

Vision 2025

Leaders Driving Growth

London & South East

Headline Sponsor



Grant Thornton

Supporting Sponsor



Santander

About Vision 2025

Vision 2025 celebrates the best teams of 2024 backed by private equity and venture capital, awarding portfolio companies and their investors.

These annual awards take into account growth, competitiveness, innovation, sustainability and the challenges of the year, with a focus on the future and the sustainability of the business as well as past performance.

This year, we introduced new award categories, recognising portfolio companies against the following categories: Early-stage, Scale-up, Medium, Large, Exit, and International Expansion.

In this booklet, we profile the winners for London & South East, announced at the BVCA's Summit Main Conference on 10 September 2025 in Central London. The national winners will be celebrated at the BVCA Gala on 3 December 2025 in London.

Further information regarding Vision 2025 can be found on the [BVCA website](#).

The Judging Panel

Chair:



Jan Rutherford
Scottish Equity Partners

Judges:



Rhian Elston
Development Bank of Wales



Beth Houghton
Palatine



Matthew Jacobs
Livingbridge



Chris Kay
FPE Capital



Sean Longsdale
Santander



Ewan MacKinnon
Maven Capital Partners



Andrew Priest
Inflexion



Peter Terry
Grant Thornton



Kaja Wilmanska
Bridgepoint

We get private equity at Grant Thornton

Our team is here to support you with a wide range of services, helping you drive value creation and maximise growth for your firm.

We've got a unique way of doing things here. We bring together specialised teams from advisory, tax, and assurance services to support the entire private equity journey. Whether it's for private equity houses, portfolio, or management teams, our mix of sector knowledge, technical skills, and international expertise, all led by experienced professionals, ensures top-notch service for our clients, helping them drive value and achieve success.

Visit grantthornton.co.uk to find out more or contact:

Peter Terry

Head of Private Equity

T +44 (0)161 953 6350

E peter.terry@uk.gt.com

Lucy Orhnial

Partner, Head of Transaction Tax & Private Equity

T +44 (0)207 184 4318

E lucy.nj.orhnial@uk.gt.com

Amo Anim-Addo

Partner, Private Equity Coverage

T +44 (0)207 728 3067

E amo.anim-addo@uk.gt.com

GRANTTHORNTON.CO.UK

© 2025 Grant Thornton UK Advisory & Tax LLP.

Grant Thornton UK Advisory & Tax LLP is a member firm of Grant Thornton International Ltd (GTIL).

GTIL and the member firms are not a worldwide partnership. Services are delivered by the member firms. GTIL and its member firms are not agents of, and do not obligate, one another and are not liable for one another's acts or omissions. Please see grantthornton.co.uk for further details. DTSK-10155



Winners & Backers



Dynamic Planner

Supported by FPE Capital

Scale-Up Category

Marlow, Buckinghamshire

6



Celnor

Supported by Inflexion

Medium Category

London

9



Pure Cremation

Supported by Epiris

Medium Category

Andover, Hampshire

12



15gifts

Supported by FPE Capital

International Expansion Category Leatherhead, Surrey

15



Bridewell

Supported by Growth Capital Partners

Exit Category

Reading, Berkshire

18

**Business isn't just about who you know.
It's about who you don't.**

**The connections you need. It Starts Here.
Corporate & Commercial Banking**

Santander UK plc. Registered Office: 2 Triton Square, Regent's Place, London, NW1 3AN, United Kingdom. Registered Number 2294747. Registered in England and Wales. www.santander.co.uk. Telephone 0330 9 123 123. Calls may be recorded or monitored. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Our Financial Services Register number is 106054. You can check this on the Financial Services Register by visiting the FCA's website www.fca.org.uk/register. Santander and the flame logo are registered trademarks.



Dynamic Planner

Supported by FPE Capital



Scale-Up Category



Marlow, Buckinghamshire

Dynamic Planner is the UK's most widely adopted digital financial planning platform, trusted by more than 40% of UK advice firms and risk-profiling over £211bn of assets each quarter. The platform enables advisers and wealth managers to deliver suitable, compliant advice aligned with Consumer Duty, while creating a streamlined, digital client experience. Its reputation has been reinforced through industry recognition, retaining the Schroders Best Independent Financial Planning Tool award for five consecutive years.

Dynamic Planner has delivered consistent growth, with turnover rising to £13.06m in FY24 from £9.08m in FY22, a 44% increase over two years. Operational engagement continues to scale, with over one million client reports generated in FY24 and significant adoption of its new tools such as Tram and Adviser Firm Insights. Dynamic Planner continues to invest in innovation, introducing AI-based functions designed to reduce reporting times from minutes to seconds and expanding its discretionary fund manager (DFM) research and cash-flow modelling tools.

FPE Capital has played a pivotal role in supporting Dynamic Planner's expansion and product roadmap. Its investment ensured significant cash was retained to fund the development of Elements. FPE's expertise in product migration journeys was instrumental in this transition, while its backing also enabled key hires across marketing, customer success and account management. This bolstered the company's go-to-market function, driving retention rates of 98% gross and 100% net, whilst supporting new enterprise-level partnerships. Notably, Dynamic Planner secured contracts with Quilter and St James's Place, reflecting FPE's support, enabling the company to balance innovation with commercial scale.



Dynamic Planner

Supported by FPE Capital



Scale-Up Category



Marlow, Buckinghamshire

Alongside financial and operational achievements, Dynamic Planner has embedded a strong commitment to ESG principles. The firm launched an ESG attitudes report, extended profiling capabilities to new sustainable fund ranges and integrated tools within its platform to help advisers evidence the use of ESG-aligned portfolios in line with Consumer Duty.

Internally, they have made strides towards B Corp accreditation and net zero commitments, whilst actively advancing diversity, equity and inclusion. The firm won the 2025 PIMFA Diversity & Inclusion Award and was Highly Commended at the 2025 FT Adviser Diversity Awards. Its dedicated ESG working group drives initiatives ranging from volunteering and mental health programmes to mentoring schemes with Urban Synergy, an organisation supporting young people from diverse backgrounds.

Judges' comments:

Dynamic Planner's combination of market leadership, continuous innovation, and strong ESG ethos, underpinned by FPE Capital's strategic investment, has established it as a transformative force in the UK financial planning sector and a clear contender for long-term sustainable growth.

Winner



Dynamic Planner

Supported by FPE Capital



Scale-Up Category



Marlow, Buckinghamshire



Ben Goss

CEO of Dynamic Planner said:

"We are delighted to win this award. Our commitment to helping our customers unlock trusted financial advice at scale through our digital advice platform has resulted in the continued growth which this award recognises."



Dan Walker

Partner at FPE Capital said:

"Our congratulations to Ben and the whole team at Dynamic Planner on winning this prestigious BVCA award. In such a competitive region of the UK, it is a testament to the business they have built which is customer-centric and committed to its mission to deliver a platform to its customers, including UK advice firms and wealth managers, which helps them to match their clients with suitable financial solutions for their life goals. The delivery of this mission is creating some impressive financial performance but also enabling the company to continue to invest in the products of the future for its industry."

GP Profile



About FPE Capital

FPE Capital is an investor in the second-stage growth of software, data, and software services companies. They invest in profitable UK/Irish headquartered companies with revenues of £5m to £50m, which can accelerate their growth. Their singular focus on a select group of software companies, many of which have received minimal or no external capital to date, drives success through focus. By concentrating their efforts and resources, they consistently and successfully identify, fund, scale, and support companies as they navigate the next stage of their journey.

[Find out more >](#)

Celnor

Supported by Inflexion

 Medium Category

 London

Celnor was founded in October 2023 by Simon Parrington, with the backing of Inflexion, as a new buy-and-build platform in the testing, inspection, certification and compliance (TICC) sector. The business has scaled at a remarkable pace; today it comprises 29 companies across four divisions: Analytical Sciences, Built Environment, Safety & Compliance, and Risk Management. With more than 1,500 colleagues, Celnor generates over £160m of revenue and more than £35m EBITDA, providing a wide range of critical services and data that enable customers to manage sustainable development and comply with environmental and occupational regulations.

Inflexion's investment has been central to Celnor's rapid success. Leveraging its strong track record in the TICC sector, including investments in Phenna Group, Alcumus and BES Group, Inflexion initially equity-funded the first 15 acquisitions before arranging further financing from Ares Management and PNC. Inflexion has delivered significant value creation support, with its Talent team shaping Celnor's human capital strategy and securing key C-suite appointments. Meanwhile, its Technology and Commercial teams have advised on scalable IT infrastructure, operational model development, and ESG strategy.

Growth has been achieved through a combination of M&A and organic development. Since its inception, Celnor has completed 29 acquisitions. The group has also expanded internationally with the acquisition of JTC, providing a foothold in the highly fragmented US market. Alongside acquisitive growth, Celnor has delivered organic growth of more than 10% and EBITDA margins above 20%. This has been supported by investments in enterprise-quality systems, sales and marketing capabilities, pricing strategies and talent development. Innovative initiatives such as Celnor's Leadership Development Programme and Management Development Programme are also embedding a culture of growth, collaboration and leadership across this group.



Celnor

Supported by Inflexion

 Medium Category

 London

Celnor has placed ESG at the heart of its strategy, recognising the role of TICC services in driving sustainable development. The group is aligned to the UN Sustainable Development Goals of Gender Equality and Decent Work and Economic Growth, with a commitment to ensuring all employees earn a living wage and to achieving gender balance at management level. While gender representation across the industry remains a challenge, Celnor is actively addressing this through inclusive recruitment, diversity monitoring and participation in sector networks, such as Women in Engineering.

Broader commitments include environmental and sustainability policies, signing the Armed Forces Covenant, supporting professional development through ESG apprenticeships and assessing supply chains to mitigate the risk of modern slavery. Additionally, the company supports local communities, matching employee charitable fundraising efforts and encouraging volunteering.

Judges' comments:

By combining Inflexion's financial firepower and value-creation expertise with a clear strategy of acquiring and scaling high-quality compliance-led businesses, Celnor has rapidly established itself as a leader in the TICC sector.

Winner



Celnor

Supported by Inflexion



Medium Category



London



Simon Parrington

Group Chief Executive Officer at Celnor said:

"This award is a great acknowledgment of the hard work, commitment, and passion shown by the entire Celnor team over the last 2 years and we're really honoured to win it. With the backing of Inflexion since our first acquisition, we've achieved significant organic growth, whilst making 32 acquisitions and building a scaled back office platform to support 1,700 colleagues and annual revenues in excess of £170m."



Dominic Clark

Investment Director at Inflexion said:

"Inflexion is delighted that Celnor has been recognised with a BVCA Vision Award and congratulates the management team on their outstanding achievement. Since partnering with Inflexion in October 2023, Celnor has scaled rapidly to become a leading TICC platform, combining strong organic growth with a disciplined integration strategy. We are proud to support Simon Parrington and his team as they continue to build a platform of scale, expand into new markets, and deliver critical services and data to customers worldwide."

GP Profile

inflexion

About Inflexion

Inflexion is a leading European mid-market private equity firm, investing in high growth, entrepreneurial businesses with ambitious management teams and partnering with them to accelerate growth. Inflexion's flexible approach allows it to back both majority and minority investments. Inflexion helps businesses achieve the next stage of growth through international expansion, mergers & acquisitions, digital enhancement, commercial strategy, talent management, ESG, and access to Inflexion's global network.

Find out more >

Pure Cremation

Supported by Epiris

 Medium Category

 Andover, Hampshire

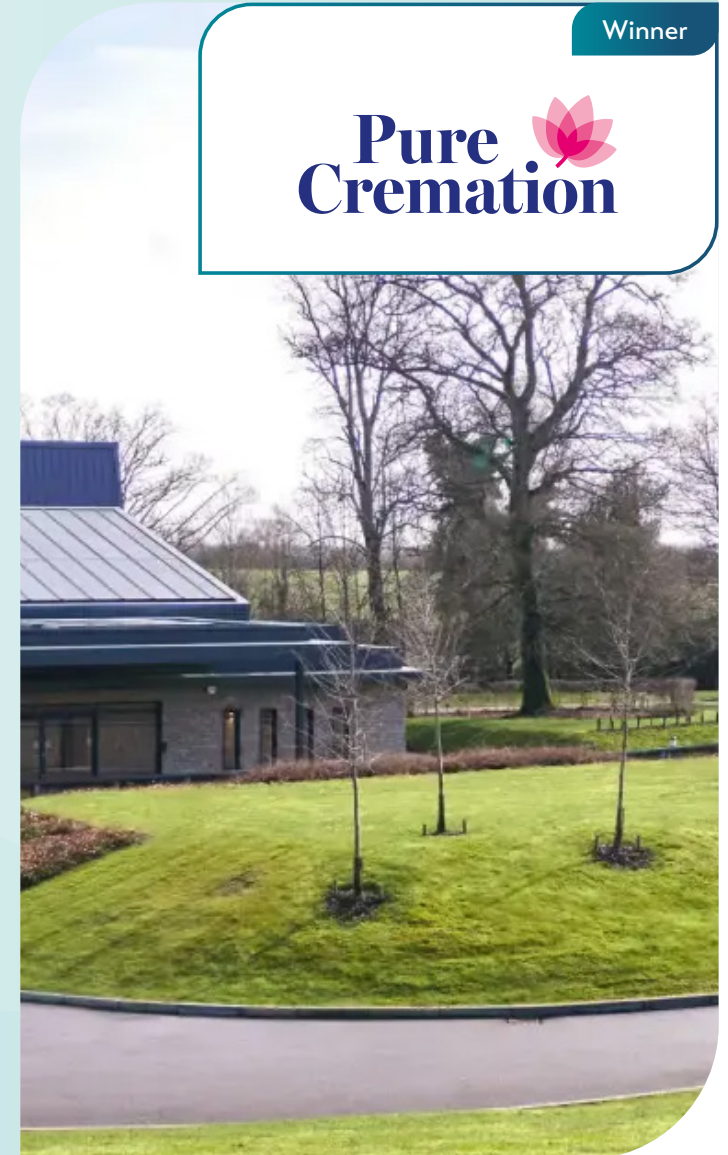
Pure Cremation is the UK's leading funeral sector disruptor, redefining how families can say goodbye to loved ones through its innovative and flexible approach. Pure Cremation offers a low-cost, dignified alternative to traditional funerals that is around 70% cheaper and provides greater freedom of choice for families. Its proposition spans both at-need services and FCA-regulated pre-need plans. Pure's service model is underpinned by exceptional customer advocacy, with more than 25,000 five-star reviews and delivery from its freehold-owned, state-of-the-art crematorium.

Epiris invested in Pure Cremation in 2023, recognising both its category-defining brand and the strength of its management team led by CEO Dean Lamble. Dean brought deep expertise from technology and insurance, and alongside Epiris, helped shape the strategy that transformed Pure into one of the UK's fastest-growing private equity-backed businesses. Since the investment, EBITDA has grown from £6m in 2023 to an expected £30m by FY25, achieved without further capital investment. This transformation has been driven by bold marketing innovation, including one of the UK's top five television advertising spends and the integration of advanced data science.

In 2024, Pure achieved a 50% increase in volume, 53% growth in revenue and a 200% uplift in EBITDA. The company has rebranded, launched a new website, overhauled its CRM and media, introduced AI-powered customer tools such as Lost for Words, a condolence writing assistant, and A Fine Farewell, a send-off planning service. Employee engagement has surged, with record scores following significant investment in workplace culture, learning and development, and the successful launch of the first all-employee conference, "100% Pure".

Winner


Pure
Cremation



Pure Cremation

Supported by Epiris

 Medium Category

 Andover, Hampshire

Pure Cremation has made ESG a central pillar of its strategy. In 2024, it launched a four-pillar plan focused on energy transition, waste reduction, people and community, and governance. Targets include an 83% reduction in CO₂ emissions per cremation and a 44% improvement in landfill-to-recycling ratios by 2027, with measurable progress already underway.

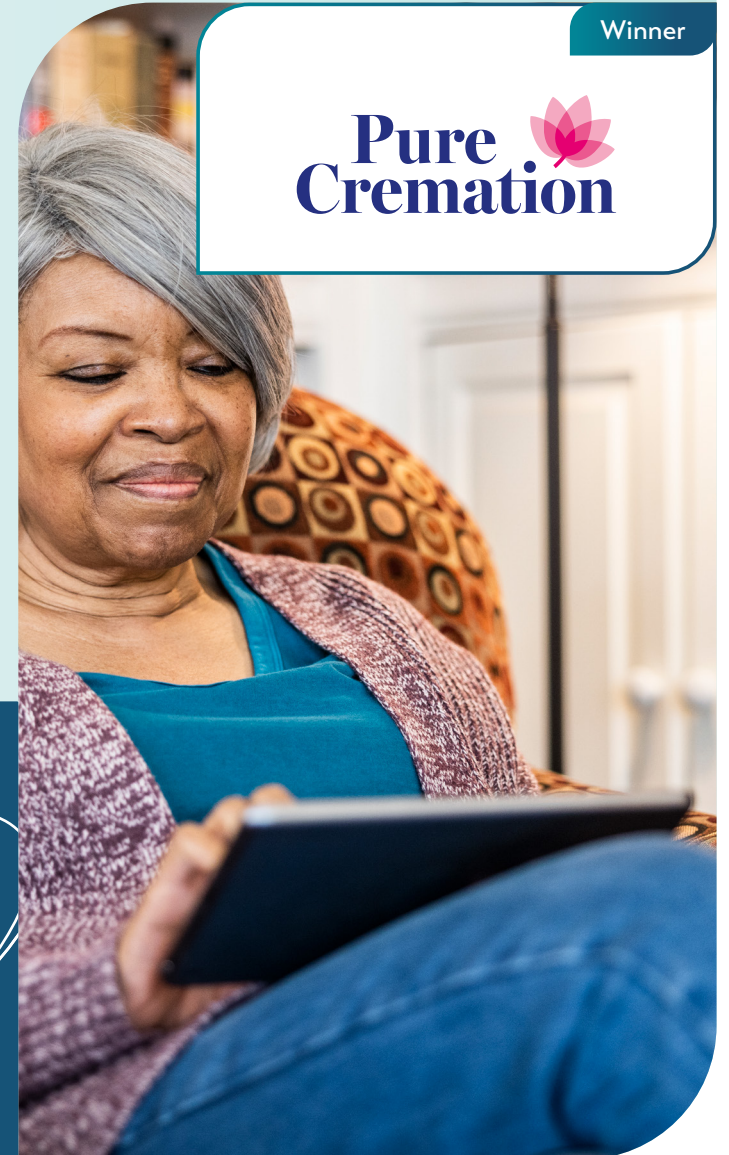
The business is advancing DE&I through inclusive recruitment, flexible working policies, employee well-being initiatives and accessibility investments across its sites. Its gender pay gap of 8.22% compares favourably to the sector average of 13.9%, while programmes such as piloted placements for young people with autism demonstrate a commitment to inclusion.

Judges' comments:

By combining commercial performance, customer advocacy and meaningful ESG commitments, Pure Cremation has established itself as a leader and a business reshaping the industry. With strong market penetration in the UK and international expansion in the future, Pure is set to continue its exceptional growth journey with Epiris' backing.

Winner


Pure
Cremation



Pure Cremation

Supported by Epiris



Medium Category



Andover, Hampshire



Dean Lamble

CEO of Pure Cremation said:

"We're delighted to win a 2025 BVCA Vision Award. Pure Cremation has grown tremendously over the last two years by delivering on what customers want – making it easier to have a celebration of someone's life, rather than the traditional, Victorian crematoria experience that can include costs for add-ons and extras they don't want."

"Epiris has been a fantastic business partner throughout, sharing our ambitions and supporting our growth as we continue our transformation, extend our market-leading position and cement our status as the foremost brand in the sector."



Owen Wilson

Chief Investment Partner at Epiris said:

"We are thrilled for the recognition Pure has earned with this 2025 BVCA Vision Award. Pure is a strong example of our strategy of partnering with outstanding CEOs to transform high-quality businesses. In this case, the CEO is Dean who, in less than two years, has transformed the business by building an exceptional team and delivering best-in-class service to customers. Congratulations from all of us at Epiris to Dean and his team."

GP Profile



About Epiris

Epiris invests in opportunities to transform and reposition businesses in partnership with exceptional management teams. They target control positions in UK-centric businesses with an enterprise value of between £75 million and £500 million. Over the past 25 years, Epiris have invested more than £5 billion in over 200 deals.

[Find out more >](#)

15gifts

Supported by FPE Capital



International Expansion Category



Leatherhead, Surrey

15gifts is transforming digital sales for some of the world's largest telecoms and media brands through its agentic AI technology. Its virtual sales agent, Humara, replicates the expertise and psychology of top-performing retail salespeople to guide customers through complex purchasing decisions. This builds confidence, improves conversion rates and increases revenues for clients including Verizon, Vodafone, O2 and Tesco. 15gifts' growth is driven by its hybrid commercial model, combining licence fees with performance-based pricing to ensure alignment with client success. Annual recurring revenue grew 30% year-on-year in June 2025, with projections rising from £6m to £7.5m.

15gifts' growth trajectory has been fuelled by investment from FPE Capital in December 2022, which raised \$6.5m to accelerate the next stage of development. FPE recognised both the commercial traction and the transformative potential of 15gifts' technology, particularly its ability to translate the hype around AI into tangible business value for global enterprises. The investment has supported rapid innovation, enabling the integration of large language models into the company's platform.

Beyond product development, FPE's backing has scaled operations and strengthened governance. 15gifts has grown headcount by around 30-40% since the investment, expanding from 71 to 83 employees, with plans for further growth. The investment has introduced a more structured approach to ESG reporting, the appointment of a CFO, and refined the leadership team's ability to navigate international expansion.



15gifts

Supported by FPE Capital



International Expansion Category



Leatherhead, Surrey

ESG is increasingly embedded in 15gifts' operations. The company operates under a robust Equal Opportunities Policy covering all stages of the employee lifecycle, supported by practices such as merit-based recruitment, unbiased hiring training and inclusive advertising strategies. 15gifts has engaged with external DE&I specialists to define a company-wide commitment and create a strategic roadmap. With nearly 60% of line managers promoted internally, a dedicated women's network, and a culture that empowers all employees to contribute and challenge ideas, inclusivity is central to its ethos.

Judges' comments:

15gifts' combination of technological innovation, commercial impact, and international expansion positions the company as a leader in generative AI sales solutions and sets the benchmark for sustainable growth.

Winner

15GIFTS



15gifts

Supported by FPE Capital



International Expansion Category



Leatherhead, Surrey



Tom Cox

CEO of 15gifts said:

"We're incredibly proud to receive this recognition, which reflects the hard work and dedication of the entire 15gifts team. This award is a moment to reflect on how far we've come."

"The launch of Humara, our AI sales agent, has redefined what's possible in digital sales by uniquely combining the psychology and craft of human sales experts with cutting-edge AI. This innovation has already attracted major global enterprises, who recognise its ability to deliver real business impact."

"We're deeply grateful for the support and partnership of FPE, whose investment and guidance have been pivotal in accelerating our growth. We're excited for what's ahead as we continue to expand our international customer base and redefine the digital sales experience."



Llewellyn John

Partner at FPE Capital said:

"Congratulations to Tom and all the team at 15gifts on winning the International Expansion BVCA Vision Award. It's a well-earned recognition of the progress they've made in scaling a UK-grown AI business into international markets. 15gifts' unique AI-led digital sales agent, Humara, has been trained by the best human sales agents and on millions of data points to assist consumers through complex purchasing decisions. This combination of deep technical capability and sharp commercial focus has won the confidence of global enterprise customers that the value they deliver continues to set 15gifts apart. We're proud to be part of the journey and excited for the next stage of international growth."

GP Profile



About FPE Capital

FPE Capital is an investor in the second-stage growth of software, data, and software services companies. They invest in profitable UK/Irish headquartered companies with revenues of £5m to £50m, which can accelerate their growth. Their singular focus on a select group of software companies, many of which have received minimal or no external capital to date, drives success through focus. By concentrating their efforts and resources, they consistently and successfully identify, fund, scale, and support companies as they navigate the next stage of their journey.

Find out more >

Bridewell

Supported by Growth Capital Partners

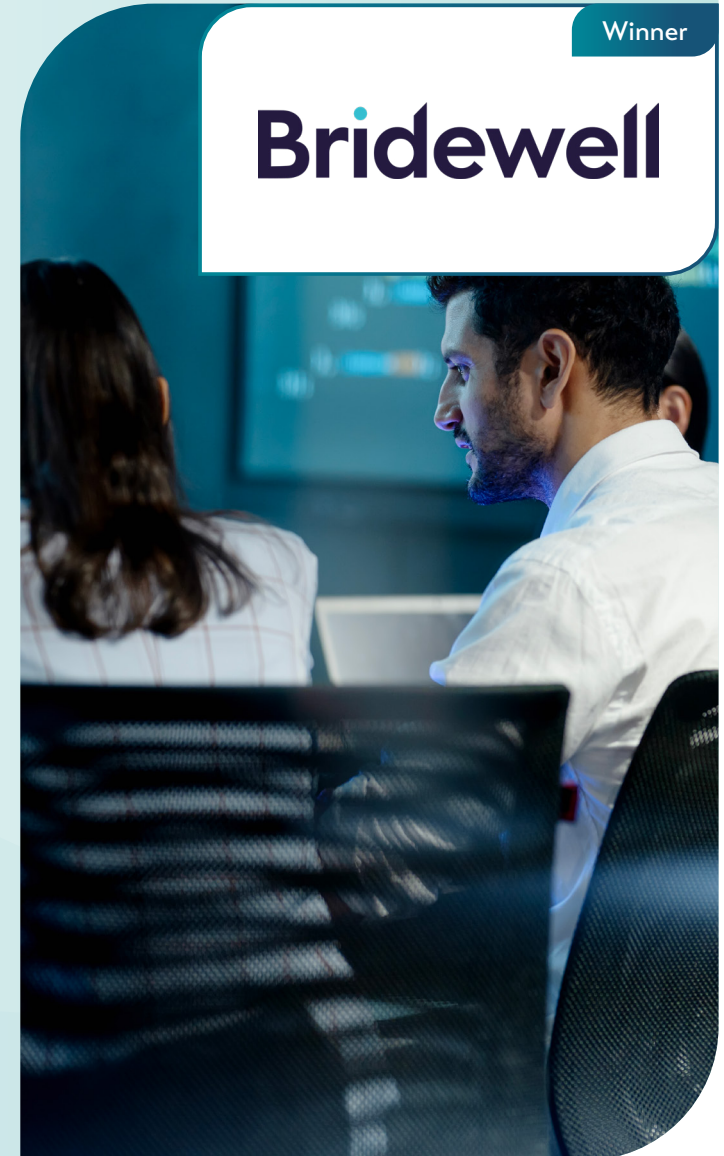
 Exit Category

 Reading, Berkshire

Bridewell is one of the UK's leading cyber security services companies, specialising in end-to-end consulting and 24/7 managed detection and response solutions for organisations across Critical National Infrastructure (CNI). Its capabilities span across Information Technology and Operational Technology, covering architecture and design, governance, risk and compliance, fully managed Security Operations Centres, penetration testing and data privacy.

Growth Capital Partners (GCP) first invested in Bridewell in 2021, recognising its strong market position, experienced management team and clear potential for scale. Since then, GCP has provided strategic and financial backing to accelerate Bridewell's growth, including supporting key leadership hires, establishing new regional hubs, opening a US trading entity and backing the acquisition of Arculus in 2024. This M&A activity strengthened Bridewell's public sector proposition and created significant cross-sell opportunities. Since the partnership, revenue has grown from £31.4 million in FY23 to £40.3 million in FY24, with EBITDA rising from £5.5 million to £9.2 million.

Bridewell has launched Cybiquity, its proprietary platform leveraging automation, data and AI to increase customer visibility, drive efficiencies and expand managed services gross margins.



Bridewell

Supported by Growth Capital Partners

 Exit Category

 Reading, Berkshire

On the ESG front, Bridewell has been a sector leader, maintaining its carbon negative status for the third consecutive year in FY24 and proactively reviewing its supply chain to further improve sustainability. The company has been an early supporter of initiatives such as NCSC CyberFirst, Cyber College Cymru and SANS Upskill in Cyber, all of which help diversify and strengthen the UK's cyber talent pipeline.

Internally, Bridewell sponsors Empowering Women to Lead programmes and runs networks for women in cyber, LGBTQ+ staff, neurodiverse employees and those linked to defence and emergency services. The Bridewell Academy also upskilled 25 graduates, apprentices and career changers, ensuring a sustainable pipeline of specialist talent. Bridewell's culture remains central to its success, earning the We Invest in People Gold accreditation, alongside Cyber Business of the Year and the Thriving Together Award.

Judges' comments:

Through its blend of innovation, strong governance and people-first culture, Bridewell has become a model for sustainable, high growth cyber security services, combining robust financial performance with clear social impact.



Bridewell

Supported by Growth Capital Partners

 Exit Category

 Reading, Berkshire

 **Anthony Young**
CEO of Bridewell said:

"It is fantastic for the team to be recognised through this prestigious award for all their hard work and dedication to build the UK's leading cyber security services company focused on protecting critical infrastructure. With the backing of Growth Capital Partners since 2021, who helped us build the foundations to scale, we managed to achieve our goals together, quadrupling revenue and EBITDA through a well thought-through strategic approach to both organic and inorganic growth through the UK and more latterly the US."

 **Ravi Monteiro**
Partner at Growth Capital Partners said:

"We are delighted that Bridewell has been recognised with this BVCA Vision Award, a well-deserved acknowledgement for their exceptional team and culture and a testament to the company's outstanding growth and impact. Over the past four years, it has been a privilege to support the ambitious management team build the UK's leading CNI-focused cyber security services business. From scaling leadership and talent to driving international expansion and M&A, our partnership supported Bridewell to position for long-term success, and we look forward to seeing their continued growth."

GP Profile

gcp

About Growth Capital Partners (GCP)

GCP are passionate about building genuine investment partnerships with entrepreneurial businesses that are high-margin, intellectual capital-led, operating in markets underpinned by global mega-trends. With over 26 years of experience and a proven, referenceable track record, they bring deep sector expertise across the technology and specialist services sectors. GCP invest between £15m and £75m in equity funding in businesses valued between £25m and £150m, across both minority and majority transactions.

[Find out more >](#)

British Private Equity & Venture Capital Association (BVCA)

3rd Floor, 48 Chancery Lane, London WC2A 1JF
+44 (0)20 7492 0400 / bvca@bvca.co.uk / www.bvca.co.uk

Find us on



Headline Sponsor



Grant Thornton

Supporting Sponsor



Santander