Major MBO for UK’s Biggest ‘Family Days Out’ Brand

Monday 10 July, 2023

Day Out With The Kids, the leading 'things to do' and days out platform based in the UK, is thrilled to announce the successful completion of a management buyout (MBO) led by its CEO, James Morgan. The MBO aims to support the further expansion of the business and provide enhanced offerings to its impressive annual audience of over 35 million. This milestone was made possible through the backing of a group of private investors, in a deal expertly structured by renowned national corporate financiers, Debrett's Private Finance.

Launched in 2006, Day Out With The Kids offers parents and families inspiration for days out and activities across the UK, with over 8,000 attractions and thousands of curated recommendations of things to do in your area and across the UK. To sit alongside its membership scheme, providing members discounts on popular attractions and access to exclusive offers; the business intends to focus investment on adding another revenue stream in attraction ticketing.

CEO James Morgan said: “It is with real excitement we can announce that Day Out With The Kids has the support of new investors to continue growing, building our audience and offering additional benefits to users of the site and our members. This deal will help unlock the huge potential we have. We have ambitions to become a major player in attraction tickets arena within the next 18 months, amongst other exciting growth plans.”

Will Mason, of Debrett’s Private Finance, commented: “It has been an absolute pleasure to work with James and his team who have built a very impressive business with huge potential to grow. The new investors bring a wealth of experience and will no doubt be of huge value to James and his team over the coming years of expansion.”

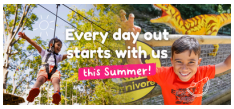
The Debrett’s team was led by Will Mason and Gabriella Eeles with support from David Totney. Other advisers included Roger Birchall, Richard Cox, Ruairi O’Grady and Clare Hanna of Browne Jacobson; and Ses Mehmi of Claritas Tax.Post deal, Debrett’s will continue working with the business. Mason and Totney join the board alongside new Chairman, Darryl Eales and Non-Executive, Richard Swann. Both highly successful investors and entrepreneurs.

Debrett’s Private Finance are a corporate advisory and investment firm who work with our clients and partners over the long term to create and release shareholder value.

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