



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Unit 3-Rehearsal & Studio Hire London - Studio Hire Spacious Rehearsal & event spaces for theatre productions, casts & creative teams near Oval.

London SW9, Studio is in Oval, 5 min from the tube Northern Line Zone 2

Asking Price: £199,000

Reference: PR03-ABS | Business Memorandum

Asking Price: Offers in the region of £199,000

Website: <https://flowdance-london.co.uk/>

The six state-of-the-art Leasehold studios come with sprung wood dance floors, professional sound system, lighting options, lounge area, and much more.

The Business offers six different studio sizes depending on the client's needs, as well as a whole studio option as part of the venue hire. Additionally, along with the studio space, the hire fee gives access to free Wi-Fi, toilets and showers.

The Studios are fully Managed

Key Selling Points:

1. Fully Managed Dance and Creative Studio Complex –
2. Comprising Seven World Class Studios with Superb Facilities. –
3. Six Multi-Purpose Studio Spaces for Sale –
4. Premises Size: 4000 Sq Feet/
5. Leasehold Premises

REASON FOR SALE

The owner is focusing on other ventures and seeks a clean, straightforward sale. The Vendor is available for up to 6 months after the sale for a full Hand over and advice on how to Improve the Sales and Services.

EXECUTIVE SUMMARY

This is a highly regarded, fully managed dance and creative studio complex located in Central London Zone 2. Operating from a 4,000 sq. ft purpose-built facility, the business offers six professional studios suitable for dance, rehearsal, fitness, performance, and creative production.

With a rare late alcohol license (until 1:30 AM Friday–Saturday), it is also positioned as an event-ready venue, an unusual and sought-after attribute in Zone 2.

The business is entirely hands-off, run day-to-day by three experienced studio managers, and supported by an automated booking system. With approximately 60% utilisation, the studio operates profitably with meaningful headroom for growth.

This is a rare opportunity to acquire a well-established, fully operational, and centrally located creative space in a market where supply is limited and demand continues to rise.

LOCATION & PREMISES

The Studio operates from a highly accessible Zone 2 London location with excellent transport links and year-round demand from the local creative community and wider London area.

Premises Overview

- 4,000 sq. ft purpose-built creative studio complex
- 6 fully equipped studios, each with:
 - Mirrors & sprung flooring
 - Professional sound systems
 - Ventilation & lighting suitable for performance
- Reception area with customer lounge
- Dedicated office & storage rooms
- CCTV & enhanced security
- Event-ready layout, suitable for nightlife, workshops, and community events
- Licensed for alcohol until 1:30 AM Fri–Sat

The facility requires no immediate investment and is ready for seamless transition.

LEASE TERMS & CONDITIONS

Lease Start: April 2024

Lease Length: 10 years (to 2034)

Annual Rent: £80,000 (fixed for full term – no rent reviews)

Break Clause: Every 5 years

Security Deposit: £24,000 (to be reimbursed by buyer on completion)

SUPPORT AND HANDOVER:

A full handover and transitional support (1–3 months) will be provided to ensure continuity.

Lease Status:

- No arrears
- No breaches
- Strong tenancy track record

Lease assignment is subject to standard landlord approval. Lease has a very low Rent for a 4000 sq ft Leisure space Use class E the average is around £40-£60 for this kind of area and our Lease is only £20 per sq ft making it appealing in case someone wants to change part of the studio for other kind of Business.

BUSINESS OPERATIONS

The Studios operate a smooth, streamlined, and fully managed operational model, requiring minimal owner involvement.

Operational Highlights

- Open 12 hours daily, 7 days a week
- Extended hours Friday–Saturday via late alcohol license
- Three experienced managers running all daily operations
- Automated online booking and management system
- Approx. 60% utilisation across studios
- Serves a broad mix of individual clients, groups, instructors, and agencies

The operational simplicity and established staffing make this an ideal turnkey acquisition.

UPDATED FINANCIAL OVERVIEW (Full accounts available upon NDA)

Financial Metric	Amount
Turnover	£177,283
Expenses	£104,419
Profit Before Tax	£72,864
Net Profit	£57,480
EBITDA (Est.)	£57,480–£65,000

Max Revenue Potential at Full Utilisation £584,000/year

The strong EBITDA relative to owner involvement makes this an appealing semi-passive investment opportunity.

MARKET CONTEXT

London's creative and performing arts economy continues to grow, but the availability of professional studio space especially in Zone 2 is exceptionally limited.

The Studios serves a diverse and expanding client base, including:

- Dancers & choreographers
- Musicians & performers
- Fitness and wellness instructors
- TikTok / Instagram creators & influencers
- Casting directors
- Corporate training groups
- Photographers & videographers

Demand for flexible and hybrid creative spaces continues to rise, making the business well-positioned for future growth.

GROWTH OPPORTUNITIES

The studios have strong potential for growth. The Studios already operates profitably at 60% utilisation. There is meaningful room for expansion across multiple revenue channels:

High-Impact Growth Levers

- Increase utilisation from 60% ? 80%–100%
- Offering dance classes in, Bachata, Salsa, Zumba can attract different audiences as can Yoga.
- Develop nightlife and social dance events leveraging late licence
- Expand block bookings and long-term partnerships
- Introducing memberships or loyalty programmes

- Increase filming and photography hire (high margin)
 - Target corporate workshops, branding events, and team-building sessions
 - Strengthening online presence and influence partnerships
 - With a strong online reputation and high footfall location, the business can scale quickly under new ownership.
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COMPETITIVE ADVANTAGES

The studios benefit from a set of advantages that are rare to find in the London market:

- Fully passive / hands-off operation
- Rare 1:30 AM alcohol license in Zone 2
- Prime location with strong transport links
- 10-year operational history and excellent tenancy record
- Large loyal customer base with strong online reviews
- Human-centered business model resistant to AI disruption
- Attractive facility requiring no upfront investment
- Turnkey opportunity with staff and systems already in place

These factors create a highly resilient and future-proof business.

NEXT STEP:

To proceed and access full financials, lease documents, and sensitive business information, interested parties must sign a Non-Disclosure Agreement (NDA). 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

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Next Steps & Contact

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