

# Learning Curve acquires Yorkshire firm to continue its growth

Training company Learning Curve Group has continued its growth with a deal for one of the country's largest beauty providers.

The County Durham company has acquired Yorkshire-based White Rose Beauty Colleges, which has nine colleges in Yorkshire, the North West and the Midlands. The deal will add 3,500 learners to Learning Curve's books, as well as 170 employees, and means the company now delivers a range of training from more than 60 locations around the UK..

White Rose was founded in 1996 and specialises in beauty therapy, holistic therapy, sports massage and make up courses. It has a number of high level accreditations and was judged outstanding result in its most recent Ofsted inspection.

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Learning Curve Group CEO Brenda McLeish said: "We're delighted that White Rose Beauty Colleges and all of their brilliant staff will become part of the Purple People family here at Learning Curve Group. It is important that any organisation that joins Learning Curve Group has shared values and a purpose, and I believe White Rose has exactly that.

"It is a fantastic business and one that has received a number of awards as a result of its commitment to providing quality training. I am looking forward to working closely with the teams as we embark on our next stage of growth."

Karen Lee-Cooke, principal and founder of White Rose Beauty Colleges, said: "Learning Curve Group shares the same values as White Rose for transforming lives through learning. That

alignment in ethos and culture will bring huge benefits, not just to learners but to employers in the health and beauty industry.

“Together we will be able to bring our range of multi-award-winning qualifications and training programmes to more learners across the UK than is currently possible, as well as benefiting from an even larger breadth of provision.”

The acquisition is Learning Curve’s first deal of this year, but last year it added Cardiff-based Motivational Preparation College for Training (MPCT) and Merseyside firm Antrec Limited. It also announced plans to create almost 1,000 new jobs and target new parts of the UK as part of a four-year growth strategy after receiving its second private equity investment.

MPCT was recently judged good, with outstanding ratings in some areas, in an Ofsted inspection, as well as receiving platinum status from the Investors in People scheme.

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