



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Childrens Role-play Centre & Cafe located In a Prime Hampshire Shopping Centre

Hampshire on the South Coast UK

Asking Price: £80,000

Reference: LB05-ABS | Confidential Memorandum

Asking Price: Offers In Region of £80,000

Current Turnover: circa £300,000 per annum (£25,000 per month)

Key Strengths of the Business

- Outstanding reputation and customer loyalty
- Unique and differentiated concept in the market
- High-quality fit-out and immersive environment
- Strong repeat business and community engagement
- Diverse revenue streams reducing reliance on single income source
- Experienced team and established systems

Key Investment Highlights

- Established and highly regarded immersive role play concept
- Strong brand reputation with loyal and repeat customer base
- Multiple revenue streams: play sessions, parties, events, café sales
- Proven demand with customers travelling up to 90 minutes
- Premium, theatre-quality fit-out with high attention to detail
- Turnkey operation with trained staff and established systems
- Significant growth potential through marketing and space utilisation
- Opportunity to expand concept regionally or via franchising

Business Overview:

An exceptional opportunity to acquire a highly regarded immersive children's role play centre and café, widely recognised as one of the leading facilities of its kind on the South Coast. The business benefits from a strong reputation, loyal customer base, and multiple revenue streams including play sessions, parties, and events.

With consistent visitor demand, significantly untapped marketing potential, and scope for expanding operations, this represents an exciting acquisition for an owner-operator or growth-focused investor. Early enquiry is strongly recommended.

This is a rare opportunity to acquire a premium indoor children's role play centre combined with a café, offering a unique, immersive experience for young children and their caregivers.

Established in 2022 and built by passionate founders, the business has quickly developed a strong reputation for quality, creativity, and customer experience. It is widely regarded as one of the leading roles play centres in the South, with a differentiated offering that goes beyond traditional soft play.

Operating from a well-presented 4,000 sq ft unit within a busy shopping centre, the business generates income through daily play sessions, private parties, events, and food and beverage sales.

The business is fully operational, profitable at site level, and presents clear opportunities for growth under new ownership.

Business Background:

The business was founded by two parents seeking to create a higher-quality alternative to traditional

children's play venues, having identified a clear gap in the market.

Since launch, the concept has evolved into a highly immersive, theatre-style role play environment designed to encourage creativity, social development, and learning in young children.

Key milestones include:

- Successful launch and rapid local adoption
- Relocation to current larger premises to support growth
- Development of strong brand recognition across the region
- Establishment of repeat customer base and community engagement

The business enjoys an excellent reputation, driven by attention to detail, customer care, and a consistently high-quality experience.

Products & Services:

The business generates revenue from a diverse and complementary range of services:

- Daily Play Sessions – Core offering with structured and open play
- Children's Parties – High-margin, premium party packages
- Special Events – Seasonal and themed experiences (often fully booked)
- SEN Sessions – Inclusive sessions tailored to additional needs
- School & EYFS Visits – Educational group bookings
- Café Sales – Food and beverages for parents and caregivers

Key Differentiators:

- Immersive, theatre-quality role play environments
 - Focus on learning, creativity, and emotional development
 - Strong emphasis on customer experience and service
 - Inclusive and accessible offering for families and caregivers
-

Customers & Market Position:

The business serves a broad and loyal customer base including:

- Parents with young children (primary demographic)
- Grandparents and extended family members
- Childminders and caregivers
- Schools and early years groups

Customer Characteristics:

- Strong repeat visitation and brand loyalty
- Monthly passholders and regular attendees
- High engagement with events and parties

The business is positioned as a premium alternative to traditional indoor play centres, offering a more engaging and educational experience. It is widely regarded as one of the best roles play centres in the region.

Operations:

The business operates from:

- Location: Fareham, Hampshire
- Premises: 4,000 sq ft unit (ground and first floor) within a shopping centre
- Lease: 2-year term (Nov 2025 – Nov 2027) with extension potential

Staffing:

- 2 full-time employees
- 7 part-time staff
- Experienced keyholders and trained team in place

Systems & Technology:

- Online booking system (Appointed)
- Payment systems (Stripe, SumUp)
- Staff scheduling (Deputy)
- Active social media presence

Owner Involvement:

- Hands-on but transferable
- New owner can be trained within approximately one week

The business is fully systemised and capable of operating successfully under new ownership.

Growth & Development Opportunities:

Significant opportunities exist for a new owner to expand the business:

- Implement structured marketing strategy to drive new customer acquisition
- Increase local catchment penetration
- Utilise additional upstairs space for new concepts or revenue streams
- Expand events programme and premium offerings
- Develop school and group bookings further
- Explore franchising or multi-site expansion
- Benefit from future shopping centre redevelopment plans

A buyer could scale the concept substantially.

Ideal Buyer Profile:

This opportunity would suit:

- Owner-operators seeking a lifestyle business
- Families or entrepreneurs with an interest in childcare/leisure
- Existing indoor play or leisure operators
- Investors seeking a scalable concept

- Hospitality operators looking to diversify

No specialist technical knowledge is required.

Reason for Sale

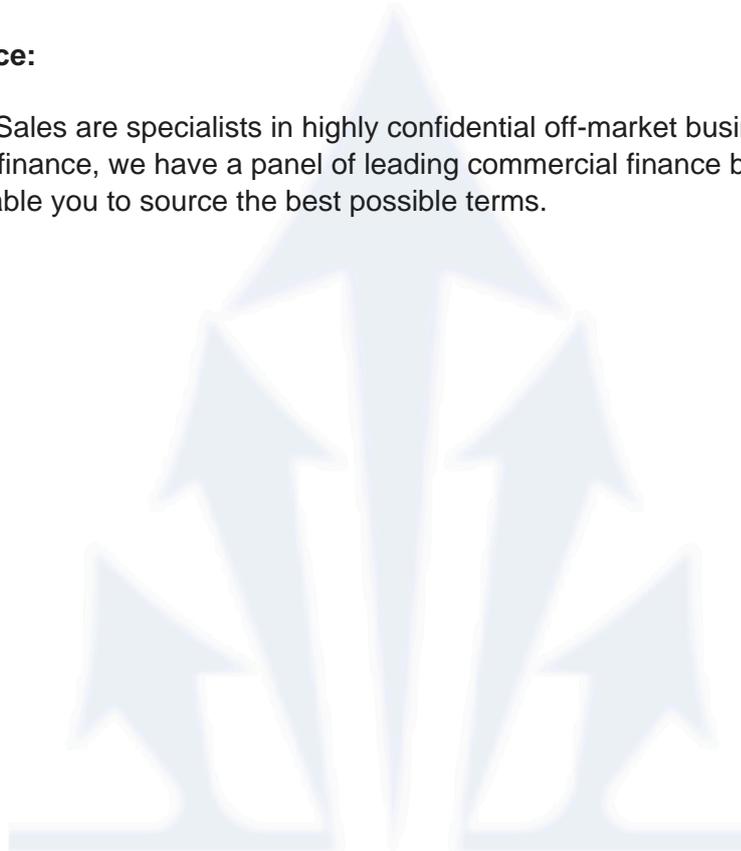
The business is being offered for sale due to the owners' planned relocation abroad.

Next Step

To Register Interest: You will need to fully complete our Confidentiality Agreement, Please contact Abercorn Business Sales. e-mail: expert@aberncornbusinesssales.com or telephone: [0800-246-1313](tel:0800-246-1313)

Commercial Finance:

Abercorn Business Sales are specialists in highly confidential off-market business sales. Should you require commercial finance, we have a panel of leading commercial finance brokers with access to the whole market to enable you to source the best possible terms.





ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@aberncornbusinesssales.com

aberncornbusinesssales.com