



For artists, aspiring and experienced alike, the name Teaching Art Limited probably won't mean much. But mention The Society for All Artists (or The SAA), the international membership organisation owned by Teaching Art, and they are very likely to have heard of it or be a member.

The SAA was founded in 1992 and has a thriving, engaged membership of c.43,000. It is Teaching Art's key market channel through which it provides artists materials, multi-format instructional materials, art classes and events.

Along with the SAA, the company sold its 20,000 + range of products through its subsidiaries Artifolk and Artcoe.

It also serves major retailing groups, including Amazon (one of only a small number of businesses within the sector successfully operating within the stringent service requirements of Amazon Prime), Hobbycraft and eBay.



Teaching Art Limited was established in 1986 and grew to a £6 million company, providing the critical mass needed for it to negotiate several top brand exclusive UK/Europe distributorships.

STATS

81

Companies Profiled
and Contacted

8

Potential Investor Meetings

5

Offers Received

The Company had invested in technology, creating a bespoke logistics system that enabled it to optimise order to delivery times.



It had an extremely effective, well integrated multi-channel marketing programme that leveraged new technology to ensure that SAA members always had new content and services delivered.

Most recently, this has included the use of live streaming media, such as YouTube, to deliver practical workshops, demonstrations and classes for members.

The majority owners of TAL were the Hope-Hawkins family and the business was run by Richard Hope-Hawkins, Managing Director and Jean Ellison, Joint Managing Director and Finance Director.

During 2016 the shareholders decided that the time was right for the business to transfer to new owners. EvolutionCBS was instructed to conduct the sale having met the team at our Reading HQ.

Following a detailed Discovery Meeting, the initial and critical part of the sale process, the EvolutionCBS team produced the Information Memorandum and a tightly profiled target list of potential acquirers.

There was significant interest in Teaching Art from both trade buyers and private equity, with 15 serious enquiries resulting in meetings with 8 potential buyers. After second meetings with 5 of those companies, we received formal offers from all.

After careful evaluation of all the offers, the Company decided to proceed with PHD Equity Partners who had been attracted by Teaching Art's unique business model, its robust infrastructure and particularly its use of new technology to deliver content which would future-proof the SAA membership through the generations.



From our Clients' perspective, PHD were successful for several reasons; the deal structure was attractive but also as PHD invests for the long term they were able to reference other acquisitions it had made and developed. It also had a real vision for the future of Teaching Art and the SAA; so convincing that Richard and Jean decided to remain with the company post-sale to help deliver that vision.

We wish both parties every success for the future of Teaching Art and the SAA and were delighted to have received this commendation.

Thank you to you and all of your team. I know there are people behind the scenes who have also worked hard to make it all happen so a big thank you to everyone involved. Quite a process to go through, but we got there."

Richard Hope-Hawkins

