

TARKA

london



Property pack  
Welcome





**TARKA** is hugely popular at Annabels. Many of our Members know and love them already so it was an obvious choice to work with them on our kids entertainment side.

**Astrid Harbord**

Annabels Membership & Partnerships Director

# Our vision

## Key facts

- Founded in 2016 in London by two ex-Army Officers
- Developmental Exercise classes for children aged 18 months to 8 years old
- Existing client base of 3,000 families in the most sought-after areas of London
- Operating in Notting Hill, Knightsbridge, Chelsea & Fulham
- Partnerships with Annabel's and George private members clubs as well as five of the most exclusive nurseries in London
- Sustainable growth focused on opening 10 sites in the next 10 years.

**55**  
employees

**3000**  
existing client base

**£6.7bn**  
UK nursery market



### Game-changing concept

- Multi-function strategy, using the site at weekends and evenings
- Targeting larger sites with open, lateral spaces

### Mature Brand with a devout following

- Strong reputation as sector leaders in child development with extensive cross-over
- Our clients are AB families with one or more pre-school aged children, who appreciate high quality facilities, space and innovation in their chosen nursery
- Occupancy target of 95% within 1 year of lunch



**TARKA** is the MOST refreshing company!  
It is a joy to watch with the kids focus on team building, the attention shown to each kid helping them discover skills they never knew they had. The squeals of delight coming from all the kids puts a smile on every adult face! A parents dream!

**Emily & Christian Candy**



# Our story

## Innovative vision

- TARKA is looking to revolutionise the landscape of early years education
- We want our nursery to embed physical activity into everything we do, take an immersive approach to learning and to foster independence, manners and confidence in all children.

## A new breed of teachers

- Using our Founders military background to inspire young, charismatic role models who are dedicated to bring out the best in children
- Considerable experience in both leadership and child development
- We also want male teachers to feel passionate about teaching and for parents to be educated about early years development.



# TARKA team



**Rufus Gordon Dean**  
Founder, Director

Rufus joined the British army in 2006, where he commissioned into the Household Cavalry and went on to complete a tour of Afghanistan and ceremonial duties in London. Rufus has completed the Marathon des Sables twice and rowed the Atlantic Ocean.



**Tom Long**  
CEO, Director

Tom had a brief rugby career playing at Newcastle Falcons before joining the Household Cavalry for 12 years completing multiple tours of Afghanistan. On leaving the Army he worked for Goldman Sachs and BlackRock before joining TARKA to help develop the business.



**Archie Leon**  
Director

Archie represented Middlesex County Club in cricket before going on to work at GQ magazine and Kelly Capital in San Diego. On returning to England he became a teacher at Sunningdale Prep School where he taught English and History. Archie develops the games and syllabus as well and managing all of the Instructors.



**Leo Bell**  
Education & Operations

Leo studied Early Childhood Studies at Oxford Brookes University and worked at Pippa Pop-ins Nursery School where she built on her knowledge of the developmental process of the brain in young children. Leo is the lead for the operational side of TARKA.



# Why TARKA?

## The Telegraph

"Their client list includes some of the capitals most high-profile celebrities...they have perfected the magic formula, one which promises to unlock a child's genius"

## THE SPECTATOR

"The popularity of the classes (there is a long waiting list and clients are rumoured to include the Cambridges) is due to the variety, as opposed to lots of extra-curricular products that only offer one specific discipline."

## TATLER

"Anya Hindmarch offspring hero worshiped the TARKA boys; Sienna Miller says likewise."

## TARKA

"I wanted children to be happy and healthy, so I made it TARKA's mission to use my military experience help to develop their social skills of teamwork, communication, leadership, empathy and problem solving while being active and engaged. Movement should be the foundation of learning rather than just an afterthought."

As a child psychologist, I was impressed to see how seamlessly they wove developmental skills into fun and creative activities. From the classical music in the background to the “rules” of the games, it was clear that much thought was put into the day’s lesson plan.

**Dr. Susan Waisbren**

Professor of Paediatrics, Harvard Medical School



# Requirements

## Property Spec:

- Large lateral space
- 4,000+ square foot inside space
- 1,000+ square foot outside space
- Long term lease (15+ yrs.)
- Minimum floor to ceiling height: 3 metres

**Other similar locations will be considered on merit.**

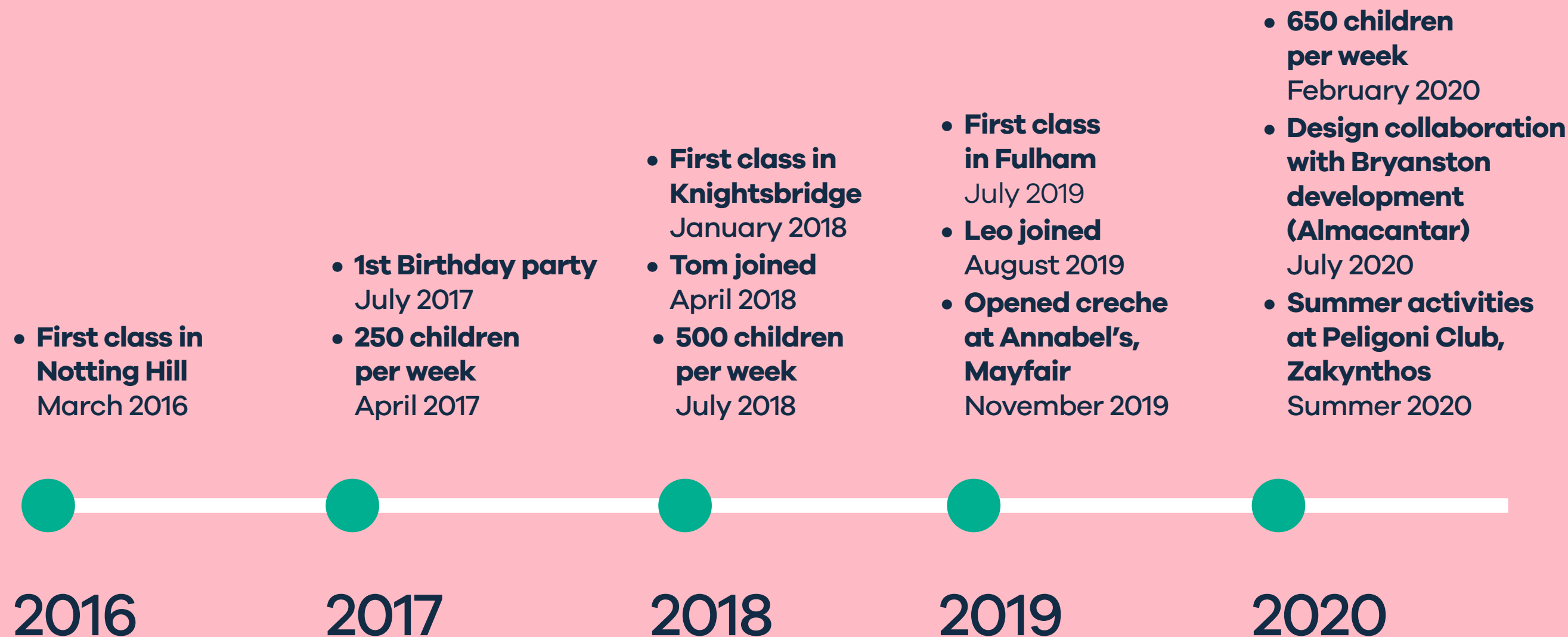


My three children absolutely love  
**TARKA** and as a mother I feel they  
learn, develop and build confidence!  
**TARKA'S** team is very professional and  
know how to combine fun with learning.

**Patricia & Richard Caring**



# Our journey









The classes are fun and engaging, their enthusiasm is infectious and never fails to inspire the children to push themselves that little bit further.

**Devon Radziwill**

# For Enquiries



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