoodsDK

For more information visit [redwoodsdk.com](http://redwoodsdk.com)

# WHY SHOULD YOU WORK WITH THE RIGHT BUSINESS BROKER?



by ROBERT YATES  
Head of Sales

**“Deciding to sell your business is an important and often daunting decision. Given the options available, knowing the next steps to take can seem confusing.**

**Many people may not consider using a broker at first, but using the right broker, with extensive Childcare/client experience, will add real value to the sale process and increase your chances of a successful outcome.”**

## MARKET EXPERTISE AND NEGOTIATING EXPERIENCE

When you choose Redwoods Dowling Kerr as your business broker, we work solely for you.

Our job is to get you the best possible deal and to find you the right buyer.

We achieve this through our market knowledge and negotiating experience

which have been built up over more than 30 years of selling childcare businesses.

We work to ensure the price agreed is crystallised upon completion.

**WE ARE THE ONLY  
BROKER TO OFFER A  
“WHOLE OF MARKET  
APPROACH” FOR THE  
CHILDCARE SECTOR**

## CONFIDENTIAL, TARGETED MARKETING TO QUALIFIED BUYERS

Your business broker should be able to provide persuasive, targeted marketing which emphasises the value of your business and highlights your opportunity to qualified buyers. At Redwoods Dowling Kerr we do this using a combination of campaigns in print, online and via direct approaches where relevant to ensure that your business is seen by the right buyers.

As an example our Corporate Sales service is a premium sales process offering:

- a confidential teaser campaign outlining the key selling points of your business and the opportunity which exists for the right buyer
- a researched buyer list targeting active buyers
- a managed marketing plan approaching active buyer's

- a detailed Information Memorandum presenting and highlighting your business opportunity to qualified buyers who have signed a nondisclosure agreement
- a full negotiating and support service where you are guided through the sale process to the completion of your deal.

This process not only means interested parties get to view your business in its best possible light, but that confidentiality is maintained.

Confidentiality is imperative to a lot of vendors, as it can be stressful worrying about the effect of staff, suppliers and clients finding out that your business is on the market for sale.



SOLD

## Holly House Day Nursery

Manchester

**Redwoods Dowling Kerr helps buyer make first acquisition with established day nursery in Manchester.**

With a capacity of 92 children, Holly House Day Nursery provided quality care for children aged 3 months to 5 years of age as well as also providing a popular before, after school and holiday club boasting a popular afterschool club. The settings renowned levels of care helped establish a brilliant reputation, with regular referrals, recommendations and a "Good" rating on the last Ofsted inspection best reflecting their quality childcare service.

The nursery received offers on the back of each of its two viewings, with the successful bid being made by first time buyers Darren and Clare Nash. Leaving their careers in education behind, the new owners acquired the business in hopes of applying their educational background to a business venture of their own.

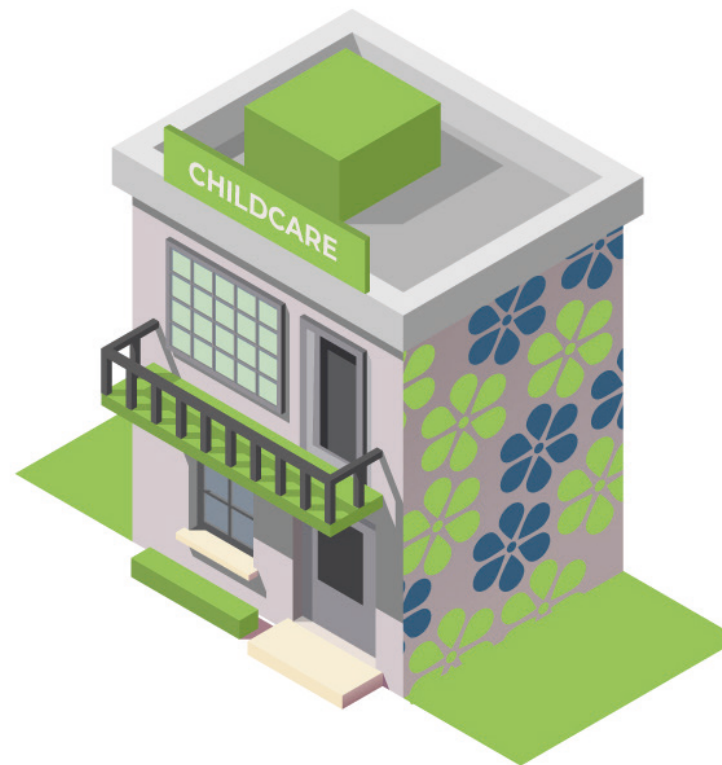
**Delighted with the sale, Vendor Sue Ebsworth said;**

"I found the service standard of Redwoods Dowling Kerr to be excellent, extremely efficient and very pro-active."

"Sarah Ellison was supportive and positive at all times."

"From start to finish she kept me informed of every step and instructions are clear and precise."

"I would certainly recommend Redwoods Dowling Kerr."



## MAXIMISING VALUE

Most importantly for vendors, choosing a broker means achieving a high-value sale and the right buyer is far more likely than going it alone. For most people, selling your business is a once in a lifetime experience and for some it is a journey into the unknown. By selecting the right broker, you can be confident you have the required knowledge, skills and experience working on your behalf to achieve the successful outcome you desire.

We are the only broker to offer a "whole of market approach" for the childcare sector and as such our sales range from large groups to smaller scale operations and settings.

Our buyers range from Large Corporate Operators to regional players; Private Equity Houses to High Net Worth Investors; and growing operators to first time buyers or new entrants to the sector.

Above all we take pride in delivering the best deal possible for our clients.

Contact us today for an informal discussion about how we can maximise the value of your sale.

**Call Robert Yates on 0844 7011 819 or email Robert.Yates@redwoodsdk.com**

SOLD

## Fernhurst Court Children's Nursery

Blackburn

**Poppy & Jacks Limited acquire 9th childcare setting through Redwoods Dowling Kerr.**

Successfully operating within the community for the last fifteen years, throughout this time Fernhurst Court Children's Nursery has cultivated a reputation as an exemplary provider of quality childcare, going on to earn an Ofsted rating of "Outstanding" after the settings most recent inspection.

Fernhurst Court Children's Nursery now joins 8 other prestigious childcare settings after being acquired by family group, Poppy & Jacks Limited. With over 20 years' experience within the sector and opening her first setting in 2009, Sarah Bellamy of Poppy & Jacks Limited says she was attracted to the opportunity due to Fernhurst Court's reputation and location and now plans to continue the illustrious success of the previous proprietors.

**Delighted with the ease of her latest acquisition buyer Sarah Bellamy of Poppy & Jacks Limited commented;**

"I always really enjoy working with Sarah and all the team on nursery purchases. Your honest and supportive approach helps to remove the stress out of any property purchase."

"It's very exciting to have added Fernhurst Court to the Poppy & Jack's team and we wouldn't hesitate to recommend both you and the team."



SOLD

## The Pied Piper Day Nursery

West Yorkshire

**The Pied Piper Day Nursery and Out of School Club SOLD by Redwoods Dowling Kerr.**

Successfully operating for over two decades, the Pied Piper Out of School Club has been consistently commended by Ofsted for the children's strong bond with staff, effective safeguarding measures and the development of each child, earning the business a "Good" rating upon its most recent inspection.

Once on the market, the business received great amounts of interest with over 20 viewings, with multiple offers being made on the back of this and the successful bid was made by Minnanjey Daycare Limited. After trading within the Leeds area for 3 years, the childcare group was looking to expand and became attracted to the opportunity after realising its potential through its size and idyllic location.

**Delighted with the efficiency of the sale, Vendors Julie Pearson and Ian Blenkin shared;**

"Sarah Ellison has kept the whole process on track. She and her team are always professional, friendly and approachable."

"The overall co-ordination has been excellent and her knowledge of childcare and leases has helped us to navigate throughout the whole process."

"We would definitely recommend RKD and cannot thank Sarah enough for her support."



SOLD

## Fawley Independent Day Nursery

Hampshire

**Fawley Independent Day Nursery SOLD by Redwoods Dowling Kerr.**

With a capacity of 60 children up to the age of 5 years old, the setting achieved a "Good" rating upon the most recent Ofsted inspection, whilst the stimulating environment created for children and the rate of each child's development being held in high regards.

Once on the market with Redwoods Dowling Kerr, Fawley Independent Day Nursery received an offer after only 4 viewings. Having successfully acquired the business, Woodberry Nursery Group plans to draw upon its 20 years of experience within the sector to build upon the existing success of their new Fawley setting.

**Praising the efficiency of Negotiator Karrina, Shane Beauchamp of Woodberry Day Nursery Limited said;**

"We can't thank Karrina and the team at Redwoods Dowling Kerr enough. Karrina has provided a highly efficient and professional service throughout. Acquisitions can be complex but Karrina's attentiveness has made the process as smooth as possible."

"Woodberry Day Nursery currently owns and manages 3 thriving children's day nurseries in Hampshire, with a fourth being built. Always on the lookout for an exciting opportunity to deliver high-quality care and education to our community, we hope to be clients of Redwoods Dowling Kerr again in the near future."



SOLD

## Abbey Nurseries Limited

North Yorkshire

**Abbey Nurseries Limited sold by Redwoods Dowling Kerr.**

Redwoods Dowling Kerr is delighted to announce the sale of Abbey Fields Day Nursery & Abbey Place Day Nursery. First established in 1991 Abbey Fields Day Nursery has since cultivated an outstanding reputation within the community due to its high standards of care provided to its 58 children. The settings renowned levels of care are reflected through the regular referrals the business enjoyed, alongside the "Good" Ofsted rating awarded upon its most recent inspection.

The nursery group was put onto the market due to the vendors wish to retire. Once the opportunity was hosted with Redwoods Dowling Kerr it attracted 6 viewings, receiving 2 offers as a result.

**Vendors Mr & Mrs Thomson said;**

"Sarah has been very professional, helpful and sympathetic to our needs throughout the whole process."

"The level of service has been high in all aspects. Sarah kept us informed of conversations with our lawyers and the buyers needs and questions. She listened to our requests, needs and negotiated well on our behalf and yet being fair to the buyer."

"We were very happy that our buyer, that Sarah found for us, was very easy to deal with and still is during this handover period."





# International Buyer Seminars

Targeting potential Childcare buyers from around the globe

Autumn/Winter 2019



**Dubai**

## SELECTION OF SOLD CORPORATE SALES

### PROJECT GREYFOX

#### Enchanted Forest Nursery Group SOLD by Redwoods Dowling Kerr

### Project Greyfox - Bertram Nurseries Limited

Scotland

#### **Bertram Nurseries Limited acquire Enchanted Forest Nursery Group via Redwoods Dowling Kerr.**

Bertram Nurseries Limited have acquired a group of award winning and well-established nurseries, Enchanted Forest Nursery Group, a portfolio of 5, day care settings located across Glasgow, Scotland on a leasehold basis.

With the acquisition, Bertram Nurseries Limited now possess a total of 41 settings, with the incredible standards of care provided being demonstrated by not only the consistently near perfect online reviews they receive from parents, but the numerous settings sited as being within the top 20 nurseries in Scotland, alongside the various "Outstanding" ratings awarded by Ofsted.

The nursery group was first established by Mariessa & Bernie Devlin in 2006 and has a combined capacity for 405 children. Named as the "Nursery Group of the Year" in the 2016 NMT awards, the Enchanted Forest nursery group have established their pedigree through practicing a curriculum of "excellence and building ambition", working to enrich and promote the individual development of each child.

#### **Delighted with the sales completion the Delvin's commented;**

"We have had the pleasure of knowing Redwoods Dowling Kerr and in particular Jenna Caldwell for many years through her work in the Early Years sector. Redwoods Dowling Kerr bring to the sector, highly competent knowledge of the early years market coupled with a persistent desire to support both buyers and sellers. Over the years, they have provided us with sector specific advice and at all times their guidance has come from a place of honesty and transparency."

### PROJECT ELEANOR

#### ICP Nurseries Limited acquire Orchard Barns nursery group via Redwoods Dowling Kerr

### Project Eleanor - The Orchard Barns Group

Essex

#### **Redwoods Dowling Kerr announce the sale of two successful nurseries in Colchester, Essex.**

The Orchard Barns Nursery Group has been providing excellent care for children since 1995 when it was established by Mr & Mrs Huckle. They opened their first setting within the grounds of their family home and as a result of the immediate success the second setting was opened in Stratford St Mary in 2000. As an additional testament to the exemplary care the Orchard Barns Group provides the settings have been awarded national 'nursery of the year' and 'most exceptional Childcare provision in Essex.

The consistent development of every aspect of each setting saw the group grow to a combined capacity of 107 with an Ofsted rating of Outstanding and Good. Attracted to the business by its passionate staff, their professional conduct and the warm and loving, home from home environment they have created, ICP Nurseries Limited have now enhanced their existing portfolio - to an impressive total of 31 settings."

#### **Pleased with the ease of the sales process, Tracey Storey, CEO of ICP Nurseries shared;**

"We are extremely excited to have acquired the outstanding Orchard Barns nursery group. Both nurseries operate in very premium locations, have fantastic, long earned, reputations, exceptional staff, and a dedication to the very best childcare in the local community. ICP Nurseries' strategy is to acquire the very best nurseries in affluent areas of London and the South East, and Orchard Barns is a great example of our ambition. Thank you to Jenna Caldwell and her team at Redwoods Dowling Kerr, who, through their professionalism and expertise, facilitated a very smooth and streamlined process throughout."

# SELECTION OF SOLD CORPORATE SALES

## PROJECT GREYSON

**“Outstanding” childcare Early Years setting sold by Redwoods Dowling Kerr**

### Project Greyson - Little Bunnies

Norfolk

**First time buyer acquires exceptional childcare setting in Norfolk.**

Established in 2005 by Donna Jarvis to meet the increasing demand for quality flexible childcare within the area, Little Bunnies boasts an impressive turnover in excess of £400k, whilst consistently operating at 80%-90% of its capacity.

Sited as providing “exceptionally warm and affectionate care”, the incredibly high standards Little Bunnies provides is reflected through its “Outstanding” rating by Ofsted upon its most recent inspection in 2016, with the constant development of staff and their relationship with parents being highly commended.

With the business going onto the market with Redwoods Dowling Kerr as the vendor wished to pursue other business interests, Little Bunnies received an offer after only 2 viewings, with the successful bid being made by Miss Sian Dawson. After holding experience as a NAMCW qualified nanny, Sian made the step of acquiring her first business after being attracted to the setting by its reputation and its standing with accrediting body Ofsted.

**Delighted with the sale of her business, Vendor Donna Jarvis shared;**

“The level of service from you Sarah was very good I don’t quite know how between us with all the problems that arose we actually achieved a sale.”

“Thank you, Sarah, for all your hard work, somehow you held all sides together and their solicitors.”

The feeling on completion was utter relief nothing more than that!”

## Project Elizabeth

**Storal Learning Limited acquire The Willow Tree Nursery via Redwoods Dowling Kerr**

### Project Elizabeth - The Willow Tree Nursery

Clacton-on-Sea

**Redwoods Dowling Kerr are delighted to announce the sale of The Willow Tree Nursery in Clacton-on-Sea, Essex.**

The nursery was opened by Brenda Farquhar & Christina Hart in 1988 from a modular building on the current site with a capacity for just 24 children. With continual investment and expansion, the nursery now has an impressive capacity for 143 children.

The Willow Tree nursery provides an excellent standard of care and education for children aged from 3 months to 12 years which is proven by their second consecutive ‘Outstanding’ Ofsted rating.

The successful bidders were Storal Learning Limited who were immediately attracted to the nursery for its reputation for high quality.

**The Vendors Christina and Brenda made their appreciation clear saying:**

“We did it and we are no longer the owners. It was very emotional last night saying goodbye.”

“We want to say a huge thank you for all of your support along the way.”

“You probably don’t realise just how reassuring your phone calls were.”

“Thank you to Sarah Ellison and the whole Redwoods Dowling Kerr team for introducing us to such an exceptional nursery and team. They were instrumental and very helpful throughout the deal process.”

# SELECTION OF PROJECTS FOR SALE



## Project Asha

Cheshire

**Offers invited in the region of £3m**  
**Freehold**  
**Ref: 47220**

Turnover of £842k for the year ending September 2018 with an adjusted EBITDA of £239k.

Well-maintained children's day nursery with a capacity for 113 children.

Consistently operates at approximately 90% occupancy levels

Exceptional opportunity for expansion and growth of profits.

**Rated 'Outstanding' by Ofsted**



## Project Porter

Buckinghamshire

**Offers are invited for the group**  
**Leasehold**  
**Ref: 47280**

Combined turnover of £1.317m for the year ending April 2018 with and adjusted EBITDA of £475k.

A well-established group of 3 children's day nurseries with a combined capacity for 175 children.

Excellent leasehold properties with superb outdoor areas.

Excellent experienced management structure across all three settings.

**Rated 'Outstanding' by Ofsted**



## Project Freddie

Yorkshire

**Offers invited in the region of £830k**  
**A Group**  
**Ref: 45908**

Income of £1.1m for the year ending December 2018 with and adjusted EBITDA of £304k.

A group of 3 first day nurseries with a combined capacity for 154 children.

Freehold & leasehold options available.

Robust organisation structure with experienced & long standing management team

**Rated 'Outstanding' by Ofsted**



## Project Mia

Bedfordshire

**Offers invited in the region of £2.25m**  
**A Group**  
**Ref: 47173**

Two outstanding nurseries with a combined capacity for 94 children.

Substantial underpinning of value with around £1.6m of freehold property value.

Excellent inside and outside space.

Ideally situated in a popular residential areas of Luton within a strong catchment area.

**Rated 'Outstanding' by Ofsted**



## Project Dandelion

Lincolnshire

**Offers invited**  
**Freehold**  
**Ref: 47242**

Income of £831k for the year ending June 2018 with an adjusted EBITDA of £336k.

Excellent nursery with a phenomenal reputation. Capacity for 82 children.

Exceptional management structure in place, supported by high calibre nursery practitioners and the extensive knowledge they hold.

**Rated 'Outstanding' by Ofsted**



## Project Rowan

Wiltshire

**Offers invited in the region of £1.35m**  
**Freehold**  
**Ref: 46360**

Income of £541k for the year ending December 2018 with projection £600k December 2019.

Detached purpose built day nursery with capacity for 63 children.

Robust organisational structure and team of dedicated and highly qualified staff.

Potential to increase capacity and income.

**Rated 'Good' by Ofsted**

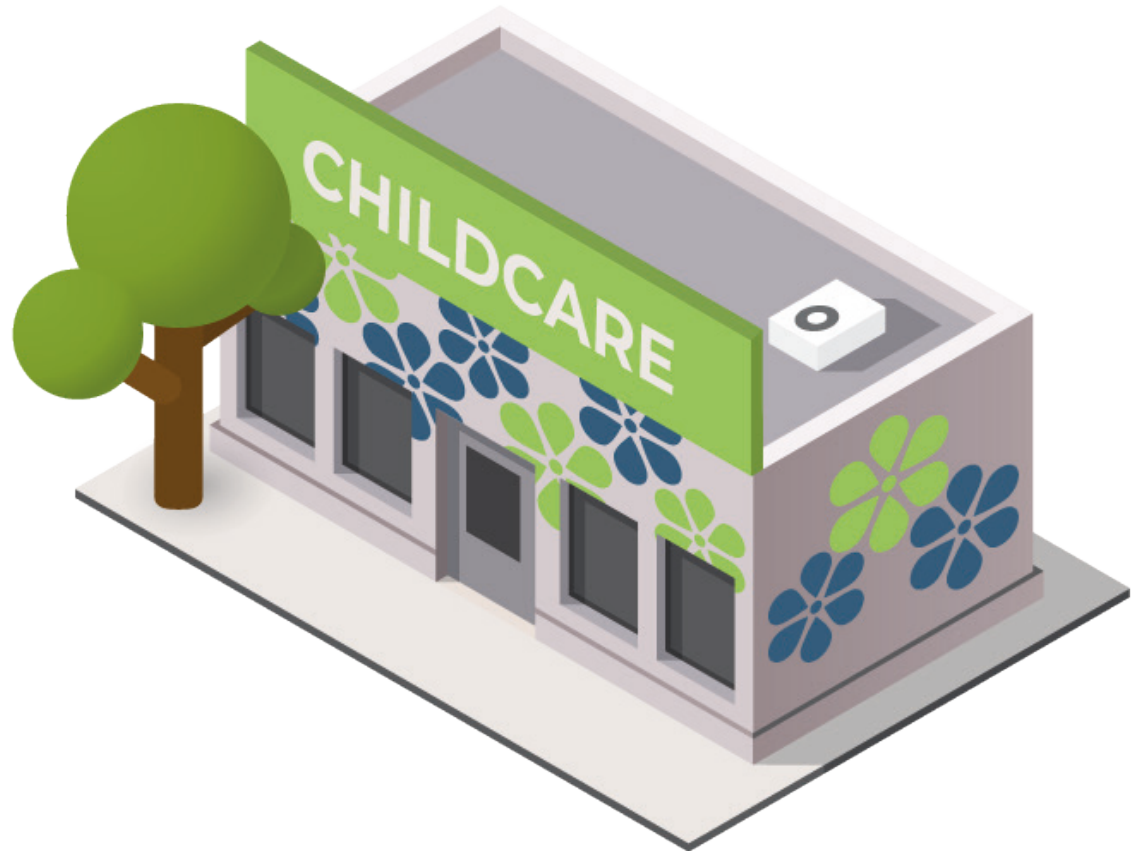
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# EXIT PLANNING

If you want to discuss your exit requirements then we would be delighted to visit you in confidence to discuss the options available.

**Contact Robert Yates on 0844 7011 819  
email [Robert.Yates@redwoodsdk.com](mailto:Robert.Yates@redwoodsdk.com)**

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