



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Indoor Soft Play & Role Play Centre for Sale

West Midlands

Asking Price: £120,000

Reference: LB04-ABS | Business Memorandum

Asking Price: £120,000 cash free debt free.

Turnover Circa: £291,000

EBITDA (pre director drawings) :circa £47,000–£50,000

Significant Equipment Included Within Sale Price :circa £30,000-£35,000

Highly Profitable & Purpose-Built Business for Under 5s with Strong Growth Potential

Key Selling Points:

- Established in 2022 with two profitable trading years
- Circa 5000 sq. ft. indoor facility – rare size for this sector
- Exclusive focus on under 5s – unrivalled local niche
- Consistently fully booked – four sessions daily, five parties per weekend
- 5-star food hygiene rating (2024) and strong social media presence
- Turnkey opportunity with experienced staff and systems in place
- Prime location within a high-footfall retail park (free parking)

Business Overview

An exceptional opportunity to acquire a profitable, indoor play and party centre catering exclusively to children aged five and under.

Situated in a prime West Midlands retail park location, this Circa 5,000 sq. ft. facility is uniquely positioned as the only play centre in the region to combine soft play, role play, and structured creative sessions, all under one roof.

Fully booked play sessions, consistent weekend parties, and a strong local reputation fuel this thriving, turnkey business.

With excellent profit margins, strong customer retention, and zero dependency on external advertising, this is a rare chance to take over a fully operational and successful early years leisure business with ample potential for further expansion.

Business Activities

- Soft play and role play sessions tailored for early years (0–5 years)
- Daily structured play: music time, storytelling, instrument play
- Full-service café offering breakfast, lunch, and snacks
- Private hire and birthday parties (100+ children served each weekend)
- Evening events (e.g. discos, cooking and craft workshops)
- Regular group bookings from schools, nurseries, and childminders

Financial Overview

Year	Turnover	Gross Profit	EBITDA (pre director drawings)
2025	£291,000	£117,000	c £47,000
2024	£244,696	£95,305	c£49,000
2023 (9 Months)	£138,756	£68,740	c £28,000

- All accounts available upon request
- Fully systemised with EPOS and online booking
- No supplier dependency

Customer & Market

- 100 children daily + parents/grandparents
- 3000+ social media followers and 5-star reviews on Facebook
- 4.8-star average on Google
- All business generated organically – no paid marketing used
- Outstanding local reputation with significant word-of-mouth referrals

Staffing

- 1 full-time manager (oversees operations, compliance, staff, bookings, kitchen)
- 16 part-time including zero hour team members (play staff, café, events)
- All staff have contracts and relevant training (food hygiene, safety, customer service)
- Vendor works ad-hoc in the business when required- 2-3 days a week

Property Details

- Leasehold: 9-year lease (Year 6 rent review in 2028)
- Annual Rent: £32,500 + VAT
- Service Charges: £2,000 per quarter approx.
- Premises: First-floor unit, kitchen, baby facilities, staff area
- Security: Alarm system, CCTV.
- Utilities: Gas, electricity (Octopus), water, broadband (Now TV)

Location Highlights:

- Prominent A-road frontage
- Free customer parking

Operating Hours

Open seven days a week, four sessions a day.

Opportunities for Growth

- Extend operating hours (evenings, Sundays)
- Add new sessions or reduce turnaround times
- Expand party offerings or weekday events
- Introduce memberships or loyalty programs
- Explore paid advertising to tap new customer segments

Reason for Sale

The owner is stepping away due to family commitments. The seller is offering full support and a structured handover to ensure the new owner can continue its success and unlock further growth.

Transition Support

- Full handover and training offered
- Business can be run by an owner-operator or semi-managed

Why Buy This Business?

1. Immediate profitability with growth headroom
2. Unique positioning in the under-5s leisure market
3. Proven concept with loyal customer base
4. Outstanding social proof and reputation
5. Ideal for an owner-operator or investor with leisure/childcare experience

Next Steps

This is a confidential sale. All interested parties will be required to sign an NDA before receiving further details, including full accounts and a viewing.



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Next Steps & Contact

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