



## Investment by ISIS and advice by Zulu means Happy Days for nursery group

Happy Days nursery has 16 sites across Devon and Cornwall based round head office near Newquay. Offering full day care and sessional care for children as young as three months to five-years-old. it was founded by Robin and Sarah Karkeek in 1991 as a result of their own childcare needs.

By 2012 it had won a number of awards from OFSTED but it had also become clear that if Happy Days was to progress, investment and change was necessary.

A £3.7 million investment programme was brokered with ISIS Equity Partners.

ISIS in turn brought in Birmingham design and marketing agency Zulu Creative to assess the Happy Days operation and identify areas for strengthening.

Zulu Creative managing director Ivan Yardley said: "We apply a 'turn-key' solution tailored to both the needs of the investors and the company being invested in," he said.

"When private equity comes in there is often a need for a stronger brand and marketing presence, and that costs money.

"Zulu can do this for them for a much smaller amount to achieve the same thing and much quicker – they then retain the flexibility with us providing on-going marketing support while they sort out the business."



“Zulu have done a tremendous job. We set a high specification and requirement and they more than matched it.”

Jackie Arthur  
Managing Director, Happy Days Nurseries.

## Happy Days Nurseries



Zulu produced a series of recommendations following an exhaustive evaluation of Happy Days.

“Key amongst these was a new website that captured contact details and built a community around the Happy Days brand, such as days out for parents, discounts and offers,” said Ivan.

“Parents also have a log-in access area where they can check on their child’s progress throughout the day.

“We worked with Happy Days to build a social media and advertising strategy that I am delighted to say directly lead to a rise in enquiries and children being placed in the various nurseries in the Happy Days group.”



Happy Days managing director Jackie Arthur said Happy Days was delighted with the outcome - within three weeks of the new site going live we had a 400% increase in enquiries compared with the same period 12 months before.

“Zulu have done a tremendous job. We set a high specification and requirement and they more than matched it,” she said.

“Our parents deserve quality from the first moment they come into contact with us and our website does this.”

Jackie said investment in online provision was a big decision and getting the right partner to work with was key.

“Zulu understood our requirements quickly and were there to provide useful advice in terms of usability and optimisation,” she said.

“The site had to be manageable by a business of our size but also meet our future needs and where we will be in five years time.

“We are confident that our new website will not just be a shop window but also a key business tool as we develop.”

Paul Morris of Isis, who was lead partner on the Happy Days project, said: “We are delighted to have the opportunity to work with Happy Days in the next phase of its growth strategy.

“The team has built a high quality business which is well positioned for rapid expansion in the sector. ISIS will be a supportive partner offering both experience and capital to support the ambitious plans of the team.”



### Get in touch

**Zulu Creative can get to the heart of new growth potential in your company, re-positioning it in the marketplace to bring new life and clients.**

See [www.zulucreative.co.uk](http://www.zulucreative.co.uk) for more details, or contact MD Ivan Yardley at [ivanyardley@zulucreative.co.uk](mailto:ivanyardley@zulucreative.co.uk)