

DATE

March 26, 2019

SECTORS

Business & Tech-Enabled
Services

DEAL LOCATIONS



DEAL TEAM



Amish Bakhai
Executive Director



Antoine Mazerolle
Executive Director

DC Advisory advised Rockpool Investments on the sale of Creative Car Park to Inflexion Private Equity



DC Advisory advises the shareholders, including Rockpool Investments, on the sale of Creative Car Park (CCP) to Inflexion Private Equity (Inflexion). CCP is the UK's leading provider of car park management solutions for small businesses. The investment is being made by Inflexion Buyout Fund V, Inflexion's dedicated mid-market fund.

Based in London and founded in 2005, CCP was the UK's first car park operator to offer a fully automated number plate recognition technology enforcement service. The firm's offering ensures CCP's clients' customers can park easily by preventing misuse as well as freeing up staff time from monitoring parking. CCP's low-cost installation model makes it highly scalable and well suited to cater for the nation's large car park base. The company employs 85 people and is an approved operator of the British Parking Association.

Richard Pulford and his team at DC Advisory designed an effective process to maximise competitive tension and deliver the transaction within a rapid time frame. I was impressed by their thorough preparation, strong attention to detail and responsiveness to the requirements of all the stakeholders. DCs integrated and debt advisory expertise, combined with access to a broad range of investors, was critical to a highly attractive outcome for the shareholders and management.

Simon Abraham
CEO of Creative Car Park

