

# Global Childcare Property Report

UK EDITION - JANUARY 2020



REPUTATION, DISCRETION, KNOWLEDGE

# UK Childcare

## The start of a new Decade



by PAUL J MILLER  
Chief Executive Officer

Welcome to 2020, the start of a new decade, a new government and no doubt a new set of policies and political landscape which will affect the UK childcare sector. At the beginning of the previous decade, the UK had a coalition government and was slowly recovering from the Great Recession which had ended a few months prior, there was great uncertainty in the economy and in the UK as a whole. Whilst the Childcare sector is in a very different place to 2010, the level of external influences is still great and will still represent challenge and opportunity as we progress through the year.

### A NEW GOVERNMENT

The recent election saw the Conservative party secure a solid majority which should enable the government to get things done and drive forward on their policies. I sincerely hope that the pro-economy and pro-business rhetoric is followed through and that the Childcare sector is one of the main beneficiaries. We have already seen the Stock Markets and the currency markets rally following the result which is positive for the UK. A growing economy and significant investment in nurses and doctors in the NHS will create additional

demand for childcare places. However, this could exacerbate the funding gap (£662m according to the latest Ey report by CEEDA) and I would sincerely hope that the government finally listen to the sector and address this issue once and for all so that we can secure the future prosperity of the UK by making significant investment in our Early Years Development. Thankfully the sector has a plethora of private operators who are passionate and committed to delivering world class childcare provision for a fair price which ensures that the overall educational standards in the early years sector continue to rise.

### 2019 REVIEW

2019 was a fantastic year for childcare business sales. A year when deals occurred at lightning pace across all regions for all sizes of operations. Earlier this year, some industry commentators talked about the market cooling. This was not a view shared by Redwoods Dowling Kerr as it conflicted with the knowledge which we had, which was derived from our insight into current deal pipelines and conversations with buyers regarding their plans for the year ahead. The performance of the sector in 2019 is nothing



2019 was a fantastic year for childcare business sales, a year when deals occurred at lightning pace and in all regions for all sizes of operations.

# £50m

In 2019 Redwoods Dowling Kerr brokered in excess of £50mn worth of transaction volumes and we are very excited about 2020 as we carry forward significant deal pipelines which we expect to complete in quarter 1, 2020.



short of outstanding given the levels of political uncertainty created by Brexit and the continual soap opera which the House of Commons has been in recent years. It is testament to the sector's entrepreneurial spirit that the external influences did not impact on business growth and acquisition aspirations.

#### INTERNATIONAL BUYERS

Internationally we believe that some overseas investors delayed their acquisitions due to the political landscape and uncertainty. As a result of the election, we believe that the pent-up investment position will result in a significant amount of international investment in UK PLC during 2020. The weak value of the pound by historic standards, the low level of interest rates and the value on offer make for a healthy investment climate. One interesting addition to this climate is that the UK will now be able to negotiate direct trade deals with a significant number of new countries. Given that UK Education is viewed in a positive light worldwide, we expect new investors from a wealth of new countries. We also expect to see more UK operators entering into partnerships and initiatives with overseas organisations.

#### VIEW OF 2020

In 2019 Redwoods Dowling Kerr brokered in excess of £50mn worth of transaction volumes and we are very excited about 2020 as we carry forward significant deal pipelines which we expect to complete in quarter 1, 2020.

One stand-out highlight of 2019 was the December 2019 completion of Sandhills Limited, a nursery group which comprises of 6 settings based in the West Midlands. The transaction was brokered by Redwoods Dowling Kerr off-market and achieved an early exit for the vendor who didn't think he could secure his aspirational sale price without a further two years trading. This deal demonstrated the strength of demand in the sector and our congratulations go to the acquirer, The Old Station Nursery Group who are backed by La Maison Bleue (LMB).

2019 was also a year of recognition for Redwoods Dowling Kerr and we were extremely proud to be shortlisted in the Financial Advisor category at the Education Investor Awards. This prestigious event was well attended and we extend our congratulations to all of the awards finalists.

As we look forward, we expect that there will be further acquisitions by the large corporate operators in 2020 which will increase the market share as a % by operators with greater than 20 settings. This is an exciting development for the sector and one which offers great potential to both acquirers and owners who are seeking to sell their childcare business. In the next article, Andrew Steen will discuss in detail the changing macro-economic picture of the sector.

In summary, Redwoods Dowling Kerr expect a strong year of sales in 2020 with some strengthening of multiples in areas where supply is short; and demand is high. We are very excited for the year ahead and look forward to working with the sector to exceed our clients expectations.

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**EducationInvestor**  
Awards 2019   
**FINALIST**

# UK Childcare

## Is the UK Childcare Market now a consolidating market?



by ANDREW K STEEN  
Sales and Marketing Director

As at the end of 2019 the supply of childcare places by the private sector children's day nursery market remained relatively flat. This position though masks the revolution which started a couple of years ago and which has accelerated in 2019. The industry is witnessing a rapid rate of consolidation by corporate operators (defined 20+ settings).

The "About EY Annual Report" states that the Non-Domestic provider size percentage for groups with a setting count greater than 20 has increased from 5% to 9% of the market. This is a staggering 80% increase in market share in just a one-year period. During the same reporting period the study states that the single setting provider share of the market has reduced from 60% to 57%. The market dynamics are changing. The mid-tier provider level remained broadly level as those bought by the 20+ operators were replaced by single setting providers acquiring additional settings.

### 20+ SETTING PROVIDERS

Defined as "Corporate Operators" these organisations have become more aggressive in

their approach and hungrier in their appetite. During the course of 2019 a number of high-profile transactions took place. In March, Redwoods Dowling Kerr brokered the sale of **Excellence in Childcare** to Kids Planet which assisted Kids Planet with their 61% growth.

In June, RDK brokered the sale of **Enchanted Forest Nursery Group**, Scotland to Bertram Nursery Group which secured a further 5 settings for their organisation. Bertram grew 17% in 2019 and are believed to be seeking further acquisitions.

Historically a number of the 20+ operators would be referred to as regional groups but as the appetite for growth has increased they have had to expand their territories to accommodate the opportunities which are available.

### MID-TIER GROUPS

Ceeda report that market share by the mid-tier operators (5-19 sites) actually fell by 1% in 2019 from 11% to 10%. This market share for these sized groups is suppressed by the significant level of acquisitions which are taking place by the corporate operators during 2019. As these groups



Single Setting Nurseries dominate the Childcare Landscape representing the fragmentation of the market.

9%

market share – groups with 20 settings

57%

of the childcare market settings are single sites



\*Data taken from About EY by Ceeda report published November 2019





## VIEWPOINT



**JOSH O'NEILL**  
Editor, EducationInvestor Global

Against a backdrop of protracted political uncertainty in the UK, throughout 2019 investors of all colours smiled on the UK early years market and continued to pour money into its incumbents, while placing bullish bets on smaller players targeting scale within short time-frames. I expect this will continue into 2020.

Mid-tier providers with robust, ambitious management teams will continue to garner the interest of private equity houses. Buyout funds are lured by the opportunity to bankroll operators with growth capital, execute buy-and-build strategies and, in around five years' time, reap the financial rewards upon exiting the enhanced organisations. There are several private equity-backed mid-tier operators whose investors may well be looking to exit within the next year; this could open up opportunities for other funds seeking an entrance route into this buoyant sector at a time when debt is cheap and readily available.

Where so-called corporate providers are concerned, more 'patient' forms of capital will, perhaps, be required due to the lower yields generated by large incumbents. I would expect to see increasing interest among infra-like institutional investors, including pension funds and family offices, which are enticed by the resilience of the early years market and the clear income visibility it exhibits, yet able to stomach lower, consistent returns thanks to their longer investment horizons. Busy Bees, which is part-owned by a Canadian pension fund, is a case-in-point example of this investment thesis.

grow, they become prime targets for corporate operators and benefit from a premium multiple.

A number of groups within this category are on the expansion trail as they seek to move through the mid-tier and become a corporate operator (20+ settings). One example of this is Kindred Education who are backed by Educo. Kindred acquired Bourne Valley Nursery School, (a group of 5 settings), in a deal brokered by Redwoods Dowling Kerr which sees Kindred Education end the year with 19 settings, just one short of reaching the "corporate" bracket.

Another acquisitive organisation is The Old Station nursery group who in February 2019 announced that they had been acquired by La Maison Bleue (LMB). During 2019, The Old Station acquired Premier Nurseries (2x settings) and more recently in a deal brokered by Redwoods Dowling Kerr, they completed on the acquisition of Sandhills Limited nursery group which added a further 6 settings to their group taking them to a total of 17 settings.

## 1 – 4 SETTINGS

The most significant change in the sector as reported by Ceeda is the market share for single setting providers. During 2019 the report states that the market share for single setting providers is 57% which is a fall of 3% from the 60% announced in 2018. The fall in single setting providers can be attributed to a number of factors;

- *Acquisition by groups of prime single setting providers – An element of "cherry picking" has taken place by larger groups who have chosen to buy single settings which complement their group strategy*
- *Single Setting Providers have expanded themselves during 2019 and have increased their ownership to 2+*
- *A small number of single settings have failed, predominately due to them failing to break even as rising costs pressures take their toll*

**In 2019, Redwoods Dowling Kerr expect the market share of single setting providers to continue to fall as owners seek to expand or exit and take advantage of the premium multiples which are available to them.**

**As 68% of the childcare market is provided by childcare operators with less than 3 settings, the market is still highly fragmented which represents significant opportunity for existing operators to grow and new market entrants to buy and build.**

**We expect consolidation of the market to increase during 2020 as the favourable economic climate remains and the political uncertainty is reduced.**

## Case Study Project Gold

- Group of 6 Settings in West Midlands
- Project Sale Launched July 2019
- Offer Accepted August 2019
- Completion December 2019

“I was shocked and never wanted to sell” was the initial thoughts of Dal Basra when approached by Redwoods Dowling Kerr to sell his day nursery group in the summer of 2019. Mr Basra and his wife Mrs Basra were the owners of Sandhills Day Nursery group which is a group of 6 settings in the West Midlands.

Sandhills Limited was founded by a husband and wife team in 2005 after realising they had very little time to spend together within their careers. In addition to also raising their young daughter, they decided to start their own business together and fell in love with the childcare sector.

Their original intention was to exit the sector in 2021/22 but given the current favourable market conditions they instructed Redwoods Dowling Kerr who delivered their future value with a **highly confidential off-market sales process**.

Throughout the years the renowned standards of care resulted in a phenomenal surge in demand, seeing the nursery group grow to 6 settings, with the Boston, Wombourne settings being purchased in 2010, Heath Mill joining in 2017 and one of the UK's largest nurseries, Sandhills Wolverhampton opening its doors in 2019. The group has a combined capacity for 588 places.

Jenna Caldwell, Director of Childcare & Education for Redwoods Dowling Kerr headed up the team responsible for the sale of the



### SARAH STEEL, MANAGING DIRECTOR, COMMENTED

‘We are delighted to welcome the staff, children and parents of all the Sandhills group to our Old Station family, and look forward to working closely with them in the future. We feel that there is a really good fit between the nurseries and those that we already operate, with a real emphasis on high quality early learning and great customer service.’



## FATIMA ESSOUFI, HEAD OF MERGERS & ACQUISITIONS AT LMB, SAID

“We are very excited about the acquisition of Sandhills and look forward to continue building up the legacy of the founders. Following the nurseries viewing, we’ve been very impressed with the vendors achievements since the acquisition of their first nursery in 2005 and have been able to agree with the vendors on the sale of the group within a short timeframe thanks to Redwoods involvement.

We are extremely delighted to further consolidate our position in the UK and look forward to working with Jenna and the team from Redwoods on new acquisitions in the future”



nursery group which was branded “Project Gold” and proceeded to pull together the business sale strategy. The internal marketing team produced a high-quality Information Memorandum which was marketed to a handful of credible buyers, which ensured confidentiality and that the sale of the business was able to take place with no impact to the day to day running of the operation. This is something which Redwoods Dowling Kerr take very seriously with all of our sale mandates.

From our initial conversation with the vendor, it was clear that this was a group of exemplary quality and that to achieve the very best results

we would need to work closely with them to showcase the potential on offer, both current and future.

The vendors had a three-year plan for exit but once they learned what Redwoods Dowling Kerr could achieve for them they made the decision to accelerate their plans, realise the benefits of their labours and utilise the time given to them to focus on new challenges and enjoy more family time.

Given the significant demand for childcare groups, Redwoods Dowling Kerr were able to position the sale with the future financial forecast

at the heart of the opportunity which enabled the vendor to receive his **significant EBITDA premium** on both current and future financials.

Sandhills Limited was acquired by The Old Station Nursery group in December 2019 which brings the group to 17 nurseries and one after-school club in the UK.

La Maison Bleue (LMB) who acquired The Old Station Nursery Group in February 2019 is one of the three largest players in the French childcare sector, the leader in Switzerland and the third largest player in Luxembourg.

Back in February, the acquisition of The Old Station Nursery represented their first investment in the UK market and has presented them with a solid platform for growth. Founded in 2004 by Sylvain Forestier and Antonia Ryckbosch – a childcare professional – La Maison Bleue has built a strong and innovative educational project, where the quality of childcare provided is of paramount importance.



## Case Study Project Amethyst

- Group of 5 Childcare Settings
- Located in the South West
- Launched 2nd July 2019
- Offer accepted 19th July
- Completion 4th November 2019

### CHILDCARE GROUP SALE – THE VENDOR'S PERSPECTIVE

In November 2019 Redwoods Dowling Kerr completed on the sale of Bourne Valley Nursery School Limited which comprised of a group of 5 settings based in Salisbury, Wiltshire. The group was founded by husband and wife partnership Gaenor Nokes and Martyn Noakes in 2001. Upon launch the sale was under off within 11 days and was sold to Kindred Nursery Group. We recently caught up with the former owner Gaenor Nokes to seek her thoughts on the sale process and her views on the market in general;

### WHY DID YOU CHOOSE TO INSTRUCT REDWOODS DOWLING KERR?

We chose to instruct RDK because they were a familiar company, We had been operating for nearly 20 years and in that time we have had regular communications via post and email from Redwoods Dowling Kerr keeping us aware of their services. We were very impressed by Andy Sharp, Associate Director who was our first point of contact from RDK. He was very reassuring, knowledgeable and competent. He gave us the confidence to move forward following our initial enquiry. Andy took time to understand our

business, where we were positioned and the goals which we were seeking to achieve. Andy gave us confidence to instruct Redwoods Dowling Kerr.

### WHAT WERE THE KEY FACTORS BEHIND YOUR DECISION TO SELL, DID YOU HAVE A LONGER TIMEFRAME IN MIND AND AFTER MEETING RDK THEY DECIDED TO ACCELERATE?

Our initial intention had been to get some advice from RDK as we had a three-year plan to sell. We definitely accelerated having spoken to Andy Sharp, he was confident it was the right time for us to sell and made us feel it was the right thing to do. At this point it was very exciting because we thought we had three years of preparation ahead of us, little did we know that in six-months time our group would be sold!

### WHY DID YOU DECIDE THAT NOW IS THE TIME TO SELL?

Andy Sharp convinced us that having another three years wouldn't make much difference to the price/value and that by working with Redwoods Dowling Kerr we were able to create a saleable EBITDA which enabled us to







## GAENOR NOAKES, COMMENTED

"We would definitely recommend Redwoods Dowling Kerr to other childcare owners, we found the whole process very smooth, professional and well supported."



take advantage of the current market conditions. It was the right time to sell for us because the business has grown and we now had a group turnover in excess of £2 million a year. Our challenge was that our head office infrastructure was becoming stretched to support the growth of the business. Being a family run business it meant that the pressure was increasing on myself and my husband and we were feeling more and more stretched. This had an impact on how much we were enjoying what we were doing. We had looked into expanding our own head office which we knew was essential, but it was a daunting task. It was wonderful to know that we could get the sort of price for the business that would mean we could retire early and relinquish the responsibilities. It was encouraging to know that our legacy could be handed over to an experienced and motivated team to take it forward and look after our staff and everything we have created into the future.

## HOW DID YOU FIND THE RDK SALES PROCESS

The sales process was very straightforward, we were looked after by Jenna who kept us abreast at every stage it was very daunting to be able to agree prices with the lack of experience that we had of selling. We had to put a lot of trust into RDK, We never felt pressurised and we were happy that Jenna went backwards and forwards and expressed our views clearly with the purchasers. She managed to maintain a loyalty both ways that seemed to create a win-win situation.

## WOULD YOU RECOMMEND RDK TO OTHER CHILDCARE OWNERS?

We would definitely recommend Redwoods Dowling Kerr to other childcare owners, we found the whole process very smooth, professional and well supported. We were delighted with how RDK guided us from start to finish to achieve

a sale in under 6 months with a price which I thought would take 3 years to achieve.

## WHAT ADVICE WOULD YOU HAVE FOR OTHER CHILDCARE BUSINESS OWNERS WHO ARE CONSIDERING SELLING IN THE NEXT 1-2 YEARS?

The advice we would give would be understanding fully any leases, (especially the impact break clauses have in value) attached to any of the properties, this was the sticking point for us and our process and caused the most stress. It is really important to have your facts right in the first brochure before offers are made.

## WHAT CHALLENGES DO YOU THINK THE CHILDCARE SECTOR HAS IN 2020?

I think most of the challenges the childcare sector has in 2020 are political. Government funding causes a lot of angst regarding sustainability and competition among providers. Another

challenge I believe is that a lot of people my age that started up this millennium are likely to have childcare qualifications but not necessarily business knowledge. The Childcare sector is becoming more and more in need of business acumen, so I believe it is often less motivational to educationalist's such as myself. My advice to people in a similar circumstance would be to explore an exit plan sooner rather than later so that what you have created can continue rather than simply closing the doors and giving up.

## WHAT PLANS DO YOU HAVE FOR THE FUTURE?

We are planning to take two years out, press the reset button on life and see what opportunities arise and what we want to do. At 55 this is a very exciting prospect, time to smell the roses and enjoy life without the pressure of running a business.

## A Selection of Sold Corporate Sales in 2019



### **CHILDCARE GROUP ACQUIRE BOURNE VALLEY NURSERY SCHOOL LIMITED**

The Vendor commented;

“We hadn’t realised that we were in such a good position to sell and might have waited longer without knowing. RDKs experience and expertise gave us the confidence to go to market.

We thoroughly recommend both RDK and Kindred to anyone with a small group or individual setting to sell.”



### **RESPECTED DAY NURSERY IN RAMSGATE, KENT IS NOW UNDER NEW OWNERSHIP**

Jo Barton commented;

“I would describe my experience with Redwoods Dowling Kerr as very professional. My sale process ran very smoothly. I found both Karrina and Sarah to be very experienced and knowledgeable. I would highly recommend them to anyone.”



### **BERTRAM NURSERIES ACQUIRE PAINT POTS DAY NURSERY**

Lead Negotiator of the sale, Sarah Ellison, commented;

“We had a number of viewings, but when Bertram came to view the business the sellers felt that they would be a great group to hand over their nursery to and continue the illustrious success the setting has enjoyed thanks to their established reputation in the UK and Scotland. I would like to wish Mr & Mrs Beveridge a well-deserved retirement.”



### **ICP NURSERIES LIMITED ACQUIRE ORCHARD BARNs**

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. 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.”



### FIRST TIME BUYER ACQUIRES EXCEPTIONAL CHILDCARE SETTING IN NORFOLK

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!”



### KIDS PLANET ACQUIRE EAST MIDLANDS NURSERY GROUP

The vendor Natalie Johnson commented;

“I would just like to thank Redwoods Dowling Kerr for making the sale process of our group of 5 nurseries seamless from Start to finish. I chose Redwoods as I bought my first nursery from them 10 years ago and was very pleased with the purchase process and professionalism.”

“I am so glad I made that decision as I would not have met Jenna Caldwell. Jenna has been amazing, beyond words.”



### BUSY BEES ACQUIRES SCALLYWAGS A GROUP OF 2 DAY NURSERIES

The Vendor of Scallywags, Mr & Mrs Bradley commented on the sale;

“We would like to thank both Jenna and Sarah from Redwoods Dowling Kerr for all their efforts in reaching this sale. It has been an absolute pleasure working with you, and Ian & I have been delighted with your service and professionalism, keeping us well informed at each stage. We would definitely recommend you to others!”



### STORAL LEARNING LIMITED ACQUIRE THE WILLOW TREE NURSERY

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



## A Selection of Sold Corporate Sales in 2019

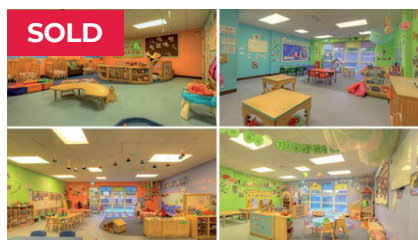


**SOLD**

### SHROPSHIRE GROUP SALE FACILITATED BY REDWOODS DOWLING KERR

Delighted with the outcome of the sale Janet and Alfie Phillips of Hillside House Nursery Ltd commented;

"From receiving the initial letter from Redwoods Dowling Kerr to actually getting an offer to buy our business was very fast, efficient and professional. We felt that the negotiation process was very efficient and professional, and we feel both parties have a very good deal."



**SOLD**

### STORAL LEARNING LIMITED ACQUIRE 17TH SETTING THROUGH REDWOODS DOWLING KERR

Varun Chanrai, Managing Director of Storal Learning commented;

"From the moment we saw the site and met the vendors, we knew their ethos matched ours at Storal Learning.

As always thanks to Jenna, Natasha and the wider Redwoods team. They have shown only the utmost professionalism throughout the process and we look forward to working again with them in the future."



**SOLD**

### REDWOODS DOWLING KERR SELLS LONG-ESTABLISHED CHILDCARE SETTING WITHIN ONLY 14 DAYS

Jenna Caldwell, Director of Childcare & Education at Redwoods Dowling Kerr gave an insight into the sale saying;

"After being in talks with Marc and Sally over the last few years we knew that this was the right time to assist them with the sale and due to our wealth of knowledge and relationships with all buyers in the marketplace, this sale was agreed within 14 days of the information being released."



**SOLD**

### BERTRAM NURSERIES LIMITED ACQUIRE ENCHANTED FOREST NURSERY GROUP

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.

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."



## A Selection of our current opportunities for sale



**PROJECT ALVON**  
North West, England  
**Offers Invited**  
**Freehold**  
**Ref:46748**

Fee income of £1.5m with an adjusted EBITDA of £260k for the year ending 30th June 2018.

Desirable children's nursery with capacity for 134 children and 4-bedroom family home.

Consistently operates at approximately 98% occupancy levels with excellent potential to increase occupancy and income.

**Rated 'Good by Ofsted'.**



**PROJECT ASHA**  
North West, England  
**Offers Invited in the region of £3m**  
**Freehold**  
**Ref:47220**

Fee income of £842k with an adjusted EBITDA of £239k for the year ending 30th September 2018.

Delightful children's nursery with capacity for 113 children, consistently operating at approximately 90% occupancy levels.

Substantial sized property with land and is an exceptional opportunity for expansion and growth of profits.

**Rated 'Outstanding' by Ofsted.**



**PROJECT MIA**  
South East, England  
**Offers Invited in the**  
**region of £1,950,000**  
**Freehold**  
**Ref:47173**

Property value is circa £1.5m to £1.6m.

Group of 2 nurseries with combined capacity for 90 children, both nurseries are supported by strong operational teams and consistently operate at approximately 90% occupancy levels.

Exceptional opportunity for expansion and growth of profits. Ideally situated in popular residential areas.

**Rated as 'Outstanding' in all areas by Ofsted.**



**PROJECT EXODUS**  
North West, England  
**Bids Invited Basis**  
**1 Freehold and 4 Leaseholds**  
**Ref:47460**

Fee income of £1.178m with an adjusted EBITDA of £239k for the 9 months ending 31st July 2019.

Group of 5 nurseries with combined capacity for 287 children aged birth to 11 years of age.

Potential for future expansion and growth.

**All settings rated 'Good' by Ofsted.**

# A Selection of Trustpilot reviews



Louise  
2 reviews



4 Dec 2019

## making the hard decisions better

Selling my business was not an easy decision to make and having made the decision Natasha's dedication, professionalism and enthusiasm to find me the right buyer and provide updates even during times of stress was greatly appreciated. Here to my happy retirement, which may be short lived if I get bored, and happy new business venture the the new owner who I hope will get as much satisfaction from the nursery as I have. Thank you and the whole team once again.



Darren Stoker  
2 reviews



27 Nov 2019

## 5\* service from start to finish!

My experience dealing with Natasha at Redwoods has been nothing short of perfect. Natasha has always kept me up to date on the purchase from start to finish as this is new experience for me. There has been no question too small or silly that Natasha has even thought twice about asking and finding out for me which has reassured me greatly.

I am now very excited to get the completion across the line and begin a new chapter with my first (of hopefully many) nurseries.

I would not hesitate to recommend Redwoods as the service has been fantastic and the personal care from start to finish from Natasha makes such a process rather enjoyable.

Thanks all  
Darren



Georgina  
1 review



26 Nov 2019

## We have worked with the RDK childcare...

We have worked with the RDK childcare team (in particular Jenna, Sarah, Karrina and Natasha) on a number of sales and purchases. They are professional, responsive and easy to deal with. They also play an important role in helping to ensure the transaction completes as efficiently as possible, using their wealth of childcare knowledge to help resolve commercial points between buyers and sellers that might otherwise cause delay.



Edward Morris  
1 review



28 Nov 2019

## Jenna and the whole childcare team at...

Jenna and the whole childcare team at RDK have always been fantastic to work with. Always willing to help out and provide knowledge whenever required. They make transactions as pain free as possible and i cant fault the work they do.



Joanna Bailey  
1 review



1 Nov 2019

## Buying a nursery the easy way

Kim and the team made the purchase of a local day nursery an easy, pleasant experience. Communication was prompt and professional and service provided was efficient and trouble free. We did have some 'bumps' in the process along the way - not to do with RDK - but Kim's negotiation skills meant it all worked out right in the end. I warmly recommend RDK for your business purchase/sale.



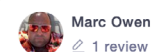
Parm Sandhu  
1 review



16 Oct 2019

## I would like to thank Natasha for all...

I would like to thank Natasha for all her hard work and consistency throughout the purchase of our nursery. Natasha was professional throughout and would always return our calls and kept us up to date throughout. I will miss our chats And hope to deal with Natasha again in the future.



Marc Owen  
1 review



Updated 30 Aug 2019

## Starting with our initial contact right...

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 my business 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 the children's day nursery is in safe hands and your support has helped me to make that happen.

I cant thank Sarah and Jenna enough for their continued support throughout the process which became longer than we all expected but they kept me going and advised at all times to support me and get us over the finishing line. I would have no hesitation in recommending RDK or using you again in the future."

# 130 reviews

## 94% are

## Rated excellent



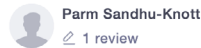
Ketan  
1 review



2 Apr 2019

### RDK and Natasha Satterthwaite

Natasha has been our negotiator at RDK for finding a new tenant for our nursery. The service was brilliant. She provided good guidance through the entire process and kept us up to date with any developments right up until completion. It all went very smoothly which is largely due to the work Natasha put into the process.



Parm Sandhu-Knott  
1 review



21 Mar 2019

### Natasha has been our contact with RDK...

Natasha has been our contact with RDK since last year. We are actively looking to purchase another nursery and Natasha has lined up potential nurseries for us. Natasha has always been very helpful and professional. We have been able to build a good working relationship With Natasha, as we have always had the consistency of dealing with her. We hope we find a suitable sale with Natasha as She will always try to sort out any concerns we may have.



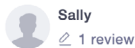
Mahf Ambia  
5 reviews



29 Jan 2019

### RDK and Natasha Satterthwaite

I put my nursery up for sale through RDK and had Natasha Satterthwaite as my sales negotiator. Natasha has been the most sincere and genuine professional throughout the process, I could not have asked for a better person to process the sale. She screened the prospective clients to ensure only the suitable clients with genuine interest in the business visited. I had to take the business off the market for a short time due to unforeseen circumstances but she was absolutely fine with that and convinced her manager to put it back on the market without any additional fee once I was ready to put it back on. If you are thinking of buying or selling through RDK, I highly recommend requesting her as your purchase/sales negotiator.



Sally  
1 review



25 Mar 2019

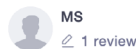
### RDK - Great Company. Highly Reccommended.

My point of contact throughout the sale of my nursery was Sarah Ellison, who was amazing even though, due to situations beyond anyone's control, the whole process turned out to be far longer than any of us expected.

Sarah was with me every step of the way and kept me in the loop with regular friendly and supportive contact. I felt that she had my needs at the forefront of discussions in relation to my business and was very encouraging and helpful. I found Sarah and RDK professional, accommodating and responsive and would not hesitate to recommend them.

I would particularly like to thank Sarah for doing a fantastic job, you really are a great asset to RDK.

It was an immense relief to finally achieve what we had been working towards and Sarah even phoned me to wish me well for the future.



MS  
1 review



1 Mar 2019

### Karrina and team

Karrina was our sales negotiator, she provided us with a huge amount of support during some very difficult times. The sale of our nursery was not straightforward and without the consistency of Karrina's skills, knowledge and determination we would have walked away from the process on more than one occasion. Karrina remained professional but understanding throughout the years that she worked with us until we achieved a successful sale. If Karrina was off for any reason she made sure that whoever was looking after us knew exactly what was happening and what needed to be done.



Shandakumar Arjuna  
1 review



15 Jan 2019

### I would like to thank Karrina Lee who...

I would like to thank Karrina Lee who dealt with the sale of my nursery, the service she provided was excellent from start to finish.

We achieved 5 offers, 3 of which were above asking price. Once we had accepted the offer, Karrina Lee was on hand to deal with all aspects of the sale.

I would highly recommend Redwoods Dowling Kerr to anyone looking to sell their business

They provide a complete end to end service which most other brokers do not provide

## Contact us

Contact us to find out more about our complete  
Childcare business brokering service.

**TO BUY:** Call Jenna Caldwell, Sarah Ellison,  
Kim Emsley, Karrina Lee, Natasha Satterthwaite  
or any of the childcare team on **0844 7011 812**  
or email [Childcare@redwoodsdk.com](mailto:Childcare@redwoodsdk.com)

**TO SELL:** Call Robert Yates on **0844 7011 819**  
or email [Robert.Yates@redwoodsdk.com](mailto:Robert.Yates@redwoodsdk.com)

**OR VISIT** The UK's leading Childcare Brokerage  
website [www.redwoodsdk.com/childcare](http://www.redwoodsdk.com/childcare)



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Redwoods Dowlings Kerr are the  
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From large groups to single settings,  
we sell more childcare businesses  
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