

Browne Jacobson and Smith Cooper advise on the sale of Prime Principle Ltd to Juniper Education

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The acquisition expands Juniper Education's portfolio of innovative software and services for monitoring pupil progress and increases the number of schools using its solutions to over 7,000.

The move will see further investment in the development of Classroom Monitor to ensure it continues to provide schools with the insight they need to boost pupils' achievement.

Gavin Freed, chairman of Juniper Education, said: *"Education doesn't stand still and schools want to know they have best-of-breed solutions that will help them understand their pupils' strengths and the issues holding them back. This is vital information that teachers use to shape interventions that make a real difference."*

"The team at Prime Principle have a wealth of experience in the sector and the acquisition will support us in our aim to continue developing software and services that save time for teachers, giving them the information they need to ensure their pupils achieve all they are truly capable of."

Chris Scarth, founder of Prime Principle Ltd, joins the board of directors at Juniper Education. Classroom Monitor will become part of the company's award-winning portfolio of tools, such as Target Tracker, which is already used by 1 in 4 English primary schools and OTrack, used in 1,500 schools, to track and analyse pupil progress.

Chris Scarth, integration director at Juniper Education, says: *"We're really excited about the opportunities this partnership brings to give schools greater access to the tools they need to unlock their pupils' potential."*

The Browne Jacobson team advising Prime Principle Ltd was led by corporate finance partner [Richard Cox](#), supported by corporate finance associate [Victoria Hustler](#) and tax associate [Christian Burchardt](#).

The Smith Cooper team advising Prime Principle Ltd was led by corporate finance partner Dan Bowtell, supported by tax partner Richard Stanley. An award-winning accountancy and business advisory firm and top 10 Corporate Finance adviser, Smith Cooper's multifaceted team combined expertise and market knowledge to provide the vendors with innovative, commercially viable solutions that optimised value.

In light of the deal, Dan Bowtell comments *"It was a pleasure to advise the vendors on the sale of their business to Juniper Education, and I look forward to watching the business flourish even further under it's new owners."*

Richard Cox added, *"We are delighted to have acted for the shareholders of Prime Principle Ltd. Prime Principle is a fantastic local success story and the sale to Juniper Education is a great opportunity for the team to continue to build on a very successful business"*.

Contact



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